



EW

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB
USAF AIR UNIV
UNIT ACQ BRANCH
MAXWELL AFB AL 36113
EXP 2/65



73% of stations report increase in spot TV billing. p27
Radio income hit \$681.1 million in '63, FCC says. p30
ABC Radio talking about 24-hour broadcast day. p82
\$11.5 million in TV station sales last week. p52

COMPLETE INDEX PAGE 7



COUNT ON US!

□ □ FOR GUARANTEED RATE PROTECTION □ □ □ FOR COMMUNITY RESPONSIBILITY □ □
FOR FIXED POSITION SPOTS □ TO DELIVER THE LARGEST AUDIENCES □ FOR CIRCULATION
□ □ □ FOR MARKET INFORMATION □ FOR RELIABLE MERCHANDISING SUPPORT □ □ □
TO BE THE DIFFERENCE BETWEEN GOOD AND GREAT IN TWIN CITY TELEVISION!

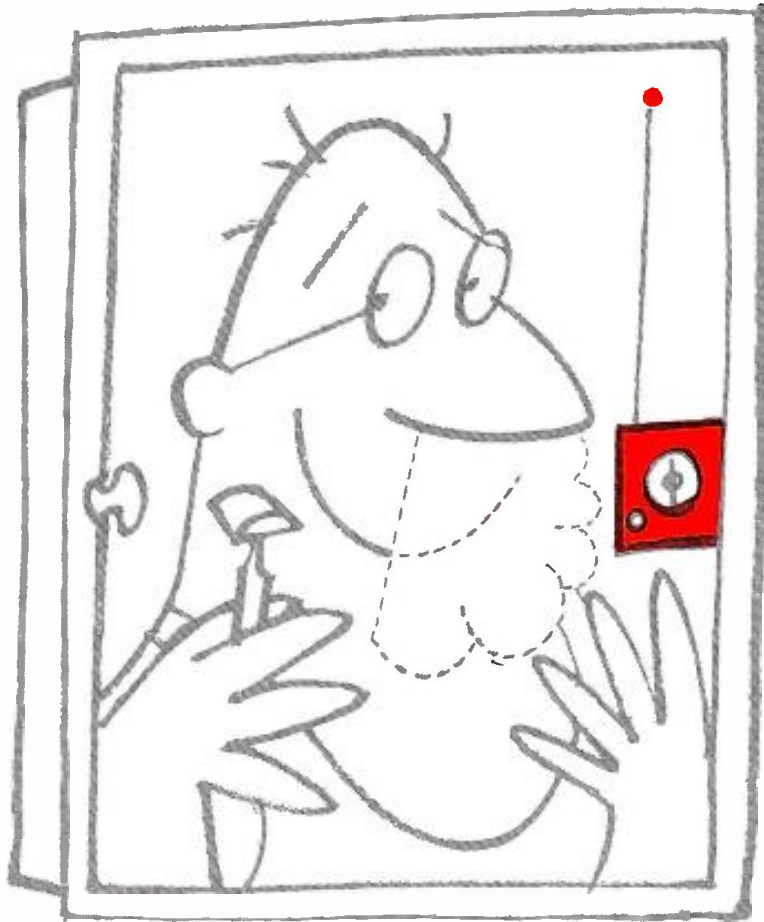
WCCO



Minneapolis—St. Paul



contact your nearest
Peters, Griffin, Woodward, Inc.
"Colonel" for the complete story



Great Lakes area magnates get some of their best ideas while shaving.

And while they're eating breakfast, driving to and from work, relaxing at home—indeed, almost *any* time they happen to be listening to WJR.

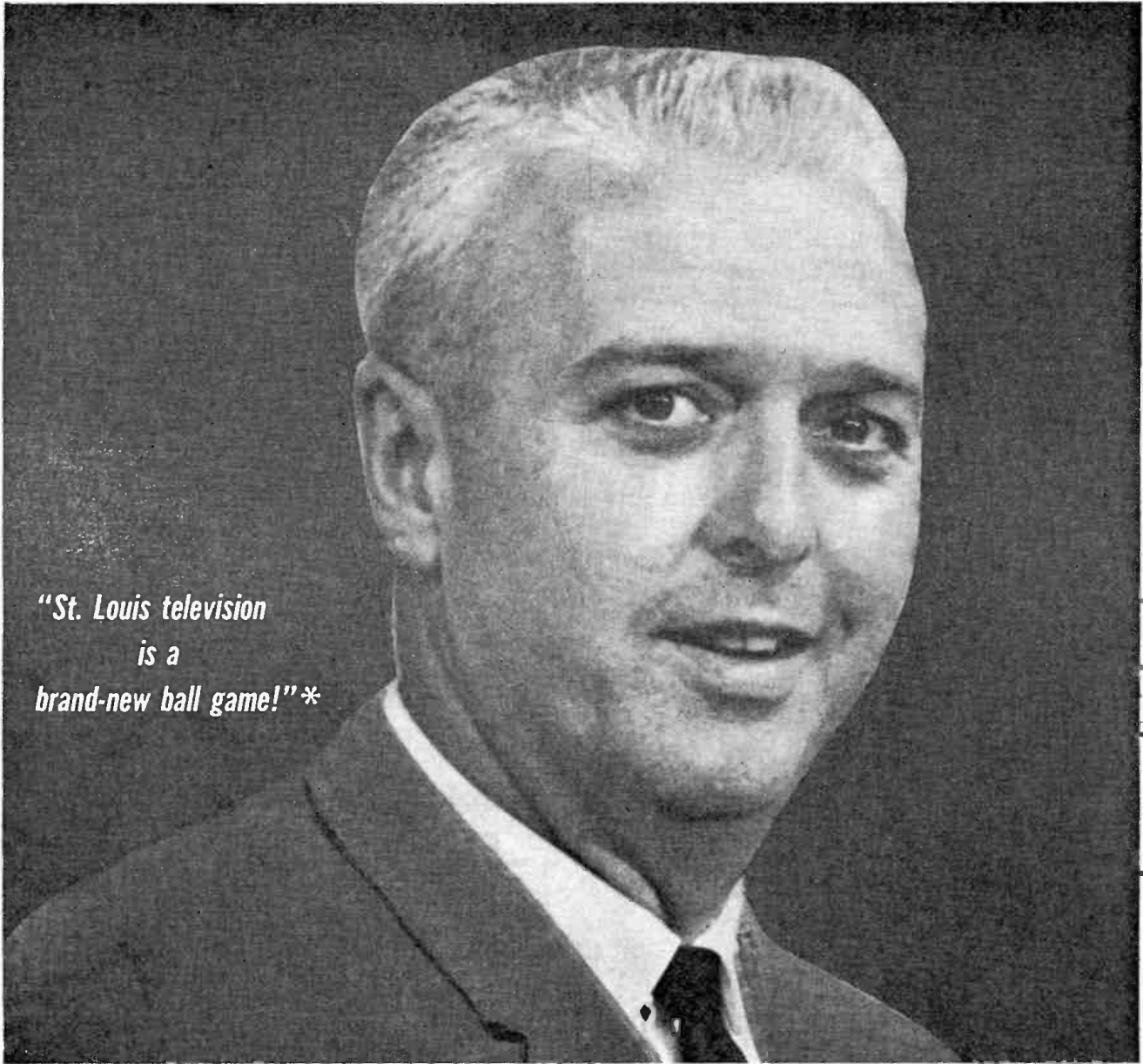
How come? Because WJR not only puts business news, notes and roundups in its day-round fare of foreground radio. It also includes business *commercials*.

For instance? Spot messages to styling VP's about new uses for new metals. Or to top execs on new supplier sources for the annual automotive tool-up. Or to sales-minded board chairmen about new places to spend million-dollar ad budgets more effectively.

In short, advertisers have found WJR's foreground radio a superb means of reaching top citizens in the Great Lakes industrial community. Simply because those top citizens go for exactly the same kind of adult programming that our other 2 million regular listeners go for.

If you want to reach business leaders—by the hundred or by the handful—we hope you get one of *your* best ideas while reading this ad. A real brainstormer like "Say, why don't we call our Henry I. Christal rep?"

WJR
760 KC 50,000 WATTS
DETROIT



*"St. Louis television
is a
brand-new ball game!"**

ART BROCK

...winner of four Emmy Awards as an outstanding TV personality...brings his many talents to KTVI.

**THE
EXCITING
NEW**

KTVI Channel **2**

ST. LOUIS abc HR

*Art joins Spencer Allen, Pat Fontaine and Charlotte Peters—as another member of the most powerful television team in St. Louis.



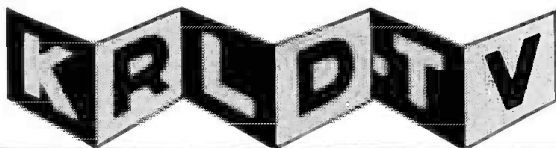
THE BIG KRLD-TV PICTURE

KRLD-TV is the dominant station in the Dallas-Fort Worth television market. According to the June/July ARB, your ad dollar buys a 40% Metro Share of Audience (Sign-On to Sign-Off, Monday thru Sunday).

KRLD-TV also provides you with the greatest coverage in Texas (31% of ALL retail sales), reaching 807,100 TV Homes each week with a spending potential of \$7.1 billion dollars.*

Take advantage of Channel 4's PROVEN market domination. See your ADVERTISING TIME SALES representative.

*SRDS Consumer Market Data Jan. '64.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Bigger LBJ TV holdings?

Without its consent and perhaps to its embarrassment, Lyndon B. Johnson family may soon wind up with increased ownership in television stations. If it happens—and it's maybe 60-40 that it will—here's how it will come about: Texoma Broadcasters Inc., licensee of KXII-TV Ardmore, Okla., is dickering to buy channel 10 KLFY-TV Lafayette, La., for more than \$2 million. Majority stockholder in Texoma (75%) is KWTX Broadcasting Co., of which Texas Broadcasting Co., which is principally owned by President's wife and daughters, owns 29%. Principal properties of Texas Broadcasting Co., which was called LBJ Co. until name was changed and Johnson family stock put into trust last December, after President took office, are KTBC-AM-FM-TV Austin, Tex.

KWTX Broadcasting Co., in addition to its 75% ownership of Ardmore channel 12, owns 100% of KWTX-TV Waco, Tex. (ch. 10), and 50% of KBTX-TV Bryan, Tex. (ch. 3) as well as 78.9% of radio station, KNAL Victoria, Tex. All TV stations involved, including Louisiana outlet that Texoma hopes to buy, hold CBS-TV affiliations, though Bryan station is also affiliated with ABC-TV. Lafayette deal can be consummated without consent of trustee for Johnson holdings, and word is that relations between Johnsons and majority stockholders in KWTX complex are far from cordial. Principal owners of Lafayette station are Paul H. and Thomas A. DeClouet.

Commercial clinic

First of what could become series of seminars on TV commercial production has been set by American Association of Advertising Agencies. It's to be held Oct. 27-28 at Charlotte, N. C., with attendance limited to 30 representatives of AAAA member agencies in North and South Carolina, Virginia, Georgia, Florida and Alabama (AAAA Southeast Conference). Plan is to cover full range of TV commercial production from local level to top-budget in top production houses, with leading agency, independent and other producers in charge. If successful, AAAA expects to schedule others.

Group reps under study

Growing number of group station owners going into station representation business—to represent stations other than their own—has sparked FCC inquiry. There's nothing formal about it yet—commission's network study staff was simply told to get facts. But report staff eventually makes

CLOSED CIRCUIT*

could lead to proceeding to bar groups from representing other than their own stations, as is already rule in case of networks.

Study is brain child of Commissioner Robert E. Lee (CLOSED CIRCUIT, Aug. 31). He is concerned that groups might have unfair advantage in competing with station rep firms for station clients. Other commissioners don't appear terribly exercised about matter; but neither were they averse to study being made. There's some feeling that group representation of non-owned stations might lead to abuses; indeed may even violate spirit if not letter of rules barring networks from same practice.

New career

Veteran broadcaster John F. Patt, 58, who retired as chairman of Goodwill Stations (WJR Detroit, WJRT[TV] Flint, Mich.; WSAZ-AM-TV Huntington-Charleston, W. Va.) after consummation of sales of properties last month, has opened office in Cleveland's Statler hotel as consultant to investors seeking broadcast properties. He's restricting list to few clients and may himself buy back into radio-TV.

Suds in the eye

Television stations and their representatives are reported to be elated over hefty spending this year by beer and ale companies, with gross expenditures expected to soar to almost \$80 million as against \$68 million last year. Check with Television Bureau of Advertising indicates that substantial boost is based partly on increased spending by such advertisers as Miller, Liebmann, Pearl and Piel's breweries, whose combined expenditures are expected to top 100% over 1963.

Pay in Chicago?

Pay TV may be factor in decision of Marshall Field interests to buy into UHF station in Chicago (see story page 54). Field Communications, which is headed by Sterling C. (Red) Quinlan, former Chicago vice president of ABC, has been studying all forms of subscription television, on wire as well as on air, and is known to be interested in staking out Chicago, company's home base, for pay operation of one kind or another. Also based in Chicago is Zenith Radio Corp., joint venturer with RKO General in on-air pay-TV experiment in Hartford, Conn. Zenith has been issuing bullish reports about viability of

on-air pay TV on UHF stations. Mr. Quinlan says pay TV is not primary reason for UHF acquisition, but he does not deny that pay might be mixed into station's free service later.

Triple take

NBC programmers might wonder at unpredictability of TV audiences. Teen-age love-making skit by comics Mike Nichols and Elaine May on *Jack Paar Show* couple of weeks ago brought round of parental protests to network and affiliates. Yet NBC authorities say skit not only was cleared by their broadcast standards editors as tastefully done satire for that hour (Fri., 10-11 p.m. EDT) but had been carried on NBC twice before without incident: once on *Perry Como Show*, once on old *Omnibus* series. They think they've found explanation, however. Most complaints, they say, came from Chicago area—specifically, circulation area of *Chicago Tribune*, whose TV critic, Larry Wolters, had criticized it in print.

Job open

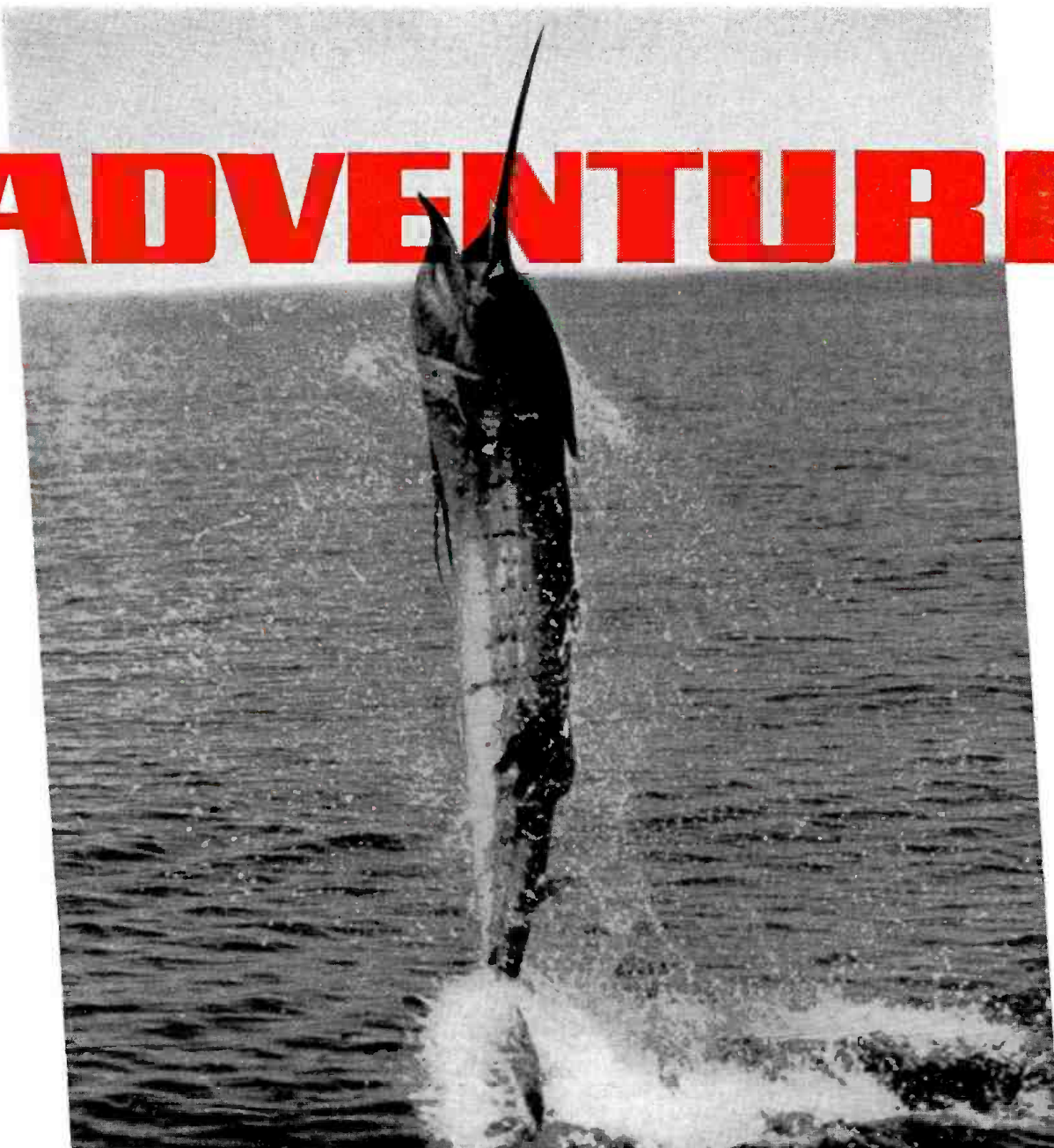
Leaders of Station Representatives Association have been quietly looking around for new managing director, and chances seem good that one will be chosen at Oct. 27 SRA board meeting—but not before. He will succeed Lawrence Webb, managing director until he became vice president and general manager of KRLA Pasadena, Calif., and since then acting managing director pending completion of several SRA projects already in work (BROADCASTING, Aug. 24). Mr. Webb is helping to screen prospects.

Glimpse of Eden

Here's man-sized list of long-range legislative goals National Association of Broadcasters members will hear about Monday (Oct. 13) in Salt Lake City and throughout NAB fall regional conference tour: permanent, or at least longer term licenses with revocation only for cause; legislation equating freedom of broadcasting with constitutional press freedoms; elimination of program control at FCC.

Paul Comstock, NAB vice president for governmental affairs, says getting Congress to enact program may "look like turning back Niagara" in view of Capitol Hill's historic reluctance to trim FCC powers. But it must be done, Mr. Comstock says, and he'll be seeking membership support for ideas during fall conference swing.

ADVENTURE



CLEVELAND
the "one-buy" market

WJW-TV

the one to buy!

Another adventure in local programming, WJW-TV's twice award winning "ADVENTURE ROAD" brings the far corners of the earth to arm-chair adventures...holds general acclaim for wide-appeal intellectual and educational programming. Cleveland with no fringe stations taking a bite of the viewers is the one buy market. WJW-TV is the one to buy.

LOS ANGELES KCBS	PHILADELPHIA W'BC	DETROIT W'BC	MIAMI W'CBS	TOLEDO W'SPD	CLEVELAND W'W	CLEVELAND W'W-TV	NEW YORK W'HN	DETROIT W'BC-TV	MILWAUKEE W'ITI-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	STORER BROADCASTING COMPANY
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WEEK IN BRIEF

Spot Television business seems headed for another record year, helped out by a substantial boost from political spots. BROADCASTING survey shows 73% of TV stations running ahead of last year's fall business. See . . .

POLITICAL SPOTS LIFT TV TOTALS . . . 27

Radio revenues and income rose to new heights in 1963, FCC figures show. Revenues were \$681.1 million, up 7.1% over 1962. Before-tax income jumped 26.2%, from \$43.5 million to \$54.9 million. See . . .

RADIO INCOME HITS NEW PEAK . . . 30

Station sales totaling \$11.5 million are announced. Switches involve seven TV's and two radio stations. Kaiser sells Hawaiian outlets to lead list, "Honolulu Advertiser" sells three TV's. See . . .

BANNER WEEK IN STATION SALES . . . 52

Active 88th Congress was mostly static in broadcasting field. Most notably absent legislation: suspension of Section 315. Bill to block FCC commercial restraint gathers dust. A BROADCASTING wrapup. See . . .

PLAYBACK ON THE 88TH CONGRESS . . . 64

ABC Radio aims for around-the-clock service. Needs eight hours more programming to reach goal, wants clearance from affiliates before going ahead. Estimated cost of starting new service: \$750,000. See . . .

ABC RADIO MAY GO FULLTIME . . . 82

As television viewing patterns begin to form, Arbitron ratings show potential for tight network race during new season. CBS leads and NBC is close second, but ABC is lagging only 0.5% behind leader. See . . .

RATINGS RACE IS DEVELOPING . . . 88

RCA extends to fourteen its string of consecutive quarters of profit increases. NBC major contributor, with nine-month profits up 20% over same period last year. RCA seems headed for best year yet. See . . .

RCA PROFITS CONTINUE UP . . . 94

FCC approves sale of Cleveland and Grants, N.M., radio stations in spite of opposition of commissioners worried about control concentration. Cox thinks diversity more important than local ownership. See . . .

ATTACKS ON MASSING OF MEDIA . . . 58

New radio code promotion kit is sent out by National Association of Broadcasters. Follow-up to TV kit, it contains pamphlets and other promotion pieces designed to teach meaning of radio code. See . . .

PROMOTION KIT FOR RADIO CODE . . . 92

Commercial questions abound as Advertising Research Foundation holds 10th annual conference. Paul Gerhold calls for more and better research into use of media as well as media selection. See . . .

QUESTIONS PLENTIFUL . . . 44

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when you think

NEW YORK
RADIO

think

wmca

the straus broadcasting group inc.



REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

Oct. 22 set for N.Y.C. CATV hearing

Hearing on Sterling Information Services' petition to operate community antenna service in Manhattan, N. Y., will be held Oct. 22 by New York City Board of Estimate (CLOSED CIRCUIT, Sept. 28).

SIS operates Teleguide closed-circuit TV service in 52 Manhattan hotels. Present franchise is limited to area south of 155th Street. New grant would be nonexclusive and would permit CATV operation over all of Manhattan. System would use duct lines owned by Empire City Subway Co., but which are subject to franchise approval by city.

President of SIS, Charles Dolan, says estimated expenditure of \$2 million would provide more than adequate grid cable system around city to make operation viable. Company would charge \$60 installation fee and \$5.50 monthly to subscribers, with city taking 5% of system's gross revenues.

Original capacity of system would be 15 channels—all of New York's present VHF and UHF signals to be offered—with possibility of expansion.

Mr. Dolan said Friday he anticipates no opposition to franchise grant since it "would not conflict with any interests of local broadcasters" and would offer clearer pictures, especially of color signals, service which company feels many in New York would be glad to pay for.

Jerrold seeks CATV in Camden, N.J., area

Jerrold Corp., Philadelphia, largest CATV equipment manufacturer and major system owner, is trying to sew up 37 cities in Camden county, N. J., for its largest CATV venture.

Market's 115,000 TV homes would be offered four Philadelphia TV's and New York's three independents and one ETV, plus 6 FM's for no more than \$50 installation and \$5 monthly, company official said Friday (Oct. 9).

Proposal has been presented to Camden city council (33,000 TV homes in city proper), Jerrold source said, and it's expected other firms will make proposals, among them TeleSystems Corp., Glenside, Pa., another major manufacturer and system owner.

Terms of Jerrold proposal aren't be-

ing revealed but it's known firm is offering cities percentage of gross receipts for permission to do business and promise to wire schools and some city buildings free—which is becoming almost standard in today's CATV promotions. Jerrold also is beginning signal studies to improve base for economic estimates.

Troubles with FCC torpedo CATV merger

Merger of H&B American Corp. and RKO General's Vumore Inc. into major community antenna complex was called off by H&B American because of trouble with FCC, it became known Friday (Oct. 9).

Because Vumore includes microwave relay system serving Arizona CATV's, application was made last October for FCC approval to change ownership to H&B American. Action on application was deferred last April by FCC because of commission's study of CATV and TV station gross ownership.

Fear is that hearing, scheduled to start in November, won't be completed until December and decision not forthcoming until January. And, it's believed, whole thing may be held up while FCC inaugurates general rule-making on subject.

Original plan (BROADCASTING, Oct. 7, 1963), was to combine H&B American's CATV systems with RKO General's to result in 50 systems serving 100,000 subscribers. RKO General, which already owns about 20% of H&B American, would have had control with

56% stock ownership. It also holds \$1.3 million in notes.

New H&B American would also have been able to borrow up to \$2 million from RKO General for expansion.

H&B American operates in 33 communities with 82,000 subscribers, David E. Bright, chairman and president, said. He also said H&B has secured \$4 million loan from banks for expansion.

Mr. Bright also reported improved fiscal year picture.

12 months ended July 31:

	1964	1963
Earned per share*	\$.13	\$.07
Revenues	4,831,920	4,472,213
Net income**	325,126	171,294

*Based on 2,577,679 shares outstanding in both years.

**Because of operating loss carry forwards, no provision has been made for payment of federal income taxes.

More sales of Hawaiian stations

Virtual turnover of broadcast station ownership in Hawaii is seen with report that KGMB-AM-TV Honolulu and TV satellites plus second AM has been sold to A. L. Glasmann interests for \$2.5 million (CLOSED CIRCUIT, April 13).

Earlier in week announcements were made of sale of Kaiser stations to Lawrence S. Berger for \$4 million and of *Honolulu Advertiser*-John D. Keating KONA(TV) Honolulu plus satellites to DeSales Harrison Jr. and wife for \$3 million (see page 52).

Contract was signed by Cecil Heftel, for Glasmann interests, and Ching Ho, president of *Honolulu Star-Bulletin* which owns KGMB stations and KHBC-

One big happy family?

American Broadcasting-Paramount Theaters Inc., (ABC's parent company) was reported Friday (Oct. 9) to be acquiring 40-story office building now under construction on Sixth Avenue, New York, between 53d and 54th Streets, and across Street from new 38-story CBS building that's being completed.

AB-PT board of directors at meeting today (Oct. 12) is expected to approve move of company, including broadcast operation, but not studios. New AB-PT building would be on site only few blocks north of NBC

in RCA building at Rockefeller Plaza.

ABC, under plan, will retain radio-TV production facilities on West 66th Street, and redesign current facilities to include color-TV studios.

First National Realty and Construction Corp. is building structure and was to rent through Cross and Brown, New York.

AB-PT, which would target next June as moving date, had planned skyscraper office-studio center at its present location on West Side but new acquisition apparently would erase this long-pending plan.

WEEK'S HEADLINERS

Thomas S. Murphy, executive VP of Capital Cities Broadcasting Corp., elected president of company (see page 113). He assumes title formerly held by **Frank M. Smith**, who continues as board chairman and chief executive officer. Mr. Smith founded company together with Lowell Thomas and associates in 1954 and Mr. Murphy joined organization at outset as general manager of company's WROW-AM-TV Albany, N. Y. Mr. Smith previously was agent and manager for Lowell Thomas; sales manager of WLW Cincinnati, and advertising manager of Gruen Watch Co.

Peter M. Affe, who resigned as station manager of WNBC-TV New York last June after 20-year association with NBC, appointed general manager of Television Affiliates Corp. His main assignment at TAC will be to help develop and expand TAC's library of locally-produced, cultural-informational programs. Mr. Affe had served NBC-TV as program manager of daytime programs and manager of operations con-

trol and staff planning.



Mr. Affe

Mr. Shupert

George T. Shupert, VP in charge of sales at 20th Century-Fox Television, New York, resigns post effective Oct. 16 "for personal reasons." Prior to joining 20th Century-Fox, Mr. Shupert had been with MGM as VP in charge of television. He joined MGM in 1956 after serving as president of ABC Films Inc. Mr. Shupert said last week he might announce his future plans in mid-November after a short vacation. 20th Century-Fox said a replacement for Mr. Shupert would be announced within a few weeks.

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

AM-TV Hilo and KMAU-TV Wailuku.

Terms call for \$1 million cash, with 10 years for remaining \$1.5 million.

KGMB, founded in 1929, is fulltime on 590 kc with 5 kw. KGMB-TV, which began in 1962, is on channel 9. Both have CBS affiliations. KHBC, founded in 1936, is fulltime on 970 kc with 1 kw. KHBC-TV, (ch. 9) and KMAV-TV (ch. 3) both began in 1955.

CBS-TV giving time for groups' Medicare views

CBS-TV announced Friday (Oct. 9) it is making available, without charge, 30-minute time periods to American Medical Association and Senior Citizens Council for presentation of their views on subject of Medicare. AMA's position will be carried on Oct. 18 (5-5:30 p.m. EST) and Senior Citizen's Council's on Oct. 25 (5-5:30 p.m. EST). Earlier, all three TV networks had declined to carry one-minute commercial messages from AMA on subject, but after association revised text of its messages, ABC-TV agreed to carry them.

JWT gets Burry account

Burry Biscuit division of Quaker Oats Co., Elizabeth, N. J., has appointed J. Walter Thompson, New York, effective Jan. 1. Account, which bills approxi-

mately \$1 million (about \$150,000 in spot TV) is now handled by Weightman Inc., Philadelphia. Burry's radio-TV plans for 1965 are not set.

Thursday night still literally in the air

Thursday night (Oct. 8) was near toss-up for all TV networks, on basis of half-hour Arbitron wins, with ABC having slight edge with three, CBS and NBC two each. In seven-day period ending night of Oct. 8, NBC claimed it led in average rating (7:30-11 p.m.) by whisker: NBC—16.3, CBS—16.1, ABC—15.8.

ABC Friday released average rating data based on 30-market Nielsens for 7:30-11 p.m. periods, Monday-Sunday, ending Oct. 4. This data shows ABC with average rating of 21.3 and 34.5 share, CBS with 17.6 rating and 28.1 share, and NBC with 17.2 average rating and 27.4 share. ABC announced top 35 programs based on 30-market Nielsens covering Sept. 28-Oct. 4 week—shown here without individual ratings but in their proper ranking. ABC claimed on this basis to have nine of top ten (10th place was tie with NBC). During Nielsen rating period, ABC's new schedule was two weeks old, CBS was in its second week of new schedule

and NBC had begun only part of its new programming.

Top 35:

1. Bewitched (ABC)
2. Fugitive (ABC)
3. Addams Family (ABC)
4. My Three Sons (ABC)
5. Peyton Place II (ABC)
6. Valentine's Day (ABC)
7. Patty Duke (ABC)
8. Bing Crosby (ABC)
9. Ben Casey (ABC)
9. McHale's Navy (ABC)
9. Bonanza (NBC)
- 11.-12. No Time for Sargeants (ABC)
13. Munsters (CBS)
14. Wendy and Me (ABC)
15. Peyton Place I (ABC)
16. Voyage to Bottom of Sea (ABC)
17. Combat (ABC)
17. Beverly Hillbillies (CBS)
17. Dick Van Dyke (CBS)
20. Saturday Night Movie (NBC)
21. Tycoon (ABC)
21. Lucy Show (CBS)
23. Broadside (ABC)
24. Farmer's Daughter (ABC)
25. Gomer Pyle (CBS)
26. Wednesday Night Movie (NBC)
27. Petticoat Junction (CBS)
28. Many Happy Returns (CBS)
28. Ozzie and Harriet (ABC)
30. My Favorite Martian (CBS)
31. Ed Sullivan (CBS)
32. Daniel Boone (NBC)
33. Red Skelton (CBS)
34. Sunday Night Movie (ABC)
34. 12 O'Clock High (ABC)

THURSDAY, OCT. 8

		Arbitron	
		Rating	Share
7:30			
ABC	Flintstones	12.9	24.0
CBS	Munsters	18.7	35.0
NBC	Daniel Boone	13.4	25.0
8:00			
ABC	Donna Reed	16.8	29.0
CBS	Perry Mason	16.7	29.0
NBC	Daniel Boone	15.7	28.0
8:30			
ABC	My Three Sons	16.8	30.0
CBS	Perry Mason	17.8	32.0
NBC	Dr. Kildare	15.8	28.0
9:00			
ABC	Bewitched	24.8	42.0
CBS	Password	12.1	20.0
NBC	Dr. Kildare	17.2	28.0
9:30			
ABC	Peyton Place	21.1	37.0
CBS	Baileys of Balboa	13.0	23.0
NBC	Hazel	16.5	29.0
10:00			
ABC	Jimmy Dean	14.4	28.0
CBS	Defenders	14.8	29.0
NBC	Kraft Theater	16.0	32.0
10:30			
ABC	Jimmy Dean	12.7	28.0
CBS	Defenders	12.9	28.0
NBC	Kraft Theater	15.9	35.0

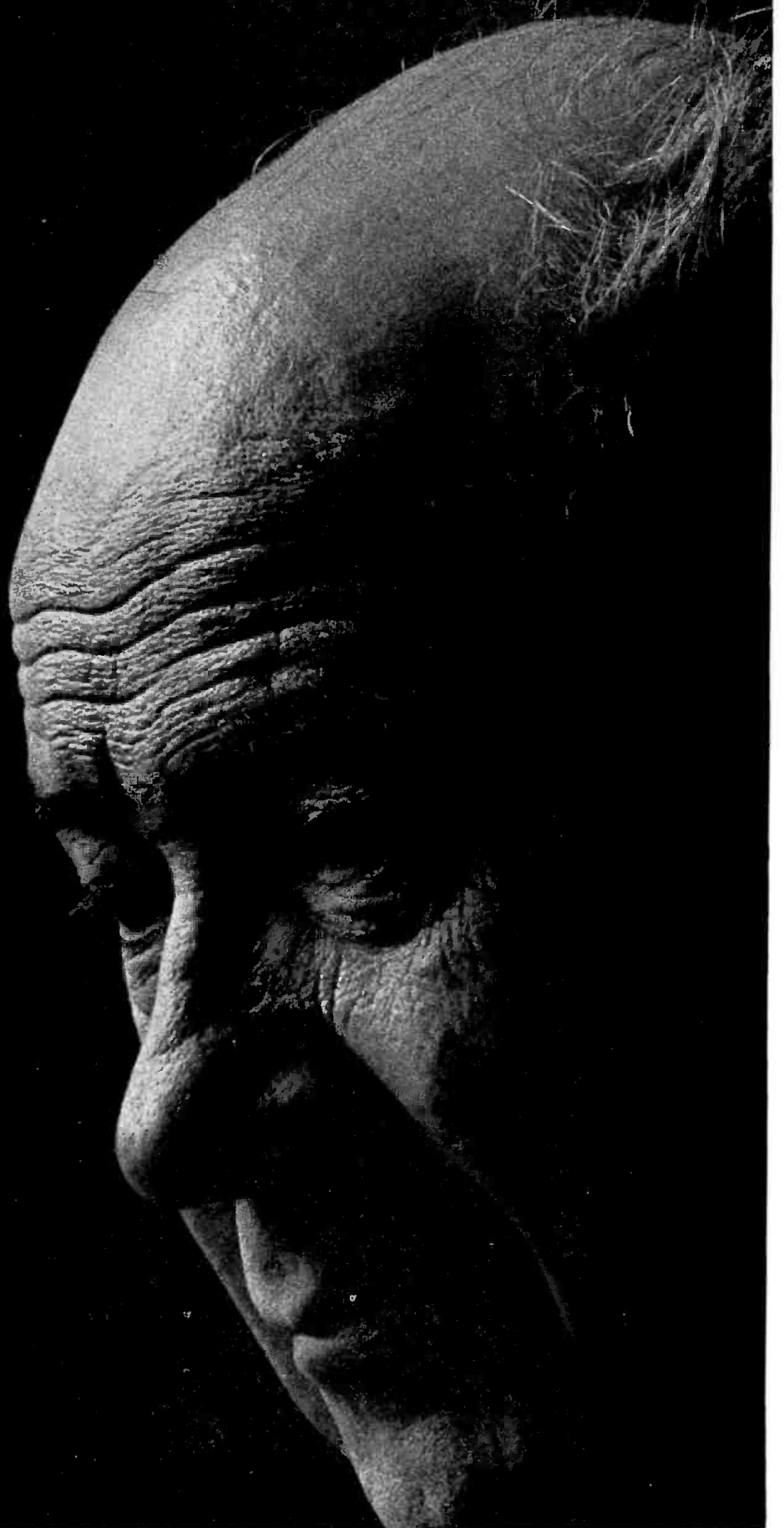
STV expands in Los Angeles

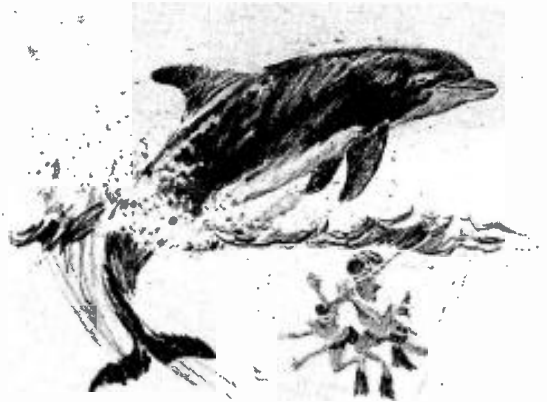
California Public Utilities Commission Friday (Oct. 9) approved contract for Pacific Telephone & Telegraph Co. to supply Subscription Television Inc. with transmission facilities to distribute programs on STV's three channels via cable to several hundred Los Angeles subscribers in area bounded by 3d Street, Fairfax Avenue, Wilshire Boulevard and La Brea Avenue. Service to this area, second for STV in Los Angeles, will begin this week, STV announced.

BROADCASTING, October 12, 1964

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

**People
think
more
with
WPIX
NEW YORK**





7:30 PM EDT / FLIPPER



8:00 PM EDT / THE FAMOUS ADVENTURES OF MR. MAGOO



8:30 PM EDT / KENTUCKY JONES



9:00 PM EDT / SATURDAY NIGHT AT THE MOVIES

INSIDE SATURDAY NIGHT

A dolphin who dotes on danger...a Mr. Magoo who sees well enough to be an expert swordsman ...a Dennis Weaver in a brand-new role...and a score-and-ten motion picture successes never before seen on television. Those are a few of the ingredients that make NBC-TV this season's network of choice for Saturday night entertainment.

"Flipper" is the danger-loving dolphin's name—and the name, as well, of the full-color adventure series that breaks the ice Saturday evenings. Already known to millions of movie-goers as the star of two MGM hits, television's "Flipper" should swim off with fresh (or salt-water) honors.

Like Flipper, Quincy Magoo brings pre-tested appeal to his new NBC-TV series. In 1962, and again in 1963, "Mr. Magoo's Christmas Carol" landed one of NBC-TV's largest audiences of the season. Now, in '64-'65, "The Famous Adventures of Mr. Magoo" (in color) will aim to carry on this classic-oriented success. In roles ranging from Captain Ahab to D'Artagnan, the animated gentleman is certain to win a multitude of new fans.

The Saturday night merriment continues with "Kentucky Jones," a warm, winning comedy that stars Dennis Weaver as a veterinarian and horse trainer. Spurred by the lead-in power of "Flipper" and "Magoo," "Kentucky Jones" should be going places in its very first year.

For a dazzling climax every Saturday night, there's "Saturday Night at the Movies." This season NBC-TV offers a new assortment of premiere films—most of them in color—culled from the lists of Paramount and MGM. The attractions include *The Teahouse of the August Moon* (in color), starring Marlon Brando and Glenn Ford; and *War and Peace* (in color), starring Audrey Hepburn, Henry Fonda and Mel Ferrer.

The forecast for Saturday nights is clear: families from coast-to-coast will be enjoying "high visibility" and sparkling entertainment on NBC-TV.



Look to NBC for the best combination of news, entertainment and sports.

What Kind of “Top 10” is This?

1. **The Fugitive**
2. **Bonanza**
3. **Beverly Hillbillies**
4. **Broadside**
5. **No Time for Sergeants**
6. **Combat**
7. **Dick Van Dyke**
8. **The Rogues**
9. **Gunsmoke**
10. **12 O’Clock High**

No list of “Top 10” shows based on the traditional “homes tuned in” will look like this one this season.

But when audience composition figures on the new season’s shows come out this winter, we think the *best ten for reaching men aged 18 to 34* will rank about like the list above.

We can say this because the Ayer Program Analysis staff has developed a practical procedure for depth estimates on what TV programs will do. And puts several thousand man-hours into it each season.

What makes Ayer forecasts so different is that they do not give just the total number of homes or sets tuned in, but pinpoint the audience for 15 separate categories of age and sex. These rankings reveal the best

shows for reaching young housewives, older women, children, teen-agers, adults as a group, total viewers and so forth. Amazing how widely some of these lists vary.

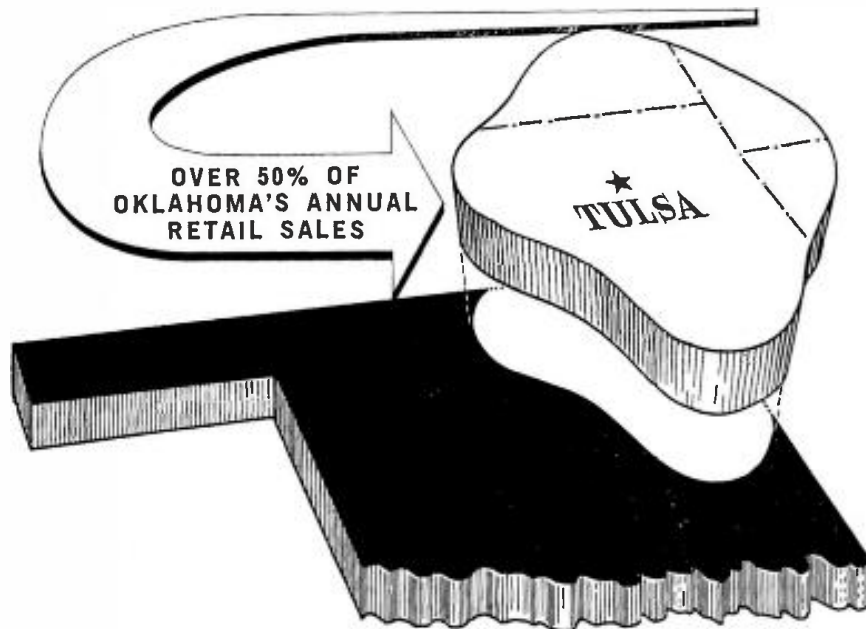
We go to great trouble to work out estimates for *all* network shows by audience subgroups because we believe this is the only effective way to match television buying to the marketing needs of the advertiser.

The audience estimates we released last fall showed a remarkable record of accuracy when the actual mid-winter ratings were tallied.

We’d like to tell you more about the Ayer techniques for forecasting in advance what a TV show will do, reducing the risks in television buying and enabling advertisers to get more for their money.

N. W. AYER & SON, INC.

You Can't Buy ALL of Oklahoma WITHOUT THE TULSA MARKET



"Buy-Pass" an effective buying power of \$2½ Billion? Of course not! And effective coverage means Channel 2 . . . offering the most complete coverage of the Tulsa market, with bonus coverage in Kansas, Arkansas and Missouri.

KVOO 2 TV

Represented Nationally by

Edward Petry & Co., Inc.

tory. Included in program is a consumer electronics symposium, sponsored jointly by Institute of Electrical & Electronics Engineers group on broadcast and TV receivers, audio and electron devices. McCormick Place and Sherman House, Chicago.

Oct. 20—ABC Radio regional affiliates meeting, Oklahoma City.

Oct. 20—Federal Trade Commission hearing on proposed rulemaking to define proper description of TV screen sizes.

Oct. 21—Presentation of The Pulse Inc.'s Man-of-the-Year award to Chet Huntley and David Brinkley of NBC. Plaza hotel, New York.

Oct. 21-22—Central regional meeting of American Association of Advertising Agencies in Chicago at Hotel Continental. Charles S. Winston Jr., executive vice president and general manager of Foote, Cone & Belding, that city, chairman of meeting.

Oct. 21-23—Fourth annual general meeting of the Institute of Broadcasting Financial Management, Sheraton-Cadillac hotel, Detroit.

Oct. 21-23—Fourth International Film & TV Festival of New York, to be held in conjunction with the eighth annual Industrial Film and Audio-Visual Exhibition, New York Hilton hotel. Robert E. Spinner, president of Markscope Research Co., New York, will discuss "How to Measure TV Advertising Effectiveness." For additional information, write: Industrial Exhibitions Inc., 17 East 45th Street, New York 17.

Oct. 22—Southern California Broadcasters Association luncheon. Charles Parr of Coleman-Parr Inc., Los Angeles agency specializing in real estate advertising, will discuss the use of radio in this field. Michael's Restaurant, Hollywood.

Oct. 22-23—Fall meeting of Missouri Broadcasters Association. Speakers include Robert J. Burton, president of Broadcast Music Inc.; Robert T. Mason, president of Marion Broadcasting Co.; sales clinic conducted by Fred A. Palmer, and taped interviews with Missouri's gubernatorial and senatorial candidates. Ramada Inn, Jefferson City.

Oct. 22-23—Meeting of Indiana Broadcasters Association, Marriott hotel, Indianapolis.

Oct. 23—ABC Radio regional affiliates meeting, Des Moines, Iowa.

■Oct. 23—Meeting of Joint Committee for Research on Television and Children to discuss research grants. New York.

■Oct. 23—Chicago Unlimited benefit ball for midwest radio-TV production industry. Sheraton-Chicago.

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

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

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

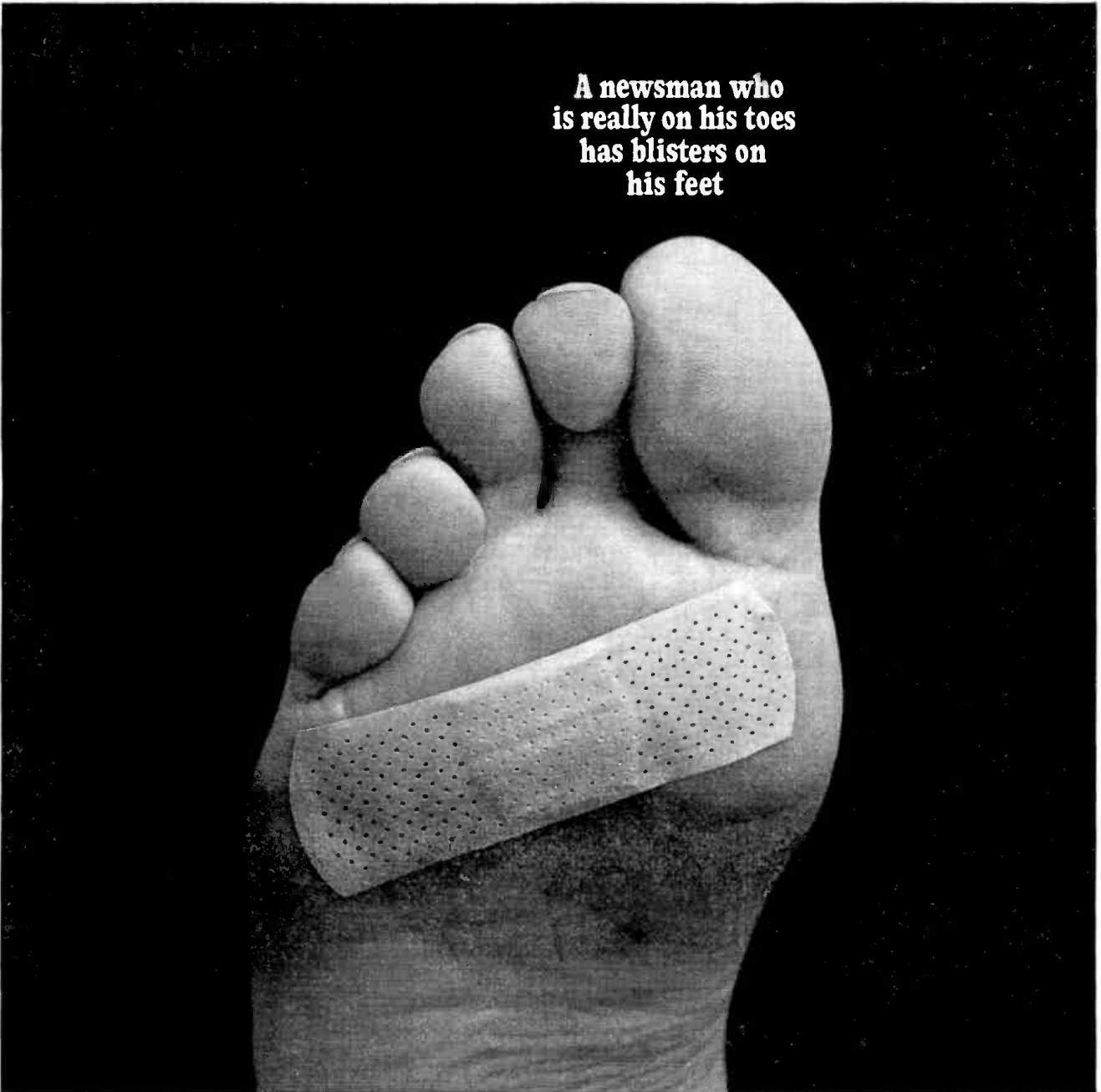
Oct. 27-28—Seminar in programing by Television Program Development Group, WGN Mid-America Broadcast Center, Chicago.

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

Oct. 27-30—American Association of Advertising Agencies western region convention. John Crichton, AAAA president, and Norman Strouse, AAAA board chairman, are featured speakers. Phase two of the consumer judgment of advertising study will be explained. Other sessions will include pretesting of TV commercials, new product introductions, a panel of TV film producers and a panel of advertising agency creative

■Indicates first or revised listing.

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



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

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

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

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

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

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

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

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

When he reads his story, he reads with authority.

Because he is an authority.

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

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

And they get more.

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

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

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

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

WRAL-TV

LAST
CALL FOR
COPY

Broadcasting
THE BUSINESS SENSIBILITY OF TELEVISION AND RADIO

YEARBOOK

Final deadline for
station advertising
Nov. 1, 1964

Write, or call collect
today to any
BROADCASTING
office

NAB FALL CONFERENCE SCHEDULE

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

- Oct. 12-13—Hotel Utah, Salt Lake City.
- Oct. 15-16—Statler-Hilton hotel, Los Angeles.
- Oct. 19-20—Hotel Skirvin, Oklahoma City.
- Oct. 22-23—Fort Des Moines hotel, Des Moines, Iowa.
- Oct. 26-27—Jung hotel, New Orleans.
- Nov. 9-10—Statler hotel, Detroit.
- Nov. 12-13—Hotel Ten Eyck, Albany, N. Y.
- Nov. 16-17—John Marshall hotel, Richmond, Va.

directors. Beverly Hilton hotel, Beverly Hills, Calif. Board of directors is scheduled to meet in Los Angeles on Oct. 27.

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

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

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

Oct. 29 — Forum on Broadcast Controls sponsored by Indiana University. Among

participants are FCC Commissioners Frederick W. Ford and Robert E. Lee. University campus, Bloomington, Ind.

NOVEMBER

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

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

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

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

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

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

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

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

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

■Indicates first or revised listing.

OPEN MIKE®

Radio reprints

EDITOR: We were quite impressed with your "Special Report: Radio" in BROADCASTING, Sept. 28. I would appreciate four copies of this issue. What would the price be for reprints of the article in quantities of 100, 500 and 1,000?

My heartiest congratulations on a job well done.—*Aaron Daniels, account executive, WPAT-AM-FM Paterson, N.J.-New York.*

EDITOR: Congratulations on your special report on radio. It was most informative and very well put together.

Our sales force believes this will be a useful tool in selling radio in Los Angeles. Please send us 50 reprints.—*John Hokom, director of information services, KNX Los Angeles.*

EDITOR: I want to commend you on the very fine special report. . . I note that

there is more on radio to come in the way of another special feature on the program survey conducted by BROADCASTING. . . This kind of reporting will surely be of great benefit to radio. . . If reprints are available, we would like to have 20 copies.—*R. M. Brown, president, KPOJ Portland, Ore.*

EDITOR: The special report on radio was an excellent document on the power of today's truly personal medium. It was done in a provocative and positive vein and will be a great aid to those of us in the business.

Please consider this an order for 50 reprints.—*Lee Morris, general sales manager, WSB-AM-FM Atlanta.*

EDITOR: . . . your section on radio provides some potent information for a station's sales staff and will aid in the production of presentations. It also gives us, in the industry, an idea in



January 4, 1914 Henry Ford astonished the business world today by announcing an employee profit-sharing plan, an 8-hour day, and a minimum daily wage of \$5. The Associated Press reported a Ford spokesman said, "Even the boy who sweeps up the floor will get that much."

The Associated Press Brings 116 Years of Experience and Reliability to Today's Business & Labor News.

THE ASSOCIATED PRESS *The Prestige Service*

bird-watchers



love

WGY

810 KC
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schoenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION



BROADCASTING distributes more PAID circulation annually than the combined total of all other publications in its field.

WRDW-TV
Augusta... TOWERful in
Popularity & Performance

A RUST CRAFT
STATION

20 (OPEN MIKE)

which direction we're headed.

Will reprints be available and at what cost?—*David M. Kelly, general manager, WJIN(FM) Detroit.*

EDITOR: Please send me 26 copies.—*Edward H. Armsby, assistant director of advertising and promotion, Triangle Stations, Philadelphia.*

EDITOR: . . . I would like to know if copies of this special report are going to be available: We are most interested in getting copies into the hands of potential clients, agencies, etc. in this area.—*F. F. Mike Lynch, KFDI Wichita, Kan.*

(Reprints of "Special Report: Radio" are available at 50 cents each up to 25 copies; 50 cents for 26-100 copies, and \$35 per 100 for larger amounts. Orders should be sent to Reader's Service, BROADCASTING, 1735 DeSales St. N. W., Washington, D. C. 20036).

More on radio

EDITOR: It was a pleasure to read your radio issue. It was well written and edited. Your editorial was timely and underscores the challenge facing us.

To paraphrase, in our hearts we know that radio is right. Let us share this information with others.—*Lionel F. Baxter, vice president radio division, Storer Broadcasting Co., Miami Beach.*

EDITOR: Congratulations and our thanks on a most comprehensive wrap-up of radio values. It is done with BROADCASTING's customary excellence and is truly a service to all in the industry.—*William H. Steese, Edward Petry & Co., New York.*

Public service

EDITOR: Recently I appealed to the local radio people for assistance in publicizing the change from Conelrad to the Emergency Broadcast System, in an attempt to clarify the confusion that still exists in the public's mind. The resulting cooperation on the part of the station managers and personnel was most gratifying.

They suggested a simultaneous broadcast over all local stations as having the greatest potential impact. . . . The broadcast originated at KQMS Redding, was transmitted to KAHR Redding, where it was put on the air. The other four stations [KRDG, KVCV, KVIP, all Redding and KMRE Anderson] picked up this original broadcast.

For this 15-minute period the entire area of Shasta and Trinity counties was blanketed with this program, explaining what the EBS is and what it will do for the people during any time of disaster.

I am very proud of this effort on the part of these people.—*T. H. Gaines, Shasta county civil defense coordinator, Redding, Calif.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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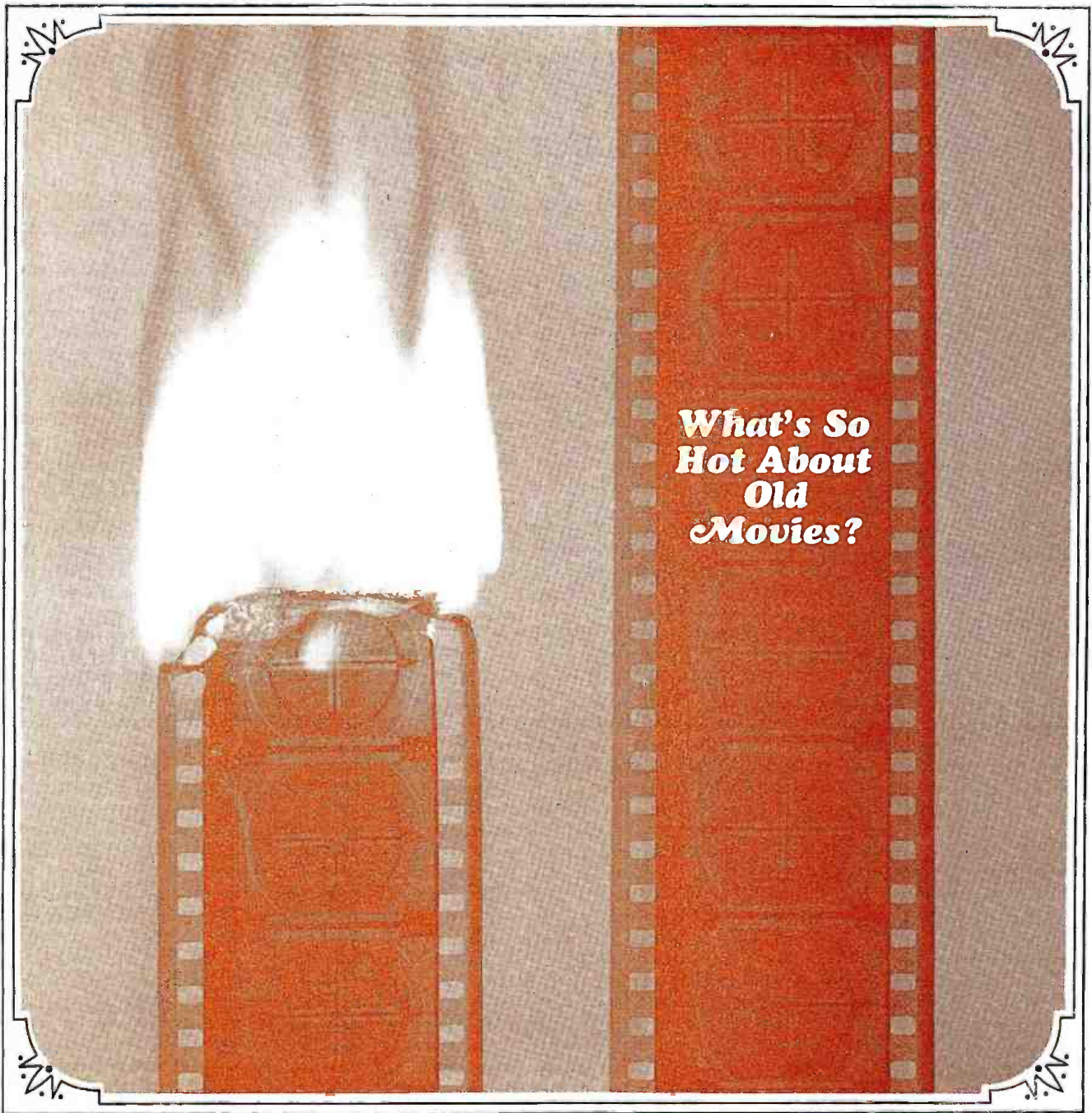
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*Reg. U. S. Patent Office
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BROADCASTING, October 12, 1964



Ratings!

Nothing looks better to a TV station than good programming that delivers big audiences in tough competitive periods. For over two hours in prime time those great "old" MGM movies have been doing just that since January for WNEW-TV in New York. Ratings like 12.0, 11.3, 18.0, 10.0, 13.6, 15.8 plus lots of solid 7's and 8's on pre-'48 features that have played in the market for seven previous years. That's what. And that's hot. Call your MGM-TV representative today for complete information on details and availabilities.



NEW YORK • CHICAGO • ATLANTA • CULVER CITY • TORONTO

The Bulova time signals and firmer rate policies

The relationship between the first station representation and the Bulova time signal announcements is so close as to virtually make them one story. As is often true of pioneer concepts, it is also the story of one man. In this case it is me. It was my involvement in the Bulova time signal that provided both the idea and the opportunity for establishment of the first exclusive station representative.

The story begins with my first job in broadcasting as assistant general manager of WGL, in the Majestic hotel in New York. That was 1925, and if you looked behind that title, you would have seen the assistant general manager selling time, writing continuity, announcing and sweeping floors. I didn't have to sweep the floor so often after originating the successful *Alfred McCann Food Hour* which probably was the first participating show in local radio.

Early in 1926 I left WGL and became a salesman for NBC. Frank Mullen and I opened the Chicago office of NBC. Shortly thereafter I returned to New York as a member of the NBC sales department. The *Alfred McCann Food Hour* was still enjoying great success on WGL. NBC had no such vehicle and I set about creating the *Dr. Royal* (U. S. senator) *Copeland Food Hour*. I believe it became the first network participating program.

