Candidates spend $40 million in radio-TV in 1964. p23
Improper' use of ratings brings short-term renewal. p36
Radio-TV advertising criticized in 4A study. p38
Dodd report: Broadcasters failed to keep promises. p56

The final touch that makes the difference

Spot Radio. The timely reminder, Spot Radio, delivers that all-important sales impression ... the one that triggers the impulse to buy.

Albuquerque, W TAR, Norfolk-Newport News
Atlanta, KFAB, Omaha
Buffalo, KPOJ, Portland
Chicago, WRNL, Richmond
Cincinnati, WC B, Rochester
Dallas-Ft. Worth, K鸭A, Sacramento
Denver, KX, Salt Lake City
Durham-Superior, WOAI, San Antonio
Houston, KFMB, San Diego
Kansas City, KYA, San Francisco
Little Rock, KMA, Shreveport
Miami, W G TO, Tampa-Lakeland-Orlando
Minneapolis-St. Paul, KVOO, Tulsa

Radio New York Worldwide

EDWARD PETTY & CO., INC.
THE ORIGINAL STATION REPRESENTATIVE
Once...Boy!

Twice...Boy, oh boy!

Seven times...Boy, oh boy, oh boy, oh boy, oh boy, oh boy, oh boy!

Are we proud? We're in seventh heaven.

Media experts in seven major cities were asked which local radio stations they chose for the bulk of their buying. In every city, the great majority chose the CBS Owned radio station as one of the top three. Seven out of seven can't be luck. So what's the reason?

The reason is programming. They find talk-and-information programming a most effective setting for their commercials. And they want the kind of informative, responsible programming that people in the community respect.

Because they live in the community themselves, they can make sure they get what they want. They listen to the local stations. They talk to people around town. They know that the CBS Owned radio station delivers the programming and the audience — both male and female — that they want.

And they put their money where their choice is. Boy, oh boy!

THE CBS OWNED RADIO STATIONS

WCBS New York, WBBM Chicago, WEEI Boston, WCAU Philadelphia, KM0X St. Louis, KNX Los Angeles, KCBS San Francisco

Represented by CBS Radio Spot Sales

*Source: Study by Charles Harriman Smith/Associates, Inc. Available on request.
still tall in texas... and first in the heart of houston
Reach the whole market

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

WGAL-TV
Channel 8
Lancaster, Pa.

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

MULTI-CITY TV MARKET

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

Clair McCollough, Pres.
Network program control

One tough question FCC is expected to face in next few months is whether it should attempt to stimulate competition among TV program sources by limiting network control over programing. Commission's network study staff has proposed limiting networks' ownership of entertainment programs to 50% of those shown in prime time. It has also suggested prohibiting networks from engaging in syndication in U. S. and has questioned whether they should be permitted to engage in foreign syndication. Proposals, obviously, contain potential for rip-roaring controversy—which is probably one reason why nothing much has been done with them in two years since they first appeared in staff report.

One indication commission hasn't shelved idea entirely was given last summer, when networks were asked to update commission on their financial and proprietary interests in programs they carry (BROADCASTING, June 8). Time has come, said one high commission official last week, "for us to fish or cut bait on this."

Curve keeps climbing

Radio sets in U. S. may reach 228 million by Jan. 1. That's preliminary estimate of Radio Advertising Bureau, which anticipates this breakdown: 160,512,000 in homes, 56,772,000 in cars, 10,716,000 in public places. New total would be 13,647,000, or 6%, above RAB estimate of 214,353,000 sets as of last Jan. 1.

Payola hunt

Still smarting over criticism leveled at it five years ago by House Oversight Committee for failure to detect payola to disc jockeys from record-pluggers, FCC staff is avidly pursuing complaints regarding outlawed practice. Complaints and Compliance Division, headed by William Ray, former Chicago broadcaster, reportedly is seeking additional personnel to intensify payola field work, feeling that mere knowledge that Washington is watching will reduce activity.