After working in the sales and programming areas, I elected to take my radio experience into the advertising agency field and joined the (now defunct) firm of Addison Vars. One of my first responsibilities was to solicit the Bulova Watch Co. radio account, then entirely with The Biow Co. They were using about a half-dozen radio stations. (The first radio station to broadcast a Bulova time signal was WJR Detroit.) I was successful and Addison Vars became the second Bulova agency, splitting off a part of the radio business which, by 1929, amounted to about 65% of the total radio expenditure.

It is probably at this point in broadcast advertising history that confusion originated regarding authorship of the concept of the Bulova time signal. I am still often credited as originator of the idea, but was most emphatically not. This great concept was conceived by John H. Ballard, vice president and general sales manager of Bulova. He later became president, and today is the president of Gruen Watch Co., and, in my opinion, was then and is still today one of the great advertising, sales and

merchandising executives of our country. Incidentally it was John Ballard who bought that first WJR time signal.

At this period, radio time was negotiated by about 30 time brokers. They were not representatives as we know the business today. They would place business on any or all stations in a market, with no thought to exclusivity.

The Biow Co. continued to make its placements through these organizations. Addison Vars acquired its time by sending me to deal directly with each station. This resulted in better appraisals of station effectiveness, a good buy and a direct tie between the station and the responsible advertising agency. The problems engendered by having two agencies handling one account were resolved when I became associated with Biow and applied my techniques to the entire account.

In those days, rate cards meant nothing. Many stations were run by tinkers who had strung together primitive transmitters in their garages. Very few of these people had any practical knowledge of business.

A uniform rate structure had not been thought of. This was a young, brash business that was growing rapidly and erratically, and the people who were to be its eventual leaders had not yet truly emerged.

In placing the Bulova time signal, I became acquainted with virtually all the owners and managers of radio stations. I preached to them the value of bringing order to broadcasting by organizing representation along the lines of newspaper representatives, who operated with exclusive arrangements and fixed rates. Some of these operators suggested that I establish such a firm myself.

Bear in mind that this was in the depths of the depression. I was travel-

ing on a generous expense account. I had an excellent salary and taxes were comparatively modest.

In spite of all this security, I was intrigued by the thought of having my own business. My faith in the power of radio was being confirmed hourly. At this time, Bulova time signals were on more than 200 stations, spending more than \$1 million. Statistical reinforcement for my faith in radio's effectiveness was provided by the stunning increase in Bulova sales from \$3 million annual volume to more than \$14 million in only three years!

In February 1932, the establishment of the Edward Petry Co. was announced.

The first advertisement was captioned, "Our Time Is Not on the Block." It continued by saying that we had but one rate to all advertisers, that we would represent one station per market.

It was from among the enlightened broadcasters earlier mentioned that the original list of Petry-represented stations was constructed.

As to television, I believe the Petry company was the first station representative to institute a television department. This was in May 1947. The first sale was for a schedule of 30-second time signals for the Bulova Watch Co., to be telecast on WTMJ-TV Milwaukee, at 8:00 p.m. The rate was considered fabulous at the time—\$20 per announcement. Today it would be \$325.

Now we feel we have reached the time in our business lives when we can pay the ultimate compliment to our wonderful young people who have given our company its remarkable strength. We are proud and happy to say that we are leaving the organization in the strongest condition it has ever enjoyed and that the people who are responsible are now the new owners, the employees.



The Bulova time signals made up the first big radio campaign. Their success was largely due to young Edward Petry, of The Biow Co., who placed the Bulova spots in the late 1920's and early 1930's. Mr. Petry two weeks ago retired as chairman of the board of Edward Petry & Co., the pioneer representative firm which he founded. The Broadcast Pioneers asked Mr. Petry to write his account of those early days in radio. It is his story which is presented here in slightly condensed form.



**Everything that concerns Detroit
concerns WKNR News**

WKNR newsman Lou Morton interviews Senator Hubert Humphrey of Minnesota, Democratic Vice Presidential nominee. Senator Humphrey recently addressed the annual convention of the National Guard Association in Detroit.

WKNR News concentrates on everything that concerns Detroiters with two up-to-the-minute reports each hour.

You can reach Detroiters quickly and efficiently with WKNR Contact News. Your KeeNeR Salesman or Paul Raymer man is ready to show you how.



What can a good
do for a good

KPOL

DISTINGUISHED RADIO LOS ANGELES • 5700 SUNSET BLVD., LOS ANGELES 28, CALIFORNIA • HOLLYWOOD 8-4123
September 11, 1964

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

Dear Paul:

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

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

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

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

Cordially,

COAST RADIO BROADCASTING CORPORATION

Fredrick D. Custer
Fredrick D. Custer
General Manager

FDC:pb

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

representative radio station?

WORK TOGETHER AND WORK WONDERS.

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

NATIONAL BUSINESS

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

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

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

How many stations share your representative?



PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD



This is Atlanta!

KELLY GREEN! Brian Kelly, star of NBC's new "Flipper" series, is surrounded by the foliage at White Columns. Speaking of Green (backs)... did you know that Atlanta is the South's leader in income gain per household?

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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

Political spots boost TV totals

Record billings in sight with 73% of stations reporting fall increases, survey shows; fourth year in succession spot business has increased

With a substantial boost from political advertising, spot television business appeared last week to be on the way toward record billings in 1964.

A BROADCASTING survey of stations, supported by an informal canvass of leading station representation firms, indicated that spot TV billings not only are moving currently at a pace well ahead of last fall's but give every indication that their full-year total will surpass 1963's record (see story below).

The survey found that for more than seven out of every ten stations (73%), fall business is well above the level it had reached at the same time a year ago.

Fourth Year of Gains ■ The significance of this finding was underscored by the fact that this was the fourth straight autumn in which BROADCASTING's seasonal surveys have found broad gains.

A year ago 76% of the station respondents reported business up from 1962 fall levels; in the fall of 1962 eight out of ten stations said they were billing more than in the fall of 1961, and in 1961—a poor year, sapped by general economic sluggishness in the first six months—more than half of the stations said that by autumn their sales had recovered and were running ahead of those for the fall of 1960 (BROADCASTING, Sept. 9, 1963; Sept. 10, 1962; Sept. 25, 1961).

This fall's survey found that in addition to the 73% reporting gains, another 13% said their current business levels were holding even with last fall's, while 14% indicated some decline, usually relatively small, in billings for the current season.

Follows Pattern ■ This distribution of gains, losses and status quo follows closely the pattern found in a similar BROADCASTING survey last spring. At that time 75% of the station respondents reported increases over the comparable period of 1963; 11% said they

were holding even and 14% indicated their billings were off (BROADCASTING, May 11).

The average increase reported this fall, among stations putting a numerical estimate on their gains, was about 25%, as compared to about 18% last fall. The average decline, where percentages were given, was 6%, but the number giving such estimates was not large enough to make the average meaningful.

Individually, stations reported increases ranging from 5 to 75% and, in one case, 100%. In the survey a year ago the range of increases was from 4 to 45%. Most of the decreases were in the 5 to 6% area this year, whereas last fall they ranged from 12 to 20%.

Reps Pleased ■ The informal polling of station representation firms found, if anything, an even more uniformly optimistic outlook than was presented by the stations. Firms reporting gains—both for the year to date and on an estimated basis for the current quarter and the full year—outnumbered those

reporting drop-offs by about nine or ten to one.

Among rep firms estimating the extent of their billings increases for the first three quarters, the average increase was 16% over the same three quarters of 1963. Among those estimating the probable extent of their gains for the fourth quarter, the average gain was 14%. Among those estimating their expected gains for the full year the average was around 15%.

The returns from the station survey showed—and the station reps emphasized—that although the upward trend is widespread, it is by no means all-inclusive. Historically, and often unaccountably, some stations fare poorly while others in seemingly similar circumstances are reaching new peaks.

Big Markets Best ■ In the current study, as has often been true in the past, stations in the top 20 or 30 markets seemed to account for much of the overall increase. One rep noted that in several of his markets below the top 30, sales have not kept pace with 1963 volume. Another credited most of his

\$690 million in spot TV billings in 1964?

If the collective estimate of leading television station representation firms offers a reliable measure of where spot television will peak for the current year, spot TV billings should total \$690.8 million in 1964.

BROADCASTING's check of leading TV rep firms last week indicated that spot business on the average might be expected to show an average gain of about 15% over calendar 1963 (see story this page).

According to FCC data released

last July, nationwide spot TV business in 1963 totaled \$600.7 million. An additional 15% tacked to that amount would provide the \$690.8 million total for the current year. In 1963 the spot figure represented 43% of all television billings.

An analysis of estimates offered by representation firms last week indicated an average gain of 16% in spot billings for the first nine months of this year and anticipated a fourth-quarter gain averaging about 14%.

POLITICAL SPOTS BOOST TV TOTALS continued

gains to stations in the top 20 markets.

This view was borne out, at least partially, by survey returns from the stations. While 73% of all respondents said business was up, those reporting gains in markets having four or more stations totaled 98%. Respondents from one-station and two-station markets had the second highest proportion of gainers, however; these totaled 71%, as against 67% reporting increases in three-station markets.

Billings declines were reported by less than 1% of the respondents in markets having four or more stations; by 12% of those in one- and two-station markets and by 19% of those in three-station markets.

The average rate of gain per station, where reported, followed a similar pattern. Among stations in markets with four or more outlets the average was 41%; in one- and two-station markets it was 22% and in three-station markets it was 13%.

Politics Helps ■ Several stations volunteered the observation that their gains were attributable primarily to the surge of political business customary in a presidential election year. A few said that without the extra political money their sales levels would be below par rather than above.

For the most part, however, the station comments were optimistic, without

strings. "Much brighter," one broadcaster said in comparing his outlook now with that of last fall. "Running well ahead," said another. "Should be a bonus year," "substantially above," and "it's going to be a record year" were typical of other evaluations.

As all previous surveys in this seasonal series have done, the current study found one-minute availabilities far more extensively sold, in greater demand and in shorter supply than any other commercial length. On some stations one-minute positions appeared to be virtually nonexistent in prime and fringe periods.

In total, one-minute sales averaged out 84% of all such availabilities from 6 to 11 p.m. Comparable figures for other periods: from sign-on to noon, 62% sold; noon to 6 p.m., 76% sold; after 11 p.m., 67% sold.

20's & ID's Plentiful ■ Good 20-second and ID positions meanwhile appeared to be going begging in many cases—again, a situation usually found in previous surveys and also stressed two weeks ago in an independent analysis by the Television Bureau of Advertising. TVB called attention to the availability of "excellent buys," particularly in 20-second lengths, in prime time as well as throughout other portions of the television day (BROADCASTING, Oct. 5).

BROADCASTING's study indicated that

close to 25% of all prime and early-fringe-time 20-second positions are available for sale, while the availabilities in other day parts range from 40 to 62%.

With rare exceptions, stations ranked the 60-second availability as the one in greatest demand among advertisers, and several stations and some reps expressed dismay at the buyers' seeming lack of interest in 20-second positions.

One leading rep reported: "As far as we are concerned, prime 20-second spots are not selling as well as last year." An unhappy station man put it this way: "There are excellent 20-second availabilities, but advertisers only use this length in a piggyback, it seems. Last year we sold the 20's."

'Food is a Bargain' campaign to use TV

The Grocery Manufacturers of America, New York, through Leo Burnett, has prepared a series of TV commercials as part of its "Food is a Bargain" campaign, Oct. 18 through Oct. 31. The campaign is designed to emphasize the fact that Americans spend 19% of their income on food, the lowest percentage in the world.

Robert D. Goodwin, public relations director of GMA, revealed details of the campaign last week before a meeting of the Sales Executive Club of New York.

He said many manufacturers have prepared special TV spots to be seen in top network shows. Spots will also be placed on daytime network shows by various food manufacturers.

The Television Bureau of Advertising has filmed a public service TV spot that has been sent to 575 stations (BROADCASTING, Oct. 5). Some manufacturers have added their own 10-second tag to the TVB minute spot and are buying 70 seconds of time, Mr. Goodwin said.

Five commercials to be used in the campaign were shown at the meeting.

TV gets \$1 million of Noxzema's budget

Noxzema, through Dancer-Fitzgerald-Sample, both New York, is starting \$1 million campaign for its new product, Noxzema Complexion Lotion. Campaign will run October through December, with about 30% of advertising budget in spot and network TV.

Complexion Lotion will be advertised on CBS-TV's *The Munsters*, *The Entertainers*, and *The Doctors and Nurses*; ABC-TV's *Ben Casey* and *The Fugitive*, and two other programs not yet selected. Spot TV campaign will run in major markets.

TV gets workout for political perpetuity

TV for Goldwater-Miller, an organization whose sole purpose is to raise funds to buy TV time for the Republican candidates for President and Vice President, finds the TV programs it puts on are its best means of fund raising.

"It's a sort of self-supporting spiral that never stops growing," a spokesman for the organization said last week. "Every time we get one show on the air, it brings in enough money to get us started toward the next one."

The modus operandi is simple. A major speech is taped or filmed by TV for Goldwater-Miller and sent out from national headquarters in Los Angeles to local groups that raise the money to put the programs on in their communities. With each program is a strong appeal for funds to keep the campaign going until election day. Raymond Massey, among other stars who volunteered this service, has delivered one of these appeals.

One half-hour film made at Fenway Park in Boston, where Senator Goldwater spoke to a crowd of more than 35,000, is currently being distributed by TV for Goldwater-Miller. The committee also has a two-hour tape made at a Captive Nations Rally in Los Angeles. The committee is urging local groups to use this two-hour program as the basis for a telethon, combined with local live entertainment, as a major fund-raising event.

National chairman of the committee is John B. Kilroy, a Los Angeles realtor. Walter R. Beardsley, board chairman of Miles Laboratories, is national treasurer. Co-chairmen, making up the executive committee, are: Patrick J. Frawley Jr., president and chairman of the Schick Safety Razor Co.; Coalson Morris, secretary-treasurer of Electra Motors, and Thomas G. Callaway Jr., Atlanta businessman. Marshall L. McDaniel, Los Angeles attorney, is secretary and counsel.

BUCKLEY-JAEGER BROADCASTING
CORPORATION OF MINNESOTA
ANNOUNCES THE APPOINTMENT OF



Metro Radio Sales

AS NATIONAL REPRESENTATIVE FOR
WWTC, Minneapolis-St. Paul
(FORMERLY WTCN)

METRO RADIO SALES OFFICES: NEW YORK, CHICAGO, DETROIT, BOSTON,
PHILADELPHIA, LOS ANGELES, SAN FRANCISCO AND ST. LOUIS.

METRO RADIO SALES STATIONS: NEW YORK: WNEW, LOS ANGELES: KLAC,
PHILADELPHIA: WIP, SAN FRANCISCO: KKHI, CLEVELAND: WHK,
BALTIMORE: WCBM, MINNEAPOLIS-ST. PAUL: WWTC, KANSAS CITY: KMBC,
DENVER: KIMN, HARTFORD: WDRC.

Radio income hits new peak

FCC figures show 1963 revenues at \$681.1 million; profits up 26.6% over 1962—\$54.9 million compared to \$43.5 million; expenses also rise

Radio revenues and before-tax income in 1963 reached new highs for the second consecutive year, the FCC reported last week in announcing financial figures for AM and FM stations.

The \$681.1 million revenues for 1963 were 7.1% over the revenues of \$636.1 million for 1962—and represented the ninth advance in the last 10 years.

Before taxes, income moved up a hefty 26.2%—reaching \$54.9 million in 1963 compared to \$43.5 million in 1962.

Expenses also moved forward. Expenses in 1963 were \$626.2 million, up 5.7% from 1962's \$592.6 million.

Total broadcast revenues, for both radio and TV, reached the over \$2¼ billion mark. They were \$2,278,300,000 in 1963 compared to \$2,122,300,000 in 1962. Before-tax income for both areas of broadcasting hit \$398.1 million compared to \$355.1 million the previous year. The TV figures were reported by the FCC in July (BROADCASTING, July 27).

The 1963 radio data cover the operations of four networks, 3,832 AM and AM-FM stations and 294 independent FM stations (without AM adjuncts). Excluded from the computations were 72 AM and AM-FM outlets and 29 independent FM stations whose reports were received too late to be tabulated.

Continuing a revenue pattern which has persisted in the last five years, time sales totaling \$711.7 million were divided as follows:

- Network, \$41.8 million, which is 6% of total time sales.

- National spot, \$220.2 million which is 31% of total.

- Local advertising, \$449.7 million, which is 63% of total.

In 1962, time sales totaled \$665.2 million, broken down as: network, \$37.3 million, 6% of total; national spot, \$208.4 million, 31% of total, and local, \$419.5 million, 63% of total.

AM's Shine ■ Excluding the 294 independent FM's, total revenues for 1963 reached \$669.7 million, compared to \$626.8 million in 1962. Total expenses were \$611.6 million in 1963, compared to \$580.1 million in 1962. Before-tax income reached \$58.1 million compared to \$46.7 million in the previous year.

Revenues, after dipping to \$583.6 million in 1961 from the previous year's \$591.9 million, have continued to climb. Before-tax income has followed this pattern too, continuing to climb after dipping from the 1960 high of \$48.3 million to 1961's \$32 million. Expenses have continued a climb that began in 1955, when they were \$406 million.

The networks changed a loss of \$2.4

million in 1962 to a profit totaling \$929,000 in 1963. The 19 network-owned stations showed income up 8.6%, to almost \$5 million, while the 3,813 other radio stations moved up 17.2%, to almost \$52.2 million.

In the revenue field, networks moved up 9.7%, to \$34.6 million, and the 19 owned stations moved up 5.5%, to \$34.3 million. The 3,813 other stations moved up 6.8%, to \$600.7 million.

Part of the network success in showing a profit in 1963 was its reduction in expenses by 0.7%, to \$33.7 million. Expenses rose, however, for the 19 owned stations and for the other stations; to \$29.3 million and \$548.57 million, respectively.

Time Sales Up ■ Total time sales were \$711.7 million in 1963, up 7% from the 1962 figures. Time sales to local advertisers were again the largest portion, \$449.7 million, up 7.2%; national spot reached \$220.2 million, and network \$41.8 million. These figures are for time sales after deduction of all frequency and promotional discounts but before deduction of commission to agencies and station representatives. Revenues from other sources amounted to almost \$20 million from talent fees and \$14.9 million from sundry activities.

Of the total \$611.6 million for expenses, most of the money was spent on general and administrative wages and salaries, \$221 million; while programing took \$203.2 million, selling \$111.9 million and technical \$75.5 million.

In radio, 55,678 people were employed, with 43,554 fulltime. Original cost in tangible property totaled \$479.5 million; depreciated, this amounted to \$255.7 million.

Of the 3,685 stations operating all year, 2,451 reported profits and 1,234 losses.

Two of the 1,234 stations operating all year and reporting losses had revenues of \$1 million each. One had losses between \$250,000 and \$500,000, and the other between \$100,000 and \$250,000. Most stations reporting losses were those with revenues in the \$25,000-\$50,000 bracket. There were 297 of these. The next highest number of losing stations were those taking in from \$50,000-\$75,000 yearly. These numbered 254.

Average Figures ■ For the 2,414 stations reporting total time sales of \$25,-

BROADCAST REVENUES, EXPENSES AND INCOME OF NETWORKS AND STATIONS OF RADIO¹ AND TELEVISION BROADCAST SERVICES—1962-63 (in millions of dollars)

Service	1963	1962	Percent Change 1962-63
Total Broadcast Revenues			
Radio	\$ 681.1	\$ 636.1	7.1
Television	1,597.2	1,486.2	7.5
Industry Total	\$2,278.3	\$2,122.3	7.4
Total Broadcast Expenses			
Radio	\$ 626.2	\$ 592.6	5.7
Television	1,254.0	1,174.6	6.8
Industry Total	\$1,880.2	\$1,767.2	6.4
Broadcast Income (before Federal Income Tax)			
Radio	\$ 54.9	\$ 43.5	26.2
Television	343.2	311.6	10.1
Industry Total	\$ 398.1	\$ 355.1	12.1

¹ Includes AM and FM broadcasting.

NOTE: 1963 radio data cover the operations of 4 nationwide networks, 3,832 AM and AM-FM and 294 independent FM stations. Excluded are 72 AM and AM-FM stations and 29 independent FM stations whose reports were filed too late for tabulation. 1962 data are for 4 nationwide networks, 3,698 AM and AM-FM and 279 independent FM stations. 1962 TV data cover the operations of 3 networks and 554 stations. 1963 TV data cover the operations of 3 networks and 565 stations.

Top 50 national spot radio markets

1963 FCC REPORT

Rank	Market	Dollars (in millions)		Rank	Market	Dollars (in millions)	
1.	New York	23.667	Top five	26.	Portland, Ore.	1.675	Top 30
2.	Chicago	12.887	markets got	27.	Indianapolis	1.673	markets got
3.	Los Angeles-Long Beach	12.354	28.5% of total	28.	Dallas	1.611	58.5% of total
4.	Philadelphia	7.479	National	29.	New Orleans	1.466	National
5.	San Francisco-Oakland	6.421	Spot Dollars	30.	San Diego	1.442	Spot Dollars
6.	Detroit	5.907	Top 10	31.	Albany-Schenectady-Troy	1.414	Top 35
7.	Boston	5.278	markets got	32.	Dayton	1.393	markets got
8.	Cleveland	4.362	38.9% of total	33.	Memphis	1.342	61.6% of total
9.	Washington	3.847	National	34.	Des Moines	1.334	National
10.	St. Louis	3.536	Spot Dollars	35.	Sacramento	1.332	Spot Dollars
11.	Pittsburgh	3.222	Top 15	36.	Rochester, N. Y.	1.232	Top 40
12.	Cincinnati	2.990	markets got	37.	Nashville	1.209	markets got
13.	Miami	2.823	45.5% of total	38.	Tampa-St. Petersburg	1.165	64.2% of total
14.	Baltimore	2.822	National	39.	Providence-Pawtucket	1.088	National
15.	Buffalo	2.556	Spot Dollars	40.	Newark	1.067	Spot Dollars
16.	Minneapolis-St. Paul	2.546	Top 20	41.	San Antonio	1.067	Top 45
17.	Hartford	2.290	markets got	42.	Oklahoma City	1.063	markets got
18.	Atlanta	2.221	50.6% of total	43.	Omaha	.999	66.5% of total
19.	Kansas City	2.162	National	44.	Charlotte	.975	National
20.	Houston	2.117	Spot Dollars	45.	Fort Worth	.974	Spot Dollars
21.	Milwaukee	2.055	Top 25	46.	Syracuse	.934	Top 50
22.	Seattle	1.996	markets got	47.	Fresno	.931	markets got
23.	Denver	1.941	54.9% of total	48.	Phoenix	.901	68.5% of total
24.	Louisville	1.782	National	49.	Birmingham	.847	National
25.	Columbus (Ohio)	1.753	Spot Dollars	50.	Richmond	.807	Spot Dollars

000 or more, average revenue \$201,082; expenses \$166,121; income \$34,961.

As in the past, stations in markets with a population of two million or more took in the most, spent the most and profited the most—the average figures being \$980,085, \$750,647 and \$229,438, respectively.

Stations in areas with less than 2,500 people did all right too, relatively. The average revenue was \$60,236; the average expenses \$52,296, the average profit, \$7,940.

The obverse of these profitable averages are the 1,166 stations with time sales of \$25,000 or more reporting losses. The average loss was \$22,027 on revenues of \$112,894. Sixty-nine stations in markets with two million or more people, with average revenues of \$275,839 reported average losses of \$70,702. And 49 stations in towns with 2,500 people or less, averaging \$38,479 in revenues \$7,535 in losses.

The average station spent \$159,485 in expenses, with salaries and wages taking 52%, depreciation 6.7%, news

services 2.3%, talent 5.7% and royalties and licenses 6.6%.

Proprietary Payments ■ A total of \$35.9 million was paid out by 2,410 radio stations to proprietors, partners or

stockholders. This ranged from 12 stations which paid over \$100,000 each, for a total of \$1.5 million, to 307 stations paying under \$2,500, totaling \$378,451.

More than half of these stations, 1,351, reported a loss totaling \$28.65 million. Of these, 757 stations reported payments to owners, amounting to \$9.05 million. Another 1,221 reported depreciation expenses amounting to \$14.2 million.

There were 397 stations which reported losses but which paid owners more than the amount of their losses. Another 702 stations, also reporting loss operation, paid owners and took depreciation amounting to more than the loss.

FM Loss Same ■ For the 294 independent FM stations (those not affiliated with an AM), revenues totaled \$11.4 million, including \$1.3 million from functional music and other special services. But these stations spent \$14.6 million on operations, leaving a loss of \$3.2 million—exactly the same as the

Close to mark

BROADCASTING's estimates of 1963 total radio time sales, published eight months before the FCC official data came out, were within 2.6% of the actual figures.

The BROADCASTING estimates, based on a sampling of stations and published last Feb. 17, were \$437,235,000 for local time sales, within 2.8% of the FCC's \$449,717,000; \$211,931,000 for national spot, within 3.8% of the FCC's \$220,227,000; \$43,906,000 for network, within 5% of the FCC's \$41,797,000; \$693,072,000 for total time sales, within 2.6% of the FCC's \$711,741,000.

loss for the 279 independents in 1962.

Of the 294 independents, 86 reported a profitable 1963; 208 reported losses. In 1962, only 71 FM independents reported profits out of the 279 operating.

Overall, 699 FM stations reported total revenues of \$16.3 million. There were 372 FM stations, mostly AM adjuncts, which reported no revenues. This compares to the 687 FM stations reporting revenues in 1962 of \$13.9 million, with 306 FM stations reporting no revenues.

FM's original cost in tangible property in 1963 was \$13.2 million; the depreciated cost was \$9.1 million. There were 2,302 people working in FM radio in 1963, of which 1,297 were full-

time.

In cities with three or more FM stations, the only community where profits were made was Oklahoma City. The total revenues of the four FM's in Oklahoma City in 1963 were \$73,225 and the total income, \$1,349. All other FM's in such cities lost money, ranging from \$303,823 for the 18 in Los Angeles-Long Beach to the \$2,562 for the three stations in Madison, Wis.

The 1963 FCC report showed some interesting changes in the rankings of the leading radio markets, based on total revenues. Detroit, number five a year ago, dropped to sixth in the 1963 report.

St. Louis, which had been eighth in

radio billings in 1962 dropped to tenth, while Minneapolis-St. Paul, which had been 13th a year before, dropped to 16th.

These changes promoted Cleveland and Washington ranking to eighth and ninth, respectively. Miami, Baltimore and Buffalo also stepped up a ranking to 13th, 14th and 15th.

One of the big jumps was taken by Milwaukee, which came up to 21st after ranking 27th in 1962. Dallas dropped from 23d to 28th. Des Moines, which was 29th in 1962, finished up 1963 in 34th place.

New addition to the top 50 cities was Phoenix while Grand Rapids, Mich. was dropped from the list.

Revenues and expenses of national networks and stations

COMPARATIVE FINANCIAL DATA OF 4 NATIONWIDE RADIO NETWORKS AND 3,832 AM AND AM-FM STATIONS
1962-1963

(In thousands of dollars)

Item	4 nationwide networks	% change from prev. yr.	19 o&o stations	% change from prev. yr.	3,813 other stations	% change from prev. yr.	Total, 4 networks, 3,832 stations	% change from prev. yr.
A. Revenues from the sale of time:								
1. Network time sales:								
a. Sale of major network time to advertisers	\$39,581	16.6	\$ 1,462	137.7	\$ 8,031 ¹	58.2
b. Sale of other network time	1,731	(42.1)
Total network time sales	39,581	16.6	1,462	137.7	9,762	21.0
2. Deductions from network's revenue from sale of time to advertiser:								
a. Paid to owned and operated stations	1,462	137.7
b. Paid to affiliated stations	7,546	63.7
Total participation by others (excluding commissions) in revenue from sale of network time	9,008	69.6
3. Total retentions from sale of network time	30,573	6.7	1,462	137.7	9,762	21.0	\$ 41,797	12.0
4. Non-network time sales:								
a. National and regional advertisers	21,932	(5.0)	198,295	7.0	220,227	5.6
b. Local advertisers	15,532	16.0	434,155 ²	6.9	449,717	7.2
Total non-network time sales	37,464	2.7	632,450	6.9	669,944	6.7
5. Total time sales	30,573	6.7	38,956	5.0	642,212	7.1	711,741	7.0
6. Deduct—Commissions to agencies, representatives, etc.	5,915	17.6	6,977	1.9	64,096	7.0	76,988	7.2
7. Net time sales	24,658	4.4	31,979	5.7	578,116	7.1	634,753	7.0
B. Revenues from incidental broadcast activities:								
a. Talent	8,698	28.3	1,918	1.0	9,367	(9.2)	19,983	5.2
b. Sundry broadcast revenues	1,282	10.1	401	13.6	13,265	3.6	14,948	4.4
Total incidental broadcast activities	9,980	25.6	2,319	3.0	22,632	(2.1)	34,931	4.8
TOTAL BROADCAST REVENUES	34,638	9.7	34,298	5.5	600,748	6.8	659,684	6.8
C. TOTAL BROADCAST EXPENSES	33,709	(0.7)	29,331	5.0	548,568	5.9	611,608	5.4
D. BROADCAST INCOME (before federal income tax)	\$ 929	³	\$ 4,967	8.6	\$ 52,180	17.2	\$ 58,076	24.4

¹ Amount differs slightly from that shown in Item 2.b because of variations in accounting practices.

² Some small amount of network and national non-network time sales may be included here since stations with less than \$25,000 time sales for the year do not report detailed revenue breakdown.

³ Loss in 1962 was \$2,386 thousand.

() Denotes percentage decrease.

Note: Data for 1962 cover the operations of 4 nationwide networks, their 19 owned and operated stations and 3,679 other stations.

A look back at radio's finances over the past ten years

AM AND AM-FM RADIO FINANCIAL DATA,¹ 1953-1963
(Industry Totals)

Year	A. Time Sales						
	Total (\$ millions)	Network (\$ millions)	Percent of total	National Spot (\$ millions)	Percent of total	Local (\$ millions)	Percent of total
1963	\$711.7	\$41.8	6%	\$220.2	31%	\$449.7	63%
1962	665.2	37.3	6	208.4	31	419.5	63
1961	617.2	35.8	6	197.4	32	384.0	62
1960	622.5	35.0	6	202.1	32	385.3	62
1959	582.9	35.6	6	188.2	32	359.1	62
1958	541.6	46.5	8	171.9	32	323.2	60
1957	536.9	50.6	9	169.5	32	316.8	59
1956	491.7	48.4	10	145.5	30	297.8	60
1955	456.5	64.1	14	120.4	26	272.0	60
1954	451.3	83.7	18	120.1	27	247.5	55
1953	477.2	98.1	21	129.6	27	249.5	52

B. Broadcast Revenues, Expenses, and Income²
(\$ Millions)

Year	Revenues	Expenses	Income
1963	\$669.7	\$611.6	\$58.1
1962	626.8	580.1	46.7
1961	583.6	551.6	32.0
1960	591.9	543.6	48.3
1959	555.7	511.7	44.0
1958	520.6	482.6	38.0
1957	515.2	460.9	54.3
1956	479.2	429.6	49.6
1955	452.3	406.0	46.3
1954	448.8	406.3	42.5
1953	474.6	418.8	55.8

¹ Excludes independently owned FM stations.

² Before federal income tax.

Source: Annual Financial Report, Form 324 filed by licensees and permittees.

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outstanding radio
stations in major
markets...**

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dimension of
these stations...**

**time to present
each station
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**REPRESENTING: NEW YORK, WNEW;
LOS ANGELES, KLAC; PHILADELPHIA, WIP;
SAN FRANCISCO, KKHI; CLEVELAND, WHK;
BALTIMORE, WCBM; MINNEAPOLIS-
ST. PAUL, WWTC; KANSAS CITY, KMBC;
DENVER, KIMN; HARTFORD, WDRC.**

Metropolitan Radio Sales

How market size influenced radio time sales

AVERAGE FINANCIAL DATA FOR AM AND AM-FM STATIONS REPORTING PROFITS BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED,¹ 1963 [Stations Operating Full Year]

Population of:	Average Time Sales Per Station Reporting				Average Per Station Reporting			
	No. of stations with time sales of \$25,000 or more ²	Networks	Natl. & reg. advertisers and sponsors ³	Local advertisers and sponsors ³	Total stations reporting	Total broadcast revenues ⁴	Total broadcast expenses	Total broadcast income ⁵
2,000,000 and over	141	\$14,788	\$542,654	\$544,188	141	\$980,085	\$750,647	\$229,438
1,000,000 - 2,000,000	86	15,800	297,860	349,522	86	589,096	448,297	140,799
500,000 - 1,000,000	160	10,044	170,657	220,967	160	356,282	294,356	61,926
250,000 - 500,000	191	5,250	89,817	162,528	192	237,391	203,424	33,967
200,000 - 250,000	73	2,668	57,938	155,250	75	202,350	175,031	27,319
150,000 - 200,000	78	3,324	59,422	144,421	78	202,757	174,332	28,425
100,000 - 150,000	96	6,185	47,281	125,604	97	172,005	151,452	20,553
50,000 - 100,000	54	4,327	32,791	104,716	54	137,463	120,569	16,894
25,000 - 50,000	265	1,882	25,167	116,290	266	142,332	126,174	16,158
10,000 - 25,000	474	1,158	16,167	92,552	475	109,219	96,129	13,090
5,000 - 10,000	421	415	9,836	67,691	432	76,208	66,772	9,436
2,500 - 5,000	272	564	5,824	55,922	288	59,755	52,163	7,592
Less than 2,500	103	87	6,200	55,634	107	60,236	52,296	7,940
Total	2,414	\$ 3,612	\$ 75,584	\$139,860	2,451	\$201,082	\$166,121	\$ 34,961

¹ Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

² Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³ Before commissions to agencies, representatives and others.

⁴ Total revenues consist of total time sales less commissions plus talent and program sales.

⁵ Before Federal income tax.

Market size comparisons of radio stations losing money

AVERAGE FINANCIAL DATA FOR AM AM-FM STATIONS REPORTING LOSSES BY SIZE OF AREA OR COMMUNITY IN WHICH STATION IS LOCATED,¹ 1963 [Stations Operating Full Year]

Population of:	Average Time Sales Per Station Reporting				Average Per Station Reporting			
	No. Stations with Time Sales of \$25,000 or More ²	Networks	Natl. & Reg. Advertisers and Sponsors ³	Local Advertisers and Sponsors ³	Total Stations Reporting	Total Broadcast Revenues ⁴	Total Broadcast Expenses	Total Broadcast Losses ⁵
2,000,000 and over	69	\$6,501	\$116,922	\$192,281	69	\$275,839	\$346,541	\$70,702
1,000,000 - 2,000,000	62	4,616	104,482	190,363	65	269,627	328,688	68,061
500,000 - 1,000,000	118	3,454	63,248	138,000	120	182,803	223,824	41,021
250,000 - 500,000	138	3,315	40,692	112,339	142	141,240	169,151	27,911
200,000 - 250,000	42	2,118	27,240	93,524	42	118,011	134,409	16,398
150,000 - 200,000	40	1,798	16,701	87,337	42	100,292	126,513	26,221
100,000 - 150,000	51	1,782	27,927	103,538	52	125,429	146,636	21,207
50,000 - 100,000	17	2,396	23,934	89,789	17	113,756	125,290	11,534
25,000 - 50,000	118	2,419	16,835	75,123	120	91,803	105,515	13,712
10,000 - 25,000	199	1,005	11,381	62,229	209	71,265	81,371	10,106
5,000 - 10,000	153	475	8,631	55,182	167	59,899	65,729	5,830
2,500 - 5,000	110	460	4,850	41,101	127	42,678	48,237	5,559
Less than 2,500	49	64	5,327	40,021	62	38,479	46,014	7,535
Total	1,166	\$2,148	\$ 32,276	\$ 91,988	1,234	\$112,894	\$134,921	\$22,027

¹ Classified by population of Standard Metropolitan Statistical Areas and communities outside SMSA's, Census of Population, 1960.

² Stations with total time sales of less than \$25,000 are not required to report time sales separately.

³ Before commissions to agencies, representatives and others.

⁴ Total revenues consist of total time sales less commissions plus talent and program sales.

⁵ Before Federal income tax.

Did payments to owners influence station profit or loss?

NUMBER OF STATIONS REPORTING PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS, 1963

(Excludes dividends and other payments from surplus)

Number of stations reporting payments of:	Amount
Over \$100,000	12
75,000- 99,999	16
50,000- 74,999	52
40,000- 49,999	62
30,000- 39,999	115
25,000- 29,999	128
20,000- 24,999	179
15,000- 19,999	267
10,000- 14,999	479
5,000- 9,999	536
2,500- 4,999	257
Under 2,500	307
Total	2,410

RELATIONSHIP OF STATION LOSSES TO REPORTED PAYMENTS TO PROPRIETORS, PARTNERS AND STOCKHOLDERS, AND TO REPORTED DEPRECIATION EXPENSES, 1963

1. Total number of stations reporting a loss	1,351	
a. Total amount of losses		\$28,657,308
2. Number of losing stations which reported payments to proprietors, etc.	757	
a. Total amount of payments to proprietors, etc.		9,054,048
3. Number of losing stations which reported depreciation expense	1,221	
a. Total amount of depreciation expense		14,234,682
4. Number of stations in operation a full year which reported a loss:		
a. Total number of stations	1,234	
b. Total number of stations reporting payments to proprietors, etc. and/or depreciation expense which exceeded the amount of the loss	702	
c. Total number of stations reporting payments to proprietors, etc. which alone exceeded the amount of the loss	397	

Financial picture for FM-only stations

BROADCAST REVENUES OF ALL FM STATIONS AND EXPENSES, INCOME, INVESTMENT IN TANGIBLE BROADCAST PROPERTY AND EMPLOYMENT OF 294 FM STATIONS OPERATED BY NON-AM LICENSEES

A. Broadcast Revenues, Expenses, and Income				
Item	1963		1962	
	Number of Stations	Amount (Millions)	Number of Stations	Amount (Millions)
Total FM Broadcast Revenues				
FM Stations Operated by				
AM licensees:				
Reporting no FM revenues	372	306
Reporting FM revenues	405	\$ 4.9	408	\$ 4.6
Non-AM licensees	294	11.4 ¹	279	9.3
Total FM Stations	1071	16.3	993	13.9
FM Broadcast Expenses				
FM Stations Operated by				
Non-AM licensees	294	\$14.6	279	12.5
FM Broadcast Income (before Federal income tax)				
FM Stations Operated by				
Non-AM licensees	294	(\$ 3.2)	279	(\$ 3.2)
B. Investment in Tangible Broadcast Property				
	1963			
	(\$ Millions)			
Original Cost			Depreciated Cost	
\$13.2			\$9.1	

C. Employment		
(As of December 31, 1963)		
Full Time	Part Time	Total
1,297	1,005	2,302

() Denotes loss.

¹Of this amount \$1.3 million was reported as incidental broadcast revenues including revenues from providing functional music or other special services.

NOTE: In view of the difficulty in a joint AM-FM operation in allocating FM operation expense separately from AM station operation expense, licensees of such stations were not required to report FM station expense separately. As a result, FM industry totals for expense and income are not available. AM-FM licensees, however, were requested to report separately the revenues, if any, attributable to FM station operation.

NUMBER OF FM STATIONS OPERATED BY NON-AM LICENSEES REPORTING PROFIT AND LOSS, 1959-1963			
Year	Total Number Reporting	Number Reporting Profit	Number Reporting Loss
1963	294	86	208
1962	279	71	208
1961	249	59	190
1960	218	50	168
1959	148	38	110



Bob Coppinger missed two of New York's top 25 agencies this year. What happened?

Bob Coppinger, our New York Sales Manager, not only covers his own agency list with a fine-tooth sales pitch, he uses up extra shoe leather making occasional calls with each of his nine sales execs.

All this for a small group of big radio stations? You bet. That's why **METRO RADIO SALES'** business is good.

Asked about those other two agencies, Bob points to his calendar which shows three months left in this year.

Bob Williamson was born on Congress Street. On Chicago's West Side. Some say that when other kids were out playing ball, Bob was selling radio to Chicago buyers.

Point is, he's exceptionally well qualified as the Chicago Manager for **METRO RADIO SALES.**

His three salesmen have accumulated 26 years of radio-selling experience in Chicago. A formidable foursome.

The only thing Bob Williamson knows better than Chicago is the stations he sells



How FM-only stations fared in metropolitan areas

BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS OPERATED BY NON-AM LICENSEES IN STANDARD METROPOLITAN STATISTICAL AREAS WITH 3 OR MORE STATIONS
1963

Standard Metropolitan Statistical Areas	Total Stations Reporting	Total Broadcast Revenues ¹	Total Broadcast Expenses	Total Broadcast Income ²	Standard Metropolitan Statistical Areas	Total Stations Reporting	Total Broadcast Revenues ¹	Total Broadcast Expenses	Total Broadcast Income ²
Baltimore, Md.	3*	\$ 25,155	\$ 54,397	\$ (29,242)	New York, N. Y.	6*	489,124	609,271	(120,147)
Chicago, Ill.	14*	1,713,301	1,718,094	(4,793)	Oklahoma City, Okla.	4	73,225	71,866	1,359
Cleveland, Ohio	3*	106,785	174,810	(68,025)	Philadelphia, Pa.-New Jersey	5*	337,574	521,505	(183,931)
Detroit, Mich.	10	645,637	839,736	(194,099)	Sacramento, Calif.	4*	76,048	138,557	(62,509)
Hamilton-Middleton, Ohio	3	60,550	135,625	(75,075)	San Diego, Calif.	6*	175,298	256,223	(80,925)
Houston, Tex.	5*	136,331	173,040	(36,709)	San Francisco-Oakland, Calif.	10	483,420	622,388	(138,968)
Los Angeles-Long Beach, Calif.	18	975,841	1,279,664	(303,823)	Santa Barbara, Calif.	3	85,883	113,112	(27,229)
Madison, Wisc.	3	44,832	47,394	(2,562)	Seattle, Wash.	5*	150,446	234,533	(84,087)
Milwaukee, Wisc.	4	104,040	117,922	(13,882)	Tulsa, Okla.	3	32,434	70,055	(37,621)
					Total	109	\$5,715,924	\$7,178,192	(\$1,462,268)

¹ Total revenues consist of total time sales less commissions plus total incidental broadcast revenues.
² Before Federal income tax.

() Denotes loss.
*Not all stations in this group operated a full year during 1963.

A city-by-city comparison of radio revenues and expenses

1963
SELECTED REVENUE ITEMS AND BROADCAST REVENUES, EXPENSES AND INCOME¹ OF 3,832 RADIO² STATIONS BY STANDARD METROPOLITAN STATISTICAL AREAS AND BY COMMUNITIES NOT IN STANDARD METROPOLITAN STATISTICAL AREAS

Item	No of stations in operation	No. re- porting sales ³ \$25,000 or more	Time sales: national and regional advertisers and sponsors ⁴	Local advertisers and sponsors ⁴	Total stations re- porting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹	
United States Metropolitan Areas	1483	1420	\$ 8,413,152	\$191,263,212	\$283,842,123	1462	\$439,432,466	\$394,716,802	\$44,715,664
Non-Metro. Areas of 3 or more stations	319	289	640,601	5,594,170	25,423,460	310	31,443,688	31,264,185	179,503
Non-Metro. Areas of less than 3 stations	2064	1877	1,284,509	20,874,842	134,855,205	2023	158,769,591	147,759,118	11,010,473
Total United States	3866	3586	10,338,262	217,732,224	444,120,788	3795	629,645,745	573,140,105	55,905,640
Commonwealth & Poss.	38	35	886,153	2,494,464	2,511,786	37	5,400,553	4,159,055	1,241,498
Grand Total	3904	3621	11,224,415	220,226,688	446,632,574	3832	635,046,298	577,899,160	57,147,138
Metropolitan Areas									
Abilene, Tex.	6#	5	3,809	101,389	449,264	5	551,657	533,827	17,830
Akron, Ohio	4	4	20,670	804,576	1,528,547	4	2,108,052	1,537,229	570,823
Albany, Ga.	4	4	2,682	55,933	339,249	4	391,822	357,270	34,552
Albany-Schenectady-Troy, N.Y.	10	8	71,518	1,414,376	1,669,858	9	2,702,251	2,757,145	54,894—
Albuquerque, N.M.	9	9	21,738	394,410	1,074,402	9	1,350,028	1,510,460	160,432—
Allentown-Bethlehem-Easton, Pa.-N.J.	8	8	6,757	370,268	1,317,733	8	1,646,146	1,482,017	164,129
Altoona, Pa.	5	5	9,996	119,333	526,854	5	637,512	662,545	25,033—
Amarillo, Tex.	7	7	7,813	265,815	790,663	7	996,123	949,254	46,869
Ann Arbor, Mich.	5	5	441	85,855	394,372	5	471,394	615,703	144,309—
Asheville, N.C.	4	4	12,561	107,952	447,467	4	563,217	542,641	20,576
Atlanta, Ga.	19	19	103,923	2,220,541	3,434,549	19	4,936,851	4,372,332	564,519
Atlantic City, N.J.	5	5	10,916	126,224	554,833	5	677,916	645,629	32,287
Augusta, Ga.-S.C.	10	10	12,842	127,154	847,303	10	1,018,616	1,007,571	11,045
Austin, Tex.	5	5	8,728	325,871	782,589	5	1,047,507	1,060,884	13,377—
Bakersfield, Cal.	14	12	34,680	337,192	861,069	14	1,172,244	1,198,908	26,664—
Baltimore, Md.	16#	14	129,133	2,822,299	4,835,272	16	6,633,912	5,368,238	1,265,674
Baton Rouge, La.	7#	6	7,879	155,436	999,484	7	1,118,599	972,096	146,503
Bay City, Mich.	2	2	*	*	*	2	*	*	*
Beaumont-Port Arthur, Tex.	8	8	3,954	353,441	877,404	8	1,123,948	1,184,307	60,359—
Billings, Montana	5	5	27,149	122,424	436,667	5	575,191	614,848	39,657—
Binghamton, N.Y.	4	4	26,755	183,468	608,892	4	782,753	818,328	35,575—
Birmingham, Ala.	12	11	23,331	846,889	1,797,273	11	2,539,201	2,357,613	181,588
Boston, Mass.	17	17	195,677	5,277,978	5,539,151	17	9,949,949	8,840,808	1,109,141
Bridgeport, Conn.	2	2	*	*	*	2	*	*	*
Brockton, Mass.	2	2	*	*	*	2	*	*	*
Brownsville-Harlingen-San Benito, Tex.	2	2	*	*	*	2	*	*	*
Buffalo, N.Y.	11	11	112,890	2,555,951	2,665,050	11	4,543,710	4,718,197	174,487—
Canton, Ohio	5	5	35,556	513,163	591,960	5	1,165,872	950,679	215,193
Cedar Rapids, Iowa	4	4	31,454	771,572	518,463	4	1,303,562	1,261,104	42,458
Champaign-Urbana, Ill.	3#	3	4,848	79,086	322,437	3	392,677	302,960	89,717
Charleston, S.C.	6	6	22,669	184,631	545,707	6	717,890	674,143	43,747
Charleston, W.Va.	7#	6	30,578	265,934	825,475	7	1,071,341	1,015,236	56,105
Charlotte, N.C.	7	7	48,159	975,033	1,201,487	7	2,033,657	1,878,888	154,769
Chattanooga, Tenn.-Ga.	9	9	17,436	267,202	1,165,561	9	1,405,746	1,253,041	152,705
Chicago, Ill.	29#	27	285,934	12,887,186	12,735,025	28	24,236,342	18,635,282	5,601,060

Item	No of stations in operation	No. re-reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ¹	Local advertisers and sponsors ⁴	Total stations re-reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ¹
Cincinnati, Ohio-Ky.	8	8	567,826	2,989,871	2,427,496	8	5,580,424	4,689,507	890,917
Cleveland, Ohio	9	9	100,605	4,361,526	4,411,284	9	8,335,591	6,704,819	1,630,772
Colorado Springs, Colo.	6	6	22,135	128,938	626,348	6	731,674	682,902	48,772
Columbia, S.C.	7	7	12,623	292,116	831,452	7	1,106,985	1,015,397	91,588
Columbus, Ga.	6	6	14,288	159,483	746,481	6	905,503	852,332	53,171
Columbus, Ohio	6	6	25,404	1,752,831	2,028,669	6	3,417,191	2,847,637	569,554
Corpus Christi, Tex.	7#	7	22,156	437,884	590,357	7	936,561	860,477	76,084
Dallas, Tex.	12	12	68,770	1,611,344	3,459,256	12	4,527,059	3,951,704	575,355
Davenport-Rock Is.-Moline, Iowa-Ill.	5	5	33,151	350,580	806,294	5	1,097,488	1,186,913	89,425—
Dayton, Ohio	5	5	36,253	1,393,243	1,939,442	5	2,939,170	2,237,265	701,905
Decatur, Ill.	2	2	*	*	*	2	*	*	*
Denver, Colo.	20	20	85,535	1,941,315	3,424,518	20	4,968,871	5,235,652	266,781—
Des Moines, Iowa	6	6	100,903	1,333,647	1,219,753	6	2,398,900	2,204,297	194,603
Detroit, Mich.	12#	12	352,230	5,906,862	6,108,877	12	10,549,469	8,371,596	2,177,873
Dubuque, Iowa	2	2	*	*	*	2	*	*	*
Duluth-Superior, Minn.-Wis.	11#	9	35,004	366,305	689,347	11	1,070,933	1,125,601	54,668—
Durham, N.C.	4	4	9,424	144,480	438,986	4	575,738	526,471	49,267
El Paso, Tex.	7	7	13,442	287,100	864,441	7	1,066,012	1,140,980	74,968—
Erie, Pa.	5	5	12,669	274,004	557,578	5	777,860	824,946	47,086—
Eugene, Ore.	9	9	12,246	216,607	597,536	9	866,226	928,612	62,386—
Evansville, Ind.-Ky.	5	5	11,593	256,421	649,316	5	893,316	884,599	8,717
Fall River, Mass.-R. I.	2	2	*	*	*	2	*	*	*
Fargo-Moorhead, N.D.-Minn.	4	4	25,634	273,894	517,335	4	785,700	773,191	12,509
Fitchburg-Leominster, Mass.	2	2	*	*	*	2	*	*	*
Flint, Mich.	6	6	19,910	402,266	1,197,798	6	1,413,246	1,466,793	53,547—
Ft. Lauderdale-Hollywood, Fla.	6#	6	190,901	190,901	734,198	6	904,559	1,003,514	98,955—
Fort Smith, Ark.	4	4	8,201	84,173	429,117	4	504,055	420,939	83,116
Fort Wayne, Ind.	4	4	20,350	486,764	1,179,203	4	1,712,175	1,328,013	384,162
Fort Worth, Tex.	7	7	45,549	973,844	1,751,885	7	2,465,678	2,360,148	105,530
Fresno, Calif.	12	11	39,498	930,946	1,252,124	12	2,069,029	2,154,489	85,460—
Gadsden, Ala.	3	3	5,079	49,875	291,494	3	348,749	333,411	15,338
Galveston-Texas City, Tex.	3	3	*	77,665	257,829	3	315,411	305,080	10,331
Gary-Hammond-East Chicago, Ind.	3	3	*	67,308	579,598	3	672,346	643,662	28,684
Grand Rapids, Mich.	6	6	24,773	791,100	947,694	6	1,677,181	1,698,950	21,769—
Great Falls, Mon.	4	3	10,202	126,329	283,060	3	420,067	412,963	7,104



Bill Lauer is a big wheel in Detroit

Bill Lauer, **METRO RADIO SALES'** Detroit Manager, is in the enviable position of being on a first-name basis with most of the automotive industry's ad managers. If that sounds a bit boastful, we can only say it's no easy feat to perform.

Bill has been a radio rep in Detroit for a long, long time, and it's paid off. He's also known and respected by buyers and account men as well as those all-important ad managers. Mickey Luckoff, Bill's right-hand salesman is no newcomer to the automotive scene either.

A real power in Detroit.

For more than a decade, **METRO RADIO SALES'** San Francisco Manager, Dick Schutte, has been pounding a very successful beat on Montgomery Street. It's the Madison Avenue of the Bay Area and Dick's probably the best known man on the street.

On a day when you don't find him there it's likely he's caught a plane to points north to latch on to some new business breaks in the Pacific Northwest.

For a mayor, Dick's not much of a baby-kisser, but you can bet he'll follow through on all campaign promises.

Dick Schutte, The Mayor of Montgomery Street



Item	No of stations in operation	No. re- porting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ^a	Local advertisers and sponsors ^a	Total stations re- porting ^a	Total broadcast revenues ^b	Total broadcast expenses	Total broadcast income ^c
Green Bay, Wisc.	3	3	15,678	146,884	489,395	3	634,734	556,073	78,661
Greensboro-High Point, N.C.	8	8	18,658	244,423	944,566	8	1,177,361	1,082,120	95,241
Greenville, S.C.	8	7	12,366	215,011	767,591	8	1,029,579	875,186	154,393
Hamilton-Middleton, Ohio	2	2	*	*	*	2	*	*	*
Harrisburg, Pa.	6	6	27,512	407,092	738,136	6	1,107,278	965,766	141,512
Hartford, Conn.	7#	6	43,172	2,289,982	1,034,822	7	2,853,285	2,403,410	449,875
Honolulu, Hawaii	16#	15	58,040	616,899	2,166,386	16	2,674,700	2,869,174	194,474—
Houston, Tex.	12	12	162,247	2,116,727	4,032,335	12	5,512,551	4,353,167	1,159,384
Huntington-Ashland, W.Va.-Ky.-Ohio	6	6	15,289	250,669	627,399	6	855,938	840,912	15,026
Huntsville, Ala.	4	4	*	95,150	424,059	4	505,412	427,305	78,107
Indianapolis, Ind.	7#	7	53,522	1,692,661	2,614,998	7	3,861,056	3,302,559	558,497
Jackson, Mich.	3#	3	5,481	68,242	333,766	3	393,094	451,904	58,810—
Jackson, Miss.	6	6	14,400	271,604	900,942	6	1,154,491	924,130	230,361
Jacksonville, Fla.	11	9	52,882	789,017	946,012	11	1,651,980	1,637,146	14,834
Johnstown, Pa.	7#	6	7,863	191,906	473,973	7	653,612	716,254	62,642—
Kalamazoo, Mich.	4	4	11,326	291,607	612,969	4	900,227	865,264	34,963
Kansas City, Mo.-Kans.	9	9	55,125	2,161,745	2,915,804	9	4,645,121	4,623,477	21,644
Kenosha, Wisc.	1	1	*	*	*	1	*	*	*
Knoxville, Tenn.	12	12	34,022	529,505	1,188,673	12	1,674,739	1,778,354	103,615—
Lake Charles, La.	4	4	934	113,700	322,224	4	418,907	391,538	27,369
Lancaster, Pa.	5	4	12,594	216,828	426,285	5	642,276	618,737	23,539
Lansing, Mich.	5	5	8,114	263,960	819,494	5	1,063,050	874,011	189,039
Laredo, Tex.	2	2	*	*	*	2	*	*	*
Las Vegas, Nev.	7	7	11,952	153,308	742,813	7	853,838	882,635	28,979—
Lawrence-Haverhill, Mass.-N.H.	2	2	*	*	*	2	*	*	*
Lawton, Oklahoma	2	2	*	*	*	2	*	*	*
Lewiston-Auburn, Me.	2	2	*	*	*	2	*	*	*
Lexington, Ky.	3	3	15,601	209,613	492,081	3	759,437	787,016	27,579—
Lima, Ohio	2#	1	*	*	*	1	*	*	*
Lincoln, Neb.	3	3	2,429	124,200	680,178	3	802,473	736,723	65,750
Little Rock-N. Little Rock, Ark.	8	8	29,093	533,631	809,972	8	1,236,987	1,253,368	16,381—
Lorain-Elyria, Ohio	2	2	*	*	*	2	*	*	*
Los Angeles-Long Beach, Calif.	31	31	331,057	12,354,378	17,333,443	31	25,512,107	20,681,195	4,830,912
Louisville, Ky.-Ind.	10	10	116,818	1,782,011	1,794,832	10	3,208,609	3,132,193	76,416
Lowell, Mass.	2	2	*	*	*	2	*	*	*
Lubbock, Tex.	7	7	15,446	197,062	1,038,346	7	1,170,530	1,085,441	85,089
Lynchburg, Va.	6#	5	2,972	85,973	429,558	6	517,915	503,517	14,398
Macon, Ga.	7	7	14,454	282,744	737,832	7	1,008,875	938,852	70,023
Madison, Wis.	3	3	23,130	373,944	782,856	3	1,157,389	1,023,016	134,373
Manchester, N.H.	3	3	23,898	157,088	562,210	3	703,640	683,817	19,823
Memphis, Tenn.	11	8	56,854	1,341,853	1,924,751	8	2,978,683	2,336,247	642,436
Meriden, Conn.	1	1	*	*	*	1	*	*	*
Miami, Fla.	14	14	61,583	2,823,035	3,217,255	14	5,306,291	5,079,387	226,904
Midland, Tex.	4#	3	1,071	100,337	271,848	3	360,450	346,834	13,616
Milwaukee, Wis.	9	9	83,624	2,055,333	2,739,888	9	4,446,941	3,999,524	447,417
Minneapolis-St. Paul, Minn.	15#	13	126,394	2,545,611	3,712,136	15	6,144,627	5,905,769	238,858
Mobile, Ala.	8	8	19,793	292,131	669,363	8	930,965	1,051,264	120,299—
Monroe, La.	4	4	5,258	77,240	307,695	4	394,010	377,065	16,945
Montgomery, Ala.	7#	7	13,963	279,932	627,902	7	918,362	867,452	50,910
Muncie, Ind.	1	1	*	*	*	1	*	*	*
Muskegon-Muskegon Heights, Mich.	5#	4	1,932	189,477	356,137	5	549,830	531,454	18,376
Nashville, Tenn.	9#	9	83,317	1,209,396	1,861,468	9	2,817,080	2,763,832	53,248
New Bedford, Mass.	2	2	*	*	*	2	*	*	*
New Britain, Conn.	2	2	*	*	*	2	*	*	*
New Haven, Conn.	5	5	6,878	596,729	968,545	5	1,413,432	1,341,930	71,502
New London-Groton-Norwich, Conn.	3	3	6,711	168,176	390,384	3	524,333	472,639	51,694
New Orleans, La.	10	10	73,679	1,465,535	1,980,847	10	3,064,711	2,816,464	248,247
New York, N.Y.	32#	31	641,350	23,666,836	18,263,180	32	37,882,054	29,990,497	7,891,557
Newark, N.J.	5	5	1,067,337	2,000,190	5	2,755,037	2,199,343	555,694	
Newport News-Hampton, Va.	3	3	4,729	310,287	604,617	3	855,704	854,386	1,318
Norfolk-Porthmouth, Va.	7	7	17,559	603,599	1,637,608	7	2,093,510	1,869,932	223,578
Norwalk, Conn.	2	2	*	*	*	2	*	*	*
Odessa, Tex.	4	4	*	84,365	361,317	4	422,763	413,038	9,725
Ogden, Utah	4	4	72,746	7,595	272,227	4	304,624	333,813	29,189—
Oklahoma City, Okla.	8	8	71,452	1,063,392	1,467,240	8	2,302,794	1,774,169	528,625
Omaha, Neb.-Iowa	7	7	80,339	991,921	1,795,836	7	2,521,684	2,264,288	257,396
Orlando, Fla.	10	9	28,561	392,394	1,089,058	9	1,377,126	1,216,150	160,976
Paterson-Clifton-Passaic, N.J.	1	1	*	*	*	1	*	*	*
Pensacola, Fla.	8	8	4,374	98,278	802,656	8	882,866	858,191	24,675
Peoria, Ill.	5	5	15,944	378,502	914,407	5	1,197,983	1,380,024	182,041—
Philadelphia, Pa.-N.J.	24#	22	176,044	7,478,829	7,592,960	24	13,090,324	11,417,417	1,672,907
Phoenix, Ariz.	18#	17	87,769	901,247	2,455,673	18	3,196,506	3,437,864	241,358—
Pittsburgh, Pa.	21	21	109,755	3,221,570	4,360,207	21	7,259,777	5,676,209	1,583,568
Pittsfield, Mass.	2	2	*	*	*	2	*	*	*
Portland, Me.	5	5	29,405	268,745	450,757	5	708,657	789,729	81,072—
Portland, Ore.-Wash.	17#	14	68,224	1,675,283	2,235,294	16	3,515,528	3,378,261	137,267
Providence-Pawtucket, R.I.-Mass.	13	13	60,963	1,088,177	1,999,704	13	2,748,713	2,884,770	136,057—
Provo-Orem, Utah	4	3	50,030	26,956	235,416	4	305,472	295,798	9,674
Pueblo, Colo.	6	5	2,631	118,645	320,691	5	447,433	464,407	16,974—
Racine, Wis.	2	2	*	*	*	2	*	*	*
Raleigh, N.C.	6	6	68,492	637,498	696,540	6	1,322,279	1,127,066	195,213

Item	No of stations in operation	No. reporting \$25,000 or more time sales ³	Networks	Time sales: national and regional advertisers and sponsors ¹	Local advertisers and sponsors ⁴	Total stations reporting ⁵	Total broadcast revenues ⁶	Total broadcast expenses	Total broadcast income ⁷
Reading, Pa.	3	3	11,983	119,602	625,551	3	721,671	603,062	118,609
Reno, Nevada	6	5	5,309	95,271	546,974	6	627,344	577,593	49,751
Richmond, Va.	9	8	65,719	807,124	1,446,452	8	2,180,212	2,043,953	136,259
Roanoke, Va.	7	7	22,128	184,563	750,747	7	922,392	893,915	28,477
Rochester, N.Y.	6	6	126,984	1,231,614	1,588,355	6	2,471,305	2,396,542	74,763
Rockford, Ill.	5	4	1,220	202,730	685,466	5	890,947	905,434	14,487—
Sacramento, Calif.	7#	7	68,997	1,332,198	1,324,148	7	2,353,025	2,425,766	72,741—
Saginaw, Mich.	3	3	12,125	141,425	493,113	3	618,072	620,162	2,090—
St. Joseph, Mo.	3	3	1,207	134,257	371,163	3	458,104	401,110	56,994
St. Louis, Mo.-Ill.	18#	16	121,818	3,535,765	4,170,162	17	6,765,784	6,633,542	132,242
Salt Lake City, Utah	10	10	59,044	603,063	1,595,566	10	2,110,352	2,098,224	12,128
San Angelo, Tex.	4	4	3,780	83,080	343,115	4	419,165	362,706	56,459
San Antonio, Tex.	12#	11	95,941	1,066,608	2,314,541	12	3,095,494	2,981,160	114,334
San Bernardino-Riverside-Ontario, Calif.	23	22	22,589	690,878	1,729,721	22	2,289,837	2,542,687	252,850—
San Diego, Calif.	9	8	50,959	1,441,683	1,559,238	9	2,710,069	2,770,396	60,327—
San Francisco-Oakland, Calif.	19	19	211,012	6,420,665	7,459,859	19	12,196,685	11,824,219	372,466
San Jose, Calif.	7#	6	1,078	389,381	1,079,619	7	1,475,561	1,405,186	70,375
Santa Barbara, Calif.	11#	9	28,987	199,602	846,981	11	1,088,916	1,191,829	102,913—
Savannah, Ga.	6	6	19,854	222,547	559,410	6	764,732	702,475	62,257
Scranton, Pa.	6	6	17,492	365,597	775,717	6	1,067,659	983,885	83,774
Seattle, Wash.	19#	18	83,498	1,996,445	3,060,676	19	4,572,048	4,546,352	25,696
Shreveport, La.	9#	9	80,526	723,969	697,034	9	1,335,576	1,327,139	8,437
Sioux City, Iowa	3	3	6,395	114,961	356,527	3	472,583	401,705	70,878
Sioux Falls, S.D.	3	3	8,064	140,141	402,102	3	533,501	434,481	99,020
South Bend, Ind.	3	3	12,183	271,674	407,670	3	674,984	666,356	8,628
Spokane, Wash.	11	10	36,024	673,417	869,844	10	1,381,049	1,375,828	5,221
Springfield, Ill.	3	3	10,833	103,024	727,480	3	813,209	821,467	8,258—
Springfield-Chicopee-Holyoke, Mass	10#	10	37,276	344,735	1,063,890	10	1,363,119	1,338,417	24,702
Springfield, Mo.	4	4	11,234	194,225	643,354	4	801,432	719,366	82,066
Springfield, Ohio	2	2	*	*	*	2	*	*	*
Stamford, Conn.	1	1	*	*	*	1	*	*	*
Steubenville-Weirton, Ohio-W.Va.	2	2	*	*	*	2	*	*	*
Stockton, Calif.	4	4	1,950	267,938	527,210	4	757,353	766,095	8,742—
Syracuse, N.Y.	10	9	49,946	953,821	1,448,438	9	2,138,334	1,969,765	168,569
Tacoma, Wash.	4	4	7,053	207,907	313,066	4	567,998	577,204	9,206—



Boston Manager Jack King manages to be at his desk 20%-40% of the time. Rest of the time he's calling on buyers. He established this practice in Boston long ago. He knows his customers and they know him.