TV line rates

Suggestions made during common carrier hearings at FCC past few weeks seek to encourage increased charges for television networking via coaxial cable and microwaves as means of getting lower tariffs for Telpak and other industrial communications services. AT&T witnesses were questioned by opposing counsel, representing National Association of Manufacturers and Xerox, among others, in regard to TV long line rates, contending profitability of television warranted "fully compensatory" increases and implying that TV now is getting bargain rates.

Some FCC members reportedly look with favor on suggestions and feel that each service should pay its own way, including 7.8% return to carrier (which AT&T wants increased to 8%). It's presumed AT&T companies will explore suggestions. Record shows no opposition from networks or broadcasters, who, of course, would bear increased costs along with advertisers.

Ghost walks

Man whose prose has been heard at many National Association of Broadcasters conferences and annual convention or two has been writing speeches for President Johnson in last month of campaign. John L. Perry, administrative assistant to LeRoy Collins when he was Florida governor and NAB president, and author of many of governor's speeches, was called in by White House as campaign headed into fall month. He was consultant to Mr. Collins' Community Relations Service before LBJ called.

That NBC-WBC deal

RKO General, which originally had deal to swap its Boston stations for NBC's Philadelphia outlets, is preparing to ask U. S. Court of Appeals in Washington to reverse FCC decision July 30 which ordered NBC to swap its wrcv-AM-TV Philadelphia for Westinghouse Broadcasting Co.'s xwyw-AM-FM-TV Cleveland (BROADCASTING, Aug. 3). RKO also plans to seek fresh FCC look into NBC-WBC arrangements. Both Philco, which precipitated hearing by applying for network's Philadelphia TV facility, and NBC have dropped opposition to FCC ruling.

Network is under federal court order to dispose of its Philadelphia stations by Nov. 30. Consent order followed government antitrust suit charging that network coerced WBC into agreeing in 1955 to swap of Philadelphia-Cleveland stations by threatening to withdraw affiliations.

Trend to games?

Game show pilot being considered by CBS-TV for possible nighttime slotting, if needed, is tentatively called Namepens and would employ audience participation. NBC-TV, meantime, is auditioning taped pilot of Inklings, half-hour game show for across-board slotting in daytime period either as replacement or new entry. It stars Jan Murray as MC and is being produced by Jerry Hammer.

Bigger board

Again in works at FCC is promotion of Sylvia Kessler, chief of Opinions and Review, to FCC's Review Board. Board, which has four members but sits as three-member panel, would be increased to five, leaving two members free to write opinions. Miss Kessler had been recommended for appointment to board some months ago. Her present Grade 15 carries salary range from $16,460 to $21,590. Review Board members are Grade 16 with range from $18,935 to $24,175.

Soft drinks, hard cash

One of the fastest growing users of spot TV is relatively new Sprite beverages, which is expected to allocate $4 million or more to medium this year. Introduced in early 1961 by Fanta Beverages Co., division of Coca-Cola, Sprite was promoted on spot TV to tune of $700,000. Investment in medium was raised to $2.5 million in 1963, according to Television Bureau of Advertising, and on basis of present spending, $4 million mark should be reached or passed this year.

Ticket to Manhattan

Who has inside track to operate CATV system in New York City? Both Sterling Information Services and Teleprompter Corp. have petitioned city's board of estimate for franchise there and technically both could be granted. As practical matter, some close to problem think city might grant franchise to only one for "interim" test period of perhaps two years, giving winner clear head start and leading to competitive position that could not be challenged.