They know he's bound to be around when business is breaking. That's how he gets the big orders for **METRO RADIO SALES**-repped stations.

Call him anyway, his secretary is a charmer.

Don't call Jack King, he'll call on you

Bill Dallmann, **METRO RADIO SALES'** Philadelphia Manager works a full day. A pro like this doesn't depend on routine calls, he's always seeking new business.

So, he makes six to eight personal calls a day, delivering thorough, well-documented presentations tailored to specific client needs.

Thing about Bill is, he's just like the rest of our salesmen. The best in the business.



Bill Dallmann is at his best from six to eight

Item	No of stations in operation	No. reporting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ^b	Local advertisers and sponsors ^c	Total stations re-reporting ^d	Total broadcast revenues ^e	Total broadcast expenses	Total broadcast income ^f
Tampa-St. Petersburg, Fla.	16	15	28,811	1,164,921	1,917,480	15	2,842,645	3,013,664	171,019—
Terre Haute, Ind.	3	3	6,706	79,558	344,096	3	401,626	473,204	71,578—
Texarkana, Tex.-Ark.	4	4	7,095	113,172	264,007	4	373,400	382,873	9,473—
Toledo, Ohio	4	4	31,961	566,043	1,512,337	4	1,882,308	1,535,087	347,221
Topeka, Kan.	4	4	26,828	364,316	745,237	4	1,074,214	1,002,788	71,426
Trenton, N.J.	4#	4	194	230,059	497,451	4	704,769	713,952	9,183—
Tucson, Ariz.	12#	11	22,366	217,844	1,131,333	11	1,294,640	1,353,511	58,871—
Tulsa, Okla.	9#	8	43,629	667,514	1,409,706	9	1,896,269	2,024,385	128,116—
Tuscaloosa, Ala.	5	5	1,447	58,219	388,867	5	462,461	473,627	11,166—
Tyler, Tex.	4	3	990	127,569	226,268	3	330,451	306,392	24,059
Utica-Rome, N.Y.	9	9	29,220	146,909	775,725	9	929,216	887,886	41,330
Waco, Tex.	4	3	1,232	144,447	449,765	4	592,163	701,184	109,021—
Washington, D.C.-Md.-Va.	18	18	108,848	3,846,792	6,565,761	18	9,967,589	8,035,720	1,931,869
Waterbury, Conn.	3	3	7,062	148,620	298,089	3	428,265	433,349	5,084—
Waterloo, Iowa	3	3	12,089	97,422	509,485	3	602,432	578,496	23,936
W. Palm Beach, Fla.	9	8	10,609	153,777	780,161	8	895,050	974,377	79,327—
Wheeling, W.Va.-Ohio	6#	6	25,833	514,974	708,883	6	1,208,830	1,170,301	38,529
Wichita Falls, Tex.	3	3	14,922	245,301	494,278	3	709,560	688,939	20,621
Wichita, Kan.	6	6	33,566	524,521	1,314,632	6	1,725,267	1,605,461	119,806
Wilkes-Barre-Hazleton, Pa.	7	7	22,630	124,613	757,673	7	873,885	844,297	29,588
Wilmington, Dela.-N.J.	4	4	13,288	181,374	1,112,865	4	1,282,367	1,014,105	268,262
Winston-Salem, N.C.	5	5	7,834	200,072	863,637	5	1,090,525	928,720	161,805
Worcester, Mass.	4	4	57,952	546,265	602,115	4	1,100,773	1,143,036	42,263—
York, Pa.	4	4	9,958	256,411	709,501	4	904,097	731,067	173,030
Youngstown-Warren, Ohio	6#	5	60,060	521,314	899,148	6	1,395,102	1,334,742	60,360
Total	1483	1420	8,413,152	191,263,212	283,842,123	1462	439,432,466	394,716,802	44,715,664
NON-METROPOLITAN AREAS OF 3 OR MORE STATIONS									
Anniston, Ala.	3	3	873	22,640	268,074	3	288,380	278,005	10,375
Decatur, Ala.	3	3	333	15,113	206,137	3	220,684	191,358	29,326
Dothan, Ala.	3	3	772	43,002	165,419	3	203,998	184,142	19,856
Selma, Ala.	3	3	2,210	24,623	145,610	3	171,301	149,466	21,835
Anchorage, Alaska	4	4	*	141,875	756,046	4	861,387	949,992	88,605—
Flagstaff, Ariz.	5	3	20,698	45,880	188,098	4	251,359	255,222	3,863—
Prescott, Ariz.	3	1	*	*	*	3	102,540	111,302	8,762—
Yuma, Ariz.	4	3	12,956	64,767	159,864	3	225,623	219,087	6,536
Hot Springs, Ark.	3	2	*	*	*	2	*	*	*
Pine Bluff, Ark.	5	4	125	30,351	226,733	5	262,605	263,757	1,152—
Eureka, Calif.	3	3	11,681	74,838	230,656	3	301,237	297,224	4,013
Merced, Calif.	3	3	527	71,269	188,890	3	248,725	293,552	44,827—
Modesto, Calif.	3	3	6,544	109,282	454,798	3	565,829	629,507	63,678—
Redding, Calif.	5	3	6,474	39,309	166,144	4	222,680	235,505	12,825—
Salinas, Calif.	4	2	*	*	*	3	341,499	366,915	25,416—
San Luis Obispo, Calif.	3	3	1,672	69,759	254,874	3	317,246	297,471	19,775
Santa Rosa, Calif.	4	3	63,233	272,149	326,727	3	326,727	374,767	48,040—
Grand Junction, Colo.	4	4	7,518	77,343	318,916	4	388,467	408,640	20,173—
Daytona Beach, Fla.	3	3	1,392	154,152	202,687	3	350,490	387,387	36,897—
Gainesville, Fla.	4	4	6,232	37,996	324,013	4	381,009	412,373	31,364—
Lakeland, Fla.	3	3	3,743	72,877	248,590	3	326,915	332,265	5,350—
Ocala, Fla.	3	3	32,166	242,796	274,586	3	274,586	287,568	12,982—
Sarasota, Fla.	4	4	3,462	29,992	268,744	4	299,639	397,808	98,169—
Tallahassee, Fla.	4	4	11,895	43,590	260,033	4	317,771	310,769	7,002
Athens, Ga.	3	3	2,070	49,551	350,009	3	431,024	400,582	30,442
Gainesville, Ga.	3	3	4,086	30,960	359,254	3	405,870	364,151	41,719
Griffin, Ga.	3	2	*	*	*	3	226,965	193,474	33,491
Rome, Ga.	4	4	630	43,244	421,638	4	479,439	494,119	14,680—
Valdosta, Ga.	4	4	58,745	216,403	269,027	4	269,027	260,163	8,864
Hilo, Hawaii	3	3	7,531	4,477	152,879	3	165,882	190,861	24,979—
Boise, Idaho	6	5	20,987	146,898	455,576	5	574,618	632,925	58,307—
Idaho Falls, Idaho	4	3	5,395	87,766	281,003	4	374,453	355,619	18,834
Pocatello, Idaho	3	3	19,668	44,994	192,767	3	247,591	255,850	8,259—
Twin Falls, Idaho	3	3	32,718	41,085	197,769	3	254,223	271,501	17,278—
Mason City, Iowa	3	3	8,524	108,568	298,320	3	395,280	369,157	26,123
Bowling Green, Ky.	3	3	4,846	46,407	271,370	3	317,145	295,421	21,724
Paducah, Ky.	3	3	7,567	46,219	254,695	3	298,384	280,524	17,860
Alexandria, La.	3	3	10,815	82,647	434,700	3	506,904	451,731	55,173
Lafayette, La.	3	3	896	60,064	380,240	3	427,881	417,772	10,109
Bangor, Me.	3	3	24,758	122,675	269,730	3	401,267	389,674	11,593
Salisbury, Md.	3	3	375	104,553	298,364	3	390,962	368,631	22,331
Battle Creek, Mich.	3	2	*	*	*	3	325,783	330,454	4,671—
Rochester, Minn.	3	2	*	*	*	3	396,034	344,752	51,282
Greenville, Miss.	3	3	1,633	37,985	253,249	3	283,791	276,165	7,626
Greenwood, Miss.	3	2	*	*	*	3	137,172	142,439	5,267—
Hattiesburg, Miss.	4	3	1,358	19,871	238,528	3	259,757	239,168	20,589
Laurel, Miss.	3	3	1,113	19,802	284,897	3	325,918	317,836	8,082
Meridian, Miss.	5	5	3,015	75,397	329,715	5	403,852	371,232	32,620
Joplin, Mo.	4	3	10,473	49,802	232,035	4	300,082	331,632	31,550—
Butte, Mont.	3	3	9,757	78,247	223,455	3	291,089	321,130	30,041—
Missoula, Mont.	4	2	*	*	*	3	338,141	306,374	31,767
Farmington, N.M.	3	3	12,791	26,779	279,756	3	316,464	278,832	37,632
Roswell, N.M.	4	3	3,351	56,517	321,446	4	413,823	399,663	14,160

Item	No of stations in operation	No. reporting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ^b	Local advertisers and sponsors ^c	Total stations reporting ^d	Total broadcast revenues ^e	Total broadcast expenses	Total broadcast income ^f
Elmira, N.Y.	3	3	11,798	39,876	362,429	3	420,510	348,543	71,967
Kingston, N.Y.	3	3	7,756	66,369	399,524	3	461,588	436,419	25,169
Watertown, N.Y.	3	3	12,465	51,734	274,863	3	349,555	350,696	1,141—
Fayetteville, N.C.	4	4	4,946	39,427	466,035	4	517,477	495,813	21,664
Goldboro, N.C.	3	3	16,030	26,485	303,112	3	348,555	296,078	52,477
Greenville, N.C.	3	2	*	*	*	3	253,109	278,598	25,489—
Hickory, N.C.	3	2	*	*	*	3	283,492	279,826	3,666
Kinston, N.C.	3	3	11,398	29,179	279,047	3	323,906	303,687	20,219
Rocky Mount, N.C.	3	3	9,432	23,797	260,226	3	311,452	296,998	14,454
Wilmington, N.C.	4	3	12,594	61,490	282,080	4	370,536	362,960	7,576
Wilson, N.C.	3	3	7,174	76,380	222,498	3	312,094	318,609	6,515—
Bismarck, N.D.	3	3	12,980	203,949	268,725	3	441,700	426,904	14,796
Minot, N.D.	3	3	439	83,278	271,533	3	325,899	333,831	7,932—
Klamath Falls, Ore.	3	3	18,291	60,037	185,670	3	251,908	263,771	11,863—
Medford, Ore.	5	5	16,734	93,217	305,373	5	415,122	431,128	16,006—
Pendleton, Ore.	3	1	*	*	*	3	162,926	162,479	447
Roseburg, Ore.	3	3	6,982	51,583	189,360	3	239,908	227,449	12,459
Salem, Ore.	4	4	1,199	94,957	259,224	4	342,112	447,372	105,260—
Williamsport, Pa.	3	3	10,358	55,060	253,577	3	324,185	289,413	34,772
Florence, S.C.	3	3	2,367	57,078	265,797	3	314,889	275,641	39,248
Orangeburg, S.C.	3	3	1,107	31,204	233,315	3	263,888	261,030	2,858
Spartanburg, S.C.	3	3	12,712	109,678	347,289	3	476,516	487,498	10,982—
Sumter, S.C.	3	3	*	21,396	189,135	3	209,255	213,886	4,631—
Rapid City, S.D.	4	4	11,384	66,925	385,519	4	468,818	470,772	1,954—
Jackson, Tenn.	3	3	3,821	66,724	214,938	3	278,525	242,664	35,861
Big Springs, Tex.	3	3	477	26,989	240,892	3	263,402	263,321	81
Burlington, Vt.	3	3	7,864	63,105	393,081	3	454,549	437,688	16,861
Charlottesville, Va.	3	3	1,667	74,951	289,240	3	387,351	394,047	6,696—
Danville, Va.	4	4	2,438	47,235	591,118	4	636,572	603,427	33,145
Bellingham, Wash.	4	3	784	67,936	249,464	4	314,134	334,584	20,450—
Kennewick-Pasco, Wash.	3	2	*	*	*	2	*	*	*
Walla Walla, Wash.	3	3	5,783	41,892	155,060	3	193,977	207,708	13,731—
Wenatchee, Wash.	3	3	3,993	68,031	235,015	3	290,011	282,106	7,905
Yakima, Wash.	5	5	11,351	172,773	351,768	5	501,554	490,099	11,455
Clarksburg, W.Va.	3	3	6,302	32,783	206,326	3	249,370	266,168	16,798—



Bruce Johnson can travel 500 miles a week and never leave town

METRO RADIO SALES' Los Angeles Manager, Bruce Johnson, is a real driver. He goes to extremes to service radio buyers in this market. Going from one end of L. A. to the other is some extreme.

Bruce makes these trips willingly because he's a first-rate salesman. And he makes them without a map because he's been selling to L. A. agencies and advertisers for more than five years.

Bruce is full of energy, but we must admit that he isn't altogether tireless.

Not that he hasn't heard it before, but Red Rizer, our St. Louis Manager, has an edge on the competition.

He pre-sells each of his stations (a feat possible only because the **METRO RADIO SALES'** station list is limited) so that when buys are made his stations are considered first.

St. Louis isn't his only beat. While he may catch an elevator to close a sale in his own building, he's just as likely to grab a jet for Memphis to be in on a buy there.

These salesmen of ours are real travelers.



What's Red Rizer's edge?

Item	No of stations in operation	No. reporting \$25,000 or more time sales ^a	Networks	Time sales: national and regional advertisers and sponsors ^b	Local advertisers and sponsors ^c	Total stations reporting ^d	Total broadcast revenues ^e	Total broadcast expenses	Total broadcast income ^f
Parkersburg, W.Va.	3	3	4,019	41,021	250,812	3	287,104	293,755	6,651—
Eau Claire, Wis.	3	3	4,500	94,290	399,272	3	495,085	468,639	26,446
La Crosse, Wis.	3	3	11,517	82,640	348,317	3	474,177	441,841	32,336
Wausau, Wis.	3	3	3,614	92,397	252,349	3	329,485	286,142	43,343
Casper, Wyo.	3	3	9,067	43,105	243,055	3	293,946	313,383	19,437—
Cheyenne, Wyo.	4	4	18,038	18,019	223,069	4	258,769	241,499	17,269
Total	319	289	640,601	5,594,170	25,423,460	310	31,443,688	31,264,185	179,503
Commonwealth & Possession Areas of 3 or more Stations									
Arecibo, Puerto Rico	3	3	1,801	140,572	105,395	3	230,767	237,942	7,175—
Mayaguez, Puerto Rico	5	5	134,237	306,335	152,132	5	554,160	449,274	104,886
Ponce, Puerto Rico	5	4	174,402	360,142	171,664	5	659,017	416,479	242,538
San Juan, Puerto Rico	10	10	506,500	1,193,401	1,447,495	10	2,819,129	2,055,702	763,427
	23	22	816,940	2,000,450	1,876,686	23	4,263,073	3,159,397	1,103,676
Other Communities	15	13	69,213	494,014	635,100	14	1,137,480	999,658	137,822
Total	38	35	886,153	2,494,464	2,511,786	37	5,400,553	4,159,055	1,241,498

¹ Before federal income tax.

² Excludes 294 independently operated FM stations.

³ Stations with less than \$25,000 time sales report only total revenues and total expenses. Stations with total time sales of \$25,000 or more accounted for over 99% of the broadcast revenues of the 3,832 reporting stations.

⁴ Before commissions to agencies, representatives and others.

⁵ Excludes data for 72 stations whose reports were not filed in time to be included in this report.

⁶ Total revenues consist of total time sales less commissions plus talent and program sales.

⁷ Not all stations in this market operated a full year during 1963.

⁸ Data not published for groups of less than 3 stations.

—Denotes loss after total broadcast income figures.

FTC adopts trade rules for phonograph records

The Federal Trade Commission last week announced the adoption, effective Nov. 8, of trade practice rules for the phonograph record industry. Many of the rules are concerned with possible deceptive advertising. Two examples given by the FTC directly affect record industry advertising on radio.

If someone in the record industry, for example, sponsors a radio show and provides advertising for some customers, advertising time must be made available to all competing customers "on proportionally equal terms." The FTC also points out that it is against the new rules when an industry member gets suppliers to chip in on radio program costs promoting the suppliers' records if the suppliers don't give competitors an equal opportunity.

Merck, DCSS deny FTC charges of false ads

Charges of false advertising for Sucrets and Children's Sucrets were denied last week by Merck & Co., trading as Quinton Co., Rahway, N.J., and Doherty, Clifford, Steers & Shenfield Inc., New York, advertising agency for Sucrets. The complaint was made last summer by the Federal Trade Commission (BROADCASTING, Aug. 24), which cited television commercials for the throat lozenges.

Both companies asked the FTC to dismiss the complaint, Merck denying that it misrepresented Sucrets' ability to relieve severe sore throats. Merck also said that most people recover

from sore throats without medical attention, but that Sucrets' directions include a warning to see a doctor if the condition persists. The FTC's complaint said throat infections were not relieved by the lozenges and required "promptly adequate treatment."

The advertising agency, which joined in Merck's defense, also separately contended that in working on the production of the advertisements it "acted reasonably in good faith, and in full reliance upon its client, Merck, and was reasonably and completely justified in so doing. Final authority for all advertisements produced by DCSS for Merck rested in Merck."

Angels' broadcasts for 1965 are sold out

Anheuser-Busch, St. Louis, will join Standard Oil of California and Brown & Williamson as one-third sponsor of the radio and TV coverage of the Los Angeles Angels for the 1965 season, it was announced jointly by John Flanagan, vice president of the brewing company, and Loyd C. Sigmon, executive vice president of Golden West Broadcasters.

The agreement calls for 182 games to be broadcast by KMPC Los Angeles and fed to a special radio network of 19 stations in major markets in California, Arizona and Nevada. There will also be TV coverage of 30 Angels games, including 10 preseason games, on KTLA(TV) Los Angeles. The stations are owned by Golden West.

Anheuser-Busch will use the baseball broadcasts for Busch Bavarian beer (through Gardner Advertising, St. Louis) in most markets, and for Budweiser (through D'Arcy Advertising, St. Louis) in others.

Standard Oil of California, through BBDO San Francisco, will co-sponsor the Angels broadcasts for the third year. Brown & Williamson, through Ted Bates & Co., New York, is rounding out its fourth year as co-sponsor.

Supreme Court gets sandpaper case brief

The Justice Department, on behalf of the Federal Trade Commission, has filed its brief with the Supreme Court on the celebrated sandpaper case. The Supreme Court accepted the case earlier this year (BROADCASTING, June 1).

At issue is an FTC ruling on a Rapid Shave commercial for Colgate-Palmolive Co. made by Ted Bates & Co., New York. The commercial showed a piece of what was purportedly sandpaper being soaked with Rapid Shave and whisked clean with a single stroke. Real sandpaper was not used, however, and the FTC charged deception. C-P and Bates fought a long court battle over the broadly worded FTC ruling, which might have been interpreted to rule out all mock-ups, and finally won an appeal.

The brief filed with the Supreme Court last week reiterated previous FTC arguments and said it "was amply justified in concluding that the harms of rigged experimental proofs outweigh the need for them." Arguing against the appeals court claim the ruling was too broad and its enforcement would be too complex, the brief said "here, too, the judgment of the agency charged with administering the statute should have been accepted unless it is manifestly wrong; and here, too, the commission's judgment was more than justified." C-P and Bates have until Nov. 3 to file at the Supreme Court.



HUNDERDS of Majorettes!

NO matter *how* many public-participation promotions you've seen, WDAY's 10th Annual Band Festival Parade in Fargo this year would have bugged your eyes out!

93 high school bands (with a whopping total of over 6,000 musicians) came to town from all over North and South Dakota and Minnesota, for the happiest, ear-splittinest

day of their lives. Many thousands of *other* people from all over this region also poured into town for our shindig.

So what? So when WDAY says "y'all come" — they all *come!*

Just as they also flock to your dealers' stores when we tell them about your merchandise. Ask PGW!

WDAY WDAY-TV

The Know-How Stations in
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

Questions plentiful at ARF's conference

More research needed on best ways to use media, Gerhold tells 10th annual conference

What does color add to the effectiveness of a television commercial?

Are there special advertising values in TV spectaculars and if so, what are they?

Do people respond differently to the same commercial as delivered by different communicators?

Are spot announcements more efficient than buying into a program?

How long does it take for a theme or slogan to wear out?

Over a given period of time, how often should an advertising message be carried to gain maximum effectiveness?

In one form or another, questions like these cropped up often—as representing areas where research is needed—during the Advertising Research Foundation's 10th annual conference last Tuesday (Oct. 6) in New York.

Stuart Henderson Britt, professor of marketing at Northwestern University, cited these questions specifically in a

speech on "The Unsolved Problems of Advertising."

Paul E. J. Gerhold, vice president and research director of J. Walter Thompson Co., in discussing "Turning Market Knowledge into Media Decisions" also referred to the need for more research on questions of this sort.

Success Secrets ■ "Many of the great media success stories have been triumphs of [media] utilization rather than of [media] selection," he said. "At least as much intelligence ought to be expended against the mysteries of space size and frequency, of integrated commercials, of multipage spectacular insertions, of saturation campaigns, of 30 seconds back-to-back, of sponsorship and participation, of continuity and wave scheduling and competitive domination—at least as much attention should be given to these questions as to the choice of vehicles."

Herta Herzog of Jack Tinker & Part-

ners, talking on copy testing as a "predictive tool," noted that current test market research will track changes in awareness, product opinion and buying behavior but "does not determine such factors as optimal repetition, optimal combination of commercials, etc."

She said the eye camera, indicating a viewer's reaction by the dilation and contraction of the pupils of his eyes, and other new techniques eventually may be helpful in exploring "this one area where copy researchers have not been able to venture so far."

TV Eye Test ■ The eye-camera technique, she said, is "a major step forward in television testing: filming the dilation and contraction of the pupil . . . as the subject watches the commercial serves to produce a simultaneous record of response to the specific elements of the commercial. Subsequent interviewing on the quality of the responses now produces for television the same depth of stimulus-response data which have been available so far only for print."

Measure of Interest ■ Copy research must measure attention as well as persuasiveness, she said, because of the difficulty in "getting through" to the consumer. The average American adult, she said, "receives upwards of 30 different advertising responses from TV alone," and some studies indicate that only about one-sixth of the audience "can recall a brand name within a 24-hour recall period."

In another of the some 20 speeches

Is it a piggyback or is it integrated?

The National Association of Broadcasters' code authority has released a revised, up-to-date list of multiple-product announcements, with 92 classified as integrated and 88 rated as piggybacks.

The compilation, which appeared in the September issue of *TV Code News*, includes both newly classified commercials and those that were in former lists (BROADCASTING, Aug. 31, July 27, June 15). The list includes seven commercials, six for du Pont & Co. and one for Franco-American Products, that were previously classed as piggybacks but have since been reviewed and reclassified as integrated. These are marked by asterisks.

The code authority's complete list:

INTEGRATED

A. E. STALEY MANUFACTURING: FS-PST-1-60, Sta-Flo Spray Starch/Sta-Flo Liquid Starch; LK-800, Sta-Puf Fabric Softener/Sears Lady Kenmore

Washer.

AMERICAN HOME FOODS: 164-60, Chef Boy-Ar-Dee Spaghetti/Meatballs & Pizza.

AMERICAN HOME PRODUCTS: PW-100-30, Plastic Wood/3-in-1 oil.

BROWN & WILLIAMS TOBACCO: R/B-44-60. Raleigh/Belair.

BUXTON: BU-62-01-6, Organizer/Keytainer.

CLAIROL: CLX-64-786, Miss Clairol/Hair Spray.

COLORFORMS: CF-24-60, Mickey Mouse Club Printer/Circus Printer/Train Printer.

DE-LUXE READING: MH-1-60, Johnny Seven Microhelmet/Phone Set/OMA Gun.

DU PONT: *68-5101, *68-5102, *68-5103, *68-5104, *68-5105, *68-5106, all for Lucite Paints.

ECONOMICS LABORATORY: 4099-60, Finish/Dip It.

E. L. BRUCE: ELB-60-5D, Bruce Cold Water Cleaner/Wax; ELB-60-6D, Bruce Cold Water Cleaner/Wax.

ELDON: RR-60-64, International Grand Prix/Road Races.

FOREMOST DAIRIES: 60 FD 63 TAG119 R, (no title).

FRANCO-AMERICAN PRODUCTS: *310-FA/GRAVY/M-60, Mushroom Gravy/Chicken Giblet Gravy; 316-FAG/M-60, Mushroom Gravy/Gravy Line; 372-FAGS/TB-60, Gravy Sauce—4 Kinds; 379-R-FAC/TN-60, Tuna & Noodle Casserole/Casserole Line.

GENERAL MILLS: GMNR-3-60, Betty Crocker Noodles Romanoff/Noodles Italiano/Noodles Almondine/Macaroni & Cheddar.

GILLETTE SAFETY RAZOR CO.: INT-1-64-R/1, INT-2-64-R/1, INT-225-64-R/1, INT-4-64-R/1, INT-5-64-R/1, INT-6-64-R/1, all for Foamy/Stainless

Blades/Sun-Up.

GOLDEN GRAIN MACARONI: GG-M-7R, Rice A Roni.

GREEN GIANT: 85R-PEAS/PW05J, Regular Peas/Peas with onions; 91R-FR/PEAS/AL-60, Frozen Peas/Frozen Food Line; 105-LS/P/MUSH-60, Le Sueur Peas/La Sueur Mushroom; BEAN/FSB-60, Green Beans/Regular/French Style.

HASSENFELD BROS.: TP3-1R, Sno Cone Machine/Tressy Hair Drier; TP3-2R, Mickey Mouse Telephone/Tressy Hair Dryer; TP3-3R, Sno Cone Machine/Mickey Mouse Telephone.

HUDSON PULP & PAPER: 24-6J-TN, Hudson Facial Tissues/Napkins.

INTERNATIONAL LATEX: X-135-1, Playtex Living Stretch Bra/Fashion Magic Bra.

KELLOGG: 1800 CF/JU 60, Corn Flakes/Large/Jumbo Pack; 1851/BF/AB/RB/BB-67, Kellogg Line; 1915-RK-60, Rice Krispies/Nestle's Butter-scotch and Semi-Sweet Chocolate; 1916-AB/BB/BF-60, Bran Flakes/Brer Rabbit Molasses; 1999-RK-RB-60, Rice Krispies/Raisin Bran/Kenner's Building Sets; 2096-SK/SW/PEP-60, Special K/Shredded Wheat/Pep Wheat Flakes; V2065-BF/RB-60, Bran Flakes/Raisin Bran.

KENNER PRODUCTS: BH-60, Build-A-Home; MR-60, Moldmaster Roadbuilder; NH-60, Hydrodynamic; NM-60, Motorized Building Set; SR-60, Skyrail.

KNICKERBOCKER TOY: 64-RPB-1-60, Bozo Push-button/Hand Puppets; Speedy The Galloping Pony/Swifty The Rolling Bear.

LINCOLN FOODS: Specific fruit or vegetable juice/Line.

M & M CANDIES: FM-139, M & M Chocolates/Crisco; FM-146, M & M Chocolates/Plain/Peanut;

at the all-day meeting, William M. Weilbacher of C. J. LaRoche & Co., reported that final data from the American Association of Advertising Agencies' study of consumer response to advertising will be announced this fall. Preliminary results were released last spring (BROADCASTING, April 27). Mr. Weilbacher, who is vice chairman of the AAAA's standing committee on research, reviewed the methodology of the AAAA consumer study for the ARF audience.

New Shine Only ■ In the main luncheon speech, Peter G. Peterson, president of Bell & Howell, cautioned the advertising and media executives that putting "a bit of shine on the same old products and selling techniques" is not enough in the current expanding economy.

That "bit," he said, translates into millions of dollars spent to "improve the readership of our advertisements a bit, the impact of our commercials a bit, the selection of media a bit," all of which he considered valuable. But, Mr. Peterson warned, marketing executives must "inveigorate themselves with the conviction that one of their main tasks is to create new markets, not just to feed on existing ones."

Mr. Peterson cautioned against overreliance on statistical security such as the attraction of the computer. The danger of the computer is not "the science-fiction fear that machines will begin to think like men," he commented, "but the more realistic apprehension



Dr. Herzog



Mr. Gerhold



Mr. Peterson

that men will begin to think like machines."

Imagination Needed ■ He urged that marketing executives employ imagination, "do the unexpected" and seek out, through research, new businesses and new products which are of "real significance to people." Two such developments that have "significantly changed the lives of our people," he said, are TV and the computer, but there have been too few in the light of some \$100 billion he estimated was invested in research and development in the past 10 years.

Other speakers at the conference, which attracted a record of 1,088 agency, advertiser and media researchers, in-

cluded Dr. Gary A. Steiner, professor of psychology at the University of Chicago's graduate school of business, a consultant to CBS and author of *The People Look at Television*, a CBS-financed study of audience attitudes; C. E. Wilson, marketing research director of the Nestle Co.; Seymour Banks, vice president of media, creative and copy research of Leo Burnett Co.; Frank X. Stanton, vice president and manager of information management at Benton & Bowles; Valentine Appel, vice president and director of advertising research, also at Benton & Bowles, and Alvin A. Achenbaum, vice president and director of research at Grey Advertising.

FM-162, M & M Chocolate Candies, Robin Hood Flour.

MATTEL: BFDH-60, Barbie Fashion Salon/Dream House; DTSL-60, Dump Truck/Skip Loader.

MAX FACTOR: MFW/GFB-F64-60, Fine Line Lipstick/High Society Lipstick/Coco Baroque Eye Shadow/Nail Satin.

MILTON BRADLEY: DF-103, Dogfight/Broadside/Battle Cry; GL-102, Game of Life/Password/Concentration/Stratego; MB-101, Stratego/Password/Concentration/Game of Life; RAK/EM-104, Racko/Easy Money.

MORTON FROZEN FOODS: MP-128, Line/Frozen Macaroni & Cheese Casserole; MP-129, Line/Frozen Honey Buns; MP-130, Line/Frozen Biscuits; MP-131, Line/Frozen Donuts.

MULTIPLE TOY MAKERS: American Engineering Set/Fireball XL5 Space City; Fireball XL5 Space City/American Engineering Set.

PILLSBURY CO.: 109R82—Bavarian 60, Bavarian Creme Yellow Cake Mix/Bavarian Frosting; 368-Pillsbury 60, Cake Mix Line/Chocolate Fudge Cake Mix; 1210 Vienna 60, Vienna Style White Cake Mix/Vienna Frosting.

PROCTER & GAMBLE: 897-JOY-60, Special offer/P & G line.

REMCO INDUSTRIES: 609, Monkey Field Phone/Battlejacket/Okinawa Gun; 611-R2, Fascination/Fascination Checkers/Fascination Pool.

SCHLITZ BREWING: 197-SCH/SOB/CORP 60, Schlitz/Old Milwaukee/Burgie Beer.

S. C. Johnson & Son: 35-63M-13-60R1, 35-63M-16-60R1, both for Klear/Pledge/Wax Kit.

SHULTON: T93-63-60-3R, Old Spice Stick Deodorant/After Shave Lotion.

SIMMONS: 4-60-4, Simmons Beauty Rest Mat-

ress/Hide-A-Bed.

SOUTHERN CALIFORNIA GAS: GC-T4-60-5, SCGC/Hardwick Gas Range; GC-T4-60-6, SCGC/Gaffers & Sattler Gas Range; GC-T4-60-7, SCGC/Waste King Gas Range; GC-T4-60-10, SCGC/Magic Chef Gas Range; GC-T4-60-13, SCGC/Hardwick Gas Range.

TUSSY: RT-6112, Lipstick/Facial Make-Up. UNION CARBIDE: 39-GL/B-60, 43-GL/B-60, both for Glad Bags/Sandwich & Utility Size.

WHAM-O-MFG.: 215-233, Slip 'n' Slide/Water Wiggle.

PIGGYBACK

A. E. STALEY MANUFACTURING: PF40-FL20-1-60, Sta-Puf Fabric Softener/Sta-Flo Spray Starch. ALBERTO-CULVER: VNG-1-60, New Dawn/Get Set; VNH-3-60, New Dawn/Hair Spray; VSP-61-60, V05 Shampoo/Calm.

AMSCO INDUSTRIES: B-PS, Cry Baby Bottle/Esso Gas Pump; MR-B, Marble Raceway/Cry Baby Bottle.

BEECHAM PRODUCTS: 34-60, Brylcreem M-cleans.

BISSELL: 31-31-33, Carpet Sweeper/Shampoo Master; 31-32-33, Upholstery Shampoo Kit/Carpet Shampoo Master.

BLAZON: Horse/Sno Wing and Sno Wing/Horse. BRILLO MFG.: 63-0899-60T, Brillo/Paddies; 63-01122-60T, Brillo/Dobie.

BUXTON: BU-62-02-6, Keytainer/Organizer. CALGON: CD-86678-60, Calgon Bath Oil Beads/Calgon Bouquet; CD-86679-60, Calgon Bath Oil Beads/Calgon Water Softener.

CAMPBELL'S SOUP CO.: 2/19-T-30: F3/1-OS-30 (Combo A), Tomato/Oyster Stew; 3/1-CN-30: F3/

4-CS-30 (Combo B), Chicken Noodle/Shrimp; 3/19-VB-30; F3/2-U-30 (Combo C), Vegetable Beef/Clam Chowder; 3/39-CN-30; F3/1-OS-30 (Combo X), Chicken Noodle/Frozen Oyster Stew; 3/39-CN-30; F3/4-CS-30 (Combo Y), Chicken Noodle/Frozen Cream of Shrimp; 3/39-CN-30; F3/2-CC-30 (Combo Z), Chicken Noodle/Frozen Clam Chowder. CHEMWAY: LE/PFD-601-60-4, Lady Esther Face Cream/Pretty Feet.

COLGATE-PALMOLIVE: BP-31A/FW 4-30-7, Action Beach/Ajax Floor and Wall Cleaner.

COTY: T400/402-60-64, Coty 24 lipstick/Mother's Day Tag.

DR. SCHOLL'S: 63-ZFP-1 (60"), Zino Pads/Foot Powder.

E. L. BRUCE CO.: ELB-60-4D, Bruce Cold Water Cleaner/Wax.

EX-LAX INC.: 3-60, Ex-Lax Chocolate Tablet/Unflavored Pill; 7-60, Ex-Lax Chocolate Tablet/Unflavored Pill.

FOREMOST DAIRIES INC.: 60 FD 63 TAG 119, (no title).

GENERAL MILLS, INC.: CH 191/LC 3R. CH 192/LC 3R, both for Cheerios/Lucky Charms; CH 192/TW 24, Cheerios/Twinkles; CP 42/SJ 136R, Cocoa Puffs/Sugar Jets; LC5/F024, Lucky Charms/Frosty O's; RFD-RM/102/PP-106, Chicken & Herb Biscuits/Mashed Potatoes; RFD-RM/102/W-181, Chicken & Herb Biscuits/Wheaties; TR 131/LC 3R, TR 139/LC 3R, both for Trix/Lucky Charms; W108/RFD/RM-102, Wheaties/Chicken & Herb Biscuits; W212-30/PP-106-30, Wheaties/Mashed Potatoes.

HELENE RUBENSTEIN: R60-507-64T, Tintillate/Long Lash; R60-509-64T, Long Lash/Tintillate.

HELENE CURTIS INDUSTRIES INC.: 64-60-60,

A rubber stamp to guard against 'Jack' and 'Floyd'

The National Association for Better Radio and Television has developed a new tack in seeking aid from spot TV advertisers for NAFBRAT's drive against "TV's saturation by violence."

NAFBRAT's latest approach is a rubber stamp being offered to the 100 top spot TV advertisers, which, when placed on a spot schedule, would "avoid associating your company with undesirable TV programming."

The rubber stamp reads:

NO COMMERCIAL ON THIS ORDER SCHEDULED BEFORE 9 P.M. IS TO BE LOGGED WITHIN AN ENTERTAINMENT PROGRAM WHICH CONTAINS EXCESSIVE CRIME, VIOLENCE, BRUTALITY OR HORROR. Above conforms with NAB code.

A letter to the advertisers from Henry Mayers, formerly head of his own Los Angeles agency, who is chairman of NAFBRAT's advertising service committee, maintains that

"public resentment" aroused by some TV programming, particularly motion pictures of the "Jack the Ripper" and "Pretty Boy Floyd" type, can easily spill over on the advertisers and products associated with such broadcasts.

"The simplest and most practical way to avoid associating your company with undesirable TV programming is to adopt a blanket policy in placing your commercials on TV stations," Mr. Mayers states. "This may be done by using the simple rubber stamp on all TV spot schedules. Advertisers and agencies may obtain such rubber stamps [from NAFBRAT headquarters in Los Angeles] at \$4.50 each."

The letter also offers free copies of NAFBRAT's 14-page survey-report on crime on television and encloses a reprint of the Aug. 10 BROADCASTING news story on the survey.

64-61-60, 64-62-60, 64-79-60, all for Magic Secret/Miss Spray Net, 92-60, Miss Spray Net/Enden.

IDEAL TOYS: 158-60, Mousetrap Game/Tiny Thumbelina.

INTERNATIONAL LATEX CORP.: H-31-1, Iso-dettes/Playtex Padded Bra; H-33-31, Iso-dettes/Playtex Girdle; X-142-1, X-143-1, both for Playtex Bra/Girdle.

INTERNATIONAL SALT: PB-5-NEW 60, Sterling Table Salt/Halite Melting Crystals.

JOHNSON & JOHNSON: 2-60, Micrin Mouthwash/Lozenges.

KELLOGG: 2095 CF/BF-60, Corn Flakes/Bran Flakes; 2096 SK/SW/PEP-60, Special K/Shredded Wheat/Pep Wheat Flakes.

KENNER PRODUCTS: A/GF, Games/Gobs of Fun; GE/J, Gobs of Fun/Give-A-Show Projector; GF/S, Gobs of Fun/Dick Tracy Sparkle Paints; J/S, Give-A-Show Projector/Dick Tracy Sparkle Paints; V/F, Stereo Viewer/Flintstone Boulders.

LEHN & FINK PRODUCTS: LL-19-40/MQF-40-2/7-64, 11-32-40/MQF-41-20/7-64, both for Lysol/Medi-Quik Spray.

LEVER BROS.: LWB-4, Lucky Whip/Breeze Laundry Soap; SLL-38R-506, Swan Liquid/Lucky Whip.

MAX FACTOR: CP/LF-2-60, Creme Puff/Lash Full; MFW-HFF/PT-1-60, Hi Fi Fluid Make-Up/Pastel Tint Rouge; MFW-HFF/FL-1-60, Hi Fi Fluid Make-Up/Fine Line Lipstick; SG/FL-2-60, Sheer Genius/Fine Line Lipstick.

M & M CANDIES: FM-124, M & M Candy/Sugar Shells; FM-137, (no title); FM-148, M & M Chocolates/Chewies; FM-153, Sugar Shell/Chocolate Wafer Bar; FM-156, Sugar Shell/Chewies; FM-164, M & M Milk Chocolate/Chocolate Wafer Bar.

NOXZEMA CHEMICAL: 246, 263, both for Cover Girl Make-Up/Lipstick; NOX-IS-SL-5-63, NOX-IS-SL-8-63, NOX-IS-SL-10-63, all for Noxzema.

PILLSBURY: 11-73 FCD-60, Double Dutch Fudge Frosting/Push Button Cake Decorator; 1290-DD-F-60, Double Dutch Devils Food Cake/Fudge Frosting Mix.

PROCTER & GAMBLE: 21-2588R/14-197, Crest/Prell.

RICHARD HUDNUT: RHFQ 104-60-T1, Fashion Quick/Light & Bright; RHFQ 104-60-T2, Fashion Quick/Creme Rinse.

WHITEHALL LABORATORIES: DM-96/DCF-3-60, Dristan Nasal Mist/Cough Formula; 4/63, Resdan/Bisodol.

NAB approves 141 TV spots for toys

The National Association of Broadcasters has made public its yearly listing of acceptable toy commercials for television. The 141 spots are judged to conform to NAB code standards, and the listing is compiled primarily as a broadcaster guide for the flood of toy commercials prior to Christmas.

The list, published in the September issue of the NAB's *TV Code News*, designates the name of the advertiser, the code number, if any, assigned to the spot and the product or products promoted. Multiple-product commercials are indicated with piggybacks receiving an asterisk and integrated spots preceded by a double asterisk. The NAB's code authority earlier this year adopted tougher standards of acceptability for toy advertising on television (BROADCASTING, March 16).

The acceptable list of toy commer-

cial, according to the NAB:

AMERICAN CHARACTER DOLL: ATA-21-64, Tressy Apartment; ATB-29-64, Tressy Beauty Salon; ATF-17-64, Tressy Fashions; ATW-70-64, Teenie Weenie Tiny Tears; 14-6-25, Tressy 1964.

AMERICAN MAGNETOP CORP.: Magnetop.

AMSCO: 10-6-63, Alpha I; *B-PS, Cry Baby Bottle/Esso Gas Pump; *MR-B, Marble Raceway/Cry Baby Bottle; Wonder Perk.

COLORFORMS: Bozo the Clown; Bride Dress Up Kit; Mary Had a Little Lamb; The Beverly Hillbillies; **CF-24-60, Printer Sets (3).

DELUXE READING: JS-1-60R2, Johnny Seven; **MH-1-60, Johnny Seven Microhelmet/Phone Set and Gun; PB-1-60, Penny Brite "Jingle"; PB-3-60, Penny Brite "Phone Talk."

DUNCAN YO-YO: 1-R-60, Tricks; 7-R-10, Yo-Yo; 11R-60, Spin Top; 16-60, Dollar Spin Tops; 17R-10, Spin Tops; 18-60, New Beat; 19-60, Return Tops; 20-60, How To Spin A Top.

ELDON: **RR-60-64, International Grand Prix/Road Races; SB-60-64, Skee-Ball; SS-60-64, Snippy Scissors; WB-60-64, Woodburning Jet Inset.

EMENEE: Formex-7; Headline Printer; Pro Football.

A. C. GILBERT: GI-64-100R-1, Erector Sets; Banshee Skates.

GOLDBERGER: 101, Puppetrina.

HASSENFELD: 582-A, G. I. Joe "A"; 582-B, G. I. Joe "B"; 582-C, G. I. Joe "C"; 582-D, G. I. Joe "D"; **TP3-1R, Snow Cone Mach./Tressy Hair Dryer; **TP3-2R, Mickey Mouse Tele./Tressy Hair Dryer; **TP3-3R, Snow Cone Mach./Mickey Mouse Tele.

IDEAL TOYS: IG-101, Mousetrap Game; IG-133, Crazy Clock; IG-134, Mystic Skull; 156-60R1, Pebbles; *158-60, Mousetrap Game/Tiny Thumbelina; 162-60, Big Press; 165-60 R 1, Phantom Raider; 166-60, Smarty Bird; 169-60, Tammy Sweepstakes; 171-60, Pepper II; 172-60, Tiny Thumbelina; 174-60, Cuddly Kissy; 175-60 (TM-1), Tammy Summer Fashion; 176-60 (TM-2), Tammy Back to School; 178-60, Snoozie Doll; 183-60, Monster Lab.

INTERNATIONAL RECTIFIER CORP.: EP-842, Lightronic Car Kit.

JAMES INDUSTRIES: 5-30/30, Stinky.

KAUMAGRAPHS: Mani-Yacks #2; Mani-Yacks (10").

KENNER: *A/GF, Games/Gobs of Fun; **BH-60, Build-A-Home; CH, Let's Play Hospital; CP, Car Plane; EB, Easy-Bake Oven; FF, Flintstone's Bldg. Boulders; G, Gun That Shoots Around The Corner—Martian; *GF/J, Gobs of Fun/Give A Show Proj.; *GF/S, Gobs of Fun/Dick Tracy Sparkle Paints; *J/S, Give A Show Proj./Dick Tracy Sparkle Paints; **MR-60, Moldmaster Roadbuilder; **NH-60, Father & Son/Hydromatic Bldg. Set; **NM-60, Motorized Bldg. Set; R, Romp and Roll; **SR-60, Sykral; *V/F, Stereo Viewer/Flintstone Boulders; X, Modern As Tomorrow—Girder & Panel Bldg. Sets; Y, Freeway U.S.A.—Bridge & Turnpike Sets.

KNICKERBOCKER: **, Speedy the Galloping Pony/Swifty, the Rolling Bear; **64-RPB-1-60, Bozo Pushbutton/Hand Puppets.

MARX: MTR-79, Big Bruiser; MTR-116, Beauty Vanity; MTR-119, Bop-A-Bear; MT-133, Perils of Pauline; MT-134, Fireball Express; MT-138, Rock 'em Sock 'em Robots; MT-140, Super Crane; MT-143, Gung Ho Commandos; MT-144, Little Hostess Buffet; MTR-145, The Big Parade; MT-146, Big Job.

MATTEL: AL-60, Allan; ATG-60, Animal Talk Game; AY-2-60-R2, Animal Yackers #2; BFAS-1-60-R2, Barbie Fashions; **BFDH-2-60, Barbie Fashion Salon/Dream House #2; BKLC-60, Barbie & Ken Little Theater Costumes; BKTC-60, Barbie & Ken Travel Costumes; BKTF-60-R1, Barbie Keys to Fame; BURP-2-60, Baby Pattaburp #2; CHRC-5-60, Changeable Charmin' Chatty #5; **DTS-60, Dump Truck/Skip Loader; DTS-2-60, Dump Truck & Skip Loader #2; GGBT-60, Guerrilla Gun & Booby Trap; HHB-60, Happy, Happy Birthday Game; HRE-2-60-R2, Hot Rodder Engine #2; SKIP-60, Skipper; SPYD-60, Spy De-

PACIFIC OCEAN

MARIN COUNTY

SAUSALITO

GOLDEN GATE BRIDGE

ALCATRAZ ISLAND

SAN FRANCISCO

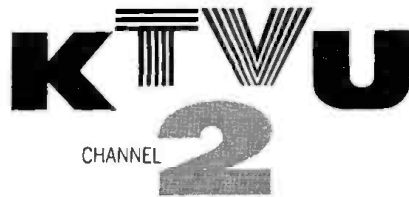
BAY BRIDGE TO OAKLAND

SAN FRANCISCO BAY

ACCEPTANCE...

9 of the top 10 national spot advertisers bought KTVU in 1963* —just as they did in 1962. It's dramatic proof of advertisers' acceptance of KTVU. **Based on TVB estimates*

The Nation's LEADING Independent TV Station



SAN FRANCISCO-OAKLAND
Represented by H-R Television



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

lector; SV-60, Shrinkin' Violet; TBLZ-60-R1, Talking Blaze; T-PUP-60, Talking Puppets #2; VB-60, Vrrroom Bikes; VB-60-R-1, Vrrroom Bike; VR-60, Vrrroom Racer; VR-2-60, Vrrroom Racer #2; VT-60, Vrrroom Trikes.

MILTON BRADLEY: **DF-103, Dogfight; **GL-102, Game of Life; **MB-101, Stratego; **RAK/EM-104, Racko/Easy Money.

MULTIPLE TOY MAKERS: **, American Engineering Set/Fireball Space City; **, Fireball SL5 Space City/American Engineering Set.

OHIO ART: Etch-A-Sketch—Moonship.

RAINBOW CRAFTS: CT-64, Coloring Trays; FJ-64, Fun Factory Jr.; FS-64, Fun Factory Sr.; PO-64, Play Doh 4 Pak.

REMCO TOYS: 601 R, Hamilton's Invaders; 602 R, Hamilton's Insects; 607, Thimble City; 610-R, Mr. Kelly's Car Wash; **611-R2, Fascination.

TRANSOGRAM: TH-13-64, Hands-Up-Harry; TT-14-64, Trik-Trak.

WHAM-O: 1-60, Air Blaster; 2-20, Air Blaster; 3-10, Air Blaster.

Business briefly . . .

Banker's Life and Casualty Co., through Marshall John & Associates, both Chicago, has renewed sponsorship in ABC Radio's *Paul Harvey News*, presented at 8:55 a.m. EDT, for the 11th consecutive year. Banker's Life will also participate in Mr. Harvey's Monday-Saturday 15-minute noontime commentary.

Ben Cooper's Children's Costumes, New York, through Shaller-Rubin, that city, will sponsor two one-hour TV children's pre-Halloween Saturday morning shows. *Trip to Spooksville* will appear on 80 stations, Oct. 17. *Halloween Party* will appear Oct. 24 on 11 stations in major markets.

Mohasco Industries, Amsterdam, N. Y., through Maxon Inc., New York, will sponsor *Your All-Time Favorite Songs*, a color special, on NBC-TV, Thanksgiving Day (Nov. 26) 7:30-8:30 p.m. EST. The program will star Dean Martin, Al Hirt and Eydie Gorme.

The California Committee to Eliminate Railroad Featherbedding, San Francisco, through Whitaker & Baxter, that city, has purchased one minute and 30-second radio spots along with one minute, 20-second and 10-second TV spots in a statewide "Vote Yes on 17" campaign on 35 TV and more than 300 radio stations. The campaign is against excess personnel on diesel-powered freight trains. Snazelle Productions, San Francisco, produced the spots.

Aunt Jane's Foods, Dearborn, Mich., division of The Borden Co., has renewed its pickle advertising on *Arthur Godfrey Time* on CBS Radio for 26 weeks beginning Oct. 26. Agency for Aunt Jane's Foods is Zimmer, Keller & Calvert Inc., Detroit.

Roman Meal Co., Tacoma, Wash., through Honig-Cooper & Harrington, San Francisco, is starting a fall radio campaign for its cereals. The campaign

will use 60-second spots appearing up to 30 times per week on stations in 10 western and southwestern states and will run into February.

Air France, New York, through Fuller & Smith & Ross, same city, is scheduling a spot radio campaign to run through November on WCFL and WJJD Chicago, WQXR New York, WJR and WWJ Detroit and WMAL Washington.

Agency appointments . . .

■ Elizabeth Arden Sales Corp. has appointed Gordon & Weis Inc., both New York, to handle advertising for "Arden for Men" preparations. Advertising plans have not been completed.

■ Bo Bernstein & Co., Providence, R. I., named to handle advertising and public relations for three Democratic campaigns: re-election of Senator John O. Pastore (D-R. I.), chairman of Senate Communications Subcommittee, and Representative John E. Fogarty (D-

R. I.), and Rhode Island Citizens for Johnson and Humphrey Committee. The agency has handled the senator's campaigns since 1942 and Mr. Fogarty's since 1940.

■ Pacific Finance Corp., Los Angeles, appoints Hixson & Jorgensen, that city, to handle advertising for its financial, real estate and insurance activities. Pacific has been spending more than \$1 million a year in TV and other media.

■ The General Electric Co., New York, is consolidating all of its houseware division advertising in Maxon Advertising, that city, beginning Jan. 1, 1965. Advertising for the division is now placed with Young & Rubicam, New York; N. W. Ayer, Philadelphia, and Maxon. Combined household division billings for GE are estimated at \$5 million annually with last year's TV (network and spot) budget estimated at around \$1.75 million, according to Television Bureau of Advertising figures.

Commercials in production . . .

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercials, production manager, director, agency with its account executive and production manager. Approximate cost is shown when given by producer.

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

Pacific Power & Light Co., Portland, Ore.; two 20's for TV, animation on film. David H. DePatie and Friz Freleng, production managers. Agency: McCann-Erickson, Portland. Harry Burton, account executive.

Fraser Productions, 38 Hotaling Place, San Francisco, 94111.

Pacific Telephone Co., San Francisco (emergency service); one 8 for TV, live on film. Frank V. Robinson, production manager. Agency: BBDO, San Francisco. Jim Allen, account executive. Approximate cost: \$2,500.

Fuller Paints, Fullerton, Calif. (paints); one 20 and one 10 for TV, live on film. Frank V. Robinson, production manager. Agency: The Wyman Co., San Francisco. Jack Wyman, account executive. John Otto, agency producer. Approximate cost: \$1,250.

Keitz & Herndon Inc., 3601 Oak Grove, Dallas. Orkin Exterminating Co., Atlanta (exterminating services); ten 10's and ten 20's for TV. T. R. Young, production manager. Placed direct. Lee Robbins, producer. Approximate cost: \$35,000.

Stuckey's, Atlanta (pecans and candy); two 60's for TV. R. K. Keitz, production manager. Agency: Kirkland White & Scholl, Atlanta. J. A. Kirkland, agency producer. Approximate cost,

\$6,000.

Frito-Lay Corp., Dallas (Fritos and potato chips); one 20 for TV. M. R. Young, production manager. Agency: Tracy Locke Co., Dallas. Howard Fisher, account executive and agency producer. Approximate cost: \$1,800.

Humble Oil & Refining Co., Houston (oil and gas); two 60's for TV. L. F. Herndon, production manager. Agency: McCann-Erickson, Houston. Eric Ajello, agency producer. Approximate cost: \$11,000.

Holsum Bread Inc., Phoenix (bread); four 10's, eight 20's, and two 60's for TV. R. K. Keitz, production manager. Agency: W. E. Long, Chicago. John Pesick, agency producer. Approximate cost: \$15,000.

Coca-Cola Co., Atlanta (Coke); two 30's for TV. R. K. Keitz, production manager. Placed direct. Approximate cost: \$8,000.

Continental Oil Co., Houston (oil and gas); two 60's for TV. L. F. Herndon, production manager. Agency: Clinton E. Frank, Chicago. Leo Larglois, agency producer. Approximate cost: \$3,000.

Great Western Foods Co., Fort Worth (Ranch Style beans); 12 for TV, live on film. L. F. Herndon, production manager. Agency: Jack Holmes, Fort Worth. Betty Ecker, agency producer. Approximate cost: \$7,500.

Pepper Sound Studios Inc., 51 South Florence, Memphis 4.

Cudahy Packing Co., Seattle (Bar-S meats); one 60 for radio, jingle. Production manager, Vincent Trauth. Placed direct.

E. J. Korvette, Chicago (discount store); one 60 for radio, jingle. Ernie Bernhardt, production manager. Placed direct.

Spudnuts Inc., Salt Lake City (doughnuts); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Cooke Advertising Agency, Salt Lake City. Joe Cooke, account executive.

Tropicana Products Inc., Bradenton, Fla. (orange juice); three 60's for radio, humorous. Gerald Clement, production manager. Agency: John L. Douglas & Associates, Bradenton. John L. Douglas, account executive.

Kresge Co., Detroit (department store); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.



Nobody called



until Spot TV changed the picture

It happened back in 1953. Avon began in only two markets and now uses a 230-station line-up in 190 different markets. In eleven years their share of the house-to-house market climbed from 40%—to a giant 70%, by adding Spot TV to their existing advertising. Today, Avon's sales outstrip all other cosmetic companies, running a third ahead of the nearest competitor.

Avon calls on Spot TV to pre-condition customers for in-home sales. Spot TV can change the picture for you. For Spot TV is the flexible medium. It can cover the country or spot the market. TvAR—Television Advertising Representatives—can show you how to use this flexible

medium in eight major television markets. TvAR offers additional service to help you make the most of Spot TV. Example: A "Television Spot Test", enabling you to test the effectiveness of Spot TV on any of TvAR's eight stations throughout the country.

You get more out of your advertising dollar when you spot your markets with Spot TV. Avon learned that buying television by the market opened the big door to sales. Call TvAR and you can too.



**TELEVISION
ADVERTISING
REPRESENTATIVES,
INCORPORATED**

Representing: WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS) WBZ-TV BOSTON, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (GROUP W STATIONS)

TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta

More corporate ads on TV

Though more companies use TV to polish image, gross time expenditures show \$3 million decline

The number of U. S. companies using television for corporate advertising rose to 60 in 1963 from 55 in 1962 but the gross TV billing was down. An article in the October issue of the *Public Relations Journal*, official publication of the Public Relations Society of America by Richard D. Erickson, manager of public relations of the Television Bureau of Advertising, points out that in 1963 corporate advertisers invested almost \$18 million in gross time billing in network TV. The gross time total in 1962 was \$21.2 million, though there were fewer corporate advertisers.

"Sophisticated corporate advertisers are using television today to achieve the same corporate goals as in the past," the article continues. "But they are taking better advantage of the huge audiences available to them by planning ahead. . . . The well-planned campaign doesn't overlook possible tie-ins with reports to stockholders, pamphlets for customer relations, dealer aids and print advertisements."

In another article in the October *Journal*, which is devoted to corporate advertising, G. Gordon Biggar, vice president in charge of public relations for the Shell Oil Co., outlined the public relations value to the company of its sponsorship of ABC-TV's *Shell's Wonderful World of Sports*. The objective of the program and the commercials was to "convey a favorable image of our companies and trademark, with an acknowledgement of the worldwide nature of our organization," Mr. Biggar explained.

The commercials, he said, were deliberately "noncommercial" and attempted to show "interesting, human and honest stories" about Shell's operations in the countries the golf programs were filmed. Both the commercials and the programs brought an "unprecedented shower of credit and praise," Mr. Biggar said.

In other articles in the issue, Warren Highman, manager, product promotion, corporate public relations division, American Cyanamid Co., detailed the company's sponsorship of *Alumni Fun* on CBS-TV, observing that the program's theme of education and entertainment provided the "corporate sell."

In an unsigned article, RCA's corporate advertising efforts in the wake of the Ranger 7 moon shot on July 31 were described, including the production of a color TV commercial for use on *Wonderful World of Color*, explaining RCA's role in the project.

The top 10 corporate advertisers in network TV in 1963 as listed in Mr. Erickson's article follow:

Corporate advertising budgets on network television 1963
(GROSS TIME EXPENDITURES)

	Total	Corporate
1. General Electric Co.	\$ 5,698,500	\$2,530,000
2. Gulf Oil Corp.	2,783,600	2,417,500
3. U. S. Steel Corp.	1,616,300	1,373,500
4. Shell Oil Co.	1,312,100	1,226,200
5. Aluminum Co. of America	3,186,200	1,045,800
6. Chrysler Corp.	7,243,100	823,006
7. Radio Corp. of America	3,537,800	722,300
8. Firestone Tire & Rubber Co.	3,123,300	715,400
9. General Mills	13,960,400	691,000
10. American Telephone & Telegraph Co.	1,493,400	604,700

Rep. appointments . . .

▪ KGBS Los Angeles: Venard, Torbet & McConnell Inc., New York.

▪ WMEX Boston: The Katz Agency Inc., New York.

▪ CFRA Ottawa: Devney Organization, New York, as U. S. representative.

Also in advertising . . .

Reorganization ▪ Advertisers Design Service will join Mac Donald, Rosman & Holdsworth Inc., advertising and public relations firm, both Schenectady, N. Y. to form Mac Donald, Devey & Holdsworth Inc.

High move ▪ Needham, Louis & Brorby, Chicago, plans to move its offices late next year from the Prudential building to the top four floors of the new building being erected at 401 North Michigan by the Equitable Life Assurance Society. Foote, Cone & Belding had also announced plans to move to the new \$25-million structure opposite the Wrigley building.

Spots available ▪ The Wool Bureau has recorded two 60-second radio spots available to dealers as a tie-in for the promotion of all-wool topcoats. The spots are "teaser" presentations, using a James Bond thriller approach to stress the fashion appeal of topcoats.

Selling new service ▪ Chemical Bank New York Trust Co., New York, is starting a campaign in New York metropolitan area to introduce "Privilege Card," system that enables Chemical's customers to cash checks at any of the bank's 125 branches in area. Television

is expected to get \$175,000. Benton & Bowles, New York is agency for Chemical.

New branch ▪ Tele-Radio & TV Sales Inc., New York, Spanish-language radio station representative firm, has opened a branch office in Dallas, at 505 North Erway in the Reliance Life building. Jack Riley was named to manage the firm's Texas Spanish regional sales operations.

Borden to introduce 14 new products

The Borden Co., New York will introduce 14 new food products in test markets across the country within the next four weeks, bringing to 33 the number of new food items introduced by Borden this year.

The company would not disclose what role radio and television would play in the introductions, except to say that TV would be used in most cases.

Advertising for the new products will be split among various agencies, with Doherty, Clifford, Steers & Shenfield, Dancer-Fitzgerald-Sample, and Young & Rubicam, all New York, handling most of the advertising.

DCS&S will be agency for "A La Carte," a new line of five freeze-dried convenience dinners and "Coffee Combo," a precreamed instant coffee. D-F-S will handle "Chocolate Drink Mix," and "Cremora Whip," a whipped topping for cakes and desserts. Y&R will be agency for "Crown-top Flaky Rolls" and "Cloverleaf Flaky Rolls," refrigerated dough products, and "Candy Cow," chocolate drink mix.

Other new products and their agencies are: "Old London Bar-B-Q Doodles," sharply flavored puffs of corn, through Richard K. Manoff, New York; "Wylers' Chunk Chicken and Noodle Soup Mix," through Compton Advertising, Chicago, and "Green Chili Dip," a regional product through Tracy-Locke, Dallas.

A Borden spokesman said the products would be test-marketed for a period from two weeks to a full year.

More toy money set for pre-holiday TV push

Four more toy makers last week announced plans for spot and network TV during the pre-Christmas period.

Marx Toy Co., New York, through Ted Bates & Co., that city, is spending about \$3 million in a pre-Christmas combined network and spot TV children's show campaign.

New products advertised include



weather or not—
LOUIS ALLEN
lets people know about it

Louis Allen is a rare meteorologist. He not only talks about the weather, he does something about it. No ordinary weather reporter, Allen is recognized as one of the nation's leading weather scientists. In addition to his broadcast chores, he runs the highly successful Allen Weather Corp. which supplies detailed forecasts to utilities and navigational advice to steamship companies.

As a key member of our 25-man staff of news and public affairs specialists, Louis Allen turns a weather eye on the Nation's Capital daily, helps make WMAL-Radio and WMAL-TV the news authority in the Nation's Capital.



News Authority in the Nation's Capital

 **wmal radio and television** 

Daren F. McGavren Co.

Harrington, Richter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

"Super Crane", "Fireball Express", "Gung-Ho Commandoes", "Little Hostess Buffet", "Big Job", "Big Parade", "Rock-em-Sock-em Robots", and "The Perils of Pauline", as well as previously advertised toys "Bop-A-Bear", "Budding Beauty Vanity Set" and "Big Bruiser".

A. C. Gilbert Co., New Haven, Conn., through Friend-Reiss, New York, is now running a TV children's show spot campaign in 19 major markets for its new "Gilbert Banshee" skates. Campaign, which began Sept. 1, will run until Christmas.

American Doll and Toy Corp., New York, through Helitzer, Waring & Wayne, that city, is running a September through Christmas, national spot TV children's show campaign for its "American Character Tressy Doll Wigs and Fashions". Campaign features six separate one-minute commercials and is expected to be resumed after Jan. 1, and continue until the beginning of next summer.

DeLuxe Reading Corp., Elizabeth,

N. J., through Dancer-Fitzgerald-Sample, New York, has begun a spot TV nationwide children's show campaign for its new "DeLuxe Defender Dan" toy. Campaign, which began Sept. 1, will run until Christmas.

Corinthian piggyback position defended

Charles H. Tower, executive vice president of Corinthian Broadcasting Corp., asked broadcasters to stand firm against piggyback commercials. He suggested that giving in to pressure for multiproduct announcements is equivalent to submitting to a degradation of the service which the broadcaster sells.

"If the battle over piggybacks is eventually lost—and none can predict its outcome now—we broadcasters shall have only ourselves to blame," he said.

Addressing a meeting of the Tennessee Association of Broadcasters (see

page 91) last week, Mr. Tower said that since Corinthian's announcement in March that its stations would not accept piggyback commercials, a lot of broadcasters have shared his company's concern but there are "none who have shared our public position."

He continued: "By giving in to the few we break faith with the many." Even those "few," he said, would regret it if the piggyback became the prevalent commercial format. "Their own commercials will become lost in a sea of messages that will swamp the viewer and weaken the whole structure of the broadcasting ship."

Mr. Tower said the quality of the broadcaster's product is ultimately the responsibility of the individual broadcaster; that the buck can not be passed to the advertiser, audience or bureaucrat.

"Where so much of our product is produced by others—both programs and commercials—lack of at least minimum commonly accepted standards would result in chaos," he added.

THE MEDIA

Another banner week in station selling

\$11.5 million involved in sales by Kaiser,

'Honolulu Advertiser,' Murphy, Hogg interests

Seven television stations and two radio stations were sold last week, with the transactions totaling \$11.5 million.

Five of the TV stations are in Hawaii.

■ KHVH-TV Honolulu, with KHVH-AM, plus KHJK(TV) Hilo, and four translators were sold by Kaiser Broadcasting Corp. to Pacific Broadcasting Co. for more than \$4 million.

■ KONA(TV) Honolulu, KALA(TV) Maui, and KALU(TV) Hilo were sold by the *Honolulu Advertiser* and John D. Keating to DeSales Harrison Jr. and wife for \$3 million.

■ WLUC-TV Green Bay, Wis., and WLUC-TV Marquette, Mich., were sold by Morgan Murphy interests to Post Corp. (*Appleton Post-Crescent*) for over \$3 million.

■ KOY Phoenix was sold by John L. Hogg and group to John J. Cote for \$1.5 million.

Buying the Kaiser Hawaiian TV stations, plus the radio adjunct in Hono-

lulu, is a group headed by Lawrence S. Berger, formerly an owner and management executive of KTWO-AM-TV Casper, Wyo., and of KFBB-AM-TV Great Falls, Mont., both of which were sold this summer. Other principals in Pacific Broadcasting: William H. Brown, attorney; Fred Goodstein, industrialist; Charles L. Tangney, accountant, all of Casper, and Marcus Loew II, insurance executive, Los Angeles.

The Kaiser stations were established in 1957. KHVH-TV is on channel 4 (originally channel 13) with ABC affiliation. KHVH is on 1040 kc fulltime with 5 kw. KHJK(TV) Hilo, on channel 13, is operated as a satellite of KHVH-TV. Kaiser also owns translators on the other islands.

Included also is a construction permit for KHVH-FM.

Henry J. Kaiser, chairman of Kaiser Broadcasting, said the company would continue in both TV and radio in major metropolitan cities. Kaiser Broadcast-

ing, a wholly owned subsidiary of Kaiser Industries Corp., has CP's for UHF's in Detroit, Burlington, N. J.-Philadelphia, Los Angeles and San Francisco. It is also an applicant for a UHF in Chicago. The Detroit station, WKBD (TV), is scheduled to begin operating next January. The company also owns KFOG-FM San Francisco.

No changes will be made in programming or the staffs of the Honolulu stations, Mr. Berger said.

Broker was Blackburn & Co.

Twice in Hawaii ■ Also reported sold last week were the Radio Honolulu stations, owned jointly by the *Honolulu Advertiser* and John D. Keating. Buyers are DeSales Harrison Jr. and wife, of New York. Mrs. Harrison reportedly has minor interests in KSTP(TV) St. Paul-Minneapolis and in KOB-TV Albuquerque, N. M. Mr. Harrison has diversified business interests.

KONA(TV) was founded in 1952 and operates on channel 2 with NBC affiliation. KALA(TV) Wailuku is on channel 7 and KALU(TV) Hilo is on channel 11.

Broker was Larue & Associates.

Announcing its plans to acquire the Green Bay and Marquette stations, the Post Corp. said the acquisition would be made by purchasing all the stock of M&M Broadcasting Co. M&M is the licensee of WLUC-TV and in turn owns all the stock of WLUC-TV.

Post Corp., formerly the Post Publishing Co., owns the *Appleton Post-Crescent*, the *Twin City News Record*, Neenah-Menasha, and three Milwaukee weeklies (*West Allis Star*, *Milwaukee*



RAMBLER DRIVES AHEAD WITH THE BLAIR GROUP PLAN

It takes a great product and a lot of advertising energy to keep Rambler sales rolling along with the leaders. That's why American Motors often advertises nationally through Blair Group Radio. Another reason is that Blair's Bull's-Eye Marketing Service offers tremendous mileage.

The beauty of Bull's-Eye Marketing Service is that the advertiser is always in the driver's seat. He calls his own markets. Blair maps them out, with pinpoint precision, using National Survey #1. Favorite local personalities can then deliver his message with more overall impact than offered by any other group. Blair Group Plan gives you the biggest advertising drive you can get for the money. No wonder Blair represents America's most influential group of radio stations. Order your tailor-made plan by calling your Blairman today.

AMONG OTHER SUCCESSFUL USERS: NESTLES, ACCENT, KELLOGG'S, MARS BARS, CAMPBELL SOUP, ALKA-SELTZER AND ALBERTO-CULVER COMMAND.



BLAIR RADIO, Division of John Blair & Company
OFFICES IN 10 MAJOR CITIES: New York/Chicago/Atlanta/Boston
Dallas/Detroit/Los Angeles/Philadelphia/St. Louis/San Francisco



North Star and the Milwaukee South Times-Star).

It entered broadcasting in 1962 when it bought WEAU-TV Eau Claire, Wis. Since then it has acquired KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa; WAAX Chippewa Falls and wxco Wausau, both Wisconsin.

Controlled by members of the Minahan family, the company is headed by V. I. Minahan, president; John B. Torinus and Mrs. Mary Minahan Walter, vice presidents; David L. Nelson, vice president and treasurer, and Roger C. Minahan, secretary.

Morgan Murphy, publisher and broadcaster, owns 50% of WISC-TV Madison, Wis., and 100% of KXLY-AM-FM-TV Spokane, Wash.

WLUC-TV, founded in 1954, broadcasts on channel 11 and is an ABC affiliate. WLUC-TV, founded in 1956, operates on channel 6 and is a basic CBS affiliate, although it also carries NBC and ABC programs.

The purchaser of KOY, John J. Cote, is president of Cote Realty Co. of Greenburg, Pa., and major owner of KTUC and KFMM(FM) Tucson, Ariz.; WOHP Bellefontaine, Ohio, and WKLC St. Albans, W. Va.

KOY began in 1922; it is on 550 kc with 5 kw day and 1 kw night.

Field seeks interest in Chicago ch. 32

Field Communications Corp., Chicago, announced last Wednesday (Oct. 7) that it plans to acquire 50% interest in WOGO-TV (ch. 32) Chicago. The station, which was granted a construction permit on May 8, 1963, is not on the air.

WOGO-TV is now owned by a group including Harry and Elmer Balaban, H. W. and Irwin Dubinsky, Herbert Scheftel, Harold Froelich, Milton Friedland and the estate of Alfred G. Burger.

Upon FCC approval, the station will be owned by Field Enterprises (Marshall Field and family), 50%; H & E Inc. (the Balaban interests), 13.9%; Irwill Inc. (the Dubinsky brothers), 13.9%; Schefco Inc. (Mr. Scheftel), Will and Corp. (Cecile E. Burger) and Messrs. Froelich and Friedland, each 7.33%.

Field said it would put up half of an initial \$500,000 investment, with the other half coming from the five other firms in the new corporation. In addition, Field, which has an option to buy out the other firms in 1969, expects to spend an additional \$2 million or more

before the station gets on the air.

Field Communications is presently one of four applicants for a new UHF on channel 38 in Chicago but will withdraw that application pending commission action on the WOGO-TV application. Other channel 38 applicants are Kaiser Industries, Chicagoland TV and Warner Bros.

WOGO-TV also is seeking a modification of its construction permit to increase the visual power of the station to 1,000 kw. The WOGO-TV antenna will be located on the Marina City Towers in Chicago.

Sterling C. (Red) Quinlan, who heads Field's move into broadcasting properties had been vice president and general manager of WKBK(TV) Chicago, an ABC-owned station (BROADCASTING, Feb. 17). He is now vice president and general manager of Field Communications Corp.

Mr. Quinlan is still on the network payroll as a consultant through October 1965. In April it was reported that this contract had a noncompeting clause, making it unlikely that Field would acquire or operate broadcast properties in cities where ABC has owned stations until the contract expires (BROADCASTING, April 6). WOGO-TV is not expected to go on the air until late 1965 or early 1966.

Changing hands

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

■ KHVH-AM-TV Honolulu, KHJK(TV) Hilo, Hawaii, and translators: Sold by Kaiser Broadcasting Corp. to Pacific Broadcasting Co. for \$4 million (see page 52).

■ KONA(TV) Honolulu, KALA(TV) Wailuku, and KALU(TV) Hilo: Sold by Honolulu Advertiser and John D. Keating to DeSales Harrison Jr. and wife for \$3 million (see page 52).

■ WLUC-TV Green Bay, Wis., and WLUC-TV Marquette, Mich.: Sold by Morgan Murphy interests to Post Corp. for \$3 million (see page 52).

■ KOY Phoenix: Sold by John L. Hogg and associates to Cote Realty Co. for \$1.5 million (see page 52).

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (FOR THE RECORD, page 101).

■ WCOV-AM-TV Montgomery, Ala.: Sold by Oscar P. Covington and associates to J. Douglas Gay Jr., H. Guthrie Bell, Earl L. Boyles and others for \$1,225,000 plus \$25,000 each to Mr. Covington and Hugh M. Smith for agreement not to compete. Buyers own WLEX-TV (ch. 18) Lexington, Ky. WCOV, founded in 1939, is on 1170 kc with 10 kw day and 1 kw night and is affiliated with CBS. WCOV-TV (ch. 20), began

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in 1953, and is affiliated with CBS and ABC.

▪ **WABQ and WXEN-FM Cleveland:** Sold by Preston G. Tuschman and associates to Booth Broadcasting Co. for \$646,000 and \$20,000 to Mr. Tuschman for agreement not to compete. Booth Broadcasting which has cross ownership with Booth Newspapers through J. L. Booth, owns WJLB and WMZK(FM) Detroit; WSGW Saginaw, WIBM and WBBC-FM Jackson, all Michigan; WJVA-AM-FM South Bend, WIOW and WKMO-FM Kokomo, both Indiana, and WTOD-AM-FM Toledo, Ohio. WABQ is a 1 kw daytimer on 1540 kc and is programed 100% for the Negro market. WXEN-FM operates on 106.5 mc with 16.5 kw and is programed for various ethnic groups in Cleveland. Dissenting were FCC Commissioners Robert T. Bartley, Kenneth A. Cox and Lee Loevinger (see page 58).

▪ **KMIN Grants, N. M.:** Sold by Tolbert E. Foster, William Dyche and group for \$145,000 to KMIN Inc., controlled by the Grants Publishing Co. (*Grants Daily Beacon*). James B. Barber is president and publisher of the newspaper. Daytimer, KMIN operates on 980 kc with 1 kw. FCC Commissioners Robert T. Bartley and Lee Loevinger concurred and issued statements; Commissioner Kenneth A. Cox dissented and issued statement in which Chairman E. William Henry joined (see page 58).

Clarksburg TV sale meets more opposition

A group of Clarksburg, W. Va., citizens and local newspaper publisher have asked the U. S. Court of Appeals in Washington to reverse FCC approval of the sale of WBOY-TV in that city to the Fortnightly Corp. The FCC last March approved the sale of the channel 12 station by Rust Craft Broadcasting Co. for \$950,000. It denied petitions for reconsideration last June.

The appellants, most of whom are subscribers of the local cable company, also owned by Fortnightly, claim that the FCC should have held a hearing before approving the transaction.

In its brief, filed earlier this month, the protestors claim the commission should have looked into the arrangements made by the cable company to carry WBOY-TV and WJPB-TV Fairmont-Weston, W. Va., on the cable in place of two Pittsburgh stations; on the character qualifications of the cable company, and on questions of duopoly in Clarksburg.

The appeal was made by the Clarksburg TV Protest Committee and the Clarksburg Publishing Co. (*Clarksburg Exponent and Telegram*).

Rating firm audits due in early 1965

Results of the Broadcast Rating Council's audits of the audience measurement services of Pulse, C. E. Hooper Inc. and the American Research Bureau are expected to be available early next year, BRC officials reported last week following a meeting of the council.

The audits are now under way. Audit of the fourth nationally syndicated service, A. C. Nielsen Co., has been delayed by Nielsen's refusal to participate without first getting government clearance on antitrust questions—questions that, according to Nielsen, arise out of a consent decree with antitrust implications not shared by the other services (BROADCASTING, Sept. 28).

The legal intricacies of the Nielsen position were discussed by the rating council at its meeting. In the meantime it was learned that Nielsen last week sent a new letter to the Justice Department, giving a detailed report on the nature of its television measurement activities and asking for advance clearance for Nielsen to perform the acts necessary to secure and maintain Broadcast Rating Council accreditations. . . .

This letter followed a Justice ruling that the facts surrounding the participation of ratings services in BRC may vary from case to case, and that accordingly each would have to be considered on its merits to see whether it might have anticompetitive effects.

The Federal Trade Commission also has held that Nielsen would not violate its consent order in joining BRC but, like the Justice Department, the FTC added that this does not constitute "blanket approval in advance to any act or practices occurring in the implementation of the [rating council] plan that violate the antitrust laws or the [FTC's] order."

In the description of the Nielsen service sent to the Justice Department last week, Nielsen attorneys described their client as the "world's largest market research company." They noted that the FTC had estimated Nielsen's share of the national television rating market as in the order of 90%, and said Nielsen considered itself second to, and "substantially smaller" than, ARB in the local TV measurement field. Because other ratings companies do not publish revenue figures, however, Nielsen attorneys said they could not confirm these estimates.

Meanwhile, the rating council, anticipating audit results for three serv-

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(Information on these and other stations will be available from our representatives attending the NAB Fall Conferences in Salt Lake City and Los Angeles this week.)

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STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of October 23, 1962: Section 4369, Title 39, United States Code).

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8. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.
9. Paragraphs 7 and 8 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner. Names and addresses of individuals who are stockholders of a corporation which itself is a stockholder or holder of bonds, mortgages or other securities of the publishing corporation have been included in paragraphs 7 and 8 when the interests of such individuals are equivalent to 1 percent or more of the total amount of the stock or securities of the publishing corporation.

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1. To term subscribers by mail, carrier delivery or by other means.	24,734	25,152
2. Sales through agents, news dealers, or otherwise.	131	95
C. Free Distribution (including samples) by mail, carrier delivery, or by other means	1,524	1,253
D. Total No. of copies distributed. (sum of lines B1, B2 and C).	26,389	26,500

I certify that the statements made by me are correct and complete.

MAURICE H. LONG
 Vice President and General Manager

. . . about paid circulation

The surest barometer of the reader acceptance of any publication is its paid circulation. People read business and trade papers for news and ideas that will help them in their jobs, not for entertainment.

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BROADCASTING delivers more paid circulation annually than the combined paid circulation of the four vertical competitive publications.

ices within a few months, named a committee to arrange for the design of a BRC seal and accreditation certificates. Committeemen, who will name their own chairman, are Bennet Korn of Metro-media, Robert Foreman of BBDO, and Ted Genock of Eastman-Kodak.

The council also approved a report submitted by a BRC committee led by Norman E. Cash of the Television Bureau of Advertising on plans for an educational campaign to inform stations, agencies and advertisers about the council, the effects of its audits, etc.

Donald H. McGannon of Westinghouse Broadcasting, chairman of the council, presided over the meeting, held Wednesday morning in New York.

Videochex to monitor television services

Air Check Services Corp. of America, Chicago, has established a television-oriented division—Videochex.

For a subscription rate of \$5,000 a year, the new organization will provide: "Daily and continuous reporting of all television network programing . . . listing all network programs, special programs, commercials, billboards, plugs, promos, public service announcements, news bulletins and network technical interruptions, including exact commercial and billboard appearance times and lengths, and noting whether plugs were complementary or derogatory," and "daily and continuous video tape recording of all television network programing . . . kept on file for a period of 30 days, for legal proof-of-performance and complete commercial recording capabilities."

Recording and monitoring of local programing in "over 1,212 market areas throughout America and the world" is also available on request.

FCC extends comment time on microwave rules

The FCC last week granted additional time for filing comments on four parts of its proposed rulemaking regarding the licensing of microwave stations used to relay TV signals to community antenna television systems.

Extended to Nov. 16 are comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service (BROADCASTING, Sept. 28). Replies are due Dec. 4.

It also extended—to April 1, 1965—time for filing comments on rules gov-

erning frequency allocations and technical standards. The six-month extension was granted, however, with the condition that the National Community Television Association and the National Association of Microwave Common Carriers concentrate on specific technical studies and file written progress reports within 90 days. Replies would be due May 3, 1965.

Idaho association opposes CATV-microwave

The "indiscriminate" licensing of microwave systems for CATV will work to the detriment and ultimate extinction of television stations in small markets, the Idaho Association of Broadcasters declared last week.

The IBA comment was made to the FCC regarding its proposed rulemaking governing the licensing of microwave stations used to relay TV signals to community antenna systems (BROADCASTING, Oct. 5).

The association also stated that community microwave systems, in addition to being contrary to the public interest and the economic welfare of the industry and the people, deprive local TV stations of revenue and the business community of TV service.

Among its recommendations, the IBA said that the commission should amend its rules to allow CATV's to carry only the nearest network TV station into a community and provide for 15-day nonduplication by CATV's of local TV stations.

ABC protests plan for share-time on ch. 13

ABC asked the FCC for permission to participate in an oral argument, Nov. 2, on the disposition of channel 13 in Rochester, N. Y.

An initial decision, last January, recommended granting the share-time application of Rochester Telecasters Inc. and Rochester Area Educational Television Association Inc. (BROADCASTING, Feb. 3).

ABC, in its petition to appear as a friend of the court, said that the proposed operation would not provide an effective competitive outlet for network programing, and that share-time would "frustrate" the commission's intention of allocating channel 13 to Rochester as a third commercial outlet.

Channel 13 has been on the air as WOKR(TV) since August 1962 as an interim operation affiliated with ABC-TV.



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New attacks on massing of media

Split votes at FCC indicate that the right case could produce a majority against concentrations

The FCC's concern over the question of concentration of control of mass media was evident last week in two actions in which the commission split over the sale of broadcasting properties.

By a 5-2 vote, the commission approved the sale of KMIN Grants, N. M., for \$145,000. KMIN, the only station in that town, was sold to a company controlled by the publisher of the town's only newspaper.

And by a 4-3 vote, the FCC approved the sale of WABQ and WXEN-FM Cleveland, Ohio, from Tuschman Broadcasting Corp. to Booth Broadcasting Co., for \$646,000.

This sale gives Booth seven AM stations and six FM's. The other stations are WJLB and WMZK(FM) Detroit, WSGW Saginaw, WIBM and WBBC(FM) Jackson, all Michigan; WJVA-AM-FM South Bend, WIUW and WKMO(FM) Kokomo, all Indiana; and WTOD-AM-FM Toledo.

Commissioners Kenneth A. Cox, Robert T. Bartley and Lee Loevinger dissented. They didn't issue statements, but it was understood they were concerned about the possibility of concentration of control of mass media in the area involved. They felt a hearing on the matter should have been held.

Grants Case ■ The sale of the Grants station to KMIN Inc., which is controlled by the publisher of the *Grants Daily Beacon*, was cause for considerable soul-searching on the part of the commission.

Commissioner Cox wrote a lengthy dissent, in which Chairman E. William Henry joined, contending it was not "desirable to grant control of the only broadcast facility in a community like Grants to the same interests who control the only newspaper." Grants has a population of some 11,000.

And Commissioners Bartley and Loevinger wrote statements explaining their votes for the sale. Commissioner Bartley stated his long-held belief that the commission, in transfer cases, should make a finding that the sale would result in improved broadcast service. In the Grants case, he said, he concluded that the applicant demonstrated that such an improvement could be expected.

Commissioner Loevinger said he agreed with both of his colleagues and that he, too, was concerned about concentration of control in the broadcast media. But, he said he didn't think the case affords "an appropriate occasion

for making a review of this problem." He called the commission's action "a practical disposition of a minor case."

Commissioner Cox, however, said if the commission is to "stop the drift" toward concentration of control of media, it must start somewhere. "The classic cases," he added, "are likely to occur" in small towns like Grants, not in major markets.

Time to Act ■ He noted there has been considerable discussion about newspaper ownership, concentration of media, elimination of media and the like. "It seems to me," he added, "we should quit talking and start acting."

Commissioner Cox, moreover, saw a departure from commission policy in the approval of the Grants application. He noted that since Jan. 1, 1963, the commission approved three assignment applications involving the sale of an only station in a town to an only newspaper. But in those cases, he said, the sale represented the only means of providing the communities involved with broadcast service.

In a fourth case involving a proposed sale of an only station to an only newspaper—in which KGLC Miami, Okla., figured—the commission set the application for hearing. The station had been making a profit and there were other prospective purchasers, the commissioner noted (BROADCASTING, Aug. 5, 1963). The assignment application was with-

Udder chaos averted

Public service demands on stations in times of crisis take many strange forms. But few can match the situation when WBRZ-TV Baton Rouge, La., received a phone call from a dairy farmer during hurricane Hilda. He pleaded for help in locating an auxiliary power generator so that he might save his registered Guernsey herd from going "dry" due to their not being milked on schedule.

The station dispatched its mobile unit with its own power supply to the farm and the milk supply of the 160 cows was saved. The television station supplied power to electric milking machines all Sunday afternoon and Monday morning until regular electric power could be resumed.

drawn after it was set for hearing (BROADCASTING, Oct. 21, 1963).

Commissioner COX said the KMIN situation was similar—it is making a profit and there were other prospective purchasers.

Diversity of Control Policy ■ He acknowledged that, unlike the principal owners of the Grants newspaper, the other prospective buyers were not local. But, he said, "while the commission strongly favors local ownership and control of broadcast stations, it has a long-continued—and perhaps more important—policy favoring diversity of control of the mass media."

Commissioner Cox also criticized the approach favored by Commissioner Bartley. It puts a seller "in the anomalous position of having to downgrade his qualifications and past performance in order to increase the likelihood" that the commission would find that the transfer would result in improved service, Commissioner Cox said.

He also said it would make it easier for a broadcaster with a poor record to sell his station than would be the case with a superior broadcaster.

Hurricane flood knocks

WHKP off the air

WHKP Hendersonville, N. C., suffered between \$5,000 and \$15,000 damage to equipment and property as nearby rivers flooded the area Oct. 4 as an aftermath of hurricane Hilda.

The station was knocked off the air from 2 p.m. Oct. 4 until 5 a.m. Oct. 7 and its FM affiliate wasn't scheduled to return to the air until this past weekend.

WHKP's studios and transmitter were under approximately four feet of water for nearly 24 hours. The equipment was dried by heating units with a combined heat total of 750,000 BTU's for eight hours.

The station is the official weather bureau for the town but the waters rose so quickly that the rain gauge floated away. Kermit E. Edney, president and general manager, reported that this was the first major damage from water that the station has suffered since going on the air in 1946.

With WHKP off the air a new station in Hendersonville, WHVL, which planned to go on the air later this month, got permission to broadcast with a whip antenna on the roof.

In Asheville Paul Mason, WSKY, kept the station on the air throughout the night of Oct. 4th with 1 kw power, warning of flood danger. Other Asheville stations covered the news in special broadcasts.

Damage to buildings and property was estimated at over \$1 million.

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FCC to tackle work backlog

To devote monthly sessions to review of workload and dig into causes of delays

The FCC has decided to resume holding monthly meetings devoted to a review of its work backlog. And in making that decision, it appeared to drain off some of the emotion that had been building up over the backlog question.

This was the indication last week following the first backlog meeting the commission had held in some two years.

A clash at that meeting between Commissioner Lee Loewinger and Broadcast Bureau Chief James Sheridan had been considered a possibility. But it failed to materialize, according to those present.

Commissioner Loewinger has been a sharp and persistent critic of the staff, largely because of the backlog matter. He says his studies indicate the backlog is at its highest point in 10 years.

Prepared ■ Mr. Sheridan had gone to the meeting prepared to defend his own record as an administrator and the performance of his staff.

However, while there were some sparks—"there always are when Loewinger is present," as one official put it later—the emotional content of the meeting was described as not unduly high. It was devoted largely to a review by the bureau chiefs—Safety and Special Services, Common Carrier and Broadcast—of the staffs' workload.

The decision to resume monthly backlog meetings—in which workloads are reviewed and the commissioners have a chance to dig into the causes of delays—was taken at the special session.

Commissioner Loewinger said later the "mere fact" the commission holds the meeting will be "useful." He said the staff would have to justify its performance monthly.

The next meeting devoted to backlogs will be held Nov. 16. The backlog meeting had been a regular occurrence at the commission but fell into disuse during the chairmanship of Newton N. Minow.

Some Improvement ■ Commissioner Loewinger, while concerned about the commission's backlog, agreed last week that there have been "some improvements." The Renewal and Transfer division is one example. There had been 700 renewal applications pending on Feb. 1. Since then, another 300 appli-

cations went on the deferred list. But the number pending has been reduced to some 385.

The backlog figures disturbing Commissioner Loewinger were contained in a speech prepared for delivery Friday (Oct. 9) before the Tennessee Association of Broadcasters, at Gatlinburg.

He said the Broadcast Bureau, which handles some 16,000 applications annually, reported 6,315 pending at the end of the fiscal year, June 30. Of these, 3,556 had been on file more than three months; 1,721 more than 12 months.

These figures were reduced "slightly" as of Aug. 31, he said. There were a total of 6,287 pending then. Of these, 3,229 were on file over three months; 1,675 more than 12 months.

The Common Carrier Bureau, which is also considered to have a backlog problem, handles some 10,000 applications annually. At the end of the fiscal year, Commissioner Loewinger said it showed 1,683 pending. And of these, 777 were on file more than three months. This figure was reduced to 681, as of Aug. 31.

The Safety and Special Services Bureau handles more than 500,000 applications annually. But virtually all of these can be handled automatically, and of 29,000 pending at the end of the fiscal year, 943 were more than three months old. This figure was down to 437 by the end of August.

IRTS to honor Hyde with Gold Medal award

FCC Commissioner Rosel H. Hyde has been named to receive the 1965 Gold Medal of the International Radio and Television Society. Associated with the FCC since its inception in 1934, Commissioner Hyde has held the title of commissioner since 1946.



Mr. Hyde

Sam Cook Digges, IRTS president, said the medal will be presented at the 25th anniversary banquet of the IRTS, March 10 in New York.

Mr. Digges said the award to Commissioner Hyde was being made "in recognition of many long years of devoted service as a member of the FCC and the Federal Radio Commission . . ." Commissioner Hyde served as chairman of the FCC from April 1953 to October 1954. He has been in government since 1924.

Increased stock in STV's plans

Stockholders to vote on adding 6 million shares three days after election

A proposal to increase the authorized capitalization of Subscription Television Inc. from the present 4 million shares of common stock at a par value of \$1 a share to 10 million shares, also at \$1 par value, will be voted on by STV shareholders at a special meeting to be held in Los Angeles on Nov. 6.

The meeting date is three days after the general election, when California voters will approve or reject an initiative proposal (Proposition 15) designed to outlaw pay TV within the state. Should the proposition pass, STV says it will pack up the electronic gear now employed for its closed circuit program service in Los Angeles and San Francisco and move the service elsewhere to a more favorable political climate. STV's president, Sylvester L. (Pat) Weaver, has said that at least seven other states are eager to have STV relocate inside their boundaries. Invitations have come, he said, from Florida, Georgia, Texas, Pennsylvania, Ohio, Louisiana and Illinois.

In the notice of the special meeting, mailed last week to the holders of the 3,063,512 shares of STV common stock outstanding on Sept. 18 (who are entitled to vote at the meeting), the company's board of directors points out that in addition to the outstanding shares, 2,500 have been canceled and 200,000 are reserved for issuance under a stock option plan for employees. This leaves 733,988 shares available for issue, to which the STV stockholders have pre-emptive rights to subscribe, except under specified circumstances. The stockholders will also vote on a proposal to eliminate these preemptive rights.

No Sale Plans ■ "Although the corporation has no specific plans at this time for the sale of stock," the proxy statement reads, "the board of directors of the corporation is of the opinion that it may become in the best interest of the corporation in the near future to sell a substantial number of shares of the corporation's common stock as expeditiously as possible."

The board also expresses the belief that it "would be in the best interests of the corporation and its stockholders . . . to amend the certificate of incorporation to change and increase the presently authorized capital stock of the



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GREENSBORO, N. C.



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corporation to 10 million shares of common stock of the par value of \$1 per share. . . ."

The STV board also states that "if it should become necessary to raise additional capital for the corporation, the existing pre-emptive rights of stockholders might hamper the ability of the corporation to raise capital as expeditiously as might be necessary and might restrict unduly the available sources of such capital. . . ."

The STV stockholders currently have pre-emptive rights to subscribe for additional shares of common stock issued for cash, other than shares unissued from the public offering of 1,755,000

shares last fall, stock sold for cash "which constitutes a portion of the assets of a business all or substantially all of the assets of which are acquired by" STV, stock sold in accordance with an employe plan or stock sold to specified categories of institutional investors

The special STV stockholders meeting is set for Nov 6 in Los Angeles.

On the Other Side ■ The Southern California Crusade for Free TV campaign to outlaw pay TV in California by public referendum on the ballot at the general election Nov. 3, last week reported its receipts and expenditures as required of all political organizations by state law. As of Sept. 22, the crusade

reported collections of \$239,930.37 and expenditures of \$230,808.33. As with the Northern California Crusade for Free TV (BROADCASTING, Oct. 5), the Southern California group obtained all of its money from organizations or individuals associated with the ownership or operation of motion picture theaters.

Total income of the two groups (as of mid-September): \$374,802.84; expenditures: \$319,905.28

Largest contributor to the southern group was the Southern California Theater Owners Association, which donated \$193,834.72. The Northern California Theater Owners Association contributed \$31,116.40; the Theater Owners of Washington, Northern Idaho and Alaska gave \$7,352.25; the Oregon Theater Owners Association contributed \$4,000 and the United Theater Owners—Heart of America, with headquarters in Kansas City, Mo., put in \$2,500.

The largest expenditure reported by the Southern California crusade was the payment of \$136,427.74 to the California Initiative and Referendum Bureau for collecting signatures to the petition that put the proposal to outlaw pay TV on the ballot. The second largest amount, and the only other single item exceeding \$10,000, was \$25,724.89 paid to Baus & Ross Co., organization which specializes in conducting political campaigns. The latter has been in charge of the current drive to outlaw pay TV.

Baus & Ross also received \$16,274.03 from the Southern California Citizens' Committee for Free TV, according to its report to the California secretary of state. This was the only expenditure of over \$10,000 listed in the report, which showed total expenditures of \$34,806.08, chiefly made up of payments for office supplies, mailing services and the like. Sole source of revenue listed is the California Crusade for Free TV (with no "northern" or "southern" tag attached), which is shown to have given \$37,000 to the committee.

Latest action of the citizen's committee was revealed last week, when cities throughout California blossomed with small but vivid outdoor posters urging readers to "Keep TV free—vote YES on 15." The bottom line, in smaller type, asks voters to "repeal the pay-TV monopoly."

No billboards or other advertising media had any messages urging a "no" vote on Proposition 15 last week and executives of STV and its advertising agency, Young & Rubicam, Los Angeles, maintained a discreet silence on the situation. Questioned about a statement made earlier by Mr. Weaver, that the money appropriated by STV for campaign advertising, reportedly \$1 million, was being held in reserve for use in the days immediately preceding election day, spokesmen for the company and its agency admitted that this was so but declined to disclose any details.

GET YOUR PITTSBURGHERS HERE!

Mattel Toys does. They buy WIIC exclusively in the big Pittsburgh market. There's no better spot TV buy around. Check the figures (especially cost-per-thousand) on some great availabilities with General Sales Manager Roger Rice or your Blair-TV man.

CHANNEL 11 **WIIC** NBC IN PITTSBURGH



About this business of adjacencies ...

TAKE YOUR PICK FROM THE "SPOT" THAT BEST SUITS YOUR PRODUCT PURPOSE

ENTERTAINMENT

Cream of NBC and CBS
Popeye
Mickey Mouse Club

NEWS

Huntley-Brinkley Report
NBC Specials. Largest, best
equipped local news staff.

Feature Films

Every
Major
Package!

SPORTS

NFL Pro Football
NCAA Football
Weekly hour shows by:
"Bear" Bryant (Alabama Football)
"Shug" Jordan (Auburn Football)

(Plus new RCA Traveling Wave Antenna)

Pick Birmingham ... pick

WAPI-TV

Represented nationally by Harrington, Righter, and Parsons, Inc.



Playback on the 88th Congress

For broadcasters, this one was both a shield and a goad, but they won more than they lost and found new and powerful friends on the Hill

The 88th Congress, despite an impressive record in general legislation, enacted little in the broadcasting field in 1963-64.

For broadcasting, however, this was a good record: nothing offensive was passed; broadcasters won Hill protection from FCC-planned limits on commercials and a sympathetic review of the commission's most difficult of doctrines—fairness. Also on record though: no relief from Section 315's equal time requirements.

Significance lies not in what the Congress did as a whole but in the distinctly different approaches to broadcasting problems taken by the House of Representatives and the Senate.

The House, whose members must seek re-election every two years, has always been more sensitive to organized pressure than the Senate, where members get six years between elections.

The largest broadcasting brouhaha to reach Capitol Hill in the 88th was the fight to block a proposed FCC rule-

houses found on broadcasting legislation was in minor bills relating to FCC procedures and in the enactment of legislation that authorizes the President to establish a Permanent Administrative Conference, a joint government-private venture that will serve as a forum for efforts to improve administrative procedures in federal agencies, including the FCC.

Otherwise, the House and Senate acted and reacted to broadcasting on their own. This is a summary of the record they made.

The House

The House Commerce Committee was more active in legislation dealing with broadcasting in 1963-64. It fought frequently with the FCC, claiming the federal agency was usurping power and trying to run off with authority not delegated by the Congress. This issue was at the nub of battles on commercial limits, license application filing fees, fairness and editorializing. It also was

clean up the "ratings mess" that the subcommittee unearthed a year-and-a-half ago.

The subcommittee, headed by Representative Oren Harris (D-Ark.), chairman of the parent commerce committee, has promised to keep a wary eye on ratings developments. No report of its findings has been issued, and it's expected that the way broadcasters handle this problem themselves may set the tone of that report. Representative Harris is willing to give the broadcasters rein, and although he has occasionally hinted at federal regulation of ratings as a last resort, it's known he and his colleagues prefer to see broadcasters clean their own house.

Editorializing and Fairness ■ The Communications Subcommittee of Representative Rogers wandered onto the political broadcasting range in July last year and has been nibbling there since. It charged into a review of broadcasting editorializing first and soon found



Sen. Magnuson



Rep. Harris



Rep. Younger



Rep. Rogers



Rep. Celler



Sen. Pastore

making setting standards for the length and frequency of commercials. The National Association of Broadcasters and the House Communications Subcommittee, led by Representative Walter Rogers (D-Tex.), chairman, won a 317-43 vote for HR 8316, Mr. Rogers's bill to prohibit the FCC from doing what it claimed it could do to commercials.

That was last February, but the measure has gathered dust in the Senate since and died Oct. 3 when the Congress adjourned sine die. The broadcasters and the House had persuaded the FCC to abandon its proposal (five weeks before the House vote), but the Senate, less aroused and unconvinced of the bill's merit, didn't even give it a hearing.

About the only agreement the two

a theme of the committee's fight with the Federal Trade Commission over proposed ad curbs for smoking—something Congress should properly decide, some members said.

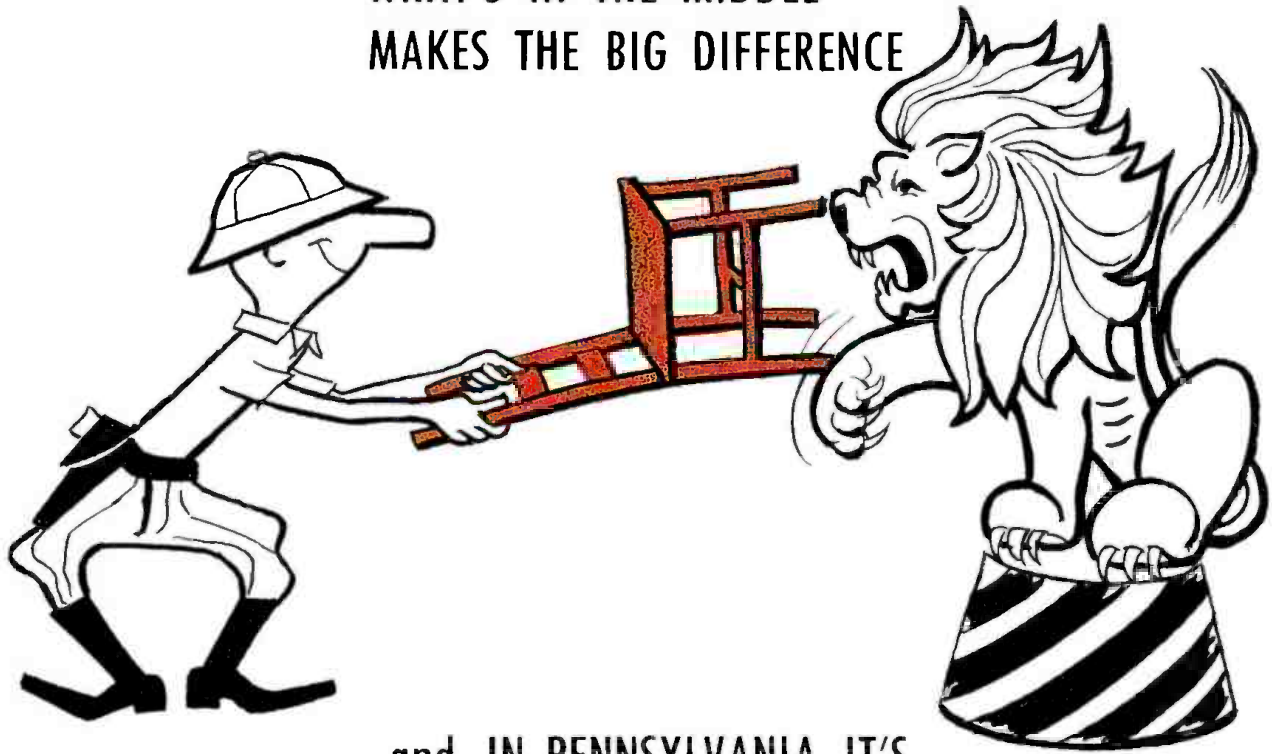
Ratings ■ The commerce committee also went into ratings, and this became, for broadcasters, the most sensational embroglio of the Congress. It involved an investigation of audience measurement procedures and services that rocked the industry in the spring of 1963—and repercussions are still being heard. Last month the Broadcast Rating Council Inc., a joint broadcaster-advertising group set up to police and improve broadcast ratings, told the committee's Special Subcommittee on Investigations what it has been doing to

itself confronting the FCC's fairness doctrine, a controversial document that was born at the FCC in 1949 and is still causing its parents and broadcasters many headaches. An FCC "clarification," prompted by the Rogers hearing and issued July 26, 1963, only fanned the fires—and they're still burning.

Representative Rogers declared the commission needed congressional guidelines on editorializing. These have never been provided, but the congressman insists he will resume his hearing in the next Congress.

One of the stickiest questions raised by this discussion is whether, despite FCC assurances to the contrary, a broadcaster is required to furnish free

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE



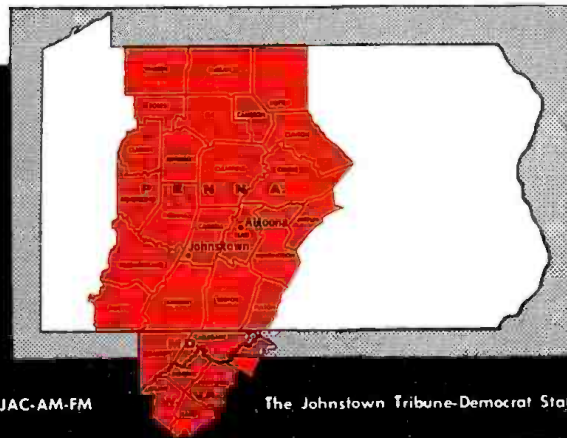
..and, IN PENNSYLVANIA, IT'S
WJAC-TV

To tame the lion's share of Pennsylvania's huge market, you need WJAC-TV. Here's the TV station that single-handedly captures the big market - in - the - middle! A million dollar TV market America's 27th largest . . . that is trained to turn your client's campaign into a roaring success!



Represented
Nationally
by
Harrington,
Righter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations.

time for discussions of controversial issues raised in paid broadcasts. Representative J. Arthur Younger (R-Calif.), ranking Republican on the subcommittee has introduced legislation that would free broadcasters of any such obligation and he is expected to re-introduce the measure in the next Congress.

Equal Time ■ The Rogers panel worked quickly on HJ Res 247, legislation that would temporarily have suspended Section 315's equal-time requirements for the presidential and vice presidential election campaign. And by October 1963 the resolution had passed the House and the Senate in slightly different versions. That proved its downfall. Caught in a political squeeze when the White House appeared indifferent, HJ Res 247 became a very hot potato that the Senate shelved this August.

When the measure was first proposed by Representative Harris, it had the warm support of the late President Kennedy. The President had publicly committed himself to debate the Republican nominee in 1964. President Johnson showed no interest in such a confrontation. And Senator Goldwater, his opponent, failed to help the measure pass—and so, it expired for lack of support.

License Application Fees ■ Representative Rogers challenged the FCC's authority last year to assess fees for filing license applications. The commission faced up to a congressional hearing and a court test, and although Representative Rogers has indicated he hasn't had his last say on the matter, a federal appeals court in Chicago backed up the FCC's claim of authority in July.

Clear Channels ■ The House Commerce Committee historically has resisted the FCC's repeated efforts to break up the clear channels and in July 1963 called the commission on the carpet (in closed session) to find out what it was doing about its announced plans to duplicate half the clears and a subsequent proposal by several clear-channel broadcasters for higher-than-50 kw power. Last June the FCC showed it meant business on duplication and began hearings on some of the applications. The higher power situation, however remains undecided.

Rayburn Ban Intact ■ Broadcasters had hoped the House might remove its ban on permitting microphones and cameras into committee sessions, and an effort was made early in 1963 to win support from Speaker John W. McCormack (D-Mass.), the new House leader, to remove the ban imposed under and sustained by his late predecessor, Speaker Sam Rayburn. But the move failed. The NAB hopes to try again after the new Congress convenes Jan. 4.

All-Channel Tax ■ The House Ways

and Means Committee listened with deaf ears to a broadcaster and set manufacturer plea for relief from the manufacturers excise tax on all-channel TV sets this year. Since Congress had required the more costly all-channel features, they said, the higher cost was being passed onto the consumer, but chances were total sales might suffer badly unless prices could be reduced. The proposal was a reduction of the excise tax, but the committee altered no excise taxes this year, including this one. However, the Johnson administration has pledged to remove some next year, and it is thought relief may yet come, perhaps on all home entertainment equipment, not just TV receivers.

Cigarette Advertising Curbs ■ When the House Commerce Committee took up the smoking controversy (broadcasters had \$132 million in advertising at stake), the tobacco industry found itself confronted by an unusually strong prospective rulemaking by the Federal Trade Commission, announced, as it happened, in the middle of the congress-



Rep. Springer

Sen. Dodd

sional hearing last June. Once hopeful of getting Congress to pre-empt the entire smoking field with a mild law, the industry settled instead for a compromise worked out by the Commerce Committee: a delay in the effective dates of the FTC's curbs—a health warning on package labels and in advertising—until next June.

Media Ownership ■ Representative Emanuel Celler's (D-N.Y.) House Judiciary Committee caused a stir in March 1963 when it held a potentially controversial hearing on concentration of ownership in news media. But the proceeding went no further than former FCC Chairman Newton N. Minow's acknowledgment that newspapers would be welcomed into the development of UHF. At that time Mr. Celler's committee became embroiled in civil rights, in-school prayer and reapportionment. No time was left for the media, but the matter could be reviewed next year.

The Republican contingent on the commerce panel acquired a new leader, Representative William Springer (R-Ill.), following the death of his predecessor, Representative John B. Bennett (R-Mich.), Aug. 9. Mr. Springer is considered a strong party man. He has

ideas on broadcasting regulation that are in keeping with the general broadcaster view—less "head" to the FCC and more to the individual licensee.

The Senate

The smaller legislative body enjoys a relationship with the executive branch not shared by the House. It has the constitutional power to withhold consent to presidential appointments and international treaties and thus has an opportunity the House hasn't to influence appointments to regulatory agencies, for example, and thus, in some ways, affect the policies of these agencies.

Two key Kennedy-Johnson administration appointments came from the Senate: FCC Commissioner Kenneth A. Cox was special counsel to the Commerce Committee before becoming Broadcast Bureau chief and then commissioner; FTC Chairman Paul Rand Dixon was counsel and staff director of the Senate Antitrust and Monopoly Subcommittee prior to appointment to the FTC.

The greater security of a Senate seat and the Senate's special relationship with the White House indicate why this body parts with the House on issues—especially emotional ones such as reapportionment, or commercial limits.

Following is a summary of the Senate's record in broadcasting matters during the 88th Congress.

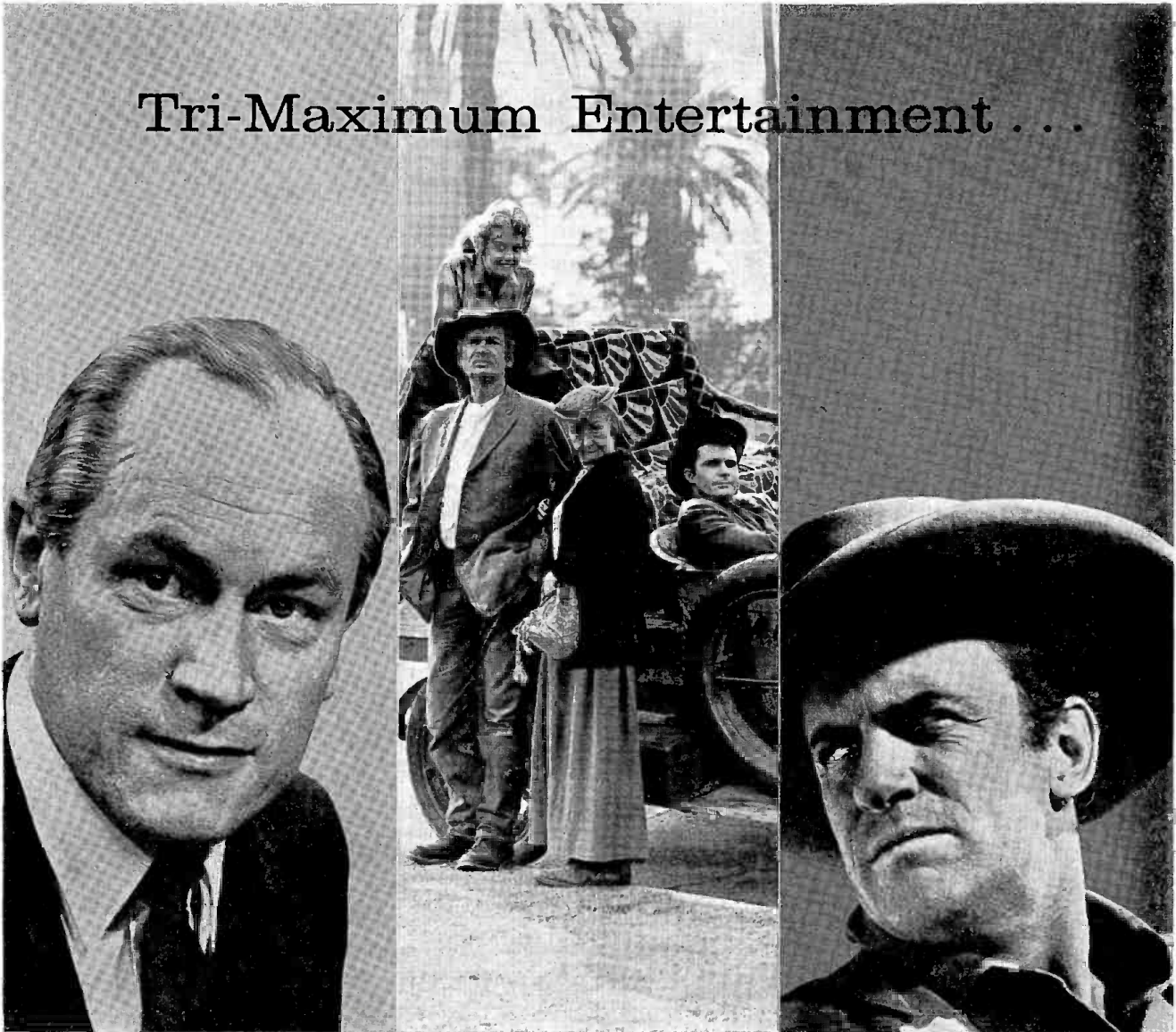
Fairness ■ Despite broadcaster and House attacks on the fairness doctrine, the Senate generally stood by the FCC. Senator John O. Pastore (D-R.I.) said it was the broadcaster's obligation, once he aired a controversial issue, paid or not, to provide his audience with the other side or sides, paid or not. So the fairness matter has remained an FCC matter, with no congressional relief in sight.

Equal Time ■ The Senate was almost as quick as the House to move on suspending Section 315 under President Kennedy, but after the assassination it lost interest and its Democratic leaders snarled the measure in procedural limbo until it was finally tabled in August.

The Senate Special Freedom of Communications (Watchdog) Subcommittee, set up in 1960 to police the temporary suspension then, still is in business. Having found various things to keep it busy, particularly looking over the FCC's shoulder in political broadcasting matters, it is presently watching broadcasters in the current election campaign.

Liquor Ads ■ The Senate has other watchdogs. Prominent among them have been Senator Warren G. Magnuson (D-Wash.), chairman of the Commerce Committee, and Senator Pastore, who together have manned the barricades against hard liquor advertising

Tri-Maximum Entertainment . . .



For the TRIMAXIUM Market

On July 24, Televiewers in Eau Claire and Rochester received an exciting television bonus, CBS programming, which prior to that time had not been available with a Class "A" signal. Yes, the advent of the new WKBT tower has made three markets into one . . . We call it the Trimaxium Market. Now three markets are available with one buy. The Defenders, The Hillbillies, and Gunsmoke are helping to deliver these 765,600 people with purchasing power represented by \$933,787,000 retail sales.

Sound interesting? Ask Avery Knodel or Harry Hyett to give you more information on this triple television market . . . The Trimaxium Market of WKBT.



La Crosse, Wisconsin Channel 8
Serving La Crosse, Rochester, and Eau Claire

Represented by
Avery-Knodel—Nationally
Harry Hyett Company
Minneapolis

CBS ■ ABC ■ NBC ■ CHANNEL 8 ■ LA CROSSE

on radio and television. When WQXR New York threatened an attack in March this year, they rushed forward with warnings of legislative curbs and introduced bills to keep such ads off the air to show they meant business.

But WQXR explained the ads weren't really going to extoll hard liquor's virtues. They were institutional in nature, and were being broadcast after 10:30 p.m. to an adult audience, WQXR said. The rhubarb died down, but not until former NAB President LeRoy Collins had warned the station, and others interested in following its lead, not to break down the reservoir of good will they enjoyed by resisting previous temptations.

Drop-Ins Favored ■ The commerce panel disagreed with the FCC's 4-3 vote of 1963 not to drop in seven short-spaced VHF's in markets having only two VHF stations and served notice in January that it would watch closely how the commission went about strengthening three-network competition. But the Hill unit has done nothing since on this.

Consent Given ■ The commerce committee gave its consent, and the full Senate later added its own, to three presidential nominees to the FCC: E. William Henry, now chairman, Commissioners Cox and Lee Loevinger. Approval also was given to another seven-year term for Commissioner Frederick W. Ford.

Dodd Doings ■ Senator Thomas J. Dodd's (D-Conn.) chairmanship of two judicial subcommittees gave him an opportunity to have his say on some broadcasting matters, too. His Subcommittee on Juvenile Delinquency in the 87th Congress failed to conclude its investigation of alleged harmful effects TV sex and violence have on children, but it brought network presidents back for hearing this summer to see whether there'd been any improvements in programing. Deciding there'd been some, but not enough, the senator warned he wasn't closing the book on this matter and would issue an interim report—"soon" (CLOSED CIRCUIT, Oct. 5).

His other panel, the Internal Security Subcommittee, conducted a round of closed-door hearings, subpoenaing persons associated with the four subscriber-supported Pacifica Foundation FM stations in January. Their licenses had been held up then by the FCC for about three years. After the subcommittee probed some of the stations' unconventional programing—Communists and John Birch Society members, atheists, off-beat poets and music—as well as the associations of an employe or two, Pacifica feared for its licenses, always, however, defending its right to program without interference. The FCC came through later with untainted renewals

and a staunch defense of free speech.

The 89th Congress

The 88th Congress left a heritage for its successor. The biggest and toughest question is certain to be what to do about regulating community antenna television and pay TV. Both ventures have been developing rapidly and the FCC is expected to bring proposals to Capitol Hill.