Question of program control raised by CBS in New York CATV proceeding (CLOSED CIRCUIT, Oct. 26) brought fast request from Sterling for clarification by FCC. Sterling asked commission if CATV system, before picking up signal of station, is required to obtain "express authority of the originating station." Return wire from FCC General Counsel Henry Geller said commission has not so ruled and in fact has established precedent to contrary. Sterling has filed FCC answer with city franchise bureau.
MORE PEOPLE

listen to

WIBG Radio 99

6 AM to Midnight

than any other Philadelphia Radio Station

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

All estimated and limited as shown in reports: Based on average audience estimates, Monday to Friday, 6 AM to 12 PM, PULSE—April-June, 1964; Adult Audience Age 18-35, Adult Audience Age 35 and over, PULSE LQR—November, 1964; Leads all other Philadelphia stations in circulation, Day and Night, Metro and Total, NCS '61; Share of Audience—Total Rated Time Periods, HOOPER—August-September, 1964.

STORER
NEW YORK
LOS ANGELES
CLEVELAND
MIAMI
TOLEDO
DETOIT
BROADCASTING COMPANY
WNS
KCBS
WJHC
WCGS
WSPD
WJJK
WIBG

FIRST IN PHILADELPHIA

BROADCASTING, November 2, 1964
WEEK IN BRIEF

Political spending for elections estimated at $40 million, up from $14.2 million in 1960. Money split about evenly between national, state and local tickets. Sec. 315 may be financial burden. See . . .

$40 MILLION FROM POLITICOS . . . 23

First "meaningful" national Nielsen shows ABC-TV leading rivals in ratings race. CBS-TV lags 1 point behind, NBC-TV 2.3 points back of leader. Arbitrons show CBS holding narrow lead. See . . .

ABC LEADS NATIONAL NIELSEN . . . 58

Networks ready to wind up $25-million campaign coverage with most expensive, sophisticated election-night reporting in radio-TV history. Million-dollar computers poised for projection race. See . . .

HOW NETS WILL COVER ELECTION . . . 30

Audience appeal of this fall's television offerings is on par with last year, TVQ analysis finds. Study shows new programs account for stability of TV popularity, with boost from young viewers. See . . .

YOUTH, NEW SHOWS HELP TV . . . 59

Senator Dodd's long-awaited report reaches expected conclusion—violence on television is harmful to children. Senate subcommittee warns broadcasters to clean their own house or Congress may act. See . . .

WRAPS OFF DODD REPORT . . . 56

WIFE-AM-TV Indianapolis slapped with short-term renewal by FCC because of "improper use of ratings." Commission says investigation showed ratings were used by salesmen without proper explanations. See . . .

RATINGS BRING SHORT RENEWAL . . . 36

Regional meetings of National Association of Broadcasters nearing end. FCC's Ford tells New Orleans meeting Sec 315 should be repealed, new law adopted. Pinto of RKO defends pay television. See . . .

NAB MEETS IN HOME STRETCH . . . 42B

Battered Emmy awards are polished by National Academy of Television Arts & Sciences, but new system does not meet with universal approval. CBS News leads critics of new awards structure. See . . .

EMMYS REFURBISHED . . . 67

Consumers not vitally concerned with advertising, nationwide study by American Association of Advertising Agencies shows. Radio-TV advertising draws most public attention, 4A meeting told. See . . .

AD APATHEY DETAILED BY 4A'S . . . 38

National Association of Broadcasters asks FCC for full protection from community antenna television systems. NAB also wants protection from CATV "threat" in grade B areas of TV station coverage. See . . .

NAB WANTS STRONG MEASURES . . . 47

DEPARTMENTS

AT DEADLINE .......................... 9
BROADCAST ADVERTISING ........ 36
BUSINESS BRIEFLY .................... 42
CHANGING HANDS .................... 46
CLOSED CIRCUIT ....................... 5
COMMERCIALS IN PRODUCTION 42A
DATEBOOK ............................ 12
EDITORIAL PAGE ..................... 90
EQUIPMENT & ENGINEERING .... 69
FANFARE ............................... 67
FATES & FORTUNES ................. 70
FINANCIAL REPORTS ............... 65
FOR THE RECORD .................... 76
INTERNATIONAL ...................... 68
LEAD STORY ......................... 23
THE MEDIA ......................... 42B
MONDAY MEMO ...................... 20
OPEN MIKE ............................ 18
PROGRAMING ....................... 56
WEEK'S HEADLINER ................. 10
WEEK'S PROFILE .................... 89

Broadcasting
THE BUSINESS NEWS OF TELEVISION AND RADIO

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

Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook Number $13.00. Add $1.00 per year for Canada and $8.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes should be sent to Broadcasting Circulation Dept., 1313 Michigan Ave. N. W., Washington, D. C., 20036. On changes, please include both old and new addresses and address label from front cover of magazine.