Left over, too, is a proposal for a brand new copyright law—a major revision of the law of 1909. This proposal, worked on for several years by the Office of Copyright, takes into account the new developments in sound reproduction and entertainment—phonograph and tape recordings (audio and video), radio, television and motion pictures. Broadcasters will be interested because the plan would extend the life of a copyright and give new protection to copyright owners.

Ethics? ■ Congressional ethics, explored and questioned in the 88th Congress, are certain to come up again for close examination. Now an issue in the election campaigns, the question of what a congressman can properly own while holding an office that permits him to influence legislation affecting his holdings did not die with the 88th Congress.

According to FCC records, 23 congressmen, including 10 senators, were found last year either to own interests in radio and television stations or to be connected to interests held by close relatives.

Sparkman urges radio-TV self-regulation

"I have urged, and will continue to urge, that the FCC support self-regulation rather than mandatory rules" in the



Sparkman

area of control of length and frequency of broadcast commercials, Senator John Sparkman (D-Ala.) told the Alabama Broadcasters Association, convening last week in Tuscaloosa.

In discussing commercials, Sec. 315 and the fairness doctrine, Senator Sparkman emphasized "the sobering responsibility that falls on the broadcasters' shoulders." He said that the broadcaster "must approach his job with all the public responsibility of a public official. Yet, he does not operate on public funds. He has to get out and struggle in the free and competitive advertising market like any private business. His

ability to survive, in essence, stems from his ability to satisfy the public, and I am proud to say that I think Alabama broadcasters are doing just that."

Senator Sparkman, chairman of the Senate Small Business Committee, said "the broadcaster is in a position quite unlike most other businesses. He must satisfy his advertisers; his listeners; in some cases, his stockholders; and try to maintain a favorable image with the FCC."

KSTP sues labor unions for tower building delay

KSTP Minneapolis-St. Paul has filed suit for \$1 million in the U. S. District Court at St. Paul against two labor union groups charging "irrevocable damage" for what it says has been an illegal secondary boycott and jurisdictional dispute delaying the use of a new antenna.

KSTP had expected the antenna's construction to be completed in time for the World Series. The increased tower height and new antenna were approved by the FCC recently and will add some 100,000 homes to the coverage area, KSTP said.

KSTP's suit asks damages of the St. Paul Building and Construction Trades Council and the Ironworkers Local 512 for picketing and interference at the construction of the tower and Franklin-type antenna by Racine Tower Erecting Co. of Vermont, a subcontractor for Stainless Inc. Racine's workers are members of United Mine Workers District 50.

FCC fines one, notifies two others they're liable

The FCC has ordered KVWO-AM-FM Cheyenne, Wyo., to pay a fine of \$1,000 and notified two other stations that they are liable for \$500 fines.

Cheyenne Broadcasting Inc., licensee of KVWO-AM-FM, last week was ordered to pay \$1,000 for an unauthorized transfer of control in October 1963 in which Leo R. Morris acquired controlling interest. The commission also said that during the period of February 1962 to April 1964 numerous stock transfers occurred within the licensee corporation which were not FCC approved.

In response to the commission's notice of apparent liability of July 22, Cheyenne Broadcasting did not deny the violations but said that the responsibility for the stock transactions is with persons no longer in the corporation. The

DON'T TAKE THE BAIT...

THE BUSINESS YOU SAVE MAY BE YOUR OWN!

This is an appeal—from the 22,000 franchised new-car dealers who make up NADA—to the publishing, broadcasting and advertising industries. *We ask you to join us in a fight.* Our target is a fast-buck phoney—a con man who may pose as an automobile dealer or as any other ethical business or professional man. We know him. You know him. He's easy to spot. He uses bait advertising and every deceptive, dishonest trick to cheat the public. He destroys the business and goodwill

of all quality men in his "chosen" field. *And he destroys believability in advertising.* We are fighting with every legal means to keep this crook out of the retail automobile industry. Your support is vital because you possess the unique power to fight him on all fronts: *the power to refuse dishonest advertising.* If he can't advertise, he dies! That's why we say: "Don't take the bait advertising." The business you save may be yours...ours...and *all* business.

May we send you a free copy of "Recommended Standards of Practice for Advertising and Selling Automobiles"? Published by NADA and the Association of Better Business Bureaus, Inc. Please write to:



THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION

FCC replied that Cheyenne's argument ignored the fact that Mr. Morris has been president of the corporation since 1961 and all violations took place while he was in that office. Mr. Morris is presently 60% owner of the licensee.

Cheyenne Broadcasting's request to reduce the fine was refused by the commission which stated that . . . "In view of the seriousness and extent of the violations . . . a forfeiture of 1,000 is not excessive."

Carter County Broadcasting Inc., licensee of WGOH Grayson, Ky., was no-

tified by the commission that it was subject to a \$500 fine for failure to have a first class engineer on duty full-time at the station.

WKIS Orlando, Fla., owned by Central Florida Broadcasting Co., was notified that it was subject to a \$500 fine for failure to identify the sponsor of 24 spot announcements opposing Medicare legislation. The FCC said that the spots were purchased by the Orange County Medical Society. Both WGOH and WKIS have 30 days to contest the actions or pay the fines.

Media reports . . .

Agency signed ■ WKER Pompton Lakes, N. J., has named Robert K. Berner Associates, Teaneck, N. J., for advertising, public relations and sales promotion. WKER went on the air Oct. 3 with 500 w day on 1500 kc.

Moving time ■ WICS(TV) Springfield, Ill., has moved to 2680 East Cook Street. The telecasting of programs will continue at 523 East Capitol until after the November elections.

It looks like a long, hard search

Hopes fade for early selection of new president for NAB as several top runners decline the job

The search for a new president for the National Association of Broadcasters may extend well into the winter, it became clear after an all-day meeting of the 10-man selection committee in Washington last week.

The committee still hopes to present a candidate to the joint board at its meeting in Palm Springs, Calif., in January, but it doesn't feel compelled to meet that deadline. Members emphasized, however, that the committee is not under a timetable.

The committee, named last August when LeRoy Collins left his NAB post—and its \$75,000 a year salary plus allowances—heard status reports from

its members on contacts made with two dozen potential candidates.

It also took under consideration 50 suggestions from NAB members, following an appeal for names sent to all 3,000 members of the association two weeks ago asking for help (BROADCASTING, Oct. 5).

Many of those named by the members responding, it was learned, were already on the roster of those under consideration. A large majority were candidates with one or more shortcomings. There was only one new name of any potential, is was said.

There still remain in the committee's hopper a number of nominees who have

yet to be sounded out. But there are none who have attracted dominant support.

The committee will meet next after election day.

One member of the committee expressed disappointment that so far there was no top flight individual actively seeking the job. "Not one," he said.

One of the major disappointments to committee members, it was learned, is that several nominees who were in the top rank of candidates have said they weren't interested—not only once, but several times.

One committee member even re-approached his favorite candidate during the meeting via long distance phone, and again was rejected.

Politicos Offered ■ Among the newest suggestions, it was understood, are a number of ex-Governors. But many broadcasters emphasized their opposition to the choice of a public figure just because he's nationally known.

The committee met at the NAB head-



All 10 members of the committee seeking a new president for the National Association of Broadcasters assembled in Washington last week for their second meeting. Shown at a break in the all-day meeting (clockwise around table from left): F. Van Konynenburg, WCCO-AM-TV Minneapolis-St. Paul; Rex G. Howell, KREX Grand Junction, Colo.; Carleton D. Brown, WTVL Waterville, Me.; Jack W. Lee, WSAZ-

AM-TV Huntington, W. Va.; Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., joint NAB chairman; Mike Shapiro, WFAA-AM-FM-TV Dallas; John F. Dille Jr., Communicana Stations; Otto Brandt, King Stations; A. Louis Read, WDSU-AM-FM-TV New Orleans, and Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C. Committee is to meet again after election day.



FIDELIPAC® WILL EVEN CUE YOUR COFFEE POT

Fidelipac is already used by over 2,860 stations as the standard tape cartridge for the continuous and repeated playback of recorded messages. But Fidelipac does more than repeat messages. It stores recorded information on one compact reel that never requires rewinding and is always ready to play the correct message at the correct time.

Now, about the coffee pot. Fidelipac accepts two kinds of cues: the first type starts the tape at the proper spot, so that it is never necessary to cue-up a commercial by hand; the second type of cue will activate turntables, slide and film projectors, other tape machines — and your coffee pot. With Fidelipac's automated assistance a whole day's programming can be set up and controlled with a minimum of supervision.

What are the benefits? All material that has to be programmed can be contained on one compact Fidelipac cartridges, saving the time usually spent cueing up discs and other tape machines. All of the material can be recorded at one speed selected by the engineer and played back at that speed without any chance of error. As a result of this efficiency fewer engineering hours are needed to control a day's programming, and this means savings to your personnel in valuable time. To sum up: Fidelipac saves engineering man hours, and you save money! What's more, you get better sound in the bargain.

TELEPRO INDUSTRIES, INC. A subsidiary of Defiance Industries
Cherry Hill Industrial Center • Cherry Hill, N.J. 08034

Write to TelePro Industries for free literature and the name of your nearest Fidelipac distributor. Then polish up the coffee pot!

TelePro Industries, Inc. A subsidiary of Defiance Industries
Cherry Hill Industrial Center • Cherry Hill, N.J. 08034

I need a coffee break! Please send me your free literature and the name of the nearest Fidelipac distributor.

Name _____ Title _____

Street _____

City _____ State _____ Zip _____

quarters in Washington from 10 a.m. and did not break up until after 4:30 p.m. last Thursday (Oct. 8).

All 10 members were present.

The profile of the ideal candidate, made public when the committee's letter was sent to all NAB members, calls for "an already proven executive, with a capacity for leadership and administration . . . sympathetic to commercial broadcasting [and with] adequate political talent to deal with government entities and the diverse community of broadcasters who are NAB members."

He also must have "high intelligence and judgment, creditability, imagination, integrity and courage, and energy and enthusiasm."

The posting at the club

Radio-television stations
dropped from code roster
to be publicly announced

Beginning in December, the code authority of the National Association of Broadcasters will in effect point a chastizing finger by publishing for the first time a list of radio and television subscriber additions and deletions.

This was revealed last week by Howard H. Bell, code authority director, speaking to a newsmaker luncheon of the International Radio & Television Society in New York. Subscriber deletions have been available only through comparison of periodic lists of code members, and the new procedure, though it will not give reasons for the deletions, is intended in part to give greater leverage to the code authority through public deletion.

Mr. Bell in his speech also advocated "a central commercial clearance mechanism" for some product categories, including over-the-counter drugs, proprietaries, cold and cough remedies, cosmetics and analgesics. He claimed "ample, if not dramatic, proof of the workability and feasibility of such a plan in the toy field"—where such a commercial clearing house has been established.

In detailing the code's plan to publicize deleted code subscribers, Mr. Bell said that last year 28 TV stations and 191 radio outlets were dropped. That meant, he explained, that for every four new radio subscribers, three were deleted. In the first six months of this year, he said, "for every four subscribers added only one is lost." He laid this improved attrition rate to better com-

munications and strong broadcaster support of the codes.

"I believe that the most effective sanction the codes have," Mr. Bell stated, "is the public. Awareness of the codes—what they are trying to achieve and which stations are subscribing to these standards—is of utmost importance to the public and to our own efforts." He said the deletion lists would begin with the December issues of the *TV Code News* and the new *Radio Code News*.

Though Mr. Bell didn't mention the subject, it's understood that the reasons for deletions will not be made public because of possible legal problems. And the reasons might be deceptive. Subscribers are dropped because of advertising, programing and nonpayment of code rates. Some stations reportedly decline to pay in order to free themselves of the code restrictions. Nonpayment thus becomes a way out for potential code offenders.

Mr. Bell made clear that he wanted the central clearing house only in those fields where "the competition is so intense, the sell so hard that the temptation to cross that fine line of propriety is considerable." He said that any disadvantage to the central clearing idea "is far outweighed by the inherent weakness of the current system of playing off one subscriber against another, of subscriber ruling in conflict, of great duplication in time, effort and money in the clearance apparatus of networks, other subscribers and the code authority."

The possibility of such central clearance was broached by the television code review board when it set up a subcommittee to study the problem last May.

Mr. Bell also referred to the code's relationship to political advertising, which he has already brought to the attention of the radio code board (BROADCASTING, Oct. 5). Refusing to rule on political spots during the cam-



NAB's Bell
We cannot afford indifference

paign this year, he said, was "our way of saying we believe prior censorship of political ideas is very dangerous in our society." The codes have no standards on political commercials now, he noted, but he expressed hope they would be adopted after this campaign. Mr. Bell said, "whatever course broadcasters choose to follow in the future—and there is divided opinion as to what it should be—our policy should be clearly spelled out in the codes to remove all doubts."

Attempting to define the code-advertiser relationship, Mr. Bell said it "is not that of picador to bull." He denied seeking "to inhibit the creative process in advertising or to make it more difficult for advertising to utilize the broadcast media. Those who advance contrary views may really be seeking to weaken our efforts in their own selfish interests." He also said that "in the marketplace, advertising and media are joined in a quest for consumer acceptance"—apparently an attempt to refute arguments that advertisers alone can be harmed by any commercials that may offend the public. "In fact," he later said, "it is generally the medium that incurs the wrath of consumer irritation and indignation."

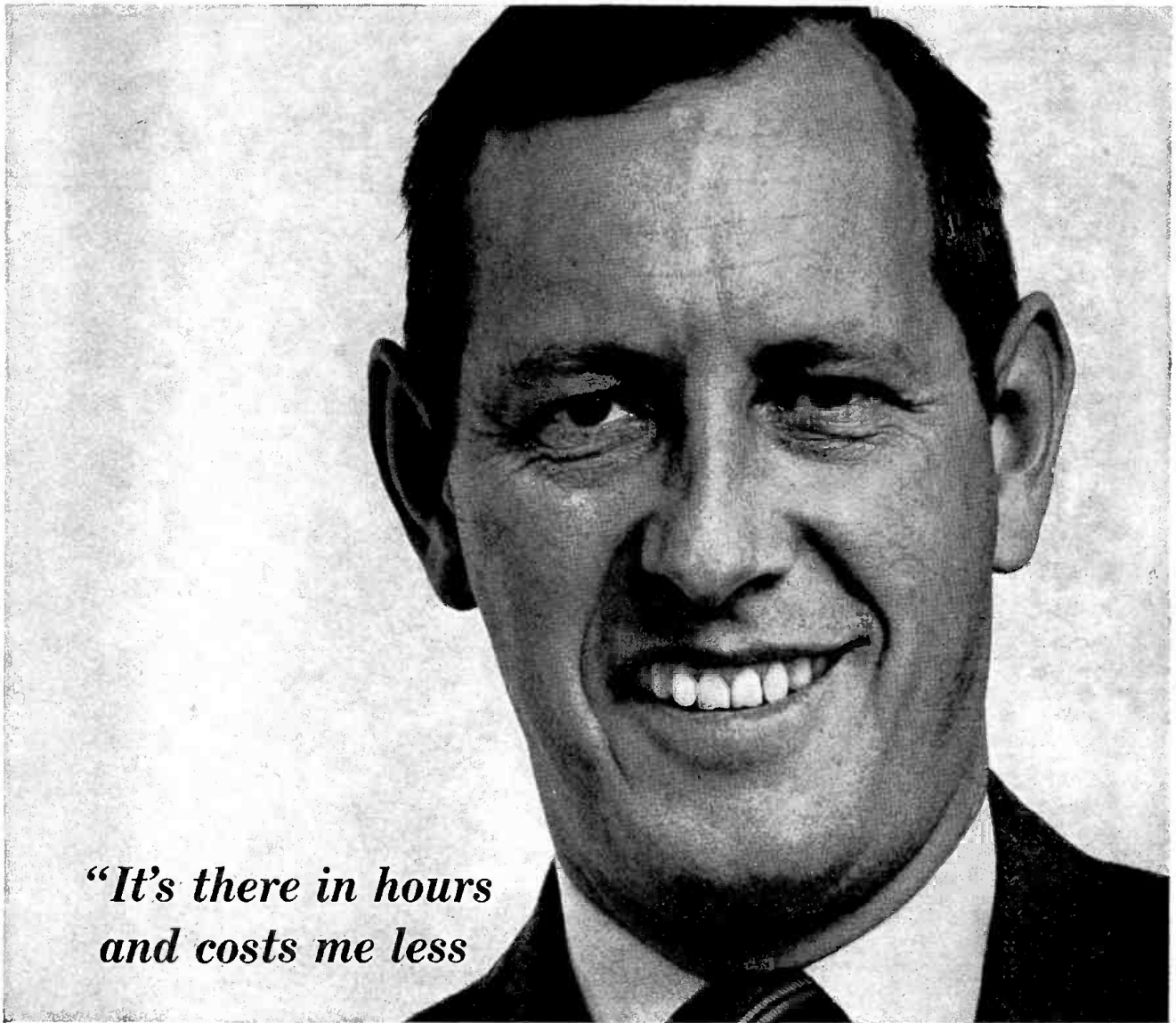
Mr. Bell also said the code authority is "giving special priority to the creation of additional guidelines. Those for pet-food advertising and use of testimonials are already in the draft stage."

He stressed that the code authority tries to nip questionable commercials in the bud. He said that "only three cases this year required notification to code subscribers of commercials held unacceptable by the code authority."

"We cannot afford indifference in broadcasting or advertising. We must correct abuses before they become FTC [Federal Trade Commission] or FCC docket numbers, as I believe we have in innumerable instances in the past. Every time we do, the cause of self-regulation in broadcasting and advertising is advanced," Mr. Bell stated.

Toward the end of improving code-advertiser relations, he suggested that "a small informal group" representing the code, the American Association of Advertising Agencies and the Association of National Advertisers "meet occasionally to exchange ideas and keep open the lines of communications. This would be a practical extension of a series of meetings, on a much larger scale, held earlier this year by the representatives of the three organizations."

Mr. Bell also announced the formation of "the nucleus of a scientific advisory panel of experts in various fields" to help the code evaluate commercial claims. Because of the possibility of various pressures, the scientists' names were not made public.



*"It's there in hours
and costs me less*

...that's why I specify Greyhound Package Express!"

When you've got to get a shipment, and you've got to get it FAST... specify Greyhound Package Express. Your order travels aboard a regular Greyhound bus, on fast, frequent schedules.

With Greyhound Package Express, your inventory is as large as the warehouse that ships it. You get *what* you need *when* you need it—quickly, easily, economi-

cally. Greyhound Package Express rolls 365 days a year, twenty-four hours a day, week-ends and holidays. Convenient C.O.D., Collect, Prepaid or special charge account service, too.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-K, 140 S. Dearborn St., Chicago 3, Ill.

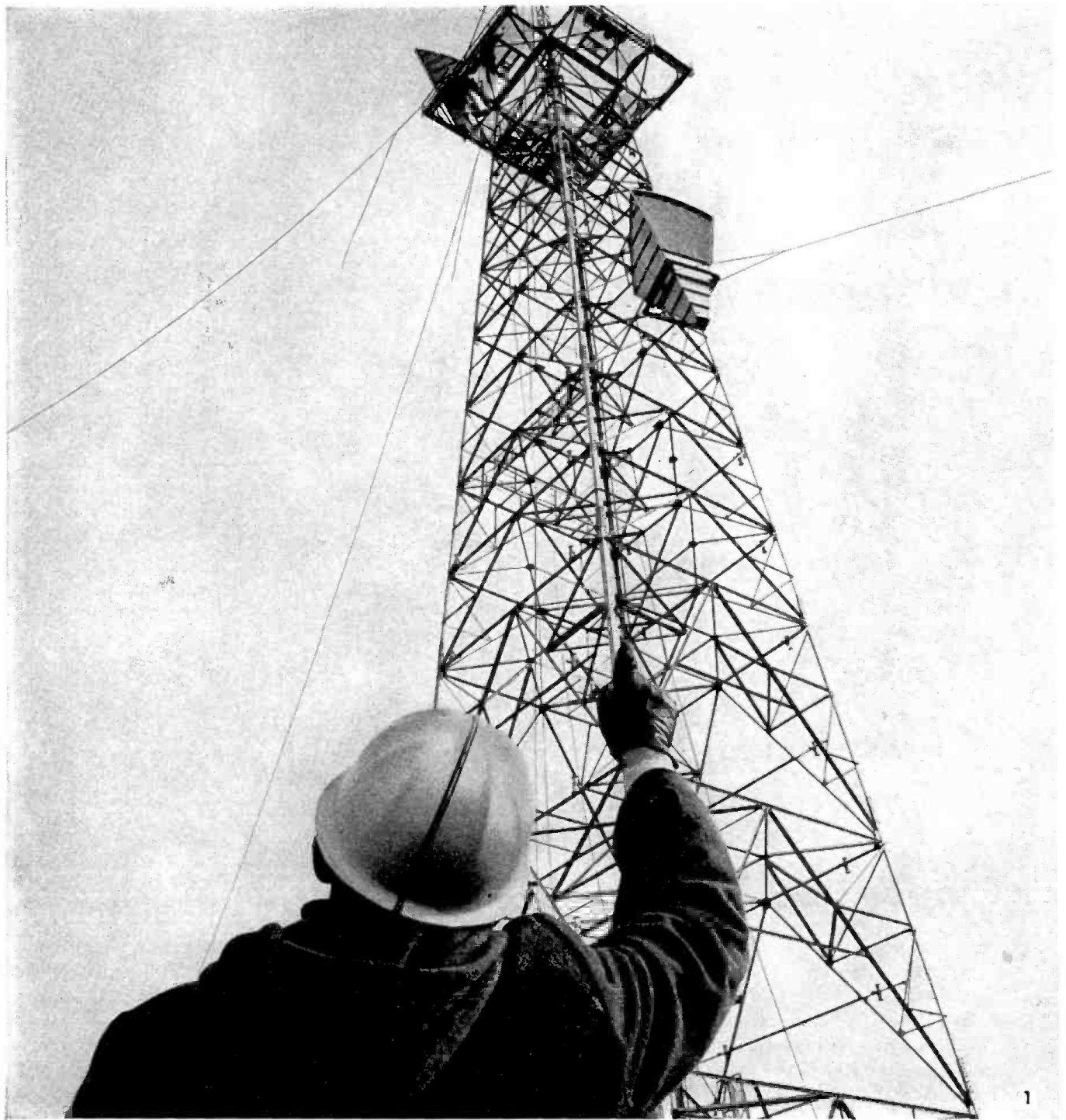
It's there in hours...and costs you less

For Example:	Buses Daily	Running Time	10 lbs.	20 lbs.	30 lbs.*
NEW YORK— PHILADELPHIA	32	2 hrs.	\$1.40	\$1.55	\$1.85
LOS ANGELES— SAN DIEGO	37	2 hrs. 30 min.	1.15	1.25	1.45
CHICAGO— MILWAUKEE	15	1 hr. 50 min.	1.35	1.55	1.80
ATLANTA— BIRMINGHAM	10	3 hrs. 45 min.	1.65	1.85	2.10

*Other low rates up to 100 lbs.



One of a series of messages depicting another growing service of The Greyhound Corporation.

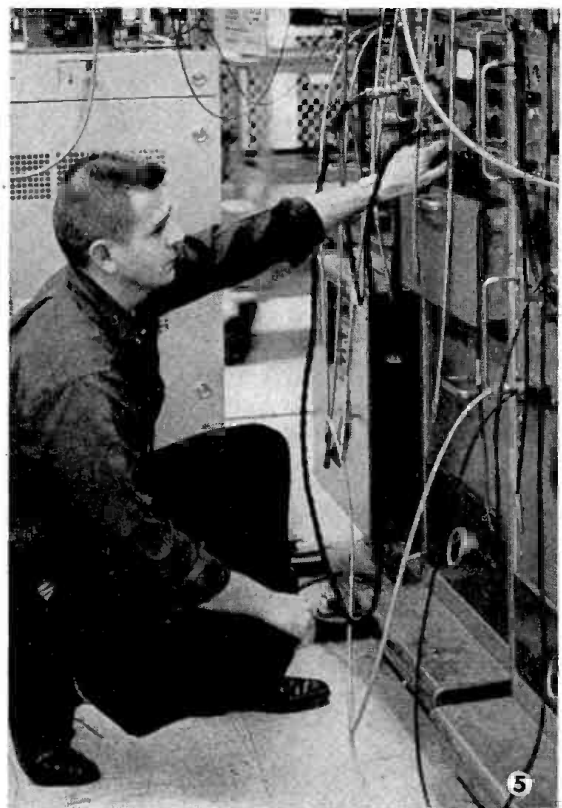
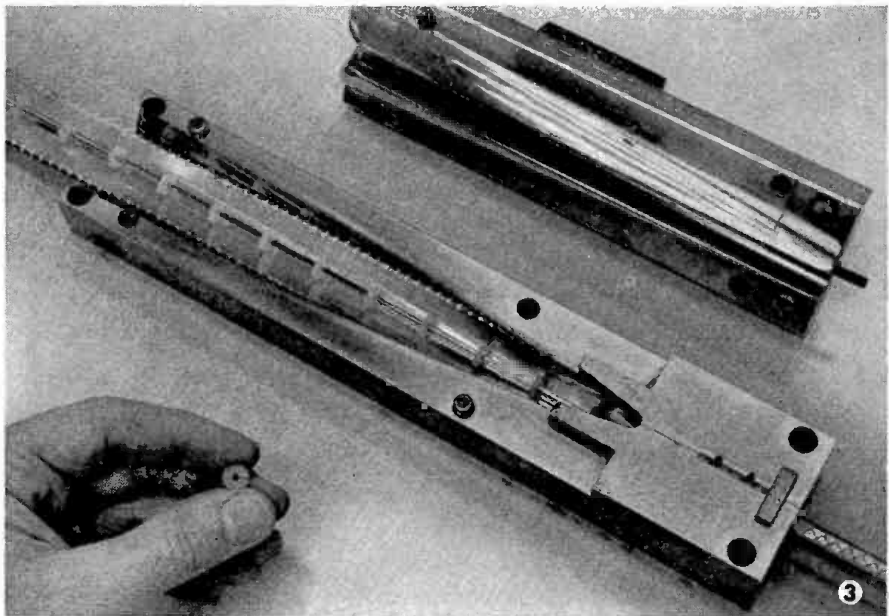


More long distance telephone highways

Americans now make more than 11 million long distance telephone calls a day. To handle such volume, the Bell System is constantly adding new microwave systems and coaxial cable networks throughout the U. S. At Western Electric plants across the nation, much of the new and improved transmission equipment needed for these telephone highways is produced — to exceedingly high Bell System standards, at low cost. And, in the field, Western Electric experts are on the job, working with Bell telephone engineers and outside specialists in building new facilities. **175-foot relay tower (1)** is in process of construction at a site near Mt. Royal, New Jersey. This TD-2 microwave relay station

and hundreds of others across the country carry a good part of America's telephone calls and television programs. The actual operation of this network is the job of Western Electric's teammates, the Bell telephone operating companies.

Bell System teamwork (2) results in ever-better communications products to meet America's growing telephone needs. Bell Labs cable designer Larry Rackson, left, and Western Electric engineer Eugene Hornar check one of the coaxial units in a sample length of Coax-20 cable. This new product of Western Electric's Baltimore plant can carry up to 32,400 two-way conversations — almost three times as many as regular coaxial cable.



to crisscross the United States

Automatic folding (3) of copper sheets for coaxial tube units is done on this precision machine fixture. Each of the resulting coaxial tubes is capable of handling 1,860 telephone conversations at the same time.

High in the Rockies (4), contractors use a helicopter to carry materials to mountain-top sites where Western Electric crews will install and test out microwave radio-relay equipment.

Precision testing (5) is carried out on all Western Electric-made microwave equipment. Gerry Kane of W.E.'s Merrimack

Valley Works performs an electrical test here. More than a hundred tests are carried out to ensure 24-hour-a-day reliability of the unmanned microwave equipment used to transmit telephone and television signals.

Editors: Free 8" x 10" glossies and more information on microwave systems and coaxial cable networks are available for your use. Write Western Electric, Room 16, 195 Broadway, New York, N. Y. 10007.

WESTERN ELECTRIC MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM



NAB debates what to study

Among research projects

that may be in the wind:

What irritates viewers?

Studies of commercials, editorializing, the public impact of television and radio and the manpower resources and manpower needs of broadcasting are among the research projects likely to be undertaken by the National Association of Broadcasters in 1965.

These were described as among 12 to 15 projects considered and tentatively scheduled for the research department's 1965 agenda at a meeting of the NAB research committee Wednesday.

It was emphasized, however, that the list is not final, that the approach and other details of the individual projects have not been decided, and that the final proposals must in any event be approved by the NAB board.

Another meeting of the research committee, headed by Donald H. McGannon of Westinghouse Broadcasting, is slated for mid-December to complete the plans for submission to the board.

Howard Bell, director of the NAB code authority, appeared before the committee and outlined research plans that would be helpful to the code. He reportedly urged that the committee proceed with previously proposed research to determine what elements of commercial television "irritate" viewers. But committee sources said that although

they anticipate a study dealing in general with content and placement of commercials, the exact target and approach of such a study remained to be decided.

The elements of the "editorializing" that would be studied also have not yet been worked out.

The study of the "public impact of television and radio" would be a continuing one, extending over a period of years. Another but possibly related study would investigate "how the public uses radio and television," according to committee sources.

Research committee members at the meeting, held in New York, were chairman McGannon; William Brazzil, WTVJ(TV) Miami; Richard Forsling, CBS; Simon Goldman, WJTN Jamestown, N. Y.; Tom Coffin (for Hugh M. Beville), NBC; Vincent Wasilewski, NAB executive vice president; Howard Mandel, NAB research vice president; and Douglas Anello, NAB general counsel.

WRLP giving up fight with CATV systems

WRLP(TV) Greenfield, Mass.-Keene, N. H.-Brattleboro, Vt., which has been engaged in a bitter struggle with a growing number of community antenna television systems in its area, has decided to give up what its owner calls "this senseless and unequal" fight.

WRLP (ch. 32) will discontinue all local live programs within the next month and become a full satellite of WWLP(TV) Springfield, Mass., with which it is commonly owned by Springfield Television Broadcasting Corp.

Springfield disclosed its plans for

WRLP last week in a letter to the FCC and in an editorial broadcast over the station by William L. Putnam, president of the licensee corporation.

Springfield, in previous pleadings filed with the commission, has said that 17.6% of WRLP's programming was live, 15.9% of it in prime time. The remainder was network and local programming from WWLP. These programs will now make up the total output of WRLP.

Mr. Putnam said that WRLP, which went on the air in 1957, has lost \$350,000 in direct operating costs in the last seven years.

Blame Put On CATV's ■ Mr. Putnam's editorial and the company's letter to the commission link these losses with the proliferation of CATV's in the area—16 are now operating there—and to the view that relief from the commission in the way of CATV regulation is not expected.

He added, the fight with the CATV's has been a drain on corporation stockholders and has not been supported by the commission. Springfield told the commission it is giving "interested parties" 30 days notice before terminating all local live programming.

Previous anti-CATV editorials by Mr. Putnam led one of the cable company operators to petition the FCC to revoke the station's license. F. Elliott Barber Jr., owner of a system in Brattleboro, Vt., charged the station with violating the commission's fairness doctrine (BROADCASTING, Sept. 14).

The station, in reply, branded the petition an effort to impose censorship. It said the purpose of the editorials was to inform the public about CATV's in the area. It also said it had complied with the requirements of the fairness doctrine in its editorial campaign.

Springfield also owns WJZB(TV) Worcester, Mass., and WKBF(TV) Dayton, Ohio.

Court may decide what 'willful' and 'repeated' mean.

What do FCC rules mean by "willful" and "repeated" violations?

A federal district court judge in Minneapolis, Minn., is being asked this question in a case involving four Minneapolis-St. Paul television stations that the FCC has fined \$500 each for "willful and repeated" violations of the commission's sponsorship identification rule.

The question was posed by counsel for one of the stations—WTCN-TV—in a motion seeking summary dismissal of the case. The Justice Department has opposed the motion. Arguments on the matter were scheduled to be heard today (Oct. 12). The Justice Department became responsible for prosecuting the government's case after the four stations refused to pay the fines (BROADCASTING,

Dec. 2, 1963).

A summary judgment—whether it results in a dismissal of the case or an order that the stations must pay the fine—would provide a definition of "willful" and "repeated." And Vernon Kolhaas, Washington attorney representing the station, said this is the reason for seeking the judgment.

Case May Go To Jury ■ The judge, however, may decline to issue a judgment and order the case to trial before a jury. The other three stations—WCCO-TV, KSTP-TV and KMSP-TV—are preparing for a trial, to be held this fall.

The commission fined the stations last year after they carried spot announcements on a local controversial issue without sponsorship identification

(BROADCASTING, Nov. 4, 1963). The stations said absence of sponsorship identification was unintentional, not deliberate, and consequently not "willful" or "repeated," as charged by the commission. Therefore, they refused to pay the fines—thus setting up the first court test of a commission forfeiture order.

The FCC, in levying the fines, said willfulness is involved if a licensee is conscious of his action; it isn't necessary for him to realize he is violating commission rules. The commission said repeated means more than once.

The WTCN-TV case is being fought by Time-Life Broadcast Inc., although that company sold the station to Chris-Craft Industries last summer (BROADCASTING, Aug. 31). Time-Life remains liable.

An open letter to Jerry Bock and Sheldon Harnick from an admirer



BROADCAST MUSIC INC 589 FIFTH AVENUE NEW YORK N Y 10017 PLAZA 9-1500

Robert J Burton President

Dear Jerry and Sheldon,

At about 3:00 a. m. on the morning of September 23rd, I turned to page 86 of The Daily News and read the following words by John Chapman: "'Fiddler on the Roof'... is one of the great works of the American Musical Theater."

At about 3:30 a. m. on the same morning I turned to page 56 of The New York Times and read the following words by Howard Taubman: "Compounded of the familiar materials of the musical theater ('Fiddler on the Roof') combines and transcends them to arrive at an integrated achievement of uncommon quality."

What an incredible instant it must have been for the "Fiddler" company when you read those same words and were at last reassured of something you'd silently told each other for months, "Of course it will go!"

Knowing you both as I do, and because a theater triumph allows us to be outlandishly sentimental, I am sure you will not object if I send you a congratulatory message in this manner.

That you have brought great glory to the musical theater is, of course, now known to all the world. The long, magic line at the Imperial Theatre box office attests to it.

That you have also brought a great glory to your fellow composers at BMI and to all of us in management is a personal honor I want the world to know too. We are enormously proud of you, of your association with us, and of your resplendent contribution to American Musical Literature.

From all your friends at BMI -- thank you, Jerry. Thank you, Sheldon.

A handwritten signature in dark ink, appearing to read "RJB", is written above the typed name of the sender.

Robert J. Burton

More changes in FM rules

FCC adopts plan allowing short-spaced stations to improve their coverage

The FCC took another step last week toward completing the overhaul of its FM allocations rules begun two years ago when it proposed a table of assignments for FM.

It adopted rules affording existing short-spaced commercial FM stations a means of improving their coverage. And it adopted tables of FM channel assignments for Alaska, Guam, Hawaii, Puerto Rico and the Virgin Islands.

Both issues were left unresolved last year when the commission adopted a table of 2,380 FM assignments for the 80 commercial channels in the 48 conterminous states and District of Columbia (BROADCASTING, July 29, 1963).

The commission has never determined

not everyone in South Florida listens to WIOD... but everyone respects WIOD for its good music, accurate news, sports events and outstanding public service.



AM 610 KC
FM 97.3 MC
MIAMI
FLORIDA

Represented
by
George P.
Hollingbery
Company

COX BROADCASTING CORP.
WSB ATLANTA; WHIO DAYTON; WSOC
CHARLOTTE; KTVU SAN FRANCISCO-OAKLAND

the number of stations left short-spaced when it shifted FM assignments from a "demand" basis to one in which mileage-separation requirements were laid down. However, FCC officials say "several hundred" are involved.

Effective Next Month ■ The new rules, effective Nov. 16, will enable these stations to apply for increased power and antenna heights up to, in some cases, the maximum permitted for their class. The increases would be considered in accordance with a table that is based on co-channel and adjacent-channel separations.

The rules would permit Class A stations to go to the maximums for their class in power and antenna height regardless of short spacing, except where other co-channel Class A stations are concerned.

In the case of co-channel Class A stations, the distance between them would have to be 45-65 miles for either to qualify for maximum facilities—3 kw in power, 300 feet in antenna height.

Class B and C stations would be limited in their power and antenna heights in accordance with their distance from both co-channel and adjacent channel stations to which they are short-spaced. The maximums permitted Class B stations are 50 kw in power and 500 feet in antenna height; for Class C stations, 100 kw and 2,000 feet.

A Class B station short-spaced to a Class A on an adjacent channel would have to be 50-65 miles from it to use maximum facilities. The distance between Class C and A stations on adjacent channels would have to be 80-105 miles for the C to use maximum power and antenna height.

Mileage Separations for Class B's ■ Class B stations would have to be 125-150 miles from another Class B on the same channel, or 80-105 miles on an adjacent channel, for either to qualify for the maximums. A Class B would have to be 140-170 miles from a Class C on the same channel or 110-135 miles on an adjacent channel for either to qualify for the maximum facilities authorized.

A Class C station would have to be 150-180 miles from another Class C on the same channel, or 125-150 miles on an adjacent channel, for either to be permitted maximum power and antenna height.

The rules permit stations 400 and 600 kc apart to request power increases regardless of existing short-spacings. The commission said channel shifts will be considered if they add to the service.

No Departure from Principle ■ The commission emphasized that in adopting rules to accommodate the short-spaced stations, it isn't departing from the FM

assignment principles adopted along with the new FM table last year. It added that it wouldn't entertain petitions to assign channels to communities at short spacing.

"This supplemental action," the commission said, "is aimed at permitting existing stations which were licensed under the previous rules to increase their facilities and improve service in those cases where the previous rules would have permitted such increases and in some other cases where the public would benefit."

One more step remains to be taken in making over the commission's FM allocations policy—adoption of rules governing FM educational channel assignments. A notice of rulemaking covering this is in preparation.

FCC sets new date for spectrum-space comment:

The FCC has granted the Electronics Industry Association and the Joint Technical Advisory Committee a six-month extension for filing comments in its inquiry to determine whether additional spectrum space can be allotted to land mobile services.

Deadline for comments, which were due Oct. 1, has been extended to April 1, 1965.

Also receiving the six-month extension for filing comments on this inquiry, plus an additional 30 days to May 3, 1965, to study the EIA-JTAC findings, were the Associated Public Safety Communication Officers and other frequency user groups.

The inquiry, initiated by the commission last March (BROADCASTING, March 30), is to study the best way of

Lower priced color sets

Color TV set prices plunged to around the \$300 mark on two all-channel models, retail marketers reported last week.

Sears Roebuck & Co., Chicago, chopped \$30 off the price of its 16-inch Japanese-made color TV set for a new list of \$319.95.

White Front Stores, Los Angeles chain, introduced a new color TV price leader, a 21-inch private label model to sell for \$299.88. Earlier the West Coast chain had been selling a VHF-only color set at that price.

frequency spacing between assignable frequencies in the land mobile service and the feasibility of frequency sharing by television and the land mobile services. Deadline for reply comments has been set for May 18, 1965.

EIA and JTAC asked the FCC for the extension because their manpower which would have been used in making these studies has been busy the last several months on other projects.

ABC introduces new photographic process

A new photographic process combining high-speed sequence still photography with motion picture photography was scheduled to be unveiled on ABC's *Wide World of Sports* on Saturday (Oct. 10). The new process was to be used in a telecast of the L'Arc de Triomphe horse race in Paris.

The process that ABC said it would call "Wide World Dual Action" uses a dual camera that shoots motion picture film and high-speed sequence still picture film simultaneously at a rate of 100 pictures a second. It was perfected by Robert Riger, ABC Sports artist-photographer.

At the race's critical point, the film switched from motion picture frames to still pictures shot from a different perspective. The high-speed sequence stills can also be projected to provide an effect of animation, according to ABC.

CEF asks commission to act on daytimer rule

The Committee for Equal Facilities, an organization of post-1962 daytime radio stations, has urged the FCC to change its rules governing presunrise operation.

The committee represents daytimers that began operating after the FCC's January 29, 1962, ruling prohibiting these stations from going on the air before dawn. CEF asked the commission to expedite its decision on the proposed rulemaking, looking toward permitting daytimers to go on the air before dawn or to declare a moratorium on the conditions against presunrise operations.

At present, daytimers that went on the air before January 1962 are allowed to broadcast before dawn, providing no complaints of interference are received from fulltime stations.

The CEF, formed two weeks ago by Thomas C. Durfey of WHVW Hyde Park, N. Y., (CEF's chairman) and three other stations (BROADCASTING, Sept. 21), now has a membership of 22 stations out of approximately 150 daytimers established since 1962.

Syncom III transmits TV to U.S.

Pictures on relay from Japan termed remarkably good; will be used to bring telecasts of Olympics to U.S.

A trans-Pacific television circuit, via Syncom III, was inaugurated last week, and the pictures received in the United States, and broadcast over the networks, were remarkably good. The system will be used to bring telecasts of the Olympics to the United States.

The inaugural saw President Johnson and Secretary of State Dean Rusk, and Japanese dignitaries exchanging greetings. President Johnson saw in the satellite system "a great contribution to international understanding—a vital stepping stone toward lasting peace." Japanese Foreign Minister Shiina found the TV exchange contributing "to the common efforts we have toward deepening the ties . . . between our two countries."

The Johnson-Rusk comments were taped in the United States and flown to Japan for broadcast from there since the United States does not have TV transmitting facilities to the satellite. The exchange concluded with a four minute-shot of U. S. swimmers practicing in the Olympic swimming pool.

The sound portion of the program was sent via trans-Pacific cable, since the satellite has only sufficient bandwidth for the video. Since the cable

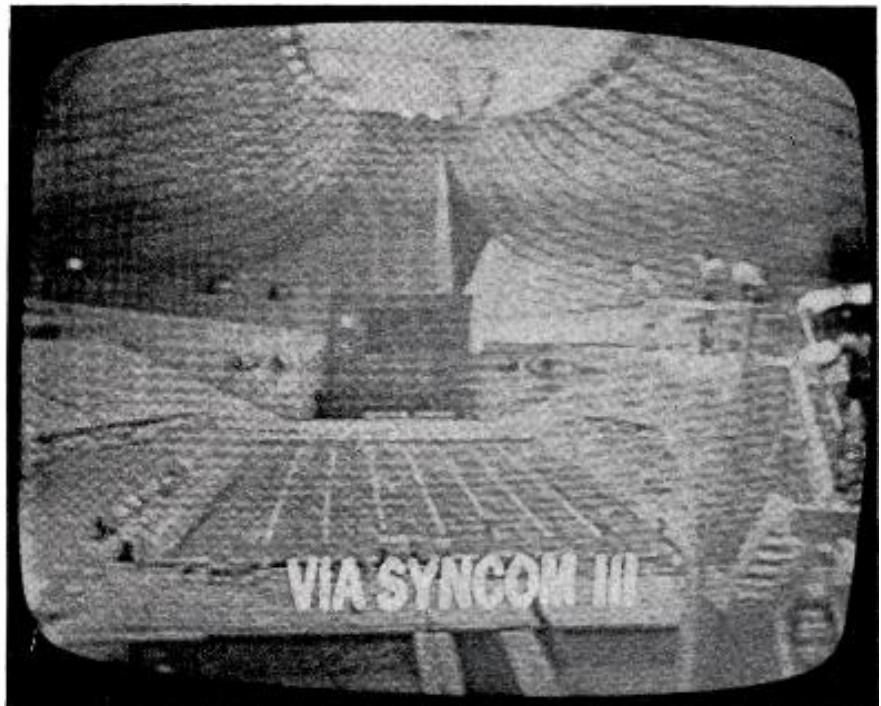
causes a 0.3-second delay, it was necessary to transmit the sound ahead of the video so that they arrived simultaneously.

Syncom III was not designed for TV relaying.

All transmissions are from the Japan Broadcasting Co. (NHK) ground stations at Kashima, 50 miles northeast of Tokyo. They are sent to Syncom III, launched last August, and now on station 22,300 miles above the equator on the international date line. Its speed virtually matches the daily rotation of the earth on its axis; it thus appears to hover overhead.

Modification ■ The California station has been modified by Hughes Aircraft Co., manufacturers of the Syncom satellites. The cost has been borne through a \$200,000 grant from RCA, and a \$100,000 donation from the Japan Broadcasting Co. (NHK).

The Japan-U. S. satellite circuit is using three major developments to improve signal-to-noise ratios and to permit the use of narrower band-widths. The first is the use of an inverted sync pulse inserted into the picture itself. At the receiving end it is extracted and



After the VIPs got through at the opening ceremonies for the Japan-U. S. television relay via Syncom III last week, a four-minute showing of

U. S. swimmers practicing at the Olympic pool in Tokyo was shown on the three TV networks. This picture was shot off the monitor at NBC.

placed into its proper place alongside the picture in accordance with U. S. technical standards. The second is the use of a nonlinear pre-emphasis curve. Both are helpful in packing the needed information into a narrower bandwidth to make up for the limited power used by Syncom III.

The third, and perhaps the most significant, is the bandwidth compressor which permits a narrower bandwidth to be used without picture degradation. This last technique, which required the Japanese to send seven engineers and 70 tons of equipment to Point Magu last week, uses TV tape recorders at both

ends of the circuit. The live pickup is recorded at the transmitting end, but only alternate lines are transmitted to the satellite. At the receiving end, the incoming signals from the satellite are recorded, but a special device interpolates the missing lines. The completed picture can then be sent to Los Angeles for distribution to the networks. It will also be sent via microwave to Buffalo and then to Montreal to be jetted across the Atlantic for showing in Europe.

The opening ceremonies of the Summer Olympics are expected to be carried live by all U. S. networks. Thereafter, the games will be shown on NBC

in regularly scheduled program slots, using film jet-flown from Tokyo. Syncom III will be used, however, to feed two hours of Olympic programming a day to Canada and Europe via microwave across the U.S. and by jet to Europe.

Technical topics . . .

By any other name ■ Eastman Kodak Co., Rochester, N. Y., is consolidating all of its magnetic recording tape under one brand name—Kodak Sound Recording Tape. Tapes formerly marketed under the Eastman name will be available under the new trademark.

Upgrading old cameras ■ A newly-developed deflection yoke, the OY-64, and alignment coil, the OA-3, are being offered by Cleveland Electronics Inc., Cleveland, for use with old television cameras. According to the firm, the components will bring equipment up to modern standards through improved linearity and resolution, extended orthicon life, and simplicity of installation and adjustment. They are designed to fit RCA types TK-30, TK-10; GE types PC-4, PC-7, PC-8, PC-11; DuMont type 124; GPL type PA-600, and Marconis with older RCA deflection components.

Dual-trace oscilloscope ■ Tektronix Inc., Beaverton, Ore., has announced development of a new wideband oscilloscope, the 546. It is designed to accept the Tektronix 1-A series plug-in units for general-purpose dc-to-50 mc dual-trace applications and also the manufacturer's "letter-series" plug-ins for strain gauge, multichannel, differential and operational amplifier applications in the dc-up-to-30 area. They are expected to be available later this year.

New tape unit ■ The Scully Recording Instruments Corp., Bridgeport, Conn., has produced a new solid-state tape recorder-playback. New design features include plug-in heads, plug-in relays and separate plug-in cards for bias amplifier, record amplifier and bias-erase oscillator. Standard models handle reel sizes up to 10½ inches and are available in rack, console or portable mount.

Available ■ Slow motion playback for detailed observation and analysis is now being offered as an optional feature with Ampex portable Videotape recorders for \$340. The VR-1500 closed-circuit recorders and VR-660 broadcast models have offered stop motion playback, with sustained viewing of a single frame. The new feature permits playback in slow motion, half-speed to full stop, with a single front panel control.

Cartridge portable ■ The High Fidelity Products Division of the North Ameri-



BIG COUNTRY — BIG FACTS

Upstate Michigan is *big* country. And its people are constantly on the go. Matter of fact, there are more cars per household in the 39 counties that make up WWTV/WWUP-TV's viewing area than in the Motor City and Wayne County (1.35 vs. 1.26). Upstate Michigan is a perfect market for automotive products.

Actually, we believe Upstate Michigan is the

greatest "new opportunity" any television advertiser can find in the U.S. Nearly a MILLION PEOPLE. Annual retail sales, nearly a BILLION DOLLARS.

Consult your jobbers and distributors as to the influence WWTV/WWUP-TV has in our 39 counties — or ask Avery-Knodel for the whole story.

The Folger Stations

88.00 WHEE WALKER/ST. CATHARINE
 93.00 WHEE GRAND RAPIDS
 97.00 WHEE SAULT STE. MARIE
 101.00 WHEE WALKER/ST. CATHARINE

TELEVISION

101.00 WHEE GRAND RAPIDS
 105.00 WHEE SAULT STE. MARIE
 109.00 WHEE WALKER/ST. CATHARINE

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9 / CHANNEL 10
 ANTENNA 1644' A. A. T. / ANTENNA 1214' A. A. T.
 CBS • ABC / CBS • ABC

Avery-Knodel, Inc., Exclusive National Representative

can Philips Company, Inc., last week announced the introduction of the Norelco Carry-Corder "150," a new simplified tape recorder. The Carry-Corder is a cordless, transistorized Cartridge unit. A single master control starts, stops and rewinds the tape.

EIA plans move ■ The Electronic Industries Association has set midsummer of 1965 for occupancy of its new building at 20th and Eye Streets, N. W. Washington. The property was purchased by EIA recently. EIA will occupy half the building; the remainder will be rented out. The \$1.25 million project will provide quarters for the Washington headquarters staff of EIA plus its engineering and other departments which are now in New York and Newark, N. J.

Tubes on the way ■ Philco Corp.'s Lansdale, Pa., plant expects to have prototypes of its new 21-inch round color tube available in the last quarter of the year. Quantity production should be ready by the spring of 1965.

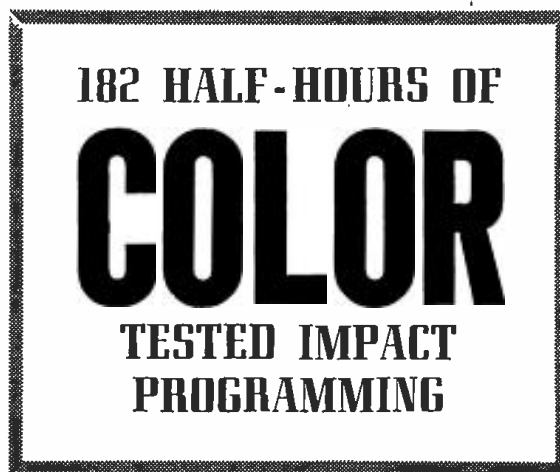
Theater-TV color projectors to TC-VC

Theater Color-Vision Corp., subsidiary of National General Corp., in charge of establishing a nationwide network of theaters for closed-circuit TV-program presentation, has signed an exclusive worldwide agreement for distribution of a group of new color and monochrome projectors manufactured by Dalto Electronics Corp., Norwood, N. J. Irving H. Levin, NGC executive vice president who heads the TC-VC operation, said that the Dalto projectors will be used to supplement the Talaria projectors manufactured by General Electric Co., now undergoing final tests by GE and NGC. NGC has exclusive national distribution rights for Talaria for theater installation. For the Dalto line of projectors, TC-VC has full rights to market them to schools, industrial firms and others throughout the world as well as theaters.

The Dalto projectors include the Amphicon "600," a color unit suited for use in large theaters, arenas and auditoriums; the middle-sized Amphicon "300," also a color unit best suited for use in small theaters, schoolrooms and industrial firms, and the Amphicon "100," a black-and-white unit adaptable to any potential use in closed-circuit telecasts, regardless of the size and type of facilities available. The Amphicon "100" units are the projectors currently being used for theater presentation of National Football League games in Chicago and Detroit. The "600" and "300" models are also adaptable for black-and-white as well as color.

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ABC Radio may go to 24-hour service

If network can get enough affiliate clearances, it will add eight hours to round out the clock

ABC Radio is proposing that it become a 'round-the-clock network.

The proposal was put before affiliates in a closed-circuit broadcast early last week, and was to be presented formally at ABC Radio's opening regional meeting Sunday Oct. 11.

The ABC meeting was set for Salt Lake City, the first of eight such regionals planned to coincide with the National Association of Broadcasters' fall conference schedule that is to open today (Oct. 12), also at Salt Lake City.

The meeting was to be highlighted with reports of record-breaking network sales to advertisers, and of improved clearances for its syndicated *Theater Five* drama series.

Eight More Hours ■ ABC Radio's 24-hour plan was to be disclosed by Earl Mullin, ABC Radio's vice president in charge of station relations. Mr. Mullin was prepared to announce that Robert R. Pauley, ABC Radio president, planned that the network would expand "programming" an additional eight hours at night. At present, the network opens

its feed at 6:55 a.m. and ends it at 11:10 p.m.

Mr. Mullin in his prepared report said the network would hope to put the



Mr. Mullin

Mr. Mann

plan into operation as soon as "financial and other details" could be worked out. It was noted that the network estimates it would take nearly \$750,000 to place the service into operation, and by "other details," the network had in mind charges inherent in additional programming and phone lines.

Mr. Mullin reported an "excellent"

response to the idea from stations after they received the closed-circuit broadcast. ABC affiliates have not been formally asked to go along with the idea, and it was reported last week that questionnaires probably will be sent to affiliates after the regional conferences are ended—the last such meeting is set for Nov. 17 in Richmond.

It was indicated, moreover, that the network would be inclined to move ahead if some 60% of affiliates that provide 24-hour broadcasting favor the idea, and if "many" of these stations are in major markets.

News and Music ■ The ABC proposal envisions only news reports and music fed to stations in the nighttime, at least at first, though if affiliate response suggests a demand for entertainment programs as well, the network would consider it.

Mr. Mullin in his report said ABC Radio each month sends cancellation notices to the 10 stations with the poorest clearance factors and that he was proud that "month after month the majority of stations who receive these notices change their programming policy and ask to remain as affiliates." The ABC Radio clearance factor has moved up from an average of 88% in October 1963 to a current 90%. Affiliates still number 416, he said, though several 50-kw stations and strong regional outlets have been added.

Jack H. Mann, vice president in charge of the western division for ABC Radio, was to report 32 advertisers began as new accounts with the network in 1964, and that of 34 clients spending over \$100,000 on the network, seven were placing \$500,000 or more with ABC Radio. The seven are United Motors Service Division of General Motors Corp., the R. J. Reynolds Tobacco Co., the Mennen Co., Campbell Soup Co., Schick Safety Razor Co., the AFL-CIO and Bankers Life and Casualty Co.

Mr. Mann also was to present percentages showing hikes in billing, and a projection that the fourth quarter—with three selling months yet to go—already indicates billings nearly equal to the third quarter of the year, a quarter considered "best" in recent ABC Radio history.

ABC buys Triangle shows

Triangle Stations, New York, is announcing today (Oct. 12) the sale of five half-hour U.S. auto racing specials to Sports Programs Inc., New York, an ABC subsidiary, for use on ABC-TV's *Wide World of Sports*. In addition, Sports programs will have an option on three other racing programs, including

Behind the scenes of a pilot TV script

A 350-page book to be published Oct. 21 by William Sloane Associates sets down in full and in intimate details what is billed as "a true-life adventure" experienced by Merle Miller and Evan Rhodes when they were assigned to write the pilot of a projected TV film series, *Calhoun*.

The authors dedicate their book, *Only You, Dick Daring!* (subtitled "Or How to Write One Television Script and Make \$50,000,000"), to such well-known industry figures as James T. Aubrey Jr. (CBS-TV president) Jackie Cooper (actor and producer) and Richard Dorso, Stuart Rosenberg and Robert Alan Aurthur (producers). They figure prominently in the book under their

real names and identities, and others who show up from time to time in the narrative include producer David Susskind and his partner, Dan Melnick; talent agent Ted Ashley; CBS-TV executive Hunt Stromberg Jr., and Michael Dann, CBS-TV vice president in charge of programs.

The book covers the period from June 1963, when the pilot for *Calhoun* was suggested to Mr. Miller as a project, through the early winter of 1964, when both United Artists Television and CBS-TV decided to scrap the series.

The publisher describes the book as "biography, farce, a how-to book, social and economic history . . . a picturesque novel."

two one-hour color specials now in European production entitled *Skill in the Afternoon* and *The Brave Challenge*.

Triangle will also release for syndication a series of eight half-hour color films on U.S. auto racing events, along with the two programs now being produced in Europe. The racing programs are part of a Triangle syndication plan which has produced nine radio and 19 TV series during the past year.

Rep. Watson uses TV to support Goldwater

An eight-station, South Carolina-wide TV network was used by Republicans last week to carry a 15-minute broadcast announcing that Representative Albert Watson (D-S.C.) was endorsing Senator Barry Goldwater, Republican candidate for president.

Senator Strom Thurmond (R-S.C.) also used a TV broadcast (over a regional network) last month when he announced he was not only supporting Senator Goldwater, but switching to the Republican party (BROADCASTING, Sept. 21).

Wis-TV Columbia, S. C., originated the Watson broadcast, arranged by Bradley, Graham and Hamby, Columbia advertising agency, for \$1,750 paid by the South Carolina Goldwater for President Committee.

Wis-TV also will be the key station in a 13-state network the agency is putting together for an hour live broadcast, *The Solid South Speaks for Goldwater*, a rally scheduled in Columbus, Oct. 31.

Lottie (Dolly) Hamby of the ad agency said last week that Senator Thurmond is using local TV for enlarging his audience when he speaks in the Carolina area. Between \$8,000 and \$10,000 is being spent for this through the agency, she estimated.

'Queen for a Day' sues ABC and others

Queen for a Day Inc., producer of the 15-year-old daytime program whose run on ABC-TV ended Oct. 2, last week filed a \$5,125,000 damage suit against the network, its program subsidiary, Selmur Productions, and several individuals, alleging a conspiracy to impair and destroy the value of *Queen for a Day* as a TV program.

The complaint, filed in Los Angeles Superior Court by attorney Harold A. Fendler, asserts that *Queen for a Day* had been on the air since 1945, when it started on radio, moving to television in 1948. ABC, the suit charges, had assured the program's producer that the

show would be continued on ABC-TV through the fall of 1964, then cancelled it abruptly, when it was too late to arrange for a move to another TV network.

The plaintiff also alleges that ABC-TV breached its contract with Queen for a Day Inc. by changing the time and place of the five-a-week broadcast, failing to provide adequate studio facilities or to care properly for the studio audiences which are an important part of the *Queen* broadcast, by failing to provide broadcasts in major cities and in general to keep audience ratings for *Queen* below those of *Day in Court*, *General Hospital* and *Young Marrieds*, Selmur-produced programs, which the complaint asserts were given preferential treatment.

The defendants did this, the complaint states, "with full knowledge that such acts and conduct would only tend to impair, if not destroy, the market and demand for *Queen for a Day* in the television industry."

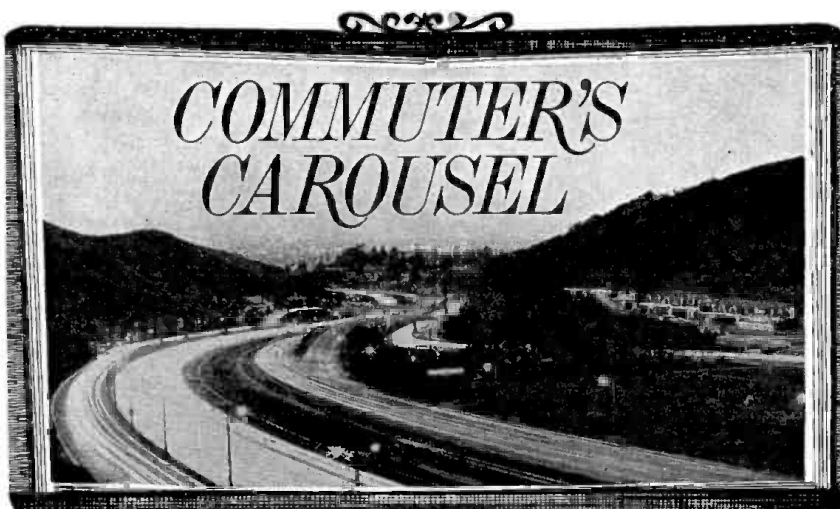
The defendants are: American Broadcasting Co., American Broadcasting-Paramount Theaters, Selmur Productions, Thomas W. Moore (president, ABC-TV), James G. Riddle (ABC vice president in charge of the Western Division), Herbert Jelnick (director of budget and cost control, ABC Western

Division), Selig Seligman (president, Selmur Productions), John Does I through X, Doe I Co., Doe II Co. and Doe & Doe, a co-partnership.

New ETV program series to analyze broadcasting

The broadcasting industry will be discussed and analyzed by members of the FCC, performers, executives and news correspondents, on a new, weekly, one-hour program to be carried on WNDT(TV) New York in mid-November. John W. Kiermaier, president of the Educational Broadcasting Corp., licensee of the station, said that members of the FCC had not as yet been approached but said he felt they would appear on programs in which the views of the commission were pertinent. In reply to a question, he said participants on the program, titled *Broadcasting Forum*, conceivably might be critical of TV network programs. Although networks and stations have helped finance WNDT, he added, it does not follow that the educational outlet cannot provide a free-flowing discussion on the new program.

The program exploring the TV-radio industry is one of five, new, one-hour



At day's end, some 3 million Angelenos journey home . . . to the mountains, beaches, valleys, cities, and suburbs. Their regular companion in these hurried hours is radio. And regularly most listeners who are affluent, responsive adults relax along the way to the always beautiful music and penetrating news commentary of 50,000-watt KPOL, AM & FM. Pulse, and/or your own good judgment, will show that KPOL is always among the audience leaders in adult listenership and has the largest audience by far of any of Los Angeles' good music stations.

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TAC cites its growth record on third anniversary

Television Affiliates Corp. celebrates the third anniversary of its founding this month with a record of growth showing its station membership up from 12 in 1961 to 73 today and the number of programs in its library up from eight to 180.

A three-year progress report on TAC's accomplishments as a clearing house for the exchange of station-produced informational-cultural-public-service television programs will be presented to the organization's broadcasters advisory committee next month and will be incorporated into a presentation for distribution to its member stations.

TAC was established in the conviction that local stations often pro-

duced superior programs in the general area of public service, and that these efforts should have wider exposure than presentations in one or a few markets. TAC was organized in October 1961 by a group of interested broadcasters in association with Trans-Lux Corp.

Since its organization Robert Weisberg has served as vice president of TAC. He has been assisted by a professional staff of production and station operations specialists and has maintained a close working relationship with TAC's broadcasters advisory committee. It currently consists of Richard Borel, WBNS-TV Columbus, Ohio; Eldon Campbell, WFBM-TV Indianapolis; Roger Clipp, Tri-

angle Stations; Gordon Gray, WKTV (TV) Utica, N. Y.; Jack Harris, KPRC-TV Houston; Norman Louvau, KCPX-TV Salt Lake City; Richard A. R. Pinkham, Ted Bates & Co.; A. Louis Read, WDSU-TV New Orleans, and Laurence H. Rogers II, Taft Broadcasting Co.

Plug the Drain - Pursuing its premise that a local TV station's efforts in the non-fiction area should not "go down the drain" after limited exposure, TAC encouraged both its members and non-members to submit their productions. One stipulation was that the program be sufficiently broad in scope to interest audiences throughout the country. An inducement beyond the prestige of additional exposure of their programs is a system of performance credits said to be similar to ASCAP's under which producing stations receive income based on the number of productions accepted and their use by TAC stations.

"In the first two-and-a-half years we paid out more than \$39,000 to stations," Mr. Weisberg observed. "This may not sound like much, but I can tell you that in some instances stations not only recouped their costs but earned a profit on their programs."

Member stations pay an annual fee which is based on the market in which they operate. Fees range from \$1,000 for small-market stations to \$20,000 for the large-city stations. The Trans-Lux Corp. receives a modest management fee for its distribution, administrative and production duties, according to Mr. Weisberg.

The growth in station membership to 73 is "particularly pleasing" because it reflects a renewal rate of approximately 95% each year in addition to new affiliations, Mr. Weisberg



Robert Weisberg, TAC vice president (l), meets with Leo Brody, manager of station relations (r), and Joseph Schackner, program director to discuss new programs. The TAC screening board selects one out of seven programs of the hundreds it screens every year.

shows planned by WNDT for late fall and winter. Others are *Three Views of the News*, on which three persons will present a broad range of political and social opinion; *The Young Artists*, on which young poets, painters, dancers actors and musicians will display their talents, and *All Things Considered*, which will provide criticism and opinion of events in contemporary arts. The fifth program is still to be selected.

Film Sales . . .

The Making of the President 1960 (Wolper TV Sales); WWLP (TV) Spring-

field, Mass.; WJIM-TV Lansing, Mich.; and KLAS-TV Las Vegas.

Olympiad 1964 (Wolper TV Sales): WLWC (TV) Columbus, Ohio.

Flamingo Features (Wolper TV Sales): WTEN (TV) Albany-Vail Mills, N. Y., and KLBK-TV Lubbock, Tex.

American Commitment: South Vietnam (Wolper TV Sales): KORK-TV Las Vegas.

Country Show (Wolper TV Sales): KCND-TV Pembina, N. D.

Superman (Wolper TV Sales): WKY-TV Oklahoma City.

People Are Funny (NBC Films): WEAR-TV Pensacola, Fla.

Car 54 Where Are You? and *Life of Riley* (NBC Films): KCRL (TV) Reno.

Science In Action (NBC Films): KOGO-TV San Diego.

True (CBS Films): WLEX-TV Lexington, Ky.; WNHC-TV New Haven, Conn.; WJRT (TV) Flint, Mich.; WMTW-TV Portland-Poland Spring, Me., and WSUN-TV St. Petersburg-Tampa, Fla.

Acquanuts (United Artists): Wsvj-

reported. TAC's goal is a station list of 125.

Wide Range ■ The titles of some of the programs in the TAC library offer an indication of the range of subject matter: *A Thorn for Castro*; *Germany: East and West*; *Prison to Parole*; *I'm an Alcoholic*; *Death of a Gold Rush Town*; *Walk Old, Walk Lonely*; *Your Child and You*; *Death in the Ring*, and *Don Pasquale*.

Above and beyond their value in providing a wider gauge of informational-cultural-public affairs programs for stations, TAC programs have been successful in the sponsorship area, Mr. Weisberg pointed out. A partial list of sponsors include the Southern Indiana Gas and Electric Co. on WTVW(TV) Evansville, Ind.; Chico Carpet & Drapery Co. on KHSL-TV Chico, Calif.; Stickley-Silver (cameras) and Roger F. Dibble (automobiles) over WBNF-TV Binghamton, N. Y.; *Roanoke Times* and *Roanoke World-News* over WDBJ-TV Roanoke, Va.; Liberty Life Insurance Co. over WSPA-TV Spartanburg, S. C.; Oil Fuel Institute of Central Florida on WESH-TV Daytona Beach-Orlando, Fla.; Limbrough-Phillips Real Estate Co. over WLAC-TV Nashville. Other companies which have participated in sponsorship of TAC programming include Liggett & Myers Tobacco Co., Ward Baking Co., National Biscuit Co., Humble Oil & Refining Co., Chock Full O' Nuts Corp. and Red Kettle Soups.

"An indication of the expanding use of TAC programming by our stations can be seen in the following statistics," Mr. Weisberg said. "In 1962, 461 TAC programs were telecast by our members. In 1963 the figure rose to 1,229. In the first nine months of this year alone, 1,818 programs were booked by our stations."

(TV) South Bend-Elkhart, Ind.; WUHF (TV) Milwaukee; WKEF-TV Dayton, Ohio; WWOR-TV Springfield, Mass.; WTHI-TV Terre Haute, Ind.; WFMJ-TV Youngstown, Ohio; KTAR-TV Phoenix, and XETV (TV) Tijuana, Mexico-San Diego.

Amos 'n' Andy (CBS Films): KLFY-TV Lafayette, La., and WWAY(TV) Wilmington, N. C.

Call Mr. D (CBS Films): WHBQ-TV Memphis; KHVH-TV Honolulu; KHOL-TV Kearney-Holdrege, Neb., and WSB-TV Atlanta.

December Bride (CBS Films):

WNAC-TV Boston, and WSPA-TV Spartanburg, S. C.

Deputy Dawg (CBS Films): WZZM-TV Grand Rapids, Mich.; WJBK-TV Detroit; KGLO-TV Mason City, Iowa; KCPX-TV Salt Lake City; WHEN-TV Syracuse, N. Y.; KREM-TV Spokane, Wash., and WCCO-TV Minneapolis-St. Paul.

Have Gun, Will Travel (CBS Films): WHBQ-TV Memphis; KHVH-TV Honolulu, and WAIH-TV Atlanta.

Heckle and Jeckle (CBS Films): WSYR-TV Syracuse, N. Y.

The Honeymooners (CBS Films): WNAC-TV Boston; KRON-TV San Francisco and KCRL(TV) Reno.

Marshal Dillon (CBS Films): WCAX-TV Burlington, Vt., and KALB-TV Alexandria, La.

Navy Log (CBS Films): WCIV(TV) Charleston, S. C.

Our Miss Brooks (CBS Films): WANE-TV Fort Wayne, Ind.; KTRG-TV Honolulu and KCRL(TV) Reno.

Phil Silvers (CBS Films): WECT(TV) Wilmington, N. C. and KCRL(TV) Reno.

Trackdown (CBS Films): WJTV(TV) Jackson, Miss.

Wanted Dead or Alive (CBS Films): WAIH-TV Atlanta.

Whirlybirds (CBS Films): KTRG-TV Honolulu, and KTVW(TV) Tacoma, Wash.

You Are There (CBS Films): WIHS-TV Boston.

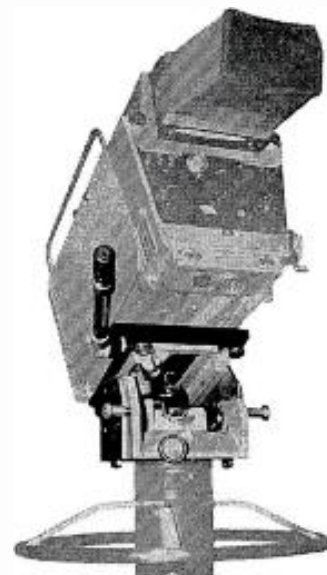
Space Group One (Official Films): WTTV(TV) Indianapolis - Bloomington, Ind.; WZZM-TV Grand Rapids, Mich.; WKEF-TV Dayton, Ohio; WJXT(TV) Jacksonville, Fla.; WESH-TV Orlando-Daytona Beach, Fla.; WFMJ-TV Youngstown, Ohio; WILX-TV Lansing, Mich.; WCBI-TV Columbus, Miss.; WJRT(TV) Flint, Mich.; WSJV(TV) South Bend-Elkhart, Ind.; WTVW(TV) Evansville, Ind.; WJTV(TV) Jackson, Miss.; WKRG-TV Mobile, Ala.; KRBC-TV Abilene, Tex., and WJZB-TV Worcester, Mass.

Program notes . . .

Good deal, pardner ■ James Arness, star of *Gunsmoke* on CBS-TV, has sold his ownership of 54 of the one-hour western dramas to the network for estimated \$1.8 million. CBS-TV will use programs for reruns. As part of the agreement, Mr. Arness has signed for three-year extension of his contract on *Gunsmoke*.

Champagne star ■ Tony Lema, professional golfer who has been a big money winner in recent golf tournaments, has been signed to a long-term contract by Screen Gems. He will star in a golf

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A GENERAL ELECTRIC STATION

show currently being developed at SG and will also make guest appearances on other TV programs produced at the studio.

Office consolidation ■ Wolper Productions Inc. has purchased a three-story building at 8544 Sunset Boulevard, Los Angeles, for approximately \$1 million from the Hilton Carte Blanche Co. Remodeling, now under way, is expected to be completed by Nov. 1, when the documentary production company and its sales subsidiary can relocate in one building the various offices now spread in six locations along Sunset Boulevard.

Applied formula ■ The women's magazine formula of bits of entertainment interspersed among advice on cooking, beauty, homemaking and fashion has been adapted to television in a new syndicated series of 65 half-hour programs, *The Magic of You*. Ken Himes, executive producer, also is president of Beauty Magic Products, which will buy one of the three commercial spots in each program, the other two being left open for local sales. Temple-Morgan Enterprises, Hollywood, is producing the series at Producers Studio, for mid-October release.

Another special ■ Henry Fonda will be host and narrator of a TV special tentatively titled, *And Away We Go: America and the Automobile*, a one-hour documentary being produced by David L. Wolper Productions. The show will be sponsored by Rockwell-Standard Corp., auto parts manufacturer, through Campbell-Ewald Co., Detroit, probably in December on a network not yet selected. Mr. Fonda has previously been host-narrator of two other Wolper specials: *Hollywood: The Fabulous Era*, and *Hollywood: The Great Stars*.

Over the sea ■ William Morris agency has been named as U. S. sales representative for *The Avengers*, a one-hour TV series to be produced in England by Telemen Ltd. with ABC-TV Ltd. there, it was announced last week. The program has been carried in Britain as a tape presentation but now will be filmed. It is described as a "tongue-in-cheek thriller."

Ian Fleming story ■ Telsun Foundation Inc., New York, has announced that an original story by the late Ian Fleming, creator of the fictional British secret agent James Bond, will be produced and directed by Terence Young as a TV special about the United Nations. Mr. Fleming wrote the story about the cracking of an international narcotics syndicate specifically for the U. N. Mr. Young directed the first two James Bond films. The 90-minute special is tentatively scheduled for

Bipartisan approach

At WGN-AM-TV Chicago observation of the equal-time rule will run right to the bitter end of this year's election.

The stations last week engaged the two U. S. senators from Illinois, Paul H. Douglas, Democrat, and Everett M. Dirksen, Republican, to act as commentators during coverage of the election returns on the night of Nov. 3. WGN officials said the senators' commentary, to originate in the WGN studios, would be made available to other stations on request.

Neither senator is up for reelection this year. Senator Douglas's term expires in 1966 and Senator Dirksen's in 1968.

ABC-TV in April. It is underwritten by Xerox Corp., Rochester, N. Y., through Papert, Koenig, Lois, New York.

Series available ■ San Diego State College has available for TV stations two video-taped film series: *San Diego State Profile* and *Comment*.

Steve Allen explains exit from WBC show

Steve Allen, who last month announced that he would leave his late-night syndicated show on Oct. 23 (BROADCASTING, Sept. 28), issued a statement last week to clarify reports that he had been "fired, had quit . . . or was quitting TV to go into politics."

The *Steve Allen Show*, which is produced and syndicated by Westinghouse Broadcasting Co., will become the *Regis Philbin Show* on Oct. 26. Mr. Philbin, who has had a late-night show on KOGO-TV San Diego for the past two years, will initially be seen on 19 stations, including the five WBC outlets.



Mr. Philbin

Mr. Allen has replaced Garry Moore as host of CBS-TV's *I've Got a Secret*, this season and he said that the network had indicated to him that if he could free himself from contractual obligations with WBC, the network was interested in creating another program for him.

Mr. Allen said he was "naturally in-

terested" in network exposure, partly because of financial considerations. He added that the competition engendered by the scheduled addition of the *Les Crane Show* on ABC-TV to the *Tonight* show with Johnny Carson on NBC-TV resulted in a late-evening program situation conducive to a mutually happy termination" of his WBC contract.

'CBS Reports' plans 3 'Town Meetings'

CBS Reports plans to do at least three "Town Meeting of the World" programs this season, with one of them hopefully including live participation from Moscow. Arthur Morse, executive producer of the CBS-TV series, said last week.

He said the season's first "Town Meeting" would probably be presented in late December, with the exact date depending on when the Telstar communications satellite—by which the live discussions are relayed between North America and Europe—would be in position for a full hour.

First theater-TV college game

First live coverage of a regular season college football game via closed circuit theater television was made last Saturday (Oct. 10) in Portland, Ore.

The game between Oregon State University and the University of Washington was picked up at Multnomah Stadium and shown live on a full size theater screen at Portland's Public Auditorium.

The contest, one of the regular Athletic Association of Western Universities conference games, was fed to the auditorium by Theater Color-Vision Corp., subsidiary of National General Corp. TC-VC is also involved in theater coverage of professional football teams' home games in New York, Chicago and Detroit.

Canadian football on U.S. TV

Ten new stations have been added to the lineup now carrying *Pro Football from Canada*, a taped weekly series being distributed by Fourth Network Inc., Los Angeles. The series, which began Sept. 12 and ends Nov. 21, is now seen in 18 U. S. markets.

The new sales were to WPIX-TV New York; WISN-TV Milwaukee; WBAY-TV Green Bay, Wis.; KPHO-TV Phoenix; WICS-TV Springfield, WICD-TV Danville, WCHU-TV Champaign, all Illinois; KORK-TV Las Vegas; KOLO-TV Reno, and KTEM-TV Eureka, Calif.

How do movies rate against network TV?

An American Research Bureau study measuring the strength of feature films run in prime-time periods ordinarily filled with network programming, "clearly demonstrated that local features programmed in prime-time are as strong, if not stronger, than any network competition," according to Seven Arts Associated, New York. Periods covered in the study, commissioned by Seven Arts, were 8:30-10 p.m. on Sept. 11 (a Friday), and 6:30-8:30 p.m. on successive Mondays (Sept. 14, 21 and 28). On the Friday, the movie substantially


passed the network shows programmed against it, stood up as well as the strongest network shows on the first Monday, nearly as well on the second, and fairly well on the third Monday.

Radio series sales . . .

The First Christmas (Woroner Productions): KLIF Dallas, KILT Houston, KTSA San Antonio, all Texas; KABL Oakland, Calif.; WYSL Buffalo, N. Y.; WSAI Cincinnati, WING Dayton, WIZE Springfield, and WMNI Columbus, all Ohio; WDMS Lynchburg and WHAP Hopewell, both Virginia.

July 4, 1776 (Woroner Productions): WSAI Cincinnati, WING Dayton, WIZE Springfield, and WMNI Columbus, all Ohio.

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Kit contains latest brochures giving specifications, product data, and application news on the world's most complete line of professional recording equipment for broadcast, education, industry, including:

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Tape Duplicators. New developments for making fast, economical, high-quality copies of master tapes. Information about the new PD-10, a low-cost duplicator for schools, broadcast, and industry.

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Real ratings race is developing

Arbitrons show viewers beginning to establish viewing patterns; one-week averages show three networks separated by only 0.5% with CBS in lead

National overnight ratings for the seven nights ending Oct. 7 gave CBS-TV the most wins in half-hour periods on Friday, Saturday and Sunday, and ABC-TV and NBC-TV one each (Tuesday and Wednesday, respectively) and on Monday it was a draw between CBS and ABC. Network averages indicated a possible "horse race" in the making with NBC-TV as a very close second to CBS-TV.

According to the Arbitrons—an overnight rating service provided on order by the American Research Bureau—the first blush of viewer "sampling" of new season offerings appeared to be fading and a conventional pattern of network series slowly building in audience, or declining in audience, became evident.

Complicating the rating picture this fall is the political pre-emption in prime time of network half-hours which can only cloud the full ratings pictures for the weeks ahead until after election day, Nov. 3.

Despite this, top 50 lists of network programs and network averages (7:30-11 p.m., Monday-Sunday) were compiled by network and TV agency research departments for continued study (see page 89).

For the week ending Oct. 7, CBS-TV in the Arbitrons continued its lead with an average rating of 16.2, but NBC-TV was close to its rival with 16.0 average rating, and ABC-TV not far behind with a 15.7 average.

On the basis of half-hour periods for

each night of the week ending Oct. 7: CBS won four, NBC, two, and ABC, one on Friday; CBS had four, and ABC three on Saturday; CBS won four, NBC, two, and CBS and NBC tied in one on Sunday; CBS and ABC tied with three each and NBC had one on Monday; ABC won four and CBS, three on Tuesday, and NBC won five, CBS and ABC one each on Wednesday.

The so-called 26-city Trendex showed a different pattern; NBC dominated by half-hour periods Friday and Saturday; ABC slightly ahead on Sunday, and CBS slightly ahead on Monday. The variance mainly was attributed to the limited number of markets measured—and in some markets the total number was far below the 26 cities in that Trendex measured only those markets where ABC's shows appeared. Trendex reports were no longer available after Monday, Oct. 5. All ratings data were made available by network research sources.

Key: new series (N); new program (NP); new time period (NT); special (S).

		Arbitron		Trendex				Arbitron		Trendex	
		Rating	Share	Rating	Share	Rating	Share	Rating	Share	Rating	Share
Friday, Oct. 2											
7:30											
ABC	Jonny Quest (N)	12.9	27.0	11.7	28.7						
CBS	Rawhide (NP, NT)	16.0	34.0	10.1	24.8						
NBC	International Showtime (NP)	10.1	21.0	12.8	31.4						
8:00											
ABC	Farmer's Daughter (NP, NT)	14.8	29.0	13.5	28.5						
CBS	Rawhide (NP, NT)	15.5	30.0	13.2	27.9						
NBC	International Showtime (NP)	11.9	23.0	14.4	30.4						
8:30											
ABC	Addams Family (N)	18.4	35.0	19.8	38.1						
CBS	The Entertainers (N)	13.1	25.0	11.1	21.4						
NBC	Bob Hope (NP)	15.5	30.0	13.6	26.1						
9:00											
ABC	Valentine's Day (N)	13.5	26.0	17.6	34.8						
CBS	The Entertainers (N)	15.9	31.0	12.0	23.7						
NBC	Bob Hope (NP)	15.6	30.0	14.6	28.9						
9:30											
ABC	12 O'Clock High (N)	10.8	20.0	10.7	22.0						
CBS	Gomer Pyle (N)	20.8	38.0	16.8	34.5						
NBC	Jack Benny (NP, NT)	15.9	29.0	15.1	30.9						
10:00											
ABC	12 O'Clock High (N)	13.2	27.0	13.4	27.5						
CBS	The Reporter (N)	12.2	25.0	11.4	23.4						
NBC	Jack Paar (NP)	15.1	31.0	18.0	36.8						
10:30											
ABC	Local	—	—	—	—						
CBS	The Reporter (N)	14.2	30.0	13.0	30.5						
NBC	Jack Paar (NP)	17.5	36.0	17.3	40.6						
Saturday, Oct. 3											
7:30											
ABC	Outer Limits (NP, NT)	7.7	17.0	9.9	23.5						
CBS	Jackie Gleason (NP)	18.1	39.0	12.4	29.4						
NBC	Flipper (N)	14.1	30.0	17.0	40.2						
8:00											
ABC	Outer Limits (NP, NT)	10.5	20.0	9.4	19.9						
CBS	Jackie Gleason (NP)	20.9	40.0	21.2	45.0						
NBC	Mr. Magoo (N)	13.2	26.0	11.4	24.1						
8:30											
ABC	Lawrence Welk (NP)	16.2	30.0	19.6	37.2						
CBS	Gilligan's Island (N)	16.5	30.0	15.8	30.0						
NBC	Kentucky Jones (N)	15.8	29.0	12.3	23.3						
Sunday, Oct. 4											
9:00											
ABC	Lawrence Welk (NP)	17.2	31.0	17.4	34.8						
CBS	Mr. Broadway (N)	12.3	22.0	11.1	22.3						
NBC	Saturday Movie (NP)	22.1	39.0	17.4	34.8						
9:30											
ABC	Hollywood Palace (NP)	16.6	30.0	15.3	29.1						
CBS	Mr. Broadway (N)	11.5	21.0	12.7	24.1						
NBC	Saturday Movie (NP)	21.1	38.0	22.0	41.8						
10:00											
ABC	Hollywood Palace (NP)	13.7	27.0	13.6	25.9						
CBS	Gunsmoke (NP)	16.2	31.0	14.5	27.9						
NBC	Saturday Movie (NP)	19.2	37.0	22.6	42.9						
10:30											
ABC	Local	—	—	—	—						
CBS	Gunsmoke (NP)	19.5	39.0	17.1	37.0						
NBC	Saturday Movie (NP)	18.9	37.0	17.5	37.9						
7:30											
ABC	Wagon Train (NP, NT)	9.5	18.0	9.9	22.0						
CBS	My Favorite Martian (NP)	21.3	40.0	13.6	30.4						
NBC	Walt Disney (NP)	19.5	36.0	14.8	33.0						
8:00											
ABC	Wagon Train (NP, NT)	12.2	21.0	11.0	20.7						
CBS	Ed Sullivan (NP)	22.7	38.0	19.6	36.8						
NBC	Walt Disney (NP)	21.0	35.0	17.9	33.6						
8:30											
ABC	Broadside (N)	13.6	23.0	17.8	32.2						
CBS	Ed Sullivan (NP)	25.1	42.0	23.6	42.8						
NBC	Bill Dana (NP, NT)	14.3	24.0	9.4	17.1						
9:00											
ABC	Sunday Movie (N)	13.8	23.0	17.6	30.3						
CBS	Living Doll (N)	13.7	23.0	13.3	23.0						
NBC	Bonanza (NP)	26.7	45.0	22.8	39.4						
9:30											
ABC	Sunday Movie (N)	15.6	25.0	21.4	38.6						
CBS	Joey Bishop (NP, NT)	10.0	16.0	8.3	15.0						
NBC	Bonanza (NP)	29.8	48.0	21.4	38.6						
10:00											
ABC	Sunday Movie (N)	17.0	31.0	21.9	39.5						
CBS	Candid Camera (NP)	17.8	32.0	18.0	32.5						
NBC	The Rogues (N)	16.3	29.0	13.5	24.5						
10:30											
ABC	Sunday Movie (N)	17.6	35.0	20.7	44.9						
CBS	What's My Line (NP)	17.6	35.0	12.3	26.7						
NBC	The Rogues (N)	12.9	25.0	12.7	27.4						

Shows move around in Arbitron top 50

The radically changing tide in program rating strengths in the early network program season is pointed up in a weekly comparison of the "top 50" shows as rated in Arbitron "overnights."

In a single week, comparing Arbitrons for Sept. 23-30 with those of Oct. 1-7, NBC's *Bonanza* moved from number two to the top spot, and last season's number one favorite, *Beverly Hillbillies* (CBS), moved further down on the list from 11th to 25th.

Only one new program entry this season, ABC's *Bewitched*, remained in the top 10 lists for both weeks covered. The first top 50 compilation (BROADCASTING, Oct. 5) was based on Arbitrons available for a week starting on a Wednesday (Sept. 23), and the second listing was based on overnights available over a seven-day period starting on a Thursday (Oct. 1).

Eight shows in the top 50 in the Sept. 23-30 period failed to make the top 50 in the second compilation: seven of them on CBS's schedule and one on NBC (*Hazel*). The CBS seven: *Many Happy Returns*, *Danny Kaye*, *Cara Williams* (pre-empted by a political broadcast on Oct. 7), *To Tell the Truth*, *Password*, *My Living Doll* and *The Defenders*.

Replacing these shows in the second compilation were four NBC programs, three ABC and one CBS (*Rawhide*). NBC's programs: *Andy Williams*, *Mr. Novak*, *Jack Benny* and *Kentucky Jones*. ABC's shows: *Wendy and Me*, *Voyage to the Bottom of the Sea* and *Shindig*. The last-named program, *Shindig*, featured the Beatles on Oct. 7 and climbed to the number seven spot in the listing.

Of the eight shows replaced, three — *Many Happy Returns*, *Danny Kaye* and *Cara Williams*,—had been in the top 30 in the first ranking. In the second ranking, two programs, *Andy Williams* and *Shindig* also landed in the top 30 for that period. The top 50 for Oct. 1-7 follows:

Rank	This week	Last week	Show	Rating
1	2	1	Bonanza (NBC)	28.3
2	3	2	Bewitched (ABC)	25.3
3	4	3	Dick Van Dyke (CBS)	24.3
4	1	4	Ed Sullivan (CBS)	23.9
5	6	5	Red Skelton (CBS)	23.4
6	4	6	Andy Griffith (CBS)	23.2
7	—	7	Shindig (ABC)	22.8
8	17	8	Petticoat Junction (CBS)	22.1
9	15	9	Peyton Place-Thursdays (ABC)	22.0
10	9	10	Fugitive (ABC)	21.5
11	7	11	My Favorite Martian (CBS)	21.3
12	13	12	Gomer Pyle (CBS)	20.8
13	34	13	Saturday Movie (NBC)	20.3

Rank	This week	Last week	Show	Rating
13	21	13	Walt Disney (NBC)	20.3
15	17	15	I've Got a Secret (CBS)	19.9
15	8	15	Lucy Show (CBS)	19.9
17	12	17	Jackie Gleason (CBS)	19.5
17	26	17	Peyton Place-Tuesday (ABC)	19.5
19	26	19	Perry Mason (CBS)	18.9
20	—	20	Andy Williams (NBC)	18.8
20	24	20	Patty Duke (ABC)	18.8
22	22	22	Virginian (NBC)	18.5
23	42	23	Addams Family (ABC)	18.4
24	37	24	No Time for Sergeants (ABC)	18.3
25	24	25	Ben Casey (ABC)	18.2
25	11	25	Beverly Hillbillies (CBS)	18.2
27	45	27	Wednesday Night Movie (NBC)	18.0
28	16	28	My Three Sons (ABC)	17.9
28	32	28	Gunsmoke (CBS)	17.9
30	40	30	Combat (ABC)	17.8
30	37	30	Candid Camera (CBS)	17.8
32	9	32	Munsters (CBS)	17.6
32	30	32	What's My Line (CBS)	17.6
32	19	32	Bing Crosby (ABC)	17.6
32	41	32	Tycoon (ABC)	17.6
36	34	36	McHale's Navy (ABC)	17.3
36	50	36	Burke's Law (ABC)	17.3
38	—	38	Mr. Novak (NBC)	16.8
39	44	39	Lawrence Welk (ABC)	16.7
40	26	40	Gilligan's Island (CBS)	16.5
41	37	41	Jack Paar (NBC)	16.3
42	20	42	Sunday Night Movie (ABC)	16.0
43	—	43	Jack Benny (NBC)	15.9
44	—	44	Rawhide (CBS)	15.8
44	—	44	Kentucky Jones (NBC)	15.8
46	14	46	Bob Hope (NBC)	15.6
47	—	47	Voyage to Bottom of Sea (ABC)	15.5
48	—	48	Wendy & Me (ABC)	15.2
48	45	48	Hollywood Palace (ABC)	15.2
48	45	48	Donna Reed (ABC)	15.2

		Arbitron		Trendex	
		Rating	Share	Rating	Share
Monday, Oct. 5					
7:30	ABC Voyage to Bottom of the Sea (N)	15.3	29.0	14.9	28.8
	CBS To Tell the Truth (NP)	15.0	28.0	16.7	32.1
	NBC 90 Bristol Court (N)	13.6	25.0	14.7	28.4
8:00	ABC Voyage to Bottom of the Sea (N)	15.6	27.0	13.5	26.3
	CBS I've Got a Secret (NP)	19.9	34.0	17.3	33.7
	NBC 90 Bristol Court (N)	12.3	21.0	16.1	31.3
8:30	ABC No Time for Sergeants (N)	18.3	30.0	15.7	29.4
	CBS Andy Griffith (NP, NT)	23.2	39.0	19.5	36.4
	NBC 90 Bristol Court (N)	11.5	19.0	11.7	21.9
9:00	ABC Wendy and Me (N)	15.2	26.0	16.0	28.4
	CBS Lucy Show (NP)	19.9	34.0	17.0	30.2
	NBC Andy Williams (NP, NT)	18.7	32.0	17.8	31.6
9:30	ABC Bing Crosby (N)	17.6	31.0	14.1	28.2
	CBS Many Happy Returns (N)	14.9	26.0	10.0	20.0
	NBC Andy Williams (NP, NT)	18.9	33.0	20.6	41.3
10:00	ABC Ben Casey (NP, NT)	18.2	36.0	21.0	43.1
	CBS Slattery's People (N)	10.9	21.0	8.4	17.2
	NBC Alfred Hitchcock (NP, NT)	14.1	28.0	15.4	31.5
10:30	ABC Ben Casey (NP, NT)	18.1	39.0	17.0	39.0
	CBS Slattery's People (N)	7.7	17.0	8.3	19.1
	NBC Alfred Hitchcock (NP, NT)	13.4	29.0	15.6	35.8
Tuesday, Oct. 6					
7:30	ABC Combat (NP)	16.0	31.0	—	—
	CBS Local	—	—	—	—
	NBC Mr. Novak (NP)	15.4	30.0	—	—

		Arbitron		Trendex	
		Rating	Share	Rating	Share
8:00					
ABC	Combat (NP)	19.5	35.0	—	—
CBS	World War I (N)	6.6	12.0	—	—
NBC	Mr. Novak (NP)	18.2	33.0	—	—
8:30					
ABC	McHale's Navy (NP)	17.3	29.0	No	—
CBS	Red Skelton (NP, NT)	22.9	39.0	—	—
NBC	Man from U.N.C.L.E. (N)	13.9	24.0	—	—
9:00					
ABC	Tycoon (N)	17.6	30.0	—	—
CBS	Red Skelton (NP, NT)	23.8	41.0	Trendex	—
NBC	Man from U.N.C.L.E. (N)	13.5	23.0	—	—
9:30					
ABC	Peyton Place (N)	19.5	35.0	—	—
CBS	Petticoat Junction (NP, NT)	22.1	40.0	—	—
NBC	GOP-Goldwater (S)	8.6	16.0	—	—
10:00					
ABC	Fugitive (NP)	21.9	42.0	ratings	—
CBS	Doctors & Nurses (NP, NT)	16.0	31.0	—	—
NBC	Bell Telephone Hour (NP)	11.1	21.0	—	—
10:30					
ABC	Fugitive (NP)	21.0	44.0	—	—
CBS	Doctors & Nurses (NP, NT)	14.1	29.0	after	—
NBC	Bell Telephone Hour (NP)	11.2	23.0	—	—
Wednesday, Oct. 7					
7:30					
ABC	Ozzie & Harriet (NP)	14.3	28.0	—	—
CBS	CBS Reports (NP)	8.5	17.0	Oct. 5	—
NBC	Virginian (NP)	18.9	38.0	—	—
8:00					
ABC	Patty Duke (NP)	18.8	35.0	—	—
CBS	CBS Reports (NP)	8.0	15.0	—	—
NBC	Virginian (NP)	19.0	36.0	—	—

		Arbitron Rating	Share
8:30			
ABC	Shindig (N)	22.8	38.0
CBS	Beverly Hillbillies (NP, NT)	18.2	30.0
NBC	Virginian (NP)	17.7	29.0
9:00			
ABC	Mickey (N)	13.7	23.0
CBS	Dick Van Dyke (NP, NT)	24.3	41.0
NBC	Wednesday Movie (N)	17.3	29.0
9:30			
ABC	Burke's Law (NP, NT)	17.7	33.0
CBS	Democrats-Johnson (S)	11.5	21.0
NBC	Wednesday Movie (N)	19.3	36.0
10:00			
ABC	Burke's Law (NP, NT)	16.9	33.0
CBS	Danny Kaye (NP)	13.4	26.0
NBC	Wednesday Movie (N)	17.6	35.0
10:30			
ABC	Politics '64 (S)	4.2	9.0
CBS	Danny Kaye (NP)	14.9	32.0
NBC	Wednesday Movie (N)	17.9	39.0

Conventions need updating, Lower says

One of the key men responsible for this year's network coverage of the national political conventions last week admitted "widespread inattention" by the viewing and listening audience.

The audience should return if broadcasters ended "gavel-to-gavel" coverage and the parties were to redesign the convention program, Elmer Lower, president, ABC News, special events and public affairs, suggested in a speech

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and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION

Bellwether county

ABC News will use Palo Alto county, Iowa, as a microcosm of the American voting public in a special program on the November presidential election to be sponsored by Xerox Oct. 21 (10:30-11 p.m.).

Choice of the Iowa county, which has a population of 15,000, is based on the fact that it has voted for the winning President in every election since 1896. ABC commentator Howard K. Smith will interview prominent figures, farmers and townsmen in the county in an attempt to determine which presidential candidate will be "chosen" this year.

Xerox agency is Papert, Koenig, Lois, New York.

to the Connecticut Broadcasters Association in New Britain. The political convention, he said, "still follows a schedule which should have been left behind with the horse and buggy and the patent leather bustle.

"Some year—maybe even in 1968—one or both political parties are going to do something bold, like eliminating all the make-believe demonstrations, the endless and boring seconding speeches, the paying of political debts by scheduling so-called appearances on the rostrum. When that happens I predict that the audience will return."

He also said that ABC's election night plans do not include racing with anyone "for the dubious pleasure of bragging in print that we made the first projection by a few minutes." This does not mean that ABC will refrain from predicting election results. When ABC does make projections, it will clearly label them, Mr. Lower said.

Meanwhile, a scientist directing ABC's election prediction computer program maintains—and Mr. Lower agreed—that there is little evidence, scientific or otherwise, to sustain the argument that early computer projections of the presidential vote influence the vote in the Far West where polls are still open."

Dr. Jack Moshman, vice president for professional services, C-E-I-R Inc., Washington, said the question could be resolved this year by a scientific study of the impact these projections make upon voters in California or other states.

"There have been charges and countercharges about computer projections since 1962, but always in a factless vacuum, Dr. Moshman wrote in the October issue of *Datamation*, a periodi-

cal in the computer field. "Because of this, the critics, both destructive and constructive, have galloped off like headless horsemen in every direction." What is needed, he said, is first-hand research.

A few congressmen and senators have advocated legislation that would prevent broadcasters from airing computer predictions based on early returns until all polls are closed.

Mr. Lower said that on election night ABC would remind voters that polls in western states are still open and that state and local elections may still be undecided. Mr. Lower said ABC would be interested in cooperating in a study of the question of the effects of computer forecasts on elections. CBS has previously announced it will underwrite such a study (BROADCASTING, Sept. 28).

GOP starts phone voice feeds for stations

The Republican National Committee, like its Democratic counterpart, has added a telephone service to provide radio and television stations with actualities.

The automated service operates on a 24-hour a day basis, providing up to three or four changes in material each day, according to Ben S. Slack, former Tucson, Ariz., broadcaster now radio-TV liaison at the GOP headquarters in Washington.

Excerpts of speeches by Senator Barry Goldwater, presidential candidate, are usually featured, but when newsworthy, portions of speeches by Representative William E. Miller, the vice presidential candidate, also are made available. Excerpts include identifying tags giving the time, date and place of the statements.

Stations may obtain the Republican material by calling the GOP headquarters at a special telephone number (area code 202): 737-8840.

The Democratic National Committee has been providing a similar service since May (BROADCASTING, May 25).

Birchers sue Dave, Chet and NBC for \$8 million

NBC and its news broadcasting team of Chet Huntley and David Brinkley were sued for \$8 million for libel and slander last Tuesday (Oct. 6) by the John Birch Society.

The complaint, filed in the U. S. District Court in Fort Worth, claimed that the two newscasters had slandered and libeled the John Birch Society by broadcasting a report last May 20 that the FBI "had arrested certain parties who engaged in selling feloniously acquired

arms and ammunition to the John Birch Society."

One suit was filed on behalf of the society's president, Robert Welch, and two members, Laurence E. Bunker of Boston and McDonald Hays of Amarillo, Tex. The other was filed on behalf of the society itself.

The suits asked for \$2 million each for Mr. Welch and the two other plaintiffs and \$1 million in actual damages and \$1 million in punitive damages for the society.

The lawyer who filed the complaint, Russell Baker, said the suits were started in Fort Worth because "we were simply seeking a climate area where we could get a fair trial."

NBC declined to comment on the action, stating it had not been served with a complaint as of last Thursday (Oct. 8). Later that day, an aide to the clerk of the U. S. District Court in Fort Worth told BROADCASTING that the suit had been filed but the complaint had not yet been served on the defendants. The society had requested that the papers be served through the secretary of the state of Texas, this source said, and as of Thursday, the society had not sent the required \$5 fee to the secretary.

How much politics on radio-TV is too much?

"I am a great believer in clearing time for political broadcasts . . . but there is a limit to what the public can stomach, hence there ought to be a limit to what the stations are compelled to carry."

That viewpoint was expressed last week at a meeting of the Tennessee Association of Broadcasters (see page 52) by F. C. Sowell, WLAC-AM-FM Nashville, who continued by asking: "Isn't there ever a point where an experienced, dedicated broadcaster can be permitted



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BROADCASTING, October 12, 1964

Salinger-Murphy debate draws big audience

One out of every three Los Angeles TV sets in use at the time of the Salinger-Murphy senatorial debate last Monday (Oct. 5) was tuned to KNXT(TV) according to a special ARB telephone coincidental survey made from 7:30-8:30 p.m. This gave the program a 23 rating, topping the next station by 87%. The KNXT research department estimates a Southern California audience of over 1.5 million viewers watched the debate.

The broadcast was carried live by a special network of other California TV and radio stations.

The rules permitted the candidates to state their views freely, rebutting their opponent and questioning each other. Moderator, Grant Holcomb of the KNXT news department briefly opened the program, explained the procedure and closed the session. Otherwise, the candidates—Senator Pierre Salinger (D-Calif.) and Republican George Murphy—were on their own, with only a bell to call a halt if they talked too long.



Mr. Murphy

Sen. Salinger

The one-hour broadcast was carried live by KNTV(TV) San Jose, KXTV(TV) Sacramento, KFMB-TV San Diego, KBAK-TV Bakersfield, KPIX(TV) San Francisco and KCRA(TV) Sacramento. KMEX(TV) Los Angeles broadcast a tape the following day with a Spanish translation for its Latin-American audience. Radio stations carrying the debate were KNX Los Angeles, KCBS San Francisco, KFRE Fresno, KLAC Los Angeles, KCKC San Bernardino and KBLA Burbank.

to decide for himself what is, and what is not, 'in the public interest'?"

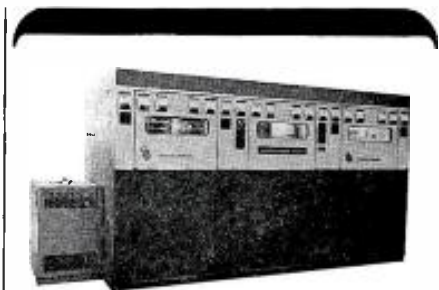
Giving a "state of the industry" address, Mr. Sowell repeatedly hit at government attempts to control broadcasting, citing public support of broadcast programming in his plea for more freedom.

Stations offer candidates time for TV appearances

Sixteen congressional candidates from eight key districts in New York, New Jersey, and Connecticut are appearing a series of eight half-hour campaign debates on WCBS-TV New York. The debates which are held from 1 to 2 p.m. on Sundays, were broadcast Oct. 4 and Oct. 11 and will be heard Oct. 18 and Nov. 1.

Each candidate will have four minutes to explain his position. A 13-minute period of free, two-way exchange between candidates will follow. The program will conclude with a two-minute summary for each man.

Also, WOR-AM-FM-TV New York is offering free radio and television time to 72 legally qualified candidates for Congress in five boroughs of New York City, and in Westchester, Nassau, and Suffolk counties. Each would receive one minute on both radio and television.



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Promotion kit on NAB radio code

History, on-air editorial, promotion announcements and other material included in special package

In another of its continuing attempts to foster understanding of its rules and goals among both broadcasters and the public, the code authority of the National Association of Broadcasters last week mailed a promotion kit to all of its radio code subscribers.

The radio code kit, in the making for about four months, is the younger brother of a television code kit, similar in purpose but considerably different in content (BROADCASTING, July 13). The authority is enthusiastic about the reception of the TV kit and is confident the radio code effort will also meet with success.

The kit mailed last week includes a booklet, *Radio Code Story*, that the NAB in its instruction sheet suggests be mailed or shown to stations' community leaders, customers and public. There are also two direct mail promotion pieces in the kit, *Our Business is Atmosphere* and *In the Interest of the Public*, the former designed to be distributed to retailers, advertisers and agencies and the latter to community leaders. The code authority suggests that stations put their call letters on promotion pieces and offers each station 100 of each of the three printed pamphlets free, with more available at \$2.50 per 100.

Other Contents — *Radio Code Story* gives a brief history of the radio code and, illustrated by cartoon-like drawings, answers many of the most frequently asked questions about the radio code, both its theory and its practice. Both of the other printed pieces, which are also illustrated, briefly explain the radio code in terms most important to their intended readers.

The kit also contains a suggested on-air editorial, nine on-air promotion announcements, three suggested small-space advertisements for the print media, a lapel insignia and 182 small copies of the radio code seal on adhesive paper.

The television code kit, an elaborate contrivance fashioned by an advertising agency, reportedly cost \$15,000 to \$20,000—half of that sum going for the various films included in the kit. No cost estimate for the radio kit could be obtained last week, but since it includes no films and was done without an agency the price totals are expected to be relatively low. The radio kit was designed primarily by Jonah Gitlitz, as-

sistant to Howard H. Bell, NAB code authority director.

Mr. Gitlitz said last week that so far 25% of the TV stations that subscribe



Answer to this question posed in 'Radio Code Story' is flat no. Text explains code structure and appeal process.

to the code have reported that they are using the kit, and it is assumed that many more TV outlets are using the kit without reporting that fact to the NAB. The code authority hopes the radio promotion kit will be as successful.

Broadcasters to get salute

A one-week statewide observance of California Broadcasters Week by advertising clubs has been set for Dec. 6-12, according to the California Broadcasters Association, organizer of the event. Robert S. Wilson, vice president and general manager of KXTV Sacramento, CBA president, has appointed

Elton Rule, vice president and general manager, KABC-TV Los Angeles, chairman of the special week. The Hollywood, Los Angeles and San Diego ad clubs have already agreed to devote their luncheon meetings of that week to honoring the broadcasters of their communities and the subject is being discussed with ad club boards in other California cities, Mr. Rule reported.

3,500 turn out for one-way bike ride

Would 3,500 people pedal 25 miles for a free meal and a chance on two bicycles? Yes. WTOB Toledo, Ohio, proved it in a two-week promotion featuring five area bicycle shops.

The five shops paid \$150 each for 125 one-minute spots spread over an 18-day period on the station. A contest was sponsored by the station to give two bicycles to the two people who could most accurately guess the time it would take two of the station's disk jockeys to make the trip. It cost the station \$2,000 to handle the crowd, WTOB said.

The trip was from Toledo to Bowling Green on the last day of the fair there. The station agreed to feed those who participated and then furnish transportation back to Toledo for the riders and their bikes. Having planned on a crowd of 500, the station was quite unprepared for the turnout. More than four acres of land were used to park the bicycles at the fair grounds. The station's caterers had to redouble their food capacity and still they ran out. The buses and trucks which were to be used for transportation of bikes and riders back to Toledo were in operation for eight hours to get the job done.

The promotion was well received by the five sponsoring shops and all are interested in making the trip next year.

Running DJ aids athletes

To raise funds to help send U. S. athletes to the Olympics in Tokyo, KXOA-AM-FM Sacramento, Calif., staged a "run for the money." Disk jockey Bob Early ran a mile for every \$100 in pledges received at the station. He was accompanied on his long run (acknowledging contributions of \$7,000 to the athletic fund) by an ambulance, a trailer van and several KXOA mobile units. Broadcast reports on his progress helped to build listener interest (and contributions) and to bring out crowds to line the final seven miles of his route. The full "run for the money" took four days, Sept. 25-28.

Petker has a bagful of promotions

More than 700,000 Americans are using ball-point pens bearing the name of a radio station—125 stations which are participating in a Pen-Pal promotion of the Broadcasters Service Bureau.

"The promotion has been going about five weeks now," Al Petker said last week; (Mr. Petker is head of Al Petker Publicity, of which Broadcasters Service Bureau is a division.) "Before Pen-Pal has run its course, we expect to sign another 300 stations and to distribute about 10 million pens," he said.

Mr. Petker operates Broadcasters Service Bureau on what is normally thought of as a barter plan, exchanging his promotional services for station time instead of for cash, although he himself prefers to use other terminology. "We're not offering stations a barter deal of the sort that involves the delivery of a \$5,000 automobile to the station owner or manager for \$15,000 worth of sta-

tion time," he said. "We give them promotion plans and material that would cost in cash what they are paying us in time if they tried to handle them on an individual basis. What we are able to save in production costs by serving hundreds of stations simultaneously with the same promotion usually exceeds the discount we put on the time when we sell it to a national advertiser, so the station comes out ahead of the game.

"Actually, everybody wins in this operation. No single station, not even any network, could afford to hire me. What I have to sell is my ideas and I can sell each one in several hundred markets, so it gets maximum exposure and produces a maximum return. That's good for us and it doesn't hurt the stations because we sell any promotion to only one station in a market. And we agree not to compete with the station for business in its own market by not selling the time we receive

for the promotion to any local advertiser. Our time sales are restricted to national or, occasionally, regional advertisers."

Broadcasters Service Bureau was started in July 1963. Since then, more than 1,000 stations have used one or another of the half-dozen promotional plans offered by BSB. These have included bumper stickers and record clocks (all prominently displaying the station call letters) as well as such in-store promotions for local advertisers as the candle (guess how long it burns) or the keg of rings (pull one out and if it fits you win a prize). Upcoming is a John F. Kennedy Memorial Salute, with recordings of excerpts of speeches by the late President and key chains with Kennedy half-dollars.

"Stations generally use promotions when they have competitive problems," Mr. Petker said. "Some stations have used two or three of the BSB plans."

'Opry' to celebrate 39th birthday

The *Grand Ole Opry* will celebrate its 39th birthday on WSM Nashville by awarding the top country and western disk jockey in the nation with prizes

worth more than \$500.

Stations across the nation are asking listeners to write to WSM telling why they think their disk jockeys should be given the award. The selection will be made Nov. 6-7 as more than 3,000 C&W disk jockeys will be in Nashville for the *Opry* birthday.

Drumbeats . . .

Goodwill ambassadors ■ KQV Pittsburgh in one week received more than 5,000 requests for a poster with seven pictures of the Beatles taken when they were in that city. The proceeds, at 25 cents a picture, are going to Goodwill Industries of Pittsburgh.

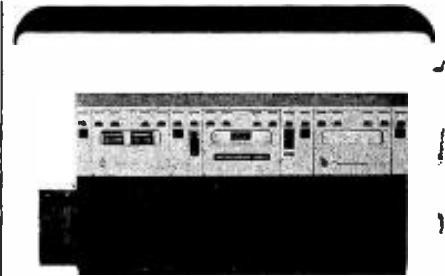
Program honored ■ WDSU-TV New Orleans, has been chosen by the American Heart Association to receive the 1964 Howard W. Blakeslee Award for its program *Horizons of the Heart*. The program, written and produced by Ed Planer of WDSU-TV's special projects unit, described research by Tulane and Louisiana State University medical schools in New Orleans, and featured treatment of damage with a new technique of open heart surgery.

Extra! ■ WLLH Lowell-Lawrence, Mass. publishes a daily newsletter for distribution before 8 a.m. to area restaurants including those in nearby plants. Kap's

Identify the 'coo-coo'

Wwdc Washington is running a "Missing Sponsor" contest. The station plays the jingle or slogan of one of the station's advertisers but omits the advertiser's name and inserts the musical call letters of the station. Listeners are asked to identify the missing sponsor for a chance on a vacation for two in Rio de Janeiro. Other prizes include movie cameras and transistor radios.

The station will air parts of old commercials as well as new ones to check the lasting impression of the material. "Missing Sponsor" has been copyrighted by wwdc and will be offered for syndication after its test in Washington.



317C 50 kw AM

NEW SIMPLICITY

- Lower installation costs
- Compact size: 62 sq. ft., total
- Completely self-contained in three cabinets
- No high power modulation transformer or reactor

write for brochure

LTV
Continental Electronics
BOX 17010 / DALLAS, TEXAS 75217

Men's and Boy's Wear of Lawrence picks up part of the cost of the paper and the delivery. The newsletter contains national headlines, local news, weather and a sports summary.

Special award ■ The Federation of the Handicapped last week presented to NBC a meritorious service award for "consistent, year-round recognition of contributions the disabled can make to industry, the community, and them-

selves." The industrial homework division of the Federation of the Handicapped Services aids both NBC and some of its sponsors by addressing and mailing answers to queries from listeners and viewers. The work is done by medically-homebound men and women.

KTRH wins ■ The Pitluk award for community service, annually presented to a Texas radio station by Pitluk Advertising Co., San Antonio, was awarded

to KTRH Houston at the meeting of the Texas Association of Broadcasters in Fort Worth Oct. 4-5.

Sound gift ■ KBOM Bismarck-Mandan, N. D., has presented a studio-type turntable and amplifier, preamp and speakers to the North Dakota State Elks Youth Camp. In addition to the equipment, records and transcriptions were furnished. The value of the gift is approximately \$1,000.

FINANCIAL REPORTS

RCA profit continues upward

Third-quarter report calls NBC major contributor to 14th consecutive quarter of increased earnings

RCA has registered its fourteenth consecutive quarter of profit increase over previous comparable quarters with subsidiary NBC—a major contributor to the parent company's earnings—recording a nine-month profit gain of 20% over the similar period last year.

In an earnings statement issued last week RCA said consolidated nine-month sales and earnings were both at all-time highs. Operating profit through

the third quarter gained by 26% while after-tax profits within the third quarter increased by 23%.

The 26% jump in operating profit for the nine months was made while sales climbed one percent to \$1,330,500,000.

Board Chairman David Sarnoff and President Elmer Engstrom noted profitable operations in electronic data processing, home instruments, NBC, electronic components and devices activity and RCA Communications Inc. as contributory to record earnings.

The RCA statement noted "exceptionally strong" advertiser response to the new broadcasting season after a third quarter which was NBC's "twelfth consecutive period of record-breaking profits."

Color Sales ■ Factory unit sales of RCA color equipment were up 37% for nine-month period and unit sales by distributors to dealers gained approximately 20%.

Messrs. Sarnoff and Engstrom pointed out that RCA's advances had been accomplished in spite of reduced sales to government—off by about \$70 million during the nine-month period. They also commented on a rigid cost control program, undertaken by the company in 1961.

Production and marketing efficiencies since that time, they said, cover "the most advanced methods of planning and control, including the utilization of computers."

The third-quarter and nine-month results indicate that 1964 will be the most profitable year in the company's history, they said.

Nine months ended September 30:

	1964	1963
Earned per share*	\$1.24	\$0.80
Products and services sold	1,330,500,000	1,314,000,000
Cost of operations	1,228,500,000	1,222,300,000
Profit before federal taxes on income	104,000,000	91,700,000

	1964	1963
Federal taxes on income	48,200,000	47,500,000
Net profit for nine months	55,800,000	44,200,000
Special (nonrecurring) items:		
Recovery of federal excess profits taxes, net	6,800,000
Gain on sale of 141,747 shares of Whirlpool Corp. stock, net	4,600,000
Net profit for nine months and special items	67,200,000	44,200,000

*Including nonrecurring items equaling 22 cents a share in 1964 and based on average number of shares during nine-month periods: 1964, 52,505,000 shares; 1963, 52,170,000 shares.

Rust Craft has upped earnings for year

Rust Craft Greeting Cards Inc., Dedham, Mass., greeting card company with extensive broadcast holdings, has reported improved sales and earnings for the year ended Aug. 31 over the previous year.

Excluded in the financial figures released by Rust Craft was a nonrecurring profit after taxes of \$360,000, or 50 cents a share, from the sale of WBOY-AM-TV Clarksburg, W. Va.

Twelve months ended Aug. 31:

	1964	1963
Net operating earnings per share	\$0.91	\$0.88
Net sales	34,876,700	33,668,000
Net operating earnings after income taxes	663,600	640,200

RKO General brings more income to parent firm

RKO General Inc. and its subsidiaries brought increased income to the parent company, General Tire & Rubber Co., for the first nine months of this year over last year, the firm has reported. General Tire sales, however, declined.

General Tire consolidated statement for nine months ended Aug. 31:

	1964	1963
Earnings per share	\$1.39	\$1.40
Net sales	744,125,974	752,309,433
Net income of RKO and subsidiaries for nine months ended June 30	5,326,310	5,235,815
Estimated income	23,953,000	24,043,486



Exclusive New Service For Radio Stations and Advertisers

Good feature programming can be economical. It can build audiences. It attracts advertisers. It sells listeners.

Enterprise Broadcast Features now brings to radio timely, entertaining, informative features that appeal directly to the wide range of audience interests. We call this concept . . .

Target Programs

It's dynamic and different.

Enterprise Broadcast Features draws on the experience of the world's largest newspaper feature service . . . Newspaper Enterprise Association. Working with this wealth of outstanding talent, veteran broadcast producers have created dramatic, new features especially to serve stations and advertisers.

"By-Line", "Sportscene", "This Is Living", "Let's Exercise", "Gardener's Notebook", "Jacoby On Bridge", "Agribusiness", "Storytoon Express", are available now.

Cost? Surprisingly low.

Call, wire, write today.

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Telephone: 212 TN 7-6800

10 stations granted, BBG amends rules

A number of new Canadian television and radio stations have been recommended for licensing. Actions followed the public meeting early in September of the Board of Broadcast Governors at Halifax, N. S. Amendments to broadcasting regulations were also announced by the BBG following this meeting.

CJON-TV St. John's, Nfld., was recommended for a new TV station on channel 10 at Corner Brook, Nfld., with 410 w video and 205 w audio power, to give alternative TV service to the area.

Satellite TV stations were recommended for CKRN-TV Rouyn, Que., at Val d'Or, Que., on channel 8; at Ville Marie, Que., on channel 6, and at Matagami, Que., on channel 6. Satellites were also approved for CKBL-TV Matane, Que., at Mont Climont, Que., on channel 11, and at Grande Vallee, Que., on channel 11; for CKRT-TV Riviere-du-Loup, Que., for a channel 2 station on the outskirts of the town; to CHAN-TV Vancouver, B. C., on channel 11 at Chillwack, B. C.; and to CFRN-TV Edmonton, Alta., for a channel 7 station at Whitecourt, Alta.

J. Fred Weber, CFTK-TV Terrace, B. C., has been recommended for a 1-

kw daytime, 250-w night station on 560 kc at Prince Rupert, B. C., to be operated in conjunction with CFTK-TV-1 Prince Rupert, B. C.

Amendments to Canadian broadcasting regulations include a requirement that AM stations must have available for four weeks from date of broadcast continuity of any spot or flash announcements, manuscript or reproduction of any talks, interviews and telephone conversations broadcast.

For television regulations amendments are made in reporting of commercial messages on sponsored programs. For FM new regulations have been announced for program categories to include information, light entertainment, programs on the arts, letters and sciences, as well as sports and outdoor programs. The BBG did not want FM stations to be entirely all-music stations.

Krantz, Canadian stations form World TV Ltd.

A group of Canadian TV station operators has joined with U. S. producer-distributor Steve Krantz to form World TV Ltd., New York, to produce and acquire TV programs for international distribution.

Mr. Krantz, who announced the establishment of World TV Ltd. last week, noted that this is a distinct venture from Krantz Films Inc., which he organized last month in conjunction with the McCall Corp. (BROADCASTING, Sept. 28). Mr. Krantz is major shareholder in World TV Ltd. but it is owned jointly with most of the stations which make up the Independent Television Organization (ITO) in Canada.

World TV Ltd. will distribute programs produced in Canada, the U. S. and in other countries, Mr. Krantz said. Before forming his own company, Mr. Krantz served with Screen Gems in various executive capacities, including vice president and general manager of Screen Gems of Canada and director of international sales.

Compton expands in Rome, Paris

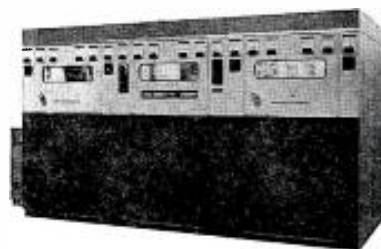
Compton Advertising, New York, has formed a new Rome agency, Compton-Cueto Advertising, S.p.A.

Earlier Compton had announced acquisition of a substantial financial interest in the Contact Agency, Paris. A new agency, Contact-Compton, has been formed. Contact, founded in 1954, billed about \$1 million last year.

Action on piggybacks

The Canadian Association of Broadcasters will consider proposals at its board meeting Oct. 16-18 to control piggyback TV commercials. Rather than have government regulation of commercials on TV through the Board of Broadcast Governors, the CAB has discussed the problem with industry leaders and is trying to work out an intra-industry control. Its proposals will include no shared announcements during station breaks, limitations on the number of split commercials to one per half-hour program, three for an hour program, and no split commercials under one-minute announcements. These proposals are for evening prime time, with stations to formulate their own policies during the rest of the day.

The CAB board will consider these proposals and, if adopted, will make them effective during 1965.



317C 50 kw AM

NEW PERFORMANCE

- High efficiency screen modulated power amplifier (Pat. applied for)
- Overall feedback gives low values of residual noise and distortion, and improved frequency response
- Quieter operation
- Low RF drive, no neutralization

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the World**

FATES & FORTUNES

BROADCAST ADVERTISING

John F. McCarthy named regional sales manager and **Robert D. Burton** named national sales manager of WJR Detroit, Capital Cities Broadcasting Corp. station. Mr. McCarthy was sales manager at Capital Cities' WROW Albany, N. Y. Mr. Burton joined WJR as account executive in 1955 and became sales manager in 1962.