BROADCASTING, November 2, 1964
"Let every eye negotiate for itself, 
And trust no agent."

In a more sophisticated world than William Shakespeare envisioned, television permits virtually all people to heed his advice.

For this reason, in this political year, WTIC TV3-AM-FM has continued its policy of airing debates between Connecticut candidates for the United States Senate and House of Representatives. Presented at times when most voters are free to watch television, the give and take of the debates provide the best opportunity for "every eye to negotiate for itself" and thus to determine the relative merits of those seeking to serve in important public office.

We believe this to be an excellent way to inform the electorate and further the democratic process.

WTIC TV3-AM-FM
HARTFORD, CONN.

BROADCAST-PLAZA, INC.
ASCAP, TV networks find common ground

First break in long-drawn round of broadcaster negotiations and litigations with American Society of Composers, Authors & Publishers has come with informal agreement between ASCAP and TV networks, calling for reduction in music rates of networks and owned TV stations. Formula sets up split-level fees, with 1963 revenues (after certain deductions) as base. Where owned stations have been paying 2.05% annually, they'll now pay 1.9% on revenues up to 1963 level and 1.325% on amounts over that. This is said to be about 7% reduction, and stations also get 30% cut in sustaining fees. TV networks will continue to pay 2.5% on base, but when revenues exceed 1963 levels rate will drop to 2%. Deal would run five years to Dec. 31, 1969, but lower rates would be retroactive to Jan. 1, 1964.

What effect agreement will have on future course of all-industry committee representing nonnetwork-owned TV stations appears moot, at least for present. It could set pattern—or stations may go for even larger reductions. All-industry group is currently suing and intermittently negotiating with ASCAP, and representatives say they intend to “get the best rate we can.” New TV network agreement—so new it hasn’t been put into writing yet—also conceivably could affect outcome of current ASCAP cases involving radio networks and hundreds of radio stations.

William B. Lodge, CBS-TV vice president for affiliate relations and engineering, notified CBS-TV affiliates of deal Friday night (Oct. 30). He called it “proper and advantageous” because it terminates long and costly litigation and ends “continuing escalation of total ASCAP fees under the old licenses which have provided ASCAP with a gradually increasing base.”

Mr. Lodge said owned stations’ savings under one-year retroactivity of lower terms would be refunded by ASCAP 50% this year and 50% spread over next two years.

Caliber of campaign linked to Congress

Failure of Congress to suspend Section 315’s equal-time requirements not only prevented “debates” but also led to lower campaign standards and “a deplorable retrogression in information available to voters,” Frank Stanton, CBS president, said Friday (Oct. 30).

Speaking at Hartford (Conn.) Courant 200th anniversary symposium, Dr. Stanton observed that in 1960, when Section 315 was suspended, broadcast debates “constituted a major reform in political campaigning,” as content of “political dialogue” was elevated, degree of public interest heightened and what had begun as “a very apathetic campaign culminated with the highest percentage of eligible voters in all our political history turning out at the polls.”

Dr. Stanton characterized 1964 campaigning, with no Section 315 suspension, as “a throwback to some of the least distinguished in our political annals.”

Among effects of failure to repeal Section 315 Dr. Stanton cited following: absence of face-to-face confrontations between candidates, and fact broadcasters could not carry presidential news conferences without being subject to providing equal time for all other legally qualified candidates for Presidency.