Philip A. Cleland joins Foote, Cone & Belding, New York, as VP and account supervisor on General Foods. Mr. Cleland was formerly VP and manager of Pittsburgh office of Fuller & Smith & Ross.

John F. Belcher named account executive on Sinclair Refining Co. at Geyer, Morey, Ballard Inc., New York. Before joining GMB Mr. Belcher was account executive at McCann-Erickson, New York.

Edward H. Concannon named VP at Young & Rubicam, New York. Mr. Concannon joined Y&R in 1951 and most recently served as supervisor.

Jim Brehoney, **R. Joseph Harrill** and **William A. Molster Jr.**, have formed Brehoney, Harrill & Molster, Washington advertising agency, by combining

PROMM Associates and **R. Joseph Harrill & Associates**, both Washington. Offices will be at 4000 Brandywine Street N.W.

Gerald H. Long, formerly merchandising supervisor, appointed associate merchandising director of Foote, Cone & Belding, New York. **James R. Sanders**, VP and account supervisor at North Advertising since 1960, joins FC&B as account executive for Clairol.

Joe Hill, Ohio broadcaster, has formed advertising, public relations, promotion, and production firm in Columbus, Ohio. Joe Hill & Associates offices are at 553 East Town Street.

W. C. Baird Jr., formerly VP and commercial manager at WFBM Indianapolis, joins WSIK-FM Nashville as FM sales manager. Mr. Baird is currently secretary of National Association of FM Broadcasters.

Charles F. Metzger, account executive, and **Lloyd C. Miller**, associate research director, appointed VP's of Dancer-Fitzgerald-Sample, New York.

Jack Bernhardt, **Barnet Daniels**, **Dudley Fay**, **Thomas Luckenbill**, **Benjamin Maugham** and **Carl Rhodes** elected VP's of J. Walter Thompson Co., New York.

Hans L. (Lefty) Stern, account supervisor for Guild, Bascom & Bonfigli Inc., appointed manager of Seattle office. Before joining GB&B in 1959, Mr. Stern was account executive with Richard Meltzer Advertising, San Francisco.

Henry A. Reeves, account executive at Fuller & Smith & Ross, Boston, elected VP. Before joining FSR in 1962 Mr. Reeves was copy director and member of plans board at Daniel F. Sullivan Co., Boston.

Ed Eubanks, formerly with WSPA-AM-FM-TV Spartanburg, S. C., appointed general sales manager of WHCQ Spartanburg.

Kenneth H. MacQueen, formerly account executive at ABC Television Spot Sales, Chicago, named sales manager of WXYZ-TV Detroit, ABC-owned station.

Richard O'Donnell joins Blair Television, New York, as account executive. He had been television salesman at Advertising Time Sales, that city.

Eugene Fahy, account supervisor of Erwin Wasey, Ruthrauff & Ryan, New York, elected VP. Mr. Fahy joined EWR&R in January 1964.

Richard Gilmartin, **William E. Hooper**, and **John R. McDowell** join Palmer, Willson & Worden Inc., Washington. Mr. Gilmartin and Mr. Hooper were formerly VP's and Mr. McDowell,

Middleton to New York



Mr. Middleton

Appointment of **Warren W. Middleton**, mid-west sales manager, as national sales manager of BROADCASTING, announced Friday (Oct. 9) by Sol Taishoff, editor and publisher.

Mr. Middleton, who has been associated with BROADCASTING for 11 years, will transfer from Chicago bureau, 360 North Michigan Avenue, to New York bureau, 444 Madison Avenue, effective Oct. 15. He succeeds **Winfield R. Levi**, who has resigned.

copy chief and public relations director of H. Belmont Ver Standig Inc. which was recently liquidated (BROADCASTING, Sept. 7). PW&W's offices are at 1705 DeSales Street N.W., Washington 20036.

Ralph Bodle has been transferred by Doyle Dane Bernbach from New York to agency's Chicago office where he becomes media supervisor and will be in charge of establishing a media department to serve midwest clients.

Tom Camarda promoted to research director at George P. Hollingbery Co., New York. Mr. Camarda has served as radio account executive with company. Before joining Hollingbery, he was timebuyer at Compton and Dancer-Fitzgerald-Sample, both New York. **John Walter Slade** joins as account executive. Mr. Slade was previously with Compton Advertising, New York.

Richard R. Loftus, midwestern sales manager of CBS Television Stations national sales, transferred to New York as eastern sales manager. Mr. Loftus, who joined CBS Sales in 1951, is replacing **Ted O'Connell** who is VP and general manager of national sales.

Richard S. Newman, formerly general manager of WDMV Salisbury, Md., joins sales department of Stone Representatives, New York.

Florence Draugel joins North Advertising, Chicago, as manager of project flow department. Miss Draugel joins North after 13 years as traffic coordinator at Young & Rubicam, New York.

Al Maffie, formerly account executive at WNAC-TV Boston, named gen-

IN ROCHESTER, N. Y.
WHEC-TV
Tops
Them
All!

TV/10 THEATRE

4:30-6 P.M. Mon. thru FRI.

attracts

65%* OF THE
MEN

64%* OF THE
WOMEN

viewing TV in this period

*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 of The Gannett Group

eral sales manager of Yankee Network, effective Nov. 1.

William Wilcox, formerly account executive with Foote, Cone & Belding, Los Angeles, joins J. Walter Thompson Co., that city, as copy group head. **Raymond Sinz** has been transferred from Dallas office of FC&B to succeed Mr. Wilcox in Los Angeles.

George R. Cameron elected VP of Hunter Broadcasting Inc., Burlington, Vt. Mr. Cameron currently is sales manager of Hunter station WOOT Burlington.

Lawrence Berger, formerly executive producer, named to newly-created position of senior executive producer, heading the television production and art departments of BBDO, New York. Mr. Berger joined BBDO in 1947 as assistant art director.



Mr. Berger

Philip Beuth, formerly local sales manager of WTEN(TV) Albany, N. Y., appointed general sales manager of WSAZ-TV Huntington, W. Va.

Robert Draughon appointed manager of White Advertising Agency, Tulsa, Okla. Before joining White, Mr. Draughon was with KTUL-TV Tulsa, Okla., KATV(TV) Little Rock, Ark., and KMBC-TV Kansas City, Mo.

Alice Hausman, copy group head, elected VP of Sullivan, Stauffer, Colwell & Bayles, New York.

Gene Mitchell promoted from sales manager to director of sales at WNAC-TV Boston.

R. Allan Gardner and **Kennett C. Johnson** named VP's of Gardner Advertising. Mr. Gardner, formerly VP-account supervisor at Young & Rubicam, joins Gardner's St. Louis office. Mr. Johnson, creative division group head in agency's New York office, leaves Nov. 1 for one-year assignment in Gardner's London affiliate, Butler & Gardner Ltd. **John R. Dundas**, formerly with Campbell-Mithun, joins St. Louis office as account executive. New to Gardner's New York office: **James H. Lindsey Jr.**, account supervisor, formerly with McCann-Marschalk; **Warren A. Dechter**, account executive, formerly with Compton Advertising, and **Marshall Ottenfeld**, research project manager, formerly with Post-Keyes-Gardner, Chicago.

Richard Green, formerly with West, Weir & Bartel, New York, joins Earle Ludgin & Co., Chicago, as art director.

Norman Schwartz appointed television art director with McCann-Erickson,

San Francisco. Mr. Schwartz had worked at *Redbook* magazine and as art director with Altman, Stoller, Chalk, New York.

Leonard Feldman joins Peters, Griffin, Woodward, New York, as special services manager in research and sales promotion department. Mr. Feldman had been director of research at Harrington, Righter & Parsons, that city, for three years.

Ned S. Smith, senior writer at Ted Bates & Co., New York, joins Geyer, Morey, Ballard, that city, as creative supervisor. **John Kuekes** joins GMB as merchandising director for Lehn & Fink. He formerly directed his own marketing consulting firm, John Kuekes & Associates, New York.

Judi Robin, formerly with sales department, WPEN-AM-FM Philadelphia, joins WHFS(FM) Bethesda, Md., as sales manager.

Thomas Della Corte and **Robert Jeremiah**, both in media department at Cunningham & Walsh, New York, named senior buyers.

Martin C. Rifkin joins Helitzer, Waring & Wayne, New York, as VP in charge of operations. He was formerly at Hicks & Greist, that city, in same post.

Mitchell Ayres, musical director of *The Hollywood Palace*, signed by BBDO to compose and conduct musical themes to be used in TV and radio commercials for 1965 line of Dodge cars.

Richard R. Bennett joins Geyer, Morey, Ballard New York, as art director. He was formerly with McKenzie King & Lansdale, Hollywood, in similar capacity.

Ray Goss rejoins WDAF Indiana, Pa., as sales manager and sports broadcaster.

Dick Walker, Robert E. Eastman & Co., elected president of Atlanta Radio and Television Station Representatives Association for 1964-65. Also named: **Eddy Brandt**, Paul H. Raymer Co., VP, and **Bill White**, Advertising Time Sales, secretary-treasurer. Elected to the board of directors: **Jim Lewis**, John Blair Co.; **Dick Hughes**, Edward Petry & Co.; **Bill Jones**, Peters Griffin, Woodward, and past president **Jack Bolton**, Katz agency.

THE MEDIA

Robert Fransen, formerly general sales manager, to VP and general manager of WTCN-TV Minneapolis-St. Paul. Other changes as result of purchase of WTCN-TV by Chris-Craft Corp. from Time-Life Broadcast: **Richard Jolliffe**, regional sales manager, moves to general sales manager; **Jay Berkson** promoted

basket-weavers

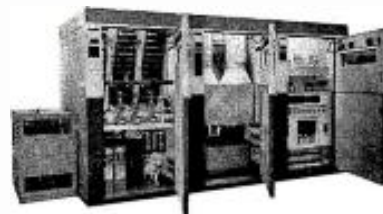


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WGY 810 KC
50 KW

and so do housewives, doctors, students, executives, farmers, and secretaries in the 25 counties surrounding Albany, Schenectady, and Troy. Ask Henry I. Christal.

A GENERAL ELECTRIC STATION



317C 50 kw AM

NEW DESIGN

- Uses high power tetrodes and unique modulation technique to advance the state of the art
- No external components
- Front and rear access doors
- Built-in Magniphase system

write for brochure

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from sales staff to regional sales manager; **Norm Page**, radio sales manager, to regional sales manager; **Neil Aslin** to promotion director, and **Dick Ford** to news director.

Walter Bronson, director of National Association of Educational Broadcasters' research and development department, named director of individual member division.

Harry W. Severance, WVOT-AM-FM Wilson, elected president of the North Carolina Association of Broadcasters at meeting on Oct. 6. Also elected: **Jackson F. Lee**, WFAI Fayetteville, VP. Re-elected: **Wallace J. Jorgenson**, WBTV (TV) Charlotte, VP-television, and **Mrs. Doris B. Potter**, WKBC-AM-FM North Wilkesboro, secretary-treasurer. Elected to board of directors: **H. Cloid Wade Jr.**, WFVG Fuquay Springs; **James Keel**, WEGO-AM-FM Concord; **W. Jack Brown**, WLON Lincolnton and **Mort Cohn**, WLOS-AM-FM-TV Asheville.

Daniel B. Burke, VP of Capital Cities Broadcasting Corp., named general manager of WJR-AM-FM Detroit. James H. Quello remains as WJR station manager reporting to Mr. Burke. Capital Cities recently acquired WJR as part of purchase of Goodwill Stations Inc.



Mr. Burke



Mr. Whitney

Robert V. Whitney appointed general manager of WWTC Minneapolis-St. Paul. (WTCN was bought by Buckley-Jaeger Broadcasting Corp. from Time-Life Broadcast Inc., and its call letters changed Oct. 1 [BROADCASTING, Aug. 31].) Mr. Whitney was formerly partner in Mars Broadcasting Inc.

NJBA picks slate

David A. Moss, WHWH Princeton, elected president of New Jersey Broadcasters Association at 18th annual convention in Princeton. New VP is **Henry Behre Jr.**, WERA Plainfield. **Arnold Zucker**, Rutgers University Radio Center, reappointed secretary-treasurer.

Ronald Hickman, WKER Pompton Lakes, past president, moves to executive board. Re-elected to board: **Howard L. Green**, Pleasantville; **Francis J. Matrangola**, WCMC-AM-FM Wildwood; **Paul Alger**, WSNJ-AM-FM Bridgeton, and **Fred M. Wood**, WMVB-AM-FM Millville.

Dwight L. Case, formerly managing director of Richard H. Ullman Co., Hollywood, and previously with KSDO San Diego and KBUZ Phoenix, named VP and general manager of KLYD Bakersfield, Calif.

Pete Charlton, formerly sales manager of KSCB Liberal, Kan., joins KCLR Ralls, Tex., as station manager replacing **Phil Crenshaw**, now general manager. Also appointed at KCLR are **Dean Cravens**, sports director and engineer and **Wayne Sell**, account executive, formerly with WKZI Casey, Ill., and KINT El Paso, Tex., respectively.

William (Rusty) Russell, station manager of WSON-AM-FM Henderson, Ky., appointed general manager of WKYW Louisville. At one time Mr. Russell was salesman at WKYW.

Robert H. Battersby, formerly accountant at WPRO-AM-FM-TV Providence, R. I., joins WJRT(TV) Flint, Mich., as controller.

Harold Applebee, formerly with W. Evans Buchanan Co., Rockville, Md., joins WQMR Silver Spring, Md., and WGAY-FM Washington as controller.

Fred W. Koestering, radio-TV copywriter and producer at Al Herr Advertising, Milwaukee, named merchandising director of WISN-TV there.

George W. Fee, Florida broadcaster, joins WFLA-AM-FM Tampa, Fla. as account executive.

Richard Harvey, formerly program supervisor, promoted to assistant station manager of WHAT Philadelphia.

Danny S. Jacobson, general manager of KOTN Pine Bluff, Ark., appointed general manager of KWEL Midland, Tex. Mr. Jacobson was formerly associated with WJZ-TV and WITH both Baltimore.

Eugene L. Kennedy named chief accountant at Storer Broadcasting Co., Miami. Mr. Kennedy joined Storer in 1952.



Mr. Wrath

John H. Wrath, VP and midwest manager of Paul H. Rayer Co., Chicago, appointed general manager of KGB-AM-FM San Diego. Mr. Wrath started in broadcast industry in 1939 at Headley-Reed Co.

Leonard M. Bush, national sales coordinator, wis-TV Columbia, S. C., named manager of Sumter, S.C., CATV under construction for Broadcasting Company of the South, station and cable system owner and wis licensee.

PROGRAMING

Lester Gottlieb, VP of television division of General Artists Corp., New York, promoted to senior VP of that division. Mr. Gottlieb was formerly a VP at NBC and CBS.

George M. Cahan joins CBS-TV Hollywood as director of programs, studio center. Mr. Cahan had been director-general of the Kenya Broadcasting Co., South Africa. Mr. Cahan succeeds Bruce Lansbury, recently named VP, programs, for CBS-TV New York (BROADCASTING, Sept. 28).

Mike McCormick, formerly with WIFE Indianapolis, joins WBGY Minneapolis-St. Paul as program director.

David Barnhizer, formerly with NBC Chicago, named associate producer of *That Regis Philbin Show* syndicated by Westinghouse Broadcasting Co.

Tom Schell joins ABC News *Flair Reports* as on-air correspondent in New York. Mr. Schell had been newsman for WCPO Cincinnati.

Herbert Sussan, supervisor of international production for Screen Gems Inc., New York, appointed executive producer of Screen Gems, Hollywood. Mr. Sussan earlier was senior producer

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of *Wide Wide World* series.

Marvin Grieve, spot sales manager at United Artists TV, named sales manager of ABC Radio network special program features service.

Robert L. Finch, formerly operator of his own consulting firm, appointed midwestern divisional manager of Trans-Lux Television Corp., Chicago.

John G. McCarthy, president of Television Program Export Association, has had contract extended by unanimous vote of TPEA's board of directors. Mr. McCarthy has been in post for five years.

Seymour Friedman, production manager of Screen Gems, has been given new long-term contract. He has been production manager of Screen Gems for nine years.

Bill Schonely, newsman and sports broadcaster at KVI Seattle, promoted to sports director. He succeeds **Walt Brown**, who has gone to KSFO San Francisco on broadcasts of San Francisco Giants. KVI and KSFO are both owned by Golden West Broadcasters.

Robert C. Troup appointed VP-sales for Acme Film Laboratories at new offices at 400 Madison Avenue, New York. Mr. Troup was formerly with CBS-TV production sales.

Jules Schermer signed to produce *Daniel Boone* series at 20th Century-Fox Television for NBC-TV, replacing **Vincent M. Fennelly**, resigned.

Daniel A. Rose appointed director of radio and television programing liaison at State University of New York at Buffalo. Mr. Rose formerly was assistant producer at KCSD-TV Kansas City, Mo. He replaces **Elizabeth L. Dribben**, now at WKBW-TV Buffalo.

Edd Byrnes, formerly of *77 Sunset Strip*, signed by MGM-TV to star in half-hour series, *Kissin' Cousins*, produced by Sam Katzman and directed by Don Weis.

Paul Gardner named sports director of Young & Rubicam, New York, radio-TV program department's publicity services. He joined Y&R 15 years ago.

Dudley Spruill, VP and general manager of Byron Motion Pictures Inc., Washington, elected president of Association of Cinema Laboratories. Other officers elected: **William D. Hedden**, VP of Calvin Productions Inc., Kansas City, Mo., VP, and **Neal Keehn**, VP of General Film Laboratories, Hollywood, secretary. Re-elected are: **Arthur J. Miller**, VP of Du Art Film Laboratories Inc., New York, treasurer, and **Preston B. Bergin**, Washington, executive secretary.

TAB elects Glasgow

R. L. (Lee) Glasgow, WACO-AM-FM Waco, has been elected president of Texas Association of Broadcasters, succeeding **Wendell Mayes Jr.**, KCRS Midland. Other new officers: **H. A. (Tony) Bridge Jr.**, KMHT Marshall, VP, and **R. F. Herndon Jr.**, KMID-TV Midland, secretary-treasurer. **Bonner McLane**, Austin, continues as executive secretary.

NEWS

Lee Otis named to newly created post of executive assignment editor of radio news, CBS News, New York. Mr. Otis joined CBS News in 1942. **Ike Pappas**, formerly with WNEW New York, joins *Dimension* unit of CBS Radio News as writer-reporter.

Cecil Brown, news analyst at NBC, Los Angeles, leaves NBC to join KCET (TV), new ch. 28 educational station, that city, as director of news and public affairs. Mr. Brown had been with NBC News, Tokyo, before transferring to Los Angeles.

Samuel M. Sharkey Jr., formerly managing director of news at KING Se-

attle, appointed director of news for KIRO-AM-FM-TV Seattle. Mr. Sharkey will also serve as news consultant to Bonneville International Broadcasting Corp., parent company of KIRO-AM-FM-TV Seattle.

Tom Hodson, for two years with United Press International, Chicago, joins WBKB (TV) there as news writer.

Bob Watson appointed news director of WAKY Louisville replacing **George Jennings** who joins WDGJ Minneapolis-St. Paul as news director. Mr. Watson has been with WAKY for four years.

Leon A. (Pete) Powers, formerly director of public relations at Vernon Downs, N. Y., to be in charge of radio and television department at Laurel Race Course, Laurel, Md., when it opens Oct. 16.

EQUIPMENT & ENGINEERING



Mr. Kremer

Merle W. Kremer, senior VP of Sylvania Electric Products Inc., New York, assigned responsibility for overall operations of newly formed Electronic Components Group in Sylvania. **Richard M. Osgood** appointed VP and general manager of semiconduc-

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tor division succeeding **W. Herbert Lamb**, VP and general manager of Sylvania Electronic Systems-East Waltham, Mass., named to staff of Electronic Components Group.

Charles E. Taggart appointed manager of electronics engineering section of Babcock & Wilcox Co., New York. For past 13 years he has been responsible for design and development of closed circuit television cameras, systems and associated equipment for General Precision Laboratory Inc., division of General Precision Inc., Pleasantville, N. Y.



Mr. Hunt

C. J. Hunt, VP and manager of operations of Zenith Sales Corp., Chicago, is retiring for health reasons. Mr. Hunt began in electronics in 1928 as sales representative in Philadelphia for Stromberg-Carlson, division of General Dynamics Corp., Rochester, N. Y. He joined Zenith Radio Corp. as VP-distribution in 1955, moved to same position in 1960 for Zenith Sales Corp., and was named to present position in 1961.

Albert W. Malang appointed chief engineer for Whittaker Corp.'s GENCOM division, Los Angeles. Before joining Whittaker Mr. Malang was with ABC for ten years as chief video facilities engineer in New York, Chicago, Detroit, San Francisco, Los Angeles and Washington.

Charles P. Culbert appointed national marketing director for Packard Bell Electronics closed-circuit TV products. Mr. Culbert was formerly VP and merchandising director of Robinson & Haynes Agency, Los Angeles.

Anthony Vendemia named manufacturing manager, Entron Inc., Silver Spring, Md., electronics and CATV equipment manufacturer. Earlier Mr.

Essex honored

Harold Essex, general manager, WSJS-AM-FM-TV Winston-Salem, N. C., received first annual "Broadcaster of the Year" award from North Carolina Association of Broadcasters at fall meeting, Oct. 5. NCAB award is to person selected as having made greatest contribution and service to broadcasting. Mr. Essex was twice president of NCAB and is member of its board of directors. He is also on radio board of National Association of Broadcasters.

Vendemia was assistant to president, Ravenswood Corp., Annapolis, Md.

E. A. Williams, VP-control and finance, named to fill unexpired term of **L. E. Bessemer**, retired, on Collins Radio Co. board.

FANFARE

John P. Culver, formerly VP and general manager of WGKA Atlanta, joins WAIJ-TV Atlanta as assistant to general manager in charge of public relations and promotion.

Michael G. Silver joins CBS-TV as press information representative. Mr. Silver, for past three and one-half years, had been press representative of ABC News, New York.

Don M. Russell, WBNS-TV Columbus, Ohio, named public affairs director of that station.

W/K/E Public Relations International, Chicago, has been formed by **John J. Wolf**, **L. Martin Krautter**, **Alvin Eicoff**, **James J. McGuinn** and **Dorothy McGuinn**. Offices will be at 520 North Michigan Avenue, Chicago.

James N. Sites elected assistant VP for public relations of Association of American Railroads, Washington.

Philip Henochstein, on-air promotion manager, named assistant director of advertising-sales promotion for WABC-TV New York.

Elton Rule, VP and general manager, KABC-TV Los Angeles, was elected president of Radio, Television, Recording and Advertising Charities of Hollywood for 1964-65 campaign year. Other officers: VP's: **John T. Reynolds**, CBS-TV; **Tom Sarnoff**, NBC-TV; **Don Feddersen**, Don Feddersen Productions; **Karel Pearson**, NBC-TV; **Loyd Sigmon**, Golden West Broadcasters; **John K. West**, RCA; VP and general manager, **Earl Rettig**; secretary: **Bruce Robertson**, BROADCASTING; treasurer: **Herbert Benecke**, United California Bank.

ALLIED FIELDS

Professor Burton Paulu, University of Minnesota, Minneapolis, director of radio and television broadcasting, will use sabbatical leave of absence to study European radio and television in Geneva, Switzerland. Study is in part supported by Ford Foundation grant.

Vincent R. Fowler has organized Fowler & Associates, Los Angeles, public relations and marketing agency, as successor to Bozell & Jacobs, that city, which has withdrawn from field in California. Mr. Fowler has been VP and California manager of Bozell & Jacobs and will handle its former accounts.

INTERNATIONAL

Harry E. Foster, president of Foster Advertising Ltd., Toronto, elected president of Canadian Association of Advertising Agencies. **Hal D. Banks**, McKim Advertising Ltd., Toronto, and **Bryan Vaughan**, Vickers & Benson Ltd., Toronto, elected VP's, **John Milne**, of Pemberton, Freeman, Mathes & Milne Ltd., Toronto, elected secretary-treasurer.

Bart Gibb, vice-president of Stephens & Towndrow Ltd., Toronto, to vice-president and manager of radio division of Stovin-Byles Ltd., Toronto, representation firm. **Jack Turrall**, formerly of Stovin-Byles, to general sales manager of CHFI Toronto.

Terry Bate, general manager of Quality Broadcast Sales, Toronto, and previously national sales manager of CHQM Vancouver, B. C., to VP of Stephens & Towndrow Ltd., Toronto, station representation firm. **George Carter**, VP of Stephens & Towndrow, moved from Montreal to Toronto headquarters. **Don MacKenzie**, salesman of CHUM Toronto to FM division of

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INTERNATIONAL

Stephens & Towndrow. **Len Bramson**, formerly of Stovin-Byles Ltd., Montreal, to Montreal office of Stephens & Towndrow.

Yvon Martel to sales manager of CHRC-AM-FM Quebec City, Que.

R. G. Beck, sales representative of Standard Broadcast Sales Ltd., Toronto, to radio division of All-Canada Radio and Television Ltd., Toronto.

Roy Harnish, formerly farm director of WQAD-TV Moline, Ill., joins CKSO-AM-TV Sudbury, Ont., as news director.

New management group at J. Walter Thompson, London, formed to include: **Thomas F. Sutton**, managing director; **Christopher Thomas**, **Dr. John Treasure**; **Dennis Lanigan**; **John Kindesay-Bethune** and **Jeremy Bullmore**. The group will be responsible for execution of company policy.

DEATHS

Earnest Calkins, 96, founder of former Calkins & Holden Advertising Agency, died Oct. 4 at his New York home. Mr. Calkins formed Calkins & Holden in 1902. It later became Fletcher Richards, Calkins & Holden and in

CATV groups elect

Officers and directors elected at Portland, Ore., meeting of Pacific Northwest Community TV Association: president, **Pat Hughes**, Moses Lake, Wash.; management VP, **Sam C. Haddock**, Moscow, Idaho; technical VP, **Earl T. Ake**, The Dalles, Ore.; secretary-treasurer, **H. W. McClure**, Toledo, Ore.; director, two-year term, **Glenn Tarbox**, Missoula, Mont.; director, one-year term, **Richard Evanson**, Mt. Vernon, Wash.; director, past president, **James Lenahan**, Coos Bay, Ore.

Officers elected by New York State CATV Association: president, **Sterling Highley**, Valley Video Inc., Norwich; **Al Bagnardi**, Oneonta Video, Oneonta; secretary-treasurer, **Harry Levin**, Antenna-Vision Inc., Iliion, all New York.

1963 was merged into Interpublic Group. Mr. Calkins had been deaf since age of six. He retired in 1933

and devoted his time to writing books about advertising, deafness and his native Midwest.

Allen G. Sanderson, 49, chief television engineer for WWJ-TV Detroit, died Sept. 27 at Detroit Osteopathic hospital. Mr. Sanderson joined WWJ in 1949 and transferred to WWJ-TV in 1950. He was appointed chief television engineer in 1961. He is survived by his wife, Marie, and son, William.

Ammon Ray Moler, 66, retired broadcaster, died Oct. 4 while vacationing in Grand Rapids, Wis. Mr. Moler went to Independence, Mo. in 1920 and built forerunner of KMBC Kansas City.

Eddie Matherly, 38, general manager of WKCW Warrenton, Va., and disk jockey, died Oct. 4 at Envoy motel, Washington, following heart attack. He joined WKCW in 1959. Among survivors are his wife, Ella, and two children.

Herbert Titus Hand Jr., 69, retired VP of Reach McClinton & Co. Inc., New York, died Oct. 6 in Union hospital, Fall River, Mass. Mr. Titus retired from Reach McClinton in 1959. Among survivors are his wife, Catherine; son, Herbert T. III, and daughter, Mrs. Richard G. Turner.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Oct. 1 through Oct. 7, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—special hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATION

Chapel Hill, N. C.—University of North Carolina. UHF channel 59 (740-746 mc); ERP 24.8 kw vis., 5.32 kw aur. Ant. height above average terrain 1096 feet, above ground 1044 feet. P.O. address Consolidated Office, Chapel Hill. Estimated construction cost \$540,338; first year operating cost \$350,601. Studio location Chapel Hill, trans. location seven miles west of Concord. Geographic coordinates 35° 22' 49" north latitude, 80° 41' 02" west longitude. Type trans. GE TT-57-A, type ant. RCA TFU-25G. Legal counsel Pierson, Ball and Dowd, Washington; consulting engineer Alan B. McIntyre, WUNC-TV Chapel Hill.

Principal: board of trustees. Ann. Oct. 1.

Existing TV stations

CALL LETTERS ASSIGNED

■ KHCD(TV) Santa Rosa, Calif.—Santa Rosa Enterprises.

■ KREZ-TV Durango, Colo.—Mesa Verde Broadcasting Inc. Changed from KJFL-TV.

■ WGMF-TV Miami—Gateway Television Corp.

■ KTVM(TV) Medford, Ore.—Southern Oregon Broadcasting Co. Changed from KBES-TV.

■ KXIX(TV) Victoria, Tex. Victoria Television.

■ WAOW-TV Wausau, Wis.—Midcontinent Broadcasting Co. Changed from WCWT(TV).


New AM stations

APPLICATIONS

East Prairie, Mo.—Raymond Lewis. 1080 kc, 250 w, D. P.O. address Box 123, East Prairie. Estimated construction cost \$14,208; first year operating cost \$24,000; revenue \$32,000. Mr. Lewis is owner of oil distributing firm. Ann. Oct. 2.

Macon, Mo.—KLTM Radio Inc. 1560 kc, 250 w, D. P.O. address Macon. Estimated construction cost \$18,217; first year operating cost \$25,438; revenue \$51,556. Principals: Imogene and Leland E. Ebert (39.67%), Ruth and Russell R. Fitch (39.67%), Vera Jean Brown (5.76%), Orrin C. Smith (2.87%), Thelma and Oren J. Lamb (2.87%) and others. Mr. Ebert is chief engineer at KXEN St. Louis. Ann. Sept. 24.

Albuquerque, N. M.—Frank Donald Hall.



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BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

1000 kc, 10 kw, D. P.O. address 1665 West Evans Avenue, Denver. Estimated construction cost \$62,495; first year operating cost \$42,000; revenue \$48,000. Mr. Hall was owner of KPFL Pueblo, Colo. Ann. Sept. 24.

Existing AM stations

CALL LETTERS ASSIGNED

- WMOO Mobile, Ala.—Springhill Broadcasting Inc. Changed from WMOE.
- WDYX Buford, Ga.—Buford Broadcasting Inc. Changed from WDMF.
- WKYX Paducah, Ky.—Arthur C. Schofield. Changed from WKYB.
- WWTC Minneapolis — Buckley-Jaeger Broadcasting Corp. Changed from WTCN.
- WRRC Spring Valley, N. Y.—Rockland Radio Corp.
- KHRT Minot, N. D.—Peoples Radio Association. Changed from KQDY.
- WINW Canton, Ohio—Joseph P. Wardlaw Jr.
- WIDD' Elizabethton, Tenn. — Holston Broadcasting Corp.
- WWGM Nashville — Second Thursday Corp. Changed from WLVN.
- KSPO Spokane, Wash.—D. Gene Williams. Changed from KLYK.
- WEIF Moundsville, W. Va.—Miracle Valley Broadcasting Inc. Changed from WMOD.

New FM stations

ACTIONS BY FCC

- Cornelia, Ga.—Habersham Broadcasting Inc. Granted CP for new FM on 97.1 mc, channel 246, 16.8 kw. Ant. height above average terrain 334 feet. P.O. address Box 239, Cornelia. Estimated construction cost \$18,705; first year operating cost \$5,200; revenue \$11,200. Principals: H. L. Webster and John C. Foster, tr/as Washington Broadcasting Inc. (95½%). Applicant also owns WCON Cornelia and WDMF Buford, Ga. Action Oct. 7.
- Sikeston, Mo.—Semo Broadcasting Corp. Granted CP for new FM on 1520 kc, 500 w-N, 5 kw-L5, DA-3 P.O. address 204 W. North St., Sikeston, Mo. Estimated construction cost \$73,439, first year operating cost \$78,078, revenue \$120,000. Principals: L. M. Standley, Lynn M. Twitty, Robert L. Mitchell (20.83% each) and others. Mr. Standley is in dairy business. Mr. Twitty is in hardware. Mr. Mitchell is in insurance. Action Oct. 1.

APPLICATIONS

- Winter Park, Fla.—Richland L. Baird. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 101 feet. P.O. address Box 3071, Orlando, Fla. Estimated construction cost \$16,285; first year operating cost \$75,000; revenue \$90,000. Mr. Baird is Orlando business man. Ann. Sept. 29.
- Adrian, Mich.—Lenawee Broadcasting Co. 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 300 feet. P.O. address Room 1, State Bank Building, Adrian. Estimated construction cost \$25,401; first year operating cost \$19,920; revenue \$21,000. Principals: John W. Koehn (67.9%), Gaylord L. Baker (10.7%), Norman A. Haft (10.7%) and James B. Hazen Jr. (10.7%). Mr. Baker is attorney; others are Adrian businessmen. Ann. Oct. 2.
- Toms River, N. J.—Seashore Broadcasting Corp. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 300 feet. P.O. address 27 Washington Street, Toms River. Estimated construction cost \$61,000; first year operating cost \$50,000; revenue \$60,000. Principals: Roy G. Simmons, Edward M. Levy, James E. Westhall, Stephen V. Lane, Joseph E. Buckelew and Robert J. Miller (each 16½%). Mr. Simmons is attorney. Mr. Westhall is legislative assistant to Congressman Louis C. Wyman. Ann. Oct. 6.

Existing FM stations

CALL LETTERS ASSIGNED

- KMEO Phoenix—Radio Station KUEQ Inc. Changed from KEPI.
- KGEE-FM Bakersfield, Calif. — KGEE Inc. Changed from KQXR.
- KRSA-FM Salinas, Calif.—KRKC Inc.
- KZIX-FM Fort Collins, Colo.—Horse-tooth Broadcasting Co.
- WIVY-FM Jacksonville, Fla.—WIVY Inc.
- WFDR-FM Manchester, Ga.—Radio Manchester Inc.
- WKJG-FM Fort Wayne, Ind.—WKJG Inc.
- WWHC Hartford City, Ind.—Three J Radio Corp.
- KTFC Sioux City, Iowa—Donald A. Swanson.
- WKYX-FM Paducah, Ky.—Arthur C. Schofield. Changed from WKYB-FM.
- KSLO-FM Opelousas, La.—KSLO Broadcasting Co.

- WHAG-FM Halfway, Md. — Regional Broadcasting Co.
- KWLM-FM Willmar, Minn.—Lakeland Broadcasting Co.
- *KWVC-FM Columbia, Mo.—Stephens College.
- KESM-FM El Dorado Springs, Mo.—Paul Vaughn.
- WKSJ-FM Jamestown, N. Y.—Trend Radio Inc.
- WALL-FM Middletown, N. Y.—Community Broadcasting Corp.
- KNED-FM McAlester, Okla. — Little Dixie Radio Inc.
- KNEB Nowata, Okla.—Nowata Communications Inc.
- KGBC-FM Galveston, Tex.—Galveston Broadcasting Inc.
- WRAD-FM Radford, Va.—WRAD Broadcasting Co.

Ownership changes

ACTIONS BY FCC

- WCOV-AM-TV Montgomery, Ala.—Granted transfer of control of licensee corporation, Southern Broadcasting Inc., from Capitol Broadcasting Co., owned by Oscar P. Covington (26.23%), Clara R. Covington (20.83%), Hugh M. Smith (15.07%), Ethel Covington (20.83%), Margaret C. Milwee (13.87%), Mary R. Covington (2.78%) and others to WCOV Inc., owned by WLEX-TV Inc. (99.88%), J. Douglas Gay (0.16%) and H. Guthrie Bell (0.16%). WLEX-TV is owned by J. Douglas Gay (36.1%), H. Guthrie Bell (32.2%), Earl L. Boyles (10.45%), William B. Gess (4.83%), Thomas B. Satterwhite (3%) and John G. Hutchison (0.03%). Consideration \$1,225,000 and \$25,000 each to Messrs. Smith and Covington for agreement not to compete for five years within 50 miles of Montgomery. WLEX-TV Inc. is licensee of WLEX-TV Lexington, Ky. Mr. Gess is attorney. Mr. Boyles has 15% interest in partnership which is applicant for channel 28 in Kingsport, Tenn. Action Oct. 2.
- KUKI Ukiah, Calif.—Granted assignment of license from Marguerite E. Sims to Daniel S. Cubberly. Consideration \$175,000 and agreement not to compete for five years within 50 mile radius of Ukiah. Mr. Cubberly is writer for Santa Rosa Press Democrat published in Santa Rosa, Calif. Action Sept. 30.
- WOOO DeLand, Fla.—Granted assignment and renewal of license from Brian E. Tolby, receiver, to Shom Broadcasters Inc., owned by Mr. Tolby, Ralph R. Clayton and James W. Lea (each 33⅓%). Consideration \$52,732. Mr. Tolby was WOOO station manager until appointed receiver; Mr. Clayton is attorney; Mr. Lea is WOOO program director. Action Sept. 30.
- WSEB Sebring, Fla.—Granted assignment and renewal of license from Highlands Broadcasting Corp. owned by W. K. Diehl (32%), M. J. Hinlein (32%), Andrew V. Denonn (15%), Thomas M. and Betty J. Lyons (10.5%) and Pitsner and Mamie Lyons (10.5%) to Dixon Industries Inc., owned by H. Philip Nesbitt (63.69%), Emil L. O'Neil (31.85%), Aubrey E. Robinson (3.18%) and Maurice F. Biddle (1.27%). Consideration \$32,500 and covenant not to compete in Sebring for five years. Dixon Industries is Sebring, Md. electronics firm and is holding company for licensee of WHFS-FM Bethesda, Md. Action Sept. 30.
- WYOU Tampa, Fla.—Granted assignment of license from John M. McLendon to Florida Fund-Raising Radio, owned by W. W. Giles and Salvador G. Gianquinto (each 50%). Consideration \$183,000. Mr. Giles is account executive for FM Broadcasting Corp., operator of WHLL-AM-FM Hempstead, N. Y. Mr. Gianquinto is 25% owner of beverage distributing establishment. Action Sept. 30.
- WLIN(FM) Detroit—Granted assignment of license from Down River Broadcasting Centre Inc., owned by Myrtle B. Kelly (39.3%), David Kelly (31.2%), John V. and Helen D. Allen (6.5%), Dabert W. Tea (2.6%) and others to WCAR Inc., owned by H. Y. Levinson (52.62%), Celia D. Levinson (23.58%), Thomas F. Chawke (12.36%), Morris Garvett (6.25%) and L. Warren Gately (5.19%). Consideration \$75,000 and agreement not to compete for two years. Messrs. Garvett and Chawke are attorneys. WCAR Inc. is licensee of WCAR-FM Pontiac, Mich. Action Oct. 6.
- KSHE(FM) Crestwood, Mo.—Granted transfer of control of licensee corporation, Crestwood Broadcasting Corp. owned by Rudolph E. Ceries (57%), Robert H. Orchard (27%), Edwin B. Lowell (8.5%) and Keith S. Campbell (7.5%) to Century Broadcasting Corp., owned by Howard Grafman, George A. Collias and George A. Rafel (each 33⅓%). Consideration \$50,496. Mr. Grafman is central division manager of Allied Artists Pictures Corp., Chicago. Mr. Ceries will be station employe for two years during which

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time he agreed not to compete within 100 miles of St. Louis. Action Sept. 30.

KBXM Kennett, Mo.—Granted assignment of CP from William L. Miller tr/as Bootheel Broadcasting Co. to Hazel V. Miller, administratrix of estate of William L. Miller, deceased. No financial consideration. Action Oct. 8.

WABQ, WXEN-FM Cleveland—Granted assignment of license from Tuschman Broadcasting Corp. owned by P. G. Tuschman (78.24%), M. L. Klaus (10.88%) and others to Booth Broadcasting Co., owned by John L. Booth and family (100%). Consideration \$628,000 and \$20,000 in consideration that Mr. Tuschman not compete within a 50 mile radius of Cleveland for five years. Mr. Booth is director of Booth Newspapers Inc., Detroit. Booth Broadcasting owns: WJLB and WMZK-FM Detroit; WSGW Saginaw; WIBM and WBBC-FM Jackson, all Michigan; WJVA-AM-FM South Bend; WIOU and WKMO-FM Kokomo, all Indiana, and WTOD-AM-FM Toledo, Ohio. Commissioners Cox, Bartley and Loevinger dissented. Action Oct. 7.

KDSJ Deadwood, S. D., and KDSJ-TV Lead, S. D.—Granted assignment of license from John Eli and Harry Daniels (each 33 1/3%), partners d/b as The Heart of the Black Hills Station, to Messrs. Eli and Harry Daniels (each 50%), tr/as same company. See application below. Action Sept. 30.

KRSD-AM-TV Rapid City, S. D.—Granted assignment of license and CP from John Eli, and Harry Daniels (each 1/2), partners d/b as The Heart of the Black Hills Station, to Messrs. Eli and Harry Daniels (each 50%), tr/as same name. No financial consideration involved, as assignment involves gift from father to sons. Assignees each have 1/2 interest in KDSJ-AM-TV Deadwood, S. D. Action Sept. 30.

WORD Spartanburg, S. C.—Granted assignment of license from Belk Broadcasting Company of South Carolina, owned by Henderson Belk (100%) to Associated Broadcasting Corp., owned by Robert B. Brown, Billy Hugh Mull and James N. Rowland (each 33.33%). Consideration \$250,000. Mr. Brown has 70.88% interest in Center Broadcasting Co., licensee of WTLK Taylorsville, N. C. Mr. Mull is owner of shopping center and Mr. Rowland is optometrist. Action Sept. 23.

WIDD Elizabethton, Tenn.—Granted relinquishment of positive control of licensee corporation, Holston Broadcasting Corp., by J. H. Lewis (70% before, 40.5% after) through sale of stock by corporation to C. M. Taylor (none before, 42.1% after). Consideration that Mr. Taylor would dismiss his application for CP for new AM in Blountville, Tenn. Mr. Taylor also has option to acquire additional 2.9% of corporation. Action Oct. 6.

KMOO Mineola, Tex.—Granted assignment of license from J. A. Windham tr/as Mineola Broadcasting Co. to KMOO Inc., owned by J. A. and Faye J. Windham (each 50%). No financial consideration; transaction of incorporation. Action Oct. 6.

APPLICATIONS

KDON Salinas, Calif.—Seeks assignment of license from KDON Inc., owned by John B. Rushmer and associates (100%) to 1460 Inc., owned by KVAN Inc. which is owned by Sheldon F. Sackett (100%). Consideration \$238,334. KVAN Inc. owns Northern California Publishing Co., San Anselmo, Calif., which publishes weekly newspapers in Tiburon, Corte, Madera, Ross Valley, Cotati, and

Rohner Park, all California. Mr. Sackett owns World of Coos Bay Inc., Coos Bay, Ore., publisher of *The World*; Olympic Press, Oakland, Calif., publisher of group of weekly and monthly newspapers, and East Bay Printing Co., Oakland, commercial printing plant. Mr. Sackett is owner of KOOS Inc., licensee of KOOS Coos Bay, and through subsidiaries, V Inc. and Southern Idaho Microwave Co., owns Cablevision Inc. and Magic Valley Cablevision Inc., operators of CATV systems in Twin Falls and other Idaho cities. Ann. Sept. 29.

KPLX(FM) San Jose, Calif.—Seeks assignment of CP from G. Stuart Nixon to John F. Mallory and Delmor A. Courtney. Consideration \$8,000 for Mr. Nixon's out-of-pocket expenses. Georgiene and John F. Mallory own KLIQ Portland, Ore. Messrs. Mallory and Courtney are officers of KSCAN San Francisco. Ann. Sept. 29.

KOA-AM-FM-TV Denver and KOAA-TV Pueblo, Colo.—Seeks acquisition of positive control of licensee corporation, Metropolitan Television Co., from Bob Hope (85.8%), Martin Gang (2.5%), Violet Gang Raum (0.5%), James L. Saphier (10.1%) and Norman R. Tyre (1.26%) to William Grant (13.26%), Hendrie Investment Co. (34.75%), Thomas P. Campbell (8.83%), Arnold B. Gurtler Jr. (6.68%), Quigg Newton Jr. (7.69%) and others. Consideration \$8,318,600. Ann. Oct. 6.

KOKL Okmulgee, Fla.—Seeks assignment of license from Okmulgee Broadcasting Corp., owned by Times Publishing which is owned by Southwestern Operating Co. and Great Western Underwriters stock of which is voted by Donald W. Reynolds to J. William Braner. Consideration \$85,000. Mr. Braner is manager of Dallas office of J. Walter Thompson advertising agency. Ann. Oct. 1.

WLUF Orlando, Fla.—Seeks assignment of license from Mid-Florida Radio Corp., owned by Harris H. Thompson (68.4%), Vasil Polyzois (29%) and Howard S. Kester (2.6%) to Clarke Broadcasting Corp., owned by William S. Clarke (100%). Consideration \$525,000. Mr. Clarke has interests in real estate. Ann. Oct. 5.

WYND Sarasota, Fla.—Seeks assignment of license from Gulf Coast Broadcasting Inc., owned by Carl G. and Patricia E. Brenner (17.35%), Charlotte Bolgiano Oliver and Ralph Bolgiano Jr. (17.35%), executors of estate of Ralph Bolgiano, George E. Hull (17.35%), Key Broadcasting Corp. (21.43%) to Radio WYND Inc., owned by Richard L. Baird (52%), John T. Rutledge (47%) and Richard W. Bates (1%). Consideration \$95,000. Mr. Bates is attorney and Mr. Baird is applicant for new FM in Winter Park, Fla. Mr. Rutledge owns 4.6% interest in Blue Grass Broadcasting Co., licensee of WHOO-AM-FM Orlando, Fla.; WVLC-AM-FM Lexington; WINN Louisville; WCMI and WEMI-FM Ashland, all Kentucky, and WFFG Marathon, Fla. Ann. Sept. 29.

WGHC Clayton, Ga.—Seeks 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. Ann. Oct. 1.

KNIA Knoxville, Iowa—Seeks assignment of license from KNIA Broadcasting Co., owned by Mitchell Broadcasting Co. which is owned by Forrest J. Mitchell Jr. (53.34%), Joseph D. and Andrew Dianis (each 20.3%) and Robert D. Ray (2.71%) to Stevens Broadcasting Co., owned by Francis Max and James Dennis Stevens (each 50%). Con-

sideration \$110,000. Mitchell Broadcasting is licensee of KGRN Grinnell, Iowa. Ann. Oct. 5.

WEGP Presque Isle, Me.—Seeks assignment of license from Presque Isle Radio Co., owned by Edward G. Ferrier (86.66%), Theodore Coffin (8.66%) and Edmund W. Bouchee (8.66%) to K & M Radio Inc., owned by Frank Carroll (51%), Frank Carroll (24% each for sons Kirk and Mark), Marcia Carroll (0.5%) and Fred N. Beck (0.5%). Consideration \$60,000. Mr. Beck is attorney. Mr. Carroll owns auto parts store. Ann. Oct. 1.

WNEB Worcester, Mass.—Seeks transfer of control of licensee corporation, WNEB Inc., from George W. Steffy (75% before, none after), deceased, to Joan V. Steffy (none before, 75% after) as executrix of estate of George W. Steffy. No financial consideration. Ann. Oct. 2.

KECL(FM) Albuquerque, N. M.—Seeks assignment of CP and SCA from FM Backroad Music Inc., owned by Clay Dixon Lockett (43.3%), Charles O. Elliot (31.9%) and Artie Payne (24.8%) to Burroughs Broadcasting Co., owned by John Burroughs (100%). Consideration \$3,500. Burroughs is licensee of KRZY Roswell; KRZY Albuquerque (each 100%); KRZE Farmington; KENM Portales; KDCE Espanola, (each 50%) all New Mexico, and KMUL Muleshoe, Tex. (40%). Ann. Oct. 1.

WALL Middletown, N. Y.—Seeks assignment of license from Community Broadcasting Corp., owned by John Morgan Davis (48.3%), Roger W. Clipp (26.1%), Marjorie Allerton Clipp (23.9%) and Eva B. P. Davis (1.7%) to Aitroy Radio Inc., owned by Straus Broadcasting Group Inc. which is owned by E. Peter Straus (100%). Consideration \$525,000. Straus Broadcasting is licensee of WMCA New York. Ann. Oct. 1.

WBAG-AM-FM Burlington-Graham, N. C.—Seeks 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. (45.6%) and Viola R. Neese (34.6%). No financial consideration. Ann. Oct. 1.

WFMY-TV Greensboro, N. C.—Seeks transfer of control of licensee corporation, Greensboro News Co., from Mrs. Margaret A. Godbey (19.9%), Jefferson Standard Life Insurance Co. (19.9%), C. O. Jeffress (11.4%), Mrs. Mary Louise McLean (11.4%), Mrs. Rebecca J. Barney (11.4%), Edwin B. Jeffress Jr. (11.4%), Mrs. Sarah J. Jolly (11.4%), Beverly C. Moore (2.5%) and others to Norfolk-Portsmouth Newspapers Inc., owned by William S. Abell (2%), Bessie G. Marshall (2.5%), George C. R. Grady (4.5%), BAW & Co. (4.4%), Gladys G. Sargent (3.7%), Ledger-Dispatch Corp. (66%) and others. Ledger-Dispatch Corp. is owned by Frank Batten (17%), Fay M. Stover (34.1%), P. S. Huber Jr. and Charles L. Kaufman (33.6%) for estate of P. S. Huber and others. Consideration \$17,164,875. Norfolk-Portsmouth subsidiary, WTAR Radio-TV Corp., is licensee of WTAR-AM-FM-TV Norfolk, Va. Stockholders in Norfolk-Portsmouth have interest in WRNL-AM-FM Richmond, Va. Ann. Sept. 29.

WBZB Selma, N. C.—Seeks assignment of license from Charles F. Barry Jr. (55%), Marshall Thompson (35%) and William A. Creech (10%) d/b as Carolina Broadcasting Associates to WBZB Broadcasting Service Inc., owned by Charles F. Barry Jr. (55%), Marshall Thompson (15%), William Creech (10%) and Buford D. Epperson (20%). Mr. Epperson will pay Mr. Thompson \$4,000 for 20% of stock. Mr. Epperson will become manager of WBZB. Ann. Oct. 1.

WRCV-AM-TV Philadelphia—Seeks assignment of license from National Broadcasting Inc., owned by Radio Corp. of America which is publicly owned corporation, Robert W. Sarnoff, chairman of board and Robert E. Kinter, president, to Westinghouse Broadcasting Inc., owned by Westinghouse Electric Corp. which is publicly owned corporation, D. H. McGannon, president. Consideration \$150,000 to Westinghouse from NBC for excess of net additions made by Westinghouse in KYW-AM-FM-TV facilities over net additions made by NBC in WRCV-AM-TV facilities. NBC will offer Westinghouse a TV affiliation for WRCV-AM-TV. Assignment result of FCC order of July 29 which specified switch in station ownership. Ann. Oct. 1.

WADC Akron, Ohio—Seeks assignment of license from Allen T. Simmons Inc., owned by Allen T. Simmons (66.75%), Nina Simmons (8.25%) and Nina Simmons for Maris Sarah Simmons (25%) to Welcome Radio Inc., owned by Harrison M. Fuerst (21.25%), Ohio Loan and Discount Co. (9.84%), Stanley M. Fisher (10%), Clarence Obietz (5%), Julian Morrison (5%), Edward Kavinsky



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(5%) Joseph Adams (3.75%) and others. Consideration \$1,350,000. Mr. Fuerst had 57% interest in KVOR Colorado Springs, Colo., and 31.33% interest in KCEY Turlock, Calif. Mr. Kavinoky has 10% interest in KYA San Francisco. Ann. Oct. 5.

KYW-AM-FM-TV Cleveland—Seeks assignment of license from Westinghouse Broadcasting Inc. to National Broadcasting Inc. See application for WRCV-AM-TV. Philadelphia. Ann. Oct. 1.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Elizabeth C. Smith issued initial decision looking toward granting application of United Audio Corp. for new FM on channel 248 (97.5 mc); ERP 27 kw; ant. height 440 feet, in Rochester, Minn. Action Oct. 5.

OTHER ACTIONS

■ By memorandum opinion and order, commission dismissed petitions by RKO General Inc. for stay and reconsideration of July 29 decision in Doc. 13085 et al., also denied petition for reconsideration by Philco Broadcasting Co. and Philco Corp. After consideration of contentions of parties, commission adhered to previous decision which requires National Broadcasting Co. to exchange WRCV-AM-TV Philadelphia for Westinghouse Broadcasting Co.'s KYW-AM-FM-TV Cleveland. Applications to effectuate exchange have been filed by both companies. Action Sept. 30.

■ By separate report and orders, commission amended its FM broadcast rules to rectify two inadvertent omissions: (1) Made Sec. 73.208(b), which deals with FM's reference points and distance computations, identical with Sec. 73.611(b) concerning same matter in TV; and (2) Specified Sec. 73.583(a)(3), relating to entries in noncommercial educational FM operating logs, applied only to such stations with trans. power output of more than 10 watts. Action Oct. 7.

WRUL, Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from Nov. 1, 1964, to March 7, 1965. Action Oct. 7.

■ By memorandum opinion and order, commission granted request of Community Radio of Saratoga Springs, New York Inc. and designated for oral argument before review board at time to be specified later applications by Sara Radio Inc. (associate of Community), and Channel 900 of Saratoga Springs, New York Inc. (subsidiary of AM Broadcasters of Saratoga Springs Inc.), for interim operation on 900 kc in Saratoga Springs, N. Y., to determine whether, pending outcome of proceedings on applications of Community and AM Broadcasters for regular operation in Doc. 15587-8, such interim operation would serve public interest, convenience and necessity and, if so, which, if either, of interim proposals (as existing or amended) should be granted; made AM Broadcasters party to proceeding. Further, order empowered review board to consider and act upon merits of any formula parties might agree upon for joint operation prior to holding of oral argument, or to recommend equitable formula for joint voluntary operation should parties fail to agree on terms of joint interim operation. Order further extended temporary authority to Community to operate WKAJ in order to avoid disruption of only broadcast service currently being rendered at Saratoga Springs. Commissioners Bartley, Ford and Cox dissented. Action Oct. 7.

■ By fourth report and order in proceeding concerning revision of FM broadcast rules, commission afforded means for existing short-spaced commercial FM's to increase or improve coverage. Rule changes, effective Nov. 16, will enable present short-spaced FM's to, if they so desire, apply for increased power and ant. height up to maximum for classes according to prescribed table based on co-channel and adjacent channel separations. This will: 1. Permit class A stations to go to maximum for class regardless of short spacing, except with respect to co-channel stations; and 2. Permit class B and C stations to increase facilities up to maximum or some lesser figure specified in table, depending on how far they are from stations to which they are short-spaced. Stations 400 and 800 kc removed from each other may request power increases regardless of existing short spacings. Channel shifts will be considered if they add to service. Commission emphasizes that it is not departing from FM assignment principles adopted July 25, 1963, nor will it entertain petitions to assign channels to communities at spacings less than those adopted. This supplemental action is aimed at permitting existing stations which were licensed

under previous rules to increase facilities and improve service in cases where previous rules would have permitted such increases and in some other cases where public would benefit. At same time, commission adopted tables of FM channel assignments for Alaska, Guam, Hawaii, Puerto Rico and Virgin Islands. Action Oct. 7.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted petition by Valley Broadcasting to extend time to Oct. 12 to file oppositions to Northwestern Indiana Radio Inc. petition to enlarge issues with respect to Valley in proceeding on applications for new AM's in Kankakee, Ill., and Valparaiso, Ind., respectively, et al. Action Oct. 6.

■ By memorandum opinion and order in proceeding on applications of Springfield Telecasting Co. and Midwest Television Inc. for new TV's on channel 28 in Springfield, Ill., in Doc. 15449-50, (1) granted in part latter's petition and enlarged issues to add "suburban" and studio and transmitter site availability as to Springfield, also added comparative coverage issue with respect to proposed grade B contour of both applicants; and (2) dismissed Springfield's opposition and supplement. Action Oct. 5.

■ Granted petition by Tedesco Inc. to extend time to Oct. 20 to file exceptions to initial decision in proceeding on application and that of Edina Corp. for new AM's in Bloomington and Edina, Minn., respectively. Action Oct. 1.

■ By memorandum opinion and order denied petition by Cumberland Publishing Co. to enlarge issues in proceeding on its application and that of East Kentucky Broadcasting Corp. for new FM's in Pikeville, Ky. Action Sept. 30.

■ By memorandum opinion and order in proceeding on applications of Nelson Broadcasting Co. and WBNR Inc. for new FM's in Newburgh, N. Y., in Doc. 15591-2, granted WBNR's petition and deleted issue no. 2 relating to Sec. 73.210(a)(3) of rules which prescribes minimum number of hours during which licensee must operate programs in place where station is located; struck Nelson's pleading and dismissed as moot Broadcast Bureau's motion to strike. Member Nelson concurred. Action Sept. 30.

ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner James D. Cunningham to serve as presiding officer in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif.; scheduled prehearing conference for Oct. 30 and hearing for Nov. 16. Action Sept. 30.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of WEZY Inc. and WKKO Radio Inc. for new FM's in Cocoa, Fla., in Doc. 15478-7, granted applicants' joint motion to continue Oct. 6 hearing to Nov. 9. Action Oct. 6.

■ Granted motion by Chambersburg Broadcasting Co. (WCHA), Chambersburg, Pa., and corrected transcript of hearing in proceeding on its AM application, et al. Action Oct. 1.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Central Broadcasting Corp. and WCRB Inc. for new FM's in Ware and Springfield, Mass., respectively, in Doc. 15419-20, granted Central Broadcasting request to continue Oct. 5 prehearing conference to Oct. 29. Action Oct. 5.

■ Upon informal concurrence of all parties in matter of revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., et al., in Doc. 15178 et al., scheduled hearing conference for Oct. 14. Action Oct. 2.

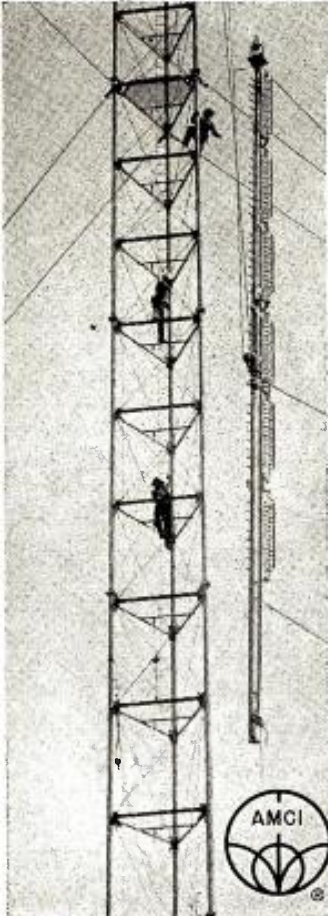
By Hearing Examiner Walther W. Guenther

■ Scheduled hearing for Oct. 16 in proceeding on application of Coosa Valley Radio Co. for new FM in Rome, Ga. Action Oct. 6.

■ In proceeding on applications of Coosa Valley Radio Co. and Rome Broadcasting Corp. for new FM's on channel 249 (97.7 mc) in Rome, Ga., granted Rome Broadcasting petition for leave to amend application so as to be able to apply for newly allocated channel 272A (102.3 mc) in Rome, and removed amended application from hearing and returned it to processing line. Action Oct. 2.

■ Approved procedural ground rules established at Oct. 2 prehearing conference in proceeding on applications of Triad Stations

Continued on page 111



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Manager, sales background, new FM, suburban Cincinnati. Excellent potential. Ken Thomas, R-1, Florence, Ky.

Harold L. Arment. Whereabouts since March 15 needed by family. Former radio-TV engineer. Write: Box 11235, Emery Park Sta., Tucson, Ariz., 85706.

Sales

KMUS, Muskogee, Okla., needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

South . . . immediate opening for a salesman with management potential for Negro appeal radio station. Guaranteed beginning salary with liberal compensation plan. Write Box J-56, BROADCASTING.

\$150 per week plus percentage for self starter salesman who can sell in a large tough Virginia market. Box K-61, BROADCASTING.

Attention Virginia and Carolina salesmen. Need four strong local salesmen. Which job do you want? \$100, \$125, \$150 or \$200 per week plus commission. Box K-69, BROADCASTING.