He stressed that responsibility for correcting this situation lies not with FCC, courts, candidates or broadcasters but “squarely with Congress.”

Political business continues to pour in

New political orders revealed Friday (Oct. 30) at CBS-TV and NBC-TV represented additional outlays to pre-election campaign expenditures for national tickets (see page 27).

Democratic business: Johnson for President Committee pre-emption of CBS-TV’s What’s My Line? at 10:30 p.m. Sunday (Nov. 1) and Women’s Apparel Industries Committee to Elect Johnson - Humphrey pre-emption of Password on CBS-TV, today (Nov. 2), 2-2:30 p.m. EST. Both placed through Doyle Dane Bernbach. Revised estimate of Democratic TV network campaign spending (Labor Day through election eve) was $1,671,800.

At NBC, National TV Goldwater-Miller Committee, through PR Counsellors, Hollywood, purchased two half hours making up 8-9 p.m. EST period on Saturday (Oct. 31) on TV network. Pre-empted: Mr. Magoo and Kentucky Jones. Republican TV network campaign spending now comes to estimated $1,985,000. Total network political spending for national candidates over campaign period: $3,656,800.

Committee on Political Education of AFL-CIO also ordered 15-minute segment (Nov. 2, 7:45-8 p.m. EST) on NBC Radio for address by former President Harry S. Truman. Agency: Furman, Feiner & Co., New York.

In another late move, sales managers of about 4,400 commercial radio stations were enlisted by Democratic National Committee to help sell election day spots to local Democratic groups.

Each sales manager received tape of spots featuring hourly countdown on time left to vote for Democratic ticket and letter requesting sales department to contact local Democrats.

Lloyd Wright, media director of national committee, explained that stations had been asking his office who was buying time in their area and where they could obtain campaign materials.

Unequipped to deal individually with so many stations, Mr. Wright felt stations would be willing to sell Democrats on their own campaign. Maneuver was not publicized in belief Republicans might find it good enough to adopt.

Chris Craft earnings up for nine months in ’64

Chris Craft Industries Inc., diversified West Coast firm that also owns three television stations, reported lower revenues but improved earnings for 1964’s first nine months over same period last year. Per-share earnings were up 17% and pretax earnings jumped 34% to $3,186,593.

Chris Craft owns KCOP(TV) Los Angeles, KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.16</td>
<td>$1.10</td>
</tr>
<tr>
<td>Consolidated sales</td>
<td>51,214,127</td>
<td>52,684,402</td>
</tr>
<tr>
<td>Federal Income taxes</td>
<td>1,510,000</td>
<td>940,000</td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>1,674,593</td>
<td>1,434,303</td>
</tr>
</tbody>
</table>

FCC holds Sat. session on Republican complaint

FCC was to go into special meeting Saturday (Oct. 31) to consider Senator Barry Goldwater’s fairness doctrine complaint against ABC, CBS and NBC (see page 26).

Meeting had been tentatively set for Friday, but was postponed to enable all seven commissioners to participate in person. Commissioners Robert E. Lee
WEEK'S HEADLINERS

Peter H. Dailey, VP-account supervisor, Foote, Cone & Belding, Los Angeles, has been appointed VP and manager of Los Angeles office of Campbell-Ewald Co. Nelson Carter, VP who has been serving in that capacity, will continue to supervise key accounts and will assume additional duties as coordinator between agency's West Coast division and Detroit headquarters as well as Campbell-Ewald offices in Chicago and New York.

For other personnel changes see FATES & FORTUNES

ABC riding high on crest of Nielsen's

ABC continued to hold strong lead over CBS and NBC in 30-market Nielsen TV ratings for the 7:30-11 p.m. periods during week of Oct. 18-25. In report released Friday (Oct. 30), ABC-TV's average for nights in week was 21.4 rating and 33.3 share, while NBC-TV continued to hold second place with 18.4 rating and 28.8 share. CBS-TV had 17.7 rating and 27.6 share. ABC-TV led on Monday, Tuesday, Thursday and Friday, while NBC-TV was first on Wednesday, Saturday and Sunday. ABC-TV had 11 of the top 35 shows; CBS-TV had 11 and NBC-TV had 5. Top 35 shows are in rank order but without individual ratings:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Oct. 25-21</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>2 Fugitive (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>1 Bewitched (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>8 Peyton Place (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>5 Petticoats (NBC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>8 Peyton Place II (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>22 No Time for Sgts. (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>23 Movers (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>10 My Favorite Martian (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>13 Ed Sullivan (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>6 Addams Family (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>4 Combat (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>30 Gilligan's Island (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>35 Voyage to Bottom of Sea (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>5 My Three Sons (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>14 W.C. Fields &amp; Co (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>18 Patty Duke (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>33 Beverly Hillsbillies (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>25 Wendy and Me (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>20 Mork &amp; Mindy (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>16 McHale's Navy (NBC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>10 Saturday Night Movie (NBC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>23 Bing Crosby (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>24 Tycoon (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>28 Valentine's Day (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>31 Red Skeleton (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>24 Kraft Theater (NBC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>28 Andy Griffith (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>29 Walt Disney (NBC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>29</td>
<td>17 Wednesday Night Movie (NBC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30</td>
<td>17 Sunday Night Movie (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>31</td>
<td>22 Lawrence Welk (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>32</td>
<td>21 Ben Casey (ABC)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>33</td>
<td>29 Lucy Show (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>34</td>
<td>30 Perry Mason (CBS)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

ABC-TV continues its hold on Thursday

ABC-TV led Arbitrons in average ratings Thursday night (Oct. 29), NBC-TV was behind and CBS-TV trailing. ABC had 17.0 average for 7:30-11 p.m. EST period and led in three half-hours, tieing with CBS in one; NBC had 18.2 and led in two half-hours; CBS had 14.9 and led in one, in addition to its tie with ABC.

Networks noted profusion of political pre-emptions as election campaigns reached climax. Many of local pre-emptions in particular have reduced lineups and distorted rating picture.

CATV pole policy expected from AT&T

Word was expected from AT&T over the weekend or early this week clarifying whether its Bell telephone companies, seeking community antenna television construction and leasing business with new tariffs proposed in many states, will permit private systems to use their telephone poles.

Ben Conroy Jr., chairman of National Community Television Association pole line committee, and Robert L'Heureux, NCTA general counsel, met with AT&T officials early last week on this, but results were not announced, although phone firm said it would make public statement shortly.

AT&T spokesman said previously that policy was to give attachments, but at same time Southern Bell Telephone, an AT&T company, said it had just revised position and was not permitting pole connections (Broadcasting, Oct. 19).

Meanwhile, it has been learned that public utilities commissions in Mississippi and Alabama have, like North Carolina's, suspended new Southern Bell CATV tariffs until next year, with hearings in offing.

Calif. voters don't mind predictions

Majority of voters polled in California congressional district said networks should be permitted to project election outcome while polls are open, Representative Alphonzo Bell (R-Calif.) reported Friday (Oct. 30).

Fifty-six percent of first 10,000 respondents answering to his September poll said "no" to question, "Do you believe in forbidding networks from projecting election returns until all polls are closed?"

Thirty-seven percent said "yes" and 7% were undecided.

Ironically, issue of banning network projections based on early returns from East was raised because of winner "declaration" by CBS News in California primary before all polls had closed in state. Legislative remedies have been proposed; some would muzzle networks, others would have uniform poll closing time, but for Tuesday's (Nov. 3) election networks have free hand, although outright "declarations" won't be made and projections will be clearly labeled (see page 30).
Television for young adults is one of 20 distinct categories of programming this year on WPIX TV/11. The hour Clay Cole Shows and the hour Lloyd Thaxton Show is television that turns young people on—exhilarates, delights, enchants. The Clay Cole Shows and The Lloyd Thaxton Show...one of 20 Different Worlds of Entertainment that give WPIX TV/11 the scope, quality and appeal of a network. WPIX TV/11, New York's One-Station Network.
DATEBOOK

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

* Indicates first or revised listing.