Central Illinois—starting salary five G and commission for young college graduate with sales ability. Management would be disappointed if he didn't boost earning 50% first 12 months. Send experience and references. Box K-82, BROADCASTING.

If you're sick of the number two spot because of a short account list, you may be just the man we're looking for. Enjoy the advantages of selling in Detroit, the fifth largest market in the country, with a limitless account list, plus all the advantages of a rich suburban market. If you have the ability and the desire, you can't miss hitting a five-figure income in a hurry. Write or phone Manager, WERB, Lovonia, Michigan.

Salesman—WITL-AM—WYFE-FM, Lansing, Michigan, needs third good salesman. We are newest of three AM's in 300,000 plus metro market. Salary until exceeded by commission. Member of seven station group. Lots of opportunity. Write or phone Dick Creamer, Sales manager.

We are looking for a self starting responsible salesman in a small market who wants to move up to a two station 150,000 market. Solid station on the move locally owned and operated. Guarantee and commission. Opportunity to advance. Send background and requirements to Tom Talbot, WJLL, Niagara Falls, N. Y.

Sales and management availabilities. Professional placement service. Write Broadcast Employment Service, 4825 10th Avenue South, Minneapolis, Minn. 55417.

Announcers

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, BROADCASTING.

Negro format station needs dependable man who can fit into a tight, modern, swinging R&B format. Man must also be able to handle news and production. The right man will have the opportunity to grow along with one of the countries fastest growing radio chains. Send tape, photo, resume and references to Box J-289, BROADCASTING.

Large Northeast market seeks wide awake man with bright sound for tight board. Middle of the road music policy. Heavy on local news. Speed complete resume, salary requirements, photo, and air check to Box K-2, BROADCASTING.

Newsman for medium market New York radio-TV operation. Must have college plus several years experience in broadcast journalism. Will be part of expanding aggressive news team offering unlimited personal and professional advancement. Send resume and tape to Box K-27, BROADCASTING.

Northeast adult music station needs experienced announcer for air, production and copy work. Rush tape and resume to: Box K-63, BROADCASTING.

New York City station accepting auditions for staff men (no r&r). Send air check or five minute newscast, plus three commercials, resume, state current earnings. Tapes not returnable. Box K-78, BROADCASTING.

Wanted: Mature, bright sounding, funny, gimmicky morning man for happy, bright sounding adult station in greater Los Angeles area. Man must have 1st phone and be able to create talk in a mature pleasant manner. Box K-115, BROADCASTING.

Maryland—5 kilowatt independent needs experienced announcer. Mature voice, good delivery essential. Send tape, resume, references. Box K-129, BROADCASTING.

Mature dj with experience needed by Texas kilowatt. Adult programing, no Top 40. Salary \$90.00. Resume, tape, photo to Box K-113, BROADCASTING Tapes returned.

Female dj wanted. If you dig Rhythm & Blues, Rock & Roll and would like to work on a 100% Negro programmed station in one of the Top 10 major markets send audition tape and photo. Box K-132, BROADCASTING.

If you're looking for a permanent responsible announcing position in the East and have a first phone license, write Box K-133, BROADCASTING.

Announcer or announcer-engineer for top rated station in the market. Contact Bill Harrell at KVOZ, Laredo, Texas.

Five kilowatt fulltimer needs middle-of-road announcer with sales experience. Send tape and resume to KWEW, Box 777, Hobbs, New Mexico.

Immediate opening for early morning man and 6:00 til midnite man. Both must be good. WAJF, Decatur, Alabama.

Negro disc jockey . . . WAME wants top notch rhythm and blues personality. Send air check and resume to: 1850 N. W. LeJeune Road, Miami 44, Florida.

We need a qualified first phone. 1000 watt daytimer, WCAZ, Carthage, Illinois.

Experienced announcer for Florida 5 kilowatt middle road format. Must have good friendly voice. Send tape, salary requirements and resume to WCWR, P. O. Box 606, Clearwater, Florida.

Immediate opening for announcer with first phone. Send tape reference: WEED, Rocky Mount, North Carolina.

Announcers—(Cont'd)

New five thousand watt station needs complete staff of professional announcers and one first phone combination man. A rare opportunity, but hurry. Send resume, photo, tape and salary requirements first letter to: WDSL RADIO, Box 404, Mocksville, N. Carolina.

Enlarging staff. Looking for all around man. Some deejay, news, straight announcing. Contact Rick Rawlins, Program director, WFIN, Findlay, Ohio.

Immediate opening for experienced announcer with 1st phone (no maintenance). Send resume, tape, photo, salary requirements to: WGBR, Goldsboro, N. Carolina.

Combo man, first class ticket. Beloit, Wisconsin. Send tape and required salary. RWG, 416 College, WGEZ, Midwest background required.

Wanted-announcer for morning shift with adult appeal, experience necessary. Must be able to do news and have third class ticket. Contact Peter A. Wolf, WMDN, Midland, Michigan.

Immediate opening for mature announcer with better-than-average ability on news and commercials, capable of running own board, doing production work and with a third class ticket. Also need combination announcer-salesman to handle weekend air shift and sell to area accounts. Experience in radio sales a must. Send tape, photo, resume in first letter to WMIX, Mt. Vernon, Illinois, or Contact Robert L. Whitaker, Vice President.

May soon have position open for announcer. Send resume, 3 references and recent photo to Royce Faulkner, General manager, WNUZ, Talladega, Alabama.

Immediate opening for mature morning man with 1st phone. Emphasis announcing experience. Attractive pay. Send resume photo and tape to Carl Lee, WPVL, 713 Fobes St., Painesville, Ohio.

Ohio—WREO, Ashtubula, Ohio needs announcer dj with production & news experience, must be dependable, 1st phone desired but not necessary. Send tape and resume to Manager, WREO, P. O. Box 738, Ashtubula, Ohio.

Network station in Virginia's beautiful Shenandoah Valley has immediate opening for experienced announcer capable of heading program department. Salary dependent on experience. Phone Charles P. Blackley, WTON, Staunton, Va.

Wanted: Announcer with third class ticket, ballad format, no rock. Good conditions. Apply Dean Close, WWHG, Hornell, N. Y.

Staff announcer and traffic. Approximately November 15th. Contact WXVA, Charles Town, West Virginia. P. O. Box 188.

Mature, air man used to working quality music format. Must have resonant voice and excellent references. Send tape and resume to Lyle Dean, P. O. Box 987, Nashville, Tennessee.

R and B personality jockey. Major Northeastern market. Top man with good background. Send resume, tape and photo to Lew Platt, 814 Rand, Bldg., Buffalo 3. N. Y.

Jazz jockey or will consider pop or good music man desiring to specialize in jazz. Major market. Jazz oriented. Send resume, tape and photo to Lew Platt, 814 Rand, Bldg., Buffalo 3, N. Y.

Interviewer, newsman, commentator, able to travel U. S. and abroad to objectively cover Protestant Church at work in the world. For additional information, write TRAFCO, 1525 McGavock, St., Nashville, Tennessee.

Announcers—(Cont'd)

C and W dj. Good opportunity for ambitious C and W man interested in making name for himself in major market. Send resume, tape and photo to Lew Platt, 814 Rand Bldg., Buffalo 3, N. Y.

Open the door to announcing opportunities across the country. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minn. 55417

50 kw—Network coaching! Taped. Also beginners instruction. Brochure free. Consultant, 678 Medford, Patchogue, New York 11772.

Technical

Engineer with FM multiplex experience for headquarter station of major market AM and FM chain. Write Box K-41, BROADCASTING.

Chief engineer with strong maintenance background for middle Atlantic states AM-FM. Excellent opening for capable man seeking permanence with congenial staff. Salary \$450-\$500 Mo. depending on qualifications. Send resume with recent earnings to Box K-131, BROADCASTING.

Outstanding Religious station in Southwest looking for Chief engineer. High power FM stereo—all new equipment. Must have thorough FM engineering experience plus ability or light on-air duties. References must stand scrutiny as this is a permanent opportunity with sixty year old highly respected organization. Position demands responsibility and imagination as well as professional capability and Religious experience. Send tape and resume to KBBW, 963 State St., San Diego, California 92101.

Need first phone operator for remote control operation; no announcing. Prefer recent technical school graduate. Send all details to Fred Wood, KSTT, Davenport, Iowa.

Chief with announcing ability. Group owned station excellent equipment, conditions, area. Call KXGI, Fort Madison, Iowa. Area code 319-372-1241.

Experience, technically competent man both follow-through and ability to assume responsibility for AM-only, 5 kw, 40 miles West of Philly. WCOJ, Coatesville, Pa.

New AM station in Wilmington, Ohio now staffing. Chief engineer, engineer, combo men needed. Write WMWM Radio, P.O. Box 1, Wilmington, Ohio.

Ohio—Engineer first class ticket, immediate opening, minimum 1 year strong maintenance. Write Manager, WREO, P. O. Box 738, Ashtubula, Ohio.

Expedite jobseeking. Broadcast engineers and combo openings. Write: Broadcast Employment Service, 4825 10th Ave. South, Minneapolis, Minn.

Production—Programing, Others

Negro newsman who knows how to dig out local news & deliver it with authority is needed now by headquarters station in fast growing R&B format chain. DJ & production experience helpful. You can grow with us. Send tape, resume, references, photo and salary needed to: Box J-288, BROADCASTING.

Newsman—Good opportunity for all around newsman in large Northeast market. Must have several years experience in gathering and writing news. Advancement possible for man with administrative potential. Live wire successful outfit with large news staff. Send complete resume, photo, salary requirements, and air check in first letter. Box K-1, BROADCASTING.

Immediate opening for a full time newsman who is more than average. Swinging modern music station that lacks local news coverage. Married, mature and able to deliver news with force. Send complete details including resume, news work, picture and tape. Box K-6, BROADCASTING.

Copy writer wanted for one of Floridas top radio stations. Send information and sample copy to Box K-20, BROADCASTING.

Production—Programing, Others

Continued

Wanted—Young man with radio programing experience. Must have background in tape editing. Selling ability would be welcome addition but not necessary. This job offers real executive future with up and coming package firm. Location New York City. Write Box K-39, BROADCASTING.

Splendid professional area news operation wants to cover even more news better. Small maret Midwest station offers full news facilities, respectability in good community, excellent income and opportunity to become part of three man news staff. Box K-116, BROADCASTING.

Large Eastern market station is looking for combination news reporter and airman. . . . Need hard hitting, inclusive, and digger with strong personality. Box K-123, BROADCASTING.

Director of news wanted for station in one record of news operation and ability to of top ten markets. Must have successful make us number one station. Box K-124, BROADCASTING.

TV station looking for experienced radio newsman wanting TV experience. No airwork—reporting and photography only. Group operation in Midwest. Send picture and resume. Box K-127, BROADCASTING.

News director for small market station. Excellent opportunity for a man with ideas. Some experience required, or will consider recent journalism graduate. Contact or write Manager, WDLC, Port Jervis, N. Y.

News director/announcer: Who can dig out and write local news. \$100 plus fringes. Send tape, photo, complete info. WFVA AM-FM, Fredericksburg, Va.

Immediate opening for experienced, thoroughly competent news director capable of handling a prestige news department at this 5000-watt Midwest regional station. Must have excellent air presentation, must be able to write local news, and above all, dig it out. Ability to write editorials essential. Men without experience need not apply. Contact Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Situations Wanted—Management

General manager—recently upgraded metro station to highest income and ratings. Station sold for cash at owners price. Have past outstanding success in upgrading other major and metro stations to high volume income, profit and top ratings. Strong on personal sales, sales management, programing and administration. Best references. Box J-273, BROADCASTING.

General/Sales manager: Available immediately. Top flight radio-TV executive. Excellent track record in broadcast management and sales management. Family man. Willing to relocate. References. Box K-62, BROADCASTING.

FM manager, production-promotion man, ace writer, 35, has strong music/talk ideas. Believes in FM. 10-year all round network/local radio background, plus capital. New York area, or let's talk. Box K-85, BROADCASTING.

12 years management; aggressive, imaginative sales management. Offer reliability, loyalty, hard work, Active Civic, fraternal affairs. Top references. Presently Midwest, only West considered. Five-figure minimum. Box K-87, BROADCASTING.

General radio manager, presently employed, desires move back to West coast. Twenty years experience with ABC, NBC, CBS networks and independents. Strong on sales and programing. Excellent references. Will consider medium and larger markets. Box K-102, BROADCASTING.

Situations Wanted

Sales

Groups-lack of manpower for future management? I have just a job, please don't offer me another one. Willing to work hard for good opportunity. Sales management, program director, air personality, and public relations. 7 years experience. Box K-64, BROADCASTING.

Radio or TV minimum \$650 plus moving. Six years experience. Management ability, young, family. Excellent appearance, record. Prefer California, Southwest. Quality others considered. Box K-100, BROADCASTING.

Announcers

Southern majors: Dependable format radio personality. 7 years. Must relocate. Box J-135, BROADCASTING.

Not college grad., but my air work and newsroom knowhow prove my six years experience. Twenty-five, married, children. Box K-10, BROADCASTING.

Experienced young man who will work hard, desires chance to prove himself. Box K-18, BROADCASTING.

Announcer, dj, news, sports, talk, interviews, sales, TV. Versatile pro presently employed. Box K-30, BROADCASTING.

Comboman. Any format, Adult, polished, professional. Top 5 markets. Excellent references. Prefer college area. Box K-36, BROADCASTING.

Funny, Top 40 swinger, currently working in large market wishes to relocate. Box K-43, BROADCASTING.

Negro announcer/dj: Graduate from top broadcasting school. Looking for first job. Young, dependable with bright personality and smooth voice. Knows music. Will relocate anywhere. Box K-47, BROADCASTING.

With current station 9 years. Endorsed third. All-night tasteful jazz desired. U. S. or abroad. (Speak English only) Box K-52, BROADCASTING.

Announcer—15 years experience, working Wash., D. C. Good voice, wants to relocate, married. Full proof from Box K-60, BROADCASTING.

Top 40 only, experienced, draft free authoritative news, 3rd ticket. Box K-67, BROADCASTING.

Experienced dj/announcer—bright sound—tight board—auth. newscast—permanent position desired—will relocate. Box K-73, BROADCASTING.

Personality, experienced top 40—would like to return. Currently middle of the road in top 75 markets. Young, professional network quality voice. Versatile. Can only supply middle of the road air check, but will comply with any format. Prepares show before airing it. Presently in drive time slot with top rated station. Box K-74, BROADCASTING.

Announcer, dj, married, 24. Currently employed in medium Midwestern market. Not a floater. Mature in voice and attitude. Sense of humor, good commercial and news delivery, sales experience. Minimum \$125.00 week. Tape and resume upon request. Midwest preferred. Box K-76, BROADCASTING.

DJ year experience, bright sound, mature voice, want top 40 in Virginia-Carolinas-Tennessee area. Box K-77, BROADCASTING.

First-phone announcer, available late in November. Wish to relocate in New York or adjacent states. Adult. Prefer 5 kw or better station. Box K-84, BROADCASTING.

1st phone announcer, seeking relocation, draft exempt, reliable, wants permanence. Box K-86, BROADCASTING.

1st phone announcer, 2 years experience. Must have evening show, available immediately. Box K-88, BROADCASTING.

Announcers—(Cont'd)

First phone announcer, family. Employed. Desires change. Box K-90, BROADCASTING.

Versatile personality dj, experienced, first phone, good voice and production, middle road, College. Box K-91, BROADCASTING.

Top 40. Ambitious, young, creative deejay. Tight board. Some experience. Box K-92, BROADCASTING.

DJ-Announcer, authoritative newscaster, tight board, dependable, personable. Not a floater. Box K-94, BROADCASTING.

Sincere young man wants start in radio. Third phone and office skills. Box K-96, BROADCASTING.

DJ Top 40 only, dependable, draft free, year experience, prefer Mid or South Atlantic area. Money no problem. Box K-97, BROADCASTING.

Experienced announcer seeks position as newsmen or host of talk show. Prefer Northeast. 201-542-0349 or Box K-101, BROADCASTING.

DJ-announcer-experienced. Married and mature. Seeking position in sound station with middle of road format. Smooth delivery and ad-lib. Have third class license. Will relocate. Box K-105, BROADCASTING.

Help, I'm misplaced!! Young swinger currently trapped in longhair format . . . desires R&R, Top 40 jock position. Excellent references . . . College man . . . 3rd ticket . . . Will relocate . . . Can really wail!! Wants a chance to, "Roll over Beethoven." Box K-106, BROADCASTING.

Attention Top 40 stations, 17 year old, mature dj, strong audience appeal, capable of production news, pleasant sounding, swinging, 3rd phone with endorsement, special attention to NYC area. Box K-117, BROADCASTING.

Thoroughly experienced announcer seeks staff post with progressive metropolitan operation. Southwest. California preferred. First phone if required. Brochure, tape. Box K-121, BROADCASTING.

Girl, dj/announcer . . . control board . . . news . . . writing . . . clerical . . . sales . . . car . . . please, call 906-486-4284, or Write: Apt. 2, 634 Empire St., Ishpeming, Michigan.

Experienced announcer, newsmen, pd with references desires work at moderate, lively, progressive station. Les Simon, 925 Columbus Street, Sun Prairie, Wisconsin. 608-837-5628.

Creative mind for hire. Experienced—married—guaranteed adult or teen audience—musician—voices—Jim Organ, 902 Meridian St., Nashville, Tenn.

1st phone, no regional dialect, 4 years, can type and cooperative, strong point spontaneous adlib. Will relocate. Call after 6:30 PM. Tom Stanton, Phone 618-498-2381. 1007 McClusky Rd., Jerseyville, Ill.

College grad, just released from Army. 26, dependable, 7 years experience. Good play-by-play. Prefer NYC-NJ-Conn. area. Phil Hubbard, 586 Leonard St., Brooklyn 22, N. Y.

Announcer-engineer; recording experience, good newsmen, want to work with you, rather than for you. Write: P. O. Box 570, Alden, N. Y.

Top forty dj looking for position in South. 416 Mitchell, Bolivar, Tenn, Phone 901-658-3335.

DJ-announcer wants position in Washington-Baltimore area, College student. Good relief etc. Experience. 202-529-1267.

1st phone combo wants medium rocker, experienced. 821 W. 4th, Storm Lake, Iowa.

Announcer—3rd phone. Do all kinds of program, strongest in news. Experience at small station. Single. Write: Bradley C. Bowen, 5 Birchwood Ct., Apt. 3-H, Mineola, N. Y. c/o S. H. Bean.

Situations Wanted—Technical

Universities: Get a top flight recording engineer at minimal cost. 13 years experience as chief engineer, former major market announcer, seek opportunity to contribute talents in exchange for living wage, and opportunity to complete degree. Box J-234, BROADCASTING.

Experienced engineer looking for chief job, will consider any location. Box K-33, BROADCASTING.

Experienced AM-FM chief desires position South or Midwest. Box K-89, BROADCASTING.

First phone, related electronics technician experience. single, dependable, willing to relocate. Box K-118, BROADCASTING.

Experienced radio, TV operating engineer. Any location considered. No announcing. Box K-122, BROADCASTING.

First phone, ten years experience, no announcing, prefer Texas, Oklahoma, Arkansas, Louisiana. Box K-130, BROADCASTING.

First phone. Chief engineer 1 yr. some announcing. TV sales & technician 15 years. Amateur W8EUE. Lyle, Gaston. Phone 1564, Spencer, W. Va.

Engineer—first class license; worked as radio transmitter operator, Television studio engineer. For information write William Thomas Knapp, 231 Bland Street, Weston, West Virginia.

Production—Programing, Others

Radio-TV promotion man with 5 years experience in writing, editing, layout, marketing and merchandising seeking to relocate, preferably Rocky Mountains or points South or West. Have references. Box K-24, BROADCASTING.

Voice of America producer-director seeks to relocate talents. Box K-65, BROADCASTING.

Looking for a young and enthusiastic radio Beatle who can pick the hits, swing on the air, and work well with the program director and jocks? Top forty markets only! Starting \$160. Presently in one of Ohio's Top three markets. Box K-95, BROADCASTING.

Music, production minded 1st phone workable program ideas—light announcing. Box K-111, BROADCASTING.

Newsmen—six years radio news experience includes, editorial, public affairs and "talk programming." Former UPI legislative correspondent. Able to report, write and present the story in clear, accurate, authoritative style There are no "slow news days," only slow newsmen. I am not one. Box 114, BROADCASTING

Experienced—News assistant—Gal Firday. Now with major N. Y. independent radio station, seeking new opportunities in town. Salary open. Box K-119, BROADCASTING.

TELEVISION—Help Wanted

Technical

Engineer experienced with TT-25-BH transmitter and RCA microwave and terminal equipment. Emphasis on maintenance. Box K-56, BROADCASTING.

Southeastern TV AM and FM station has immediate opening for experienced engineers. Other future openings anticipated. Give complete background, experience, references, photographs and salary requirements. Box K-80, BROADCASTING.

Top Mid-Florida TV station needs A-1 studio maintenance supervisor. Must be capable of taking responsibility for operation and proper maintenance of studio equipment, General Electric and Ampex. You will not be replacing anyone now employed. No floaters or drunks. Send resume to Dodd Daniel, Director of Engineering, WFTV, Orlando, Fla

Immediate opening for TV engineer, 1st phone required. Send resume to Chief Engineer, P. O. Box 1859, New Haven, Conn.

TELEVISION—Help Wanted

Production—Programing, Others

Newsreel photographer wanted by major market station in the East. Aggressive, imaginative, experienced all phases. Write, Box K-57, BROADCASTING.

Immediate opening for news editor in group owned radio-TV operation located in Midwest. Photo, resume, salary requirements & audio tape to Box K-81, BROADCASTING.

News reporter-photographer — experienced or journalism training. Midwest NBC TV affiliate, competitive 3 station market in Top 100. Send resume and picture. Box K-128, BROADCASTING.

Wanted—Newsmen with reporting and photography background. On camera experience necessary. Send full details to WALB-TV, Albany, Georgia.

Programming director for imaginative, live independent television programing. Energetic, responsible person for smaller market. Box 1198, Bowling Green, Ky.

TELEVISION—Situations Wanted

Management

General manager — sales and promotion manager, 39, AB degree. In radio 17 years; television 8 years. Past decade in nation's 24th market. Nationally known and connected. Professional, thoroughly experienced. Successful producer of ratings, profits and prestige. Weekend interview anywhere. Please write Box H-13, BROADCASTING or telephone 404-355-4501 evenings or Sunday.

TV operations-production manager seeks executive position with major market station, agency or related business. Prefer Midwest, but will consider all offers. 18 years experience all phases broadcasting except sales and engineering (but hold first class ticket). Strong on organization, supervision. Box K-108, BROADCASTING.

Sales

Radio man, wants to sell television! Presently employed, with many years, local and national sales experience, wishes change from radio to television sales. Excellent references and sales ability. Prefer West coast, will consider other. Box K-103, BROADCASTING.

Announcers

Woman television personality available. Interviews, commercials, MC, etc. Experienced in all phases of broadcasting. Theatre and music background, Attractive, mature University degree. Box K-51, BROADCASTING.

Experienced radio announcer, 1st phone, wants opportunity for TV, no maintenance. College grad., 32. Diversified, related background. Seeking permanent position with reliable station on or near large city. Photo, tape available but prefer personal interview. Excellent references. Box K-120, BROADCASTING.

Technical

Studio engineer—1st phone, RCA graduate, experienced, prefer Southeast location. Box J-179, BROADCASTING.

Engineer experienced in TV. Transmitter operation and maintenance. Box J-230, BROADCASTING.

TV studio engineer with 10 years installation and maintenance experience would consider change of climate. Box K-75, BROADCASTING.

Have first phone—will travel. Experienced television technician—UHF & VHF transmitters, station construction, operations, remotes, microwave, VTRs, personnel. Seeking new station to build—grow with. Will consider any station. Available now. Detailed resume. Box K-99, BROADCASTING.

Experienced engineer—nine years electronics. Presently employed as shift supervisor and maintenance engineer at station doing live color. Desire good position. Box K-110, BROADCASTING.

TELEVISION—Situations Wanted

Technical—(Cont'd)

Director-switcher, first phone, experienced all aspects, now working technical director top market. Desire production, chance in management. Box K-126, BROADCASTING.

Production—Programing, Others

Director, experienced in live and film. Capable in all phases of production from script to screen. Will put impact in your news, documentary films, imagination in your commercials and programs. Box K-72, BROADCASTING.

Kid show personality—currently doing top-rated one hour show in competitive metro market. Want similar slot with aggressive station in medium to large market. Chance to make good money a must. Write or wire for brochure. Personal interview or VTR upon request. Box K-88, BROADCASTING.

Newsman/news director, television-radio. Now in Top 15 market. Gather, write, air; documentaries, public affairs; cop house to space probes. M-S journalism. 33, family go anywhere for right opportunity. Box K-107, BROADCASTING.

Masters course work recently completed, 25, discharge, wide range experience, want news on-air opportunity East of Mississippi, resume VTR available. Box K-125, BROADCASTING.

WANTED TO BUY—Equipment

Video tape (used) all sizes, incl. empty reels and storage cabinets. Box K-3, BROADCASTING.

Necessary equipment for radio station, including 250 watt Collins AM transmitter. Call Mr. Wood, (602) 225-7461, in Phoenix, Arizona.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Antenna—RCA TF6AH adjustable to any channel 7 through 13. Completely assembled on ground for your inspection. Also 3½-inch transmission line. Sanford Terry, WRVA TV, P. O. Box 2370, Richmond, Va.

For Sale: Towers, Type (K) welded. 4-400', 6-300', 8-200', 3-160'. U. S. Towers and Construction, 249 Bartow Lane, Petersburg, Va.

PT-6J transport and amplifier. First check for \$125.00. WXVA, P. O. Box 188, Charles Town, W. Va. Complete with carrying case.

Everything in used broadcast equipment. Write for complete listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Neumann U47a microphone, top condition. Accessories and wind screen. \$250 complete. Steve Blaine Productions, 59 Oviedo Court, Pacifica, Calif.

Camart TV dolly list for \$2,000.00, sacrifice \$345.00. Jay Schiff, 225 Ohio, Chicago, Illinois (312) 467-6457.

BUSINESS OPPORTUNITIES

Managing partner—Radio. Seasoned radio man will invest up to \$100,000 on terms for 10 to 50% interest in dominant money maker. Desire Northeast. Box K-45, BROADCASTING.

Wanted to borrow \$50,000.00 with good second mortgage on valuable Broadcasting stock. Capital needed for new venture. Will also give stock option. Box K-66, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

MISCELLANEOUS—(Cont'd)

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 800 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.

What would you pay for a good radio sales idea this morning? Get baker's dozen per week for \$2.00 per week. Subscribe now and tie up your market to the Brainstorm. Write Box 20496, Dallas, Texas.

Resume problems? Use "The Complete Resume Handbook." Instructions, samples, fill-in worksheets & covering letters. \$2.00—Resume Book, Box 265-B, West Orange, New Jersey.

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.

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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.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 261-5422.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week. Job placement free. Classes begin Oct. 13-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Instructions—(Cont'd)

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 614 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Broadcasters seeking first phone in a hurry at low tuition, write Bob Johnson Radio License Training, 1201 Ninth Street, Manhattan Beach, Calif.

Help Wanted—Announcers

PERSONALITY

One of America's finest good music radio stations (56kw) seeking smooth, professional and dedicated personality capable of top performance. . . . He must be GOOD everyday and GREAT twice a week. Personality must be pleasant, WARM, humorous occasionally, and believable. Send complete brochure and air-check immediately.

Box K-109, BROADCASTING

Production—Programing, Others

SUNNY FLORIDA NEEDS:

1 top notch dj, 1 top notch newsman, 1 aggressive, alert, intelligent young man for radio promotion department. Rush tape, resume, salary requirement to: Dick Lawrence, Operations Manager, WFLA-Radio, Tampa. We are a top rated 5 kw NBC-AM-FM-TV station with modern up tempo format.

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Growing broadcast volume has created need for additional producer. Excellent opportunity for young man with several years experience who is seeking a spot with increased opportunity and responsibility. Your job is to produce film and tape commercials for local, regional and national advertisers. You will collaborate with capable broadcast writers, work with other experienced broadcast producers.

We're a substantial 4A agency located in the East, but not New York. In addition to salary based on worth, we offer liberal year end bonus plan, fully paid retirement and life insurance plans. Also major medical insurance.

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Jamaica Broadcasting Corporation

PROGRAMME DIRECTOR

The Jamaica Broadcasting Corporation invites applications for the post of Programme Director. This Head of Department is responsible for control and administration of a joint radio-television Programme Department with a staff of approximately forty. He is also responsible for carrying out the Corporation's programme policies and for all normal programme planning.

Applicants for this position should have had at least 10 years experience in radio and television, with a background of administration, programme planning, television production and studio director/switching, radio production, outside-broadcast commentating and general announcing. Applicants should preferably be between 30 and 40 and single, or if married, with small family only.

Preference will be given to an applicant of Jamaican nationality if a suitable one presents himself.

The successful applicant will be required to sign a 3 year contract. Passages to Jamaica will be paid by the JBC for the successful applicant and (if applicable) his wife and up to one child, with return passages to the country of residence at the time of application upon successful conclusion of the contract period.

The JBC was established by the Jamaican Government in 1959 and is governed by a Statutory board. The Corporation, which derives its revenue from commercial advertising, operates a 19 hour daily radio service and, since 1963, a 5 hour daily television service.

Applicants should send full details of education, qualifications, experience and salary expected to:

Executive Director,
The Jamaica Broadcasting Corporation
P.O. Box 100,
Kingston 10, Jamaica
West Indies.

ENGINEERS

Applications are invited from Jamaican nationals for Senior Engineering posts in the Television Service of the Jamaica Broadcasting Corporation.

Applicants should have experience in the operation and maintenance of television studio and transmission equipment, preferably with a broadcasting organization. A recognized academic qualification would be an advantage.

Full details of Educational background, qualifications and past experience, along with personal details of age, family, etc., and indication of salary expected should be sent to:

Executive Director,
The Jamaica Broadcasting Corporation
P.O. Box 100,
Kingston 10, Jamaica
West Indies.

Technical

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MISCELLANEOUS

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By The Stanford Archive of Recorded Sound, Stanford University. ET's (16" Electrical Transcriptions) of the 1930's and 1940's. We have Lang-Worth, Sessac, Standard. Are looking for Thesaurus, Associated-Muzak, World, Etc. As a gift donation, these ET's are tax-deductable, and we are authorized to evaluate each ET from \$1.25 to \$2.00 regardless of subject matter.

Programs Coordinator
Box 5990, Stanford University
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Radio Rep. wanted. Major market radio station looking for wide awake selling station representative. Station in "Top 20 market" and doing a fine job locally. Will cooperate fully with Rep. selected if you want work with a working station we will come to New York and talk with you. Answer today. Box K-71, BROADCASTING. No order takers please.

WANTED TO BUY—Stations

WANTED

1 kw or larger in area around Central Missouri. Will consider further afield. No brokers. Write:

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For unusual situations affording growth opportunity in AM Radio or VHF/Television. Southeast—Southwest—Midwest. Deal direct with principals.

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STATION WANTED

Twenty-year broadcast veteran and two incredible salesmen want information on lease to purchase low billing station in market 250,000 or more in Texas, Arizona, Nevada or Southern California. All presently employed in jobs of executive capacity. Send replies to:

Box K-68, BROADCASTING

Continued from page 105

Inc. and Marshall Broadcasting Co. for new FM's in Marshall, Mich., in Doc. 15548, 15614, and continued Nov. 5 hearing to Dec. 14. Action Oct. 2.

■ Pursuant to request of Copper Country Broadcasting Co. (WMPL), Hancock, and with consent of Upper Michigan Broadcasting Co. (WHDF), Houghton, Mich., continued Oct. 6 further hearing to Oct. 19 in proceeding on AM applications. Action Sept. 30.

By Hearing Examiner Isadore A. Honig

■ On own motion, continued Oct. 9 hearing conference to Oct. 22 in proceeding on applications of Springfield Telecasting Co. and Midwest Television Inc. for new TV's on channel 26 in Springfield, Ill., in Doc.

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6381 Hollywood Blvd.
Los Angeles 28, California

15449-50, and ordered that all parties may supplement pleadings with respect to pending motion to dismiss Midwest application, by filing by Oct. 19 additional comments in light of memorandum opinion and order of Sept. 30 in Doc. 14711. Action Oct. 2.

By Hearing Examiner H. Gifford Irion

■ Pursuant to agreement reached at Oct. 2 prehearing conference in proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV's on channel 40 in Columbus, Ohio, in Doc. 15619-20, continued Oct. 7 further prehearing conference to Oct. 14. Action Oct. 2.

By Hearing Examiner David I. Kraushaar

■ Issued order after Oct. 2 prehearing conference in proceeding on application of Marion Moore for new AM in Joshua Tree, Calif. and scheduled certain procedural dates and rescheduled hearing for Nov. 30. Action Oct. 2.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Oct. 1 prehearing conference in proceeding on applications of Lorenzo W. Milam and Jeremy D. Lansman, and Christian Fundamental Church for new FM's in St. Louis, in Doc. 15615, 15617, scheduled certain procedural dates and continued Nov. 3 hearing to Dec. 8. Action Oct. 1.

■ Granted request by Broadcast Bureau to reschedule Oct. 2 prehearing conference for Oct. 13 in proceeding on AM application of Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla. Action Oct. 1.

By Hearing Examiner Forest L. McClenning

■ In proceeding on applications of Nelson Broadcasting Co. and WBNR Inc. for new FM's in Newburgh, N. Y., in Doc. 15591-2, granted WBNR Inc. petition for leave to amend financial proposal and to correct certain arithmetical errors in application. Action Oct. 2.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In consolidated proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV's on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, granted Symphony's petition for leave to amend application concerning availability of funds. Action Oct. 1.

■ Pursuant to Oct. 1 prehearing conference in proceeding on AM applications of Vaughn-Hanssen Co., and Cape Canaveral Broadcasters Inc. for new AM's in Melbourne and Eau Gallie, Fla., respectively, formalized certain agreements reached and continued Nov. 4 hearing to Nov. 23. Action Oct. 1.

By Hearing Examiner Sol Schildhouse

■ Granted petition by Mid-Utah Broadcasting Co. (KEYY), Provo, Utah, for leave to amend application to correct inadvertent errors in application form. Action Oct. 6.

■ In Boston UHF-TV proceeding in Doc. 15323-5, granted WGBH Educational Foundation petition for leave to amend application to revise financial showing. Action Oct. 1.

By Hearing Examiner Elizabeth C. Smith

■ In the Cleveland TV channel 65 proceeding, in Doc. 15249-50, granted Superior Broadcasting Corp. petition to extend time to Oct. 14 to file response to Cleveland Telecasting Corp. petition for leave to amend application. Action Oct. 2.

■ Granted College Radio request to extend time from Oct. 1 to Oct. 5 to exchange engineering exhibits in proceeding on its application and that of Pioneer Valley Broadcasting Co. for new FM's in Amherst and Northampton, Mass., respectively. Action Oct. 1.

■ Granted motion by Dirigo Broadcasting Inc. to change certain procedural dates in Bangor, Me., TV channel 7 proceeding, and continued Oct. 12 hearing to Nov. 5. Action Oct. 1.

By Office of Opinions and Review

■ Granted motion by Northern Indiana Broadcasters Inc., Mishawaka, Ind., to extend time to Oct. 7 to reply to Broadcast

Bureau's opposition to application for review in proceeding on its AM application. Action Oct. 5.

■ Granted petition by Broadcast Bureau to extend time to Oct. 8 to file exceptions to initial decision in Miami TV channel 7 proceeding. Action Oct. 5.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Oct. 6

WWBR Windber, Pa.—Granted license for AM, specify type trans., studio location and remote control point.

WHBG Harrisonburg, Va.—Granted license covering changes in ant. and studio locations, ant and ground systems and type trans.

■ Following were granted extensions of completion dates: WFMM-TV Youngstown, Ohio, to April 6, 1965; KHLL-TV Superior, Neb., to April 6, 1965; KHQL-TV Albion, Neb., to April 6, 1965.

KTWO-TV Casper, Wyo.—Granted CP to replace expired permit to make changes in auxiliary trans. location.

KERN-FM Bakersfield, Calif.—Granted CP to move ant.-trans. and studio location, and install new ant.; condition.

WTAS(FM) Crete, Ill.—Granted mod. of CP to change type trans. and type ant.; install new ant.; ant. height 300 feet; remote control permitted.

WJSM(FM) Martinsburg, Pa. — Granted mod. of CP to move ant.-trans. location, install new ant., and make engineering changes.

Action of Oct. 5

KIFI-TV Idaho Falls, Idaho—Granted license.

Actions of Oct. 2

Ketchikan Alaska Television Inc., Metlakatla, Alaska—Granted CP for new VHF-TV translator, on channel 8, to rebroadcast programs of CFTK-TV (ch. 6), Prince Rupert, B. C.

*WPMS(FM) Warren, Mich.—Granted license for noncommercial educational FM.

Spartan Radiocasting Co., Asheville, N. C.—Granted CP for new UHF-TV translator on channel 72 to rebroadcast programs of WSPA-TV (ch. 7) Spartanburg, S. C.; condition.

WIZE Springfield, Ohio—Granted license covering increase in daytime power, installation new trans., and specify type trans.

WTFF Tiffin, Ohio—Granted license covering changes in DA and ground systems.

WKRC Cincinnati—Granted licenses covering installation of new trans., changes in ant. system, and specify type trans.; and installation of trans. to be used as auxiliary-day and alternate main-night.

WASK Lafayette, Ind.—Granted mod. of license to operate trans. by remote control.

■ Granted licenses for following AM's: WBTC Uhrichsville, Ohio, and specify type trans. WCNW Hamilton, Ohio, and specify type trans.; conditions.

■ Granted licenses for following FM's: WERM Wapakoneta, Ohio; WFIZ Conneaut, Ohio; WAWR-FM Bowling Green, Ohio; and WKMI-FM Kalamazoo, Mich.

KNOE-TV Monroe, La.—Granted CP to change trans location to 2½ miles north of Riverton, change type trans., and ant., make changes in ant. system, and ant. structure, ERP vis. 251 kw, aur. 126 kw, ant. height 1,890 feet.

Southeastern Broadcasting Corp., Bryson City, N. C.—Granted CP for new VHF TV translator, on channel 5, to rebroadcast programs of WFBC-TV (ch. 4) Greenville, S. C.

■ Granted renewal of licenses for following: WJW-TV, Storer Broadcasting Co., Cleveland; WJBK-TV, Storer Broadcasting Co., Detroit; WSPD-TV, Storer Broadcasting Co., Toledo, Ohio; without prejudice to whatever action may be taken as result of proceedings in Doc. 15415.

WSTV Steubenville, Ohio—Granted license covering use of old main trans. as auxiliary trans. at present main trans. site.

WIRO Ironton, Ohio—Granted license covering use of old main trans. as auxiliary trans. at present main trans. site.

Actions of Oct. 1

Jackson County, Walden, Rand, Coalmont and Cowdrey, Colo.—Granted CP's for new VHF-TV translators on channel 10 to rebroadcast programs of KFDC-TV (ch. 5) Cheyenne, Wyo.; and on ch. 12 to rebroadcast programs of KBTW-TV (ch. 9) Denver.

WTOL-TV Toledo, Ohio—Granted licenses for TV; change studio location, and re-describe trans. location; aur. ERP 191 kw; and covering installation of auxiliary trans.

WVIC(FM) East Lansing, Mich.—Granted

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Oct. 7

	Lic.	ON AIR	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM	3,970		58		78	348
FM	1,177		55		198	277
TV	544 ¹		47		87	173

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Oct. 7

	VHF	UHF	TV
Commercial	509 ²	162	671
Noncommercial	58	50	108

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Aug. 31

	AM	FM	TV
Licensed (all on air)	3,938	1,155	523
CP's on air (new stations)	52	50	56
CP's not on air (new stations)	82	190	88
Total authorized stations	4,072	1,395	667
Applications for new stations (not in hearing)	166	208	79
Applications for new stations (in hearing)	68	54	59
Total applications for new stations	234	262	138
Applications for major changes (not in hearing)	199	49	30
Applications for major changes (in hearing)	42	5	10
Total applications for major changes	231	54	40
Licenses deleted	1	1	0
CP's deleted	0	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

license for FM, and specify type trans.

*WCET(TV) Cincinnati—Granted mod. of license to reduce aur. ERP to 17.4 kw.

WALM Albion, Mich.—Granted CP to install new auxiliary trans. at main trans. site, using DA-N.

K08CN, K11EX, K13EP Ephrata, Soap Lake, Moses Lake and Larson AFB, Wash.—Granted CP's to change trans. location to Three Springs Hill, northwest of Soap Lake, and make changes in ant. system for VHF-TV translator.

WUVC Ripon, Wis.—Granted mod. of CP to make changes in ant. system; conditions.

WPBC Richfield, Minn.—Granted mod. of CP to make changes in DA pattern, and change type trans.; conditions.

■ Following were granted extensions of completion dates: KCOR San Antonio, Tex., to March 8, 1965; WMYB-FM Myrtle Beach, S. C., to Jan. 1, 1965; KALB-FM Alexandria, La., to March 10, 1965; WCEN-FM Mt. Pleasant, Mich., to Jan. 15, 1965; WHSB(FM) Alpena, Mich., to Dec. 15; WDXL-FM Lexington, Tenn., to March 14, 1965; KPOL-FM Los Angeles, to Jan. 1, 1965; WSAL-FM Logansport, Ind., to March 15, 1965; WLIB-FM New York, to March 18, 1965; WFLM(FM) Fort Lauderdale, Fla., to Jan. 1, 1965.

WEUC Ponce, P. R.—Granted CP to install new alternate-main trans. at main trans. site.

KJR Seattle—Granted CP to install new auxiliary trans. at main trans. location.

Actions of Sept. 30

Roy H. Park Broadcasting Inc., Jacksonville, N. C.—Granted CP for new VHF TV translator on channel 4 to rebroadcast programs of WNCT-TV (ch. 9) Greenville, N. C.

KXLY-FM Spokane, Wash.—Remote control permitted.

■ Granted renewal of licenses for following: WJR-AM-FM Detroit; WHGR Houghton Lake, Mich.; WKBN-AM-FM Youngstown, Ohio; WKSU-FM Kent, Ohio; WKAR-FM East Lansing, Mich.; WCIN Cincinnati; WKCY Cincinnati; WHOT Campbell, Ohio; WIOI New Boston, Ohio; WFBE(FM) Flint, Mich.; WSTR-AM-FM Sturgis, Mich.; WRED(FM) Youngstown, Ohio, and WJRT(TV) Flint, Mich.

WCOV Montgomery, Ala.—Granted renewal of license of AM conditioned to licensee filing amendment to BP-15312 showing radiation in direction of 236° true north in compliance with commission's rules and regulations within 90 days.

WERX Wyoming, Mich.—Granted mod. of CP to change from DA-D to non-DA, using

power of 500 w—250 w-CH, continued operation on 1530 kc, D; change ant.-trans. location to Grandville, Mich.; make changes in ground system; change type trans., and specify studio location; remote control permitted; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

KYW-TV Cleveland—Reconsidered and re-granted renewal of licenses of TV, and auxiliaries; without prejudice to whatever action may be taken as result of proceedings in Doc. 15415.

KABC-TV Los Angeles—Granted renewal of licenses of TV and auxiliaries; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; and (2) with respect to related studies and inquiries now being considered or conducted by commission.

■ Granted renewal of licenses for following: KLOU Lake Charles, La.; KCRV Caruthersville, Mo.; WCOV-TV Montgomery, Ala.; WNVL Nicholasville, Ky.; WTRL Bradenton, Fla.; WDLR Delaware, Ohio; WHBC Canton, Ohio; WTRX Flint, Mich.; WERE-FM and SCA Cleveland; WSTV-TV Steubenville, Ohio; WAAM Ann Arbor, Mich.; WPAG Ann Arbor, Mich.; WSPD Toledo, Ohio; KWMO(FM) Odessa, Tex.; KWRT Boonville, Mo.; WMRI Marion, Ind.; WRPE Warner Robins, Ga.; KRSD-AM-TV Rapid City, S. D.; WTHM Lapeer, Mich.; WANG(FM) and SCA Goldwater, Mich.; WPBN-TV Traverse City, Mich.; WTVN-TV Columbus, Ohio; WIKB Iron River, Mich.; WREO Ashtabula, Ohio; WZIP Cincinnati, and WCUF(FM) Akron, Ohio.

■ Granted renewal of licenses for following translators: K07DI, Hinsdale TV Club, Hinsdale, Mont.; K12AC, Lovell Byron Cowley TV, Lovell, Wyo.; K75AE, Central Idaho TV Inc., Grangewood, Cottonwood, Craigmont and Nexperce, Idaho; K77AE, Jefferson County Television Inc., Madras, Ore.

KFDA-TV Amarillo, Tex.—Granted mod. of license to reduce aur. ERP to 63.1 kw.

KTBS-TV Shreveport, La.—Granted license covering installation of auxiliary ant. system at main trans. and ant. site.

KRSD Rapid City, S. D.—Granted license covering increase in daytime power and installation of new trans., and change in studio location and remote control point.

KWDM(FM) Des Moines, Iowa—Granted mod. of CP to change type trans. and type

ant. and studio location; remote control permitted.

WAZY-FM Lafayette, Ind.—Granted mod. of CP to change type trans. and horizontal ant., increase ant. height to 150 feet, and install vertically polarized ant.; conditions.

WMYB-FM Myrtle Beach, S. C.—Granted mod. of CP to change type trans. and type ant.; condition.

K83AV Zapata, Tex.—Granted CP to replace expired permit for new UHF-TV translator.

WMTV(TV) Madison, Wis.—Granted mod. of license to reduce aur. ERP to 24 kw.

KMSP-TV Minneapolis—Granted mod. of license to reduce aur. ERP to 32.2 kw.

KPHO-TV Phoenix—Granted mod. of license to reduce aur. ERP to 15 kw, and change type aur. trans.

■ Granted CP's to replace expired permits for following new VHF-TV translators: K13GB, Valler Community Club, Valler, Mont.; K09EN, Export TV Association, Hoppilliad, Mont.; K04CX, Cascadia Community TV Inc., Cascadia, Ore.; W02AC, Claremont Television Inc., Claremont, N. H.; K08BI, Osage TV Inc., Osage, Wyo.; K09FY, town of Rock River, Rock River, Wyo.; K07ER, K09EV, Chelan Station TV, Chelan Station, Wash.; K08EJ, K12EC, United TV Association, Fleming, and Haxtun, Colo.; K07DC, K09DD, K11DJ, Green River TV Co-op., Green River, Wyo.

■ Granted licenses covering changes for following TV's: WETA-TV Washington; KDPS-TV Des Moines, Iowa; KTBS-TV Shreveport, La.; WNEW-TV New York; KXGN-TV Glendive, Mont., and redesign studio location; condition; WKBK Chicago, condition; WABC-TV New York; condition; KGO-TV San Francisco.

Action of Sept. 23

WDSL Mocksville, N. C.—Remote control permitted.

Action of Sept. 22

WKMO(FM) Kokomo, Ind.—Remote control permitted.

Action of Sept. 18

WQFM(FM) Milwaukee—Remote control permitted.

Fines

■ By memorandum opinion and order, FCC ordered Cheyenne Broadcasting to forfeit \$1,000 for willful or repeated violations of Sec. 310(b) of Communications Act and Sec. 1.540 and 1.613 of commission's rules by KVVU-AM-FM Cheyenne, Wyo., effecting unauthorized transfer of control without applying for or obtaining commission consent, and failing to notify commission of numerous transactions relating to ownership or control. Because initial amount specified in July 22 notice of apparent liability was based on relevant factors of mitigation, including licensee's financial status, commission refused further reduction requested in licensee's response.

■ Commission notified Central Florida Co. it has incurred apparent liability of \$500 for failure of WKIS Orlando, to identify sponsorship of broadcast material as required by Sec. 317 of Communications Act and Sec. 73.119 of commission's rules. Station acknowledged it broadcast 24 spot announcements opposing Medicare legislation without identifying sponsor—Orange County Medical Society. Station has 30 days to contest or pay forfeiture. Action Oct. 7.

■ Commission notified Carter County Broadcasting Inc. it had incurred apparent liability of \$500 for violation of Sec. 73.93(c) of rules by failing to employ first-class operator on full-time basis at WGOH Grayson, Ky. Licensee has 30 days to contest or pay forfeiture. Action Oct. 7.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WGAN-AM-TV Portland, Me.—Guy Gannett Broadcasting Services. Requests institution of rulemaking proceedings to amend FM table of channel allocations to add channel 275 to Portland as follows: (all cities in Maine) Portland: delete 243; add 275. Augusta: delete 272A; add 283. Sanford: delete 276A; add 243. Received Sept. 24.

■ Atmore, Ala.—Tom C. Minlard and Grady L. Ingram d/b as Southland Broadcasting Co. Requests amendment of FM table of assignments to assign channel 281 to Atmore and substitute 228A for 280A in Evergreen, Ala. Received Sept. 25.

■ Albany, N. Y.—Richard O'Connor. Requests amendment of FM table of allocations to allocate 253 to Albany. Received Sept. 25.

THE date, Oct. 7, has a special meaning for Thomas S. Murphy. Ten years ago, on Oct. 7, 1954, he was appointed general manager of WROW-AM-TV Albany, N. Y.

Last Wednesday (Oct. 7), Mr. Murphy was elected president of Capital Cities Broadcasting Corp., which has grown from the two original outlets in upstate New York to encompass a broadcasting empire of seven radio and five TV stations and a 40% interest in the New York Subways Advertising Co.

Mr. Murphy would be the first to disavow any inference that he was primarily responsible for this rapid expansion. He joined Hudson Valley Broadcasting Co. when it was bought by Frank Smith, Lowell Thomas and associates and has stayed with the organization. It adopted the name Capital Cities Broadcasting in 1957.

It was a fitting touch, nevertheless, for Mr. Murphy to be elected president on the 10th anniversary of the founding of Capital Cities. It reflected the company's interest in forward-looking, young executives.

Mr. Murphy's role will be to oversee the day-to-day operations of Capital Cities various enterprises, while Mr. Smith, who continues as board chairman, will concentrate on long-range planning, including the acquisition of broadcast properties and expansion into related fields.

Growth Pattern ■ Capital Cities' success over the past 10 years, in which Mr. Murphy has played a key role, can be measured in several ways. It has grown from the two outlets in Albany (now WROW and WTEN-TV) to a complement of stations that includes WKBW-AM-TV Buffalo, N. Y.; WPRO-AM TV Providence, R. I.; WTVD-TV Durham, N. C.; WSAZ-AM-TV Huntington, W. Va.; WJR-AM-FM Detroit and WPAT-AM-FM Paterson, N. J.—New York.

Sales have grown from slightly more than \$2 million in 1956 to more than \$9 million for the first six months of 1964. Its stock was sold at 5¼ when Capital Cities went public in December 1957 and in recent weeks it has sold in the 33-34 range.

When asked to explain the company's success, Mr. Murphy says he likes to quote his immediate superior, Frank Smith, who always responds: "We try harder with fewer people."

To underline this principle, Mr. Murphy noted that there are "only 10 people here at New York headquarters, including secretaries and the switchboard operator." Mr. Murphy's office off Madison Avenue is in a converted brownstone, in which Capital Cities maintains spacious quarters.

Mr. Murphy, 39, is a tall, trim, relaxed individual with a thoughtful manner. Though lean in appearance, he confesses he has to "work at keeping

Capital puts in 10-year veteran as quarterback

my weight down" and plays squash regularly.

His interest in advertising-marketing dates back to 1946 when he was released from the Navy. He worked for a year as a salesman before matriculating at the Harvard Graduate School of Business Administration where he majored in marketing. At the end of his first year, he was elected a Baker

WEEK'S PROFILE



Thomas Sawyer Murphy—pres., Capital Cities Broadcasting Corp.; b. May 31, 1925, Brooklyn, N. Y.; Princeton U., 1942-43; Navy V-12 program at Cornell U., 1943-45; B.S. in mechanical engineering, Cornell, 1945; Harvard Graduate School of Business Administration, M.B.A. in marketing, 1949; Ensign, U. S. Navy, 1945-46; industrial oil salesman, Texaco Inc., Allentown, Pa., 1946-47; asst. account exec., Kenyon & Eckhardt, New York, 1949-51; salesman, asst. brand mgr., brand mgr. and dir., new products, Lever Bros., 1951-54; Capital Cities Broadcasting, 1954 to present; VP and gen. mgr., WROW-AM-TV Albany, N. Y. (WROW-TV later changed to WTEN-TV), 1954-61; exec. VP, Capital Cities, 1961-1964; pres., Capital Cities, 1964, m. Suzanne Crosby of Washington, D. C. on Nov. 5, 1955; children—Emilie, 7; Thomas S. Jr., 5; Kathleen, 2; chairman, CBS-TV Affiliates Advisory Board; board of governors, International Radio & Television Society; dir.—Madison Square Boys Club, New York; Troy (N. Y.) Boys Club; member—Sleepy Hollow Country Club, Manuring Island Country Club, Racquet and Tennis Club, hobbies—skiing, golfing, squash and tennis.

Scholar, roughly equivalent to Phi Beta Kappa at the undergraduate level and accorded to only 5% of the students at the Harvard Business School.

Madison Avenue to Albany ■ After five years of advertising-marketing experience with Kenyon & Eckhardt and Lever Bros., Mr. Murphy went to Albany.

"Mr. Smith was interested in getting a young man with an advertising background to run his stations in Albany," Mr. Murphy recalled. "Both Mr. Smith and Lowell Thomas were friends of my father, and I got to know them pretty well. I felt it was a splendid opportunity." (His father was New York State Supreme Court Justice Charles Murphy who died five years ago.)

"The Albany stations posed a challenge," Mr. Murphy acknowledged. "We assumed liabilities of several hundred thousand dollars and in the first two years we had losses. The losses and the liabilities amounted to about a million dollars. But in the third year we turned a profit, and our company has operated profitably since then."

With its speedy expansion into broadcast operations in other markets, Capital Cities brought Mr. Murphy to New York in 1961 as executive vice president. The company's "growing pains" have continued and today Capital Cities has a staff of more than 500 persons.

It is Mr. Murphy's belief that stations owned by Capital Cities are "probably the most decentralized in the industry." This is in line with the company's policy of "hiring the best possible people and giving them the proper motivation," he reported.

Worthwhile ■ "We give our executives attractive financial incentives with all our managers and department heads entitled to stock options," he continued. "But above and beyond financial considerations, we feel that our success has been advanced by providing young, hard-working people with full responsibility and authority for their operation," he added.

Mr. Murphy frequently visits the various stations, but he stressed that his role is more of the counselor than of the supervisor. Control of the station's operation, he said, is concentrated at the local level.

Capital Cities' stations and management personnel, according to Mr. Murphy, take an active role in promoting community affairs. The stations generally do not undertake common programming or promotional projects because the markets and the stations are different, he observed.

Despite its whirlwind expansion spree over the past decade, Capital Cities does not intend to stand still, according to Mr. Murphy. The company, he said, will continue to seek out acquisitions in the broadcast field and in related enterprises.

EDITORIALS

Running in place

BROADCAST journalism has recently gained a little and lost a little in its struggle for editorial independence.

It has succeeded in heading off what for a time threatened to be an imposition of censorship on the rapid reporting of election results and the broadcasting of election forecasts.

But it has suffered a further erosion of its freedom to report pre-election political news.

Broadcast journalists were entitled to breathe a little more easily when the Congress adjourned without acting on any of a number of proposals to circumscribe the coverage of election returns. All of those proposals had originated from apprehension that western voting can be affected if, while western polls are still open, results in the East become known or projections of the outcome are broadcast.

It is to the credit of broadcast newsmen that they resisted the considerable pressure to delay their reporting or to withhold forecasts until all polls are closed. Not a little of the credit must also go to CBS which has volunteered to underwrite research to determine whether fast reporting or projecting from the East exerts an influence on western voting. That research will fill what is now a vacuum of intelligence and will, as we have suggested, be indispensable when the subject comes up again, as it inevitably will after Nov. 3.

If broadcasters have won the right to report the elections to the extent of their considerable capability, they have lost another measure of their freedom to report the news of the pre-election campaign, and indeed of national news that is disassociated from political campaigning. As reported here last week, the FCC has ruled that if radio or television carry live broadcasts of the President's news conferences, they must accord equal time to all presidential candidates, including any nuts who happen to be running.

Thus the commission has acted again to narrow the broadcaster's capability of practicing journalism under the equal-time law, Section 315. Let any President who is also a candidate be heard and seen while he answers grave questions on national policy, and the air must then be given over to discussions of vegetarianism, the issuance of scrip, free love or any other antic platform that some futureless candidate may be running on.

An essential ingredient in the practice of professional journalism is the exercise of responsible independence. The longer broadcasters submit to the indignities of Section 315, the longer they postpone the day when they can take what ought to be their place at the head of the company of journalists. Repeal of Section 315 is mandatory. It will be obtained only if a majority of broadcasters set out to get it by all the means at their command.

Too many eggheads in the basket?

FOR the critics of television and the critics of ratings the rallying cry has always been that the egghead is being cheated. Ratings, the critics contend, over-state the popularity of entertainment programming while under-estimating the intellectual types in the audience, thus reflecting audience tastes inaccurately.

This old and weary charge is met head-on and disproved in a study currently being distributed by the Television Information Office to opinion leaders across the country. The study was made by Peter D. Fox of Stanford Research Institute and was published under his byline a year ago in *Industrial Management Review*, a periodical of the Indus-

trial Management Review Association of the Massachusetts Institute of Technology. The TIO deserves thanks for extending Mr. Fox's audience considerably beyond the rather select circulation of *IMR*.

The results of Mr. Fox's study surprised even him. In reporting on it he confesses that at the outset he had expected to find that "the higher educational and socio-economic level" of people who watch educational television would make them less likely to cooperate with ratings firms than are viewers who do not watch ETV.

To test this assumption, he worked with two sampling groups. One sample consisted of viewers who had said they watch an educational TV station (WGBH-TV Boston); the other was made up of viewers who said they do not watch ETV. Posing as a ratings company representative, Mr. Fox called 144 persons in each group and asked whether they would let him install audience measurement devices and whether they would keep diaries on their viewing.

What he found was precisely the opposite of what he had expected. Those who watch both ETV and commercial TV were significantly more willing than the others to cooperate with the "ratings company." Among ETV-watchers, 38% said they would accept a meter and 62% agreed to keep a diary; among those who watch only commercial television, 29% agreed to accept meters and 46.5% to keep diaries. In further studies Mr. Fox found additional evidence of "a statistically significant relationship" between cooperation and the education and age (but not income) of the respondents.

What it means—and commercial research authorities do not dispute Mr. Fox's basic findings—is that if ratings are biased in this respect, the bias favors the so-called intellectual. Thus the ratings of entertainment programs probably should be higher than they are, not lower, and those of "cultural" programs should be lower, not higher.

This, as Mr. Fox stresses, is not to say that cultural content should be reduced. Indeed, he points out, those who watch ETV make more money than those who do not, so that "advertising effectiveness may be greater for cultural programs."

We would like to see more advertisers heed this point, but that is not the main thrust of Mr. Fox's study. The thrust is that one of the oldest complaints about television and ratings is unfounded. It won't silence the critics, but it does reduce their cry to an appropriately quackish sound.



Drawn for BROADCASTING by Sid Hix

"Five percent of the viewers watching that school teacher show tuned in late . . . shall I mark them tardy?"

Sweet Sixteen



FORT WORTH / DALLAS



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Think *you* get mail? Wait till you hear Chet Huntley's. He'll be opening some of it weekday mornings as part of his "Plain Talk" on *Emphasis*. Don't like your *own* features in the early morning? Arlene Francis' late-morning *Emphasis* features are sure to please.

As for *Emphasis* in the afternoon, there's Howard Whitman, who

tackles such subjects as love and marriage; NBC News' overseas correspondents, with communi-
qués about the *femmes* and *frauen*; Lindsey Nelson, who talks about sports; and Frank Blair, who reports on the interesting and unusual.

And that's not all. Suppose you're motoring from Passaic, New Jersey, to Palo Alto, California. You'll be able to hear all your *Emphasis* favorites, wherever you go, at the very same times of the day: Frank McGee in the early morning, Nancy Dickerson at lunchtime, etc. (This may not sound world-shaking to you—unless you're an advertiser. If you are, you'll know that this coast-to-coast consistency is very important.)

Whatever your plans—travel, advertising, or otherwise—give *Emphasis* a listen soon. No matter how often you tune in (once, twice, or all 40 times a week), or no matter how often you decide to advertise, we're sure you'll be pleased with the results.  Emphatically.

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