NAB FALL CONFERENCE SCHEDULE

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

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

NOVEMBER

Nov. 5—Hollywood Advertising Club luncheon, Sam Cooke Diggles, president, International Radio & Television Society, will speak, Hollywood Roosevelt.

Nov. 5—Fourth quarterly meeting of Country Music Association Capitol Park Inn, Nashville.

Nov. 5—Annual membership meeting and election of directors of Country Music Association, Andrew Jackson hotel, New Jackson.

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 will be three entry groups and four commercial categories. Park Plaza hotel, Toronto.

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

Nov. 6-7—WSM's Grand Ole Opry 30th birthday celebration, Nashville.

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

Nov. 7-9—Western area conference of American Women in Radio & Television, Beverly Hilton hotel, Beverly Hills, Calif.

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


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

Nov. 10—Deadline for comments on Federal Trade Commission's proposed rulemaking to define disapproval sites.

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 regional board of governors.

Nov. 11—Open membership meeting of New York chapter of National Academy of Television Arts & Sciences to feature the late...

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


Nov. 13—Public service workshop for personnel of civic, social, and welfare organizations in how to use radio most effectively. All-day meeting sponsored under joint auspices of the Southern California Broadcasters Association and the University of Southern California at the university campus, Los Angeles.

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

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

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

Nov. 15—Meeting of National Community Television Association committees on pole lines, policy review and ETV Madison hotel, Washington.

Nov. 15—The Katz Agency's meeting for its client stations' promotion managers, during seminar of Broadcasters Promotion Association, Pick-Congress hotel, Chicago.

Nov. 15—The Katz Agency's meeting for its program common carrier eligibility and the transfer of noncommercial carrier stations from the Business Radio Service to a new group.

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

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

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

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

Nov. 16-19—Membership meeting of Television Bureau of Advertising, New York Hilton.

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

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

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


Nov. 18—East Central annual meeting of American Association of Advertising Agencies in Detroit at Hotel Sheraton-Cadillac. John S. Pingel, president of Ross Roy Inc.
This little wafer of glass is one of the most significant telephone advances since the invention of the transistor.

Reason? It's a complete electrical circuit, ready to be slipped into a piece of communications equipment.

In the years to come, as it finds its way into new Bell System “hardware,” it will save money and help hold down the cost of your telephone service.

We deposit thin films of metal only four millionths of an inch thick on a glass surface like that shown in the picture above.

Because thin-film circuits are photo-etched on the glass, they can be made economically.

And because a number of components and connections can be consolidated into one unit, thin-film circuitry is extremely reliable and precise.

Thin-film technology has benefited from many important contributions by Bell Telephone Laboratories. It is now being applied to a number of Bell System products manufactured by Western Electric. Among these are a new Electronic Central Office, a new high-speed data transmission system, and a new switchboard.

Thin as the film is, its future is big in our plans to keep improving your telephone service while helping to hold down its cost.
A LEADER

Hit Central New York’s rich 24 counties with commercials delivered by WSYR-TV—the leader in the market year after year. It’s important to use the leading station in a market that has:

- Population of 2,508,700
- Buying Power—$5,484,138,000
- Total Homes—740,870
- TV Homes—689,800
- Retail Sales—$3,278,465,000
- Food Sales—$789,846,000
- Drug Sales—$94,327,000

(Market Data Source—SRDS, Jan/64)

WSYR-TV DOMINATES

... because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market, in ARB REPORTS. NUMBER ONE in HOMES DELIVERED ... *20 PER CENT over Station No. 3 ... *65 PER CENT over Station No. 3.

*ARB for March, 1964, Sign-on to Sign-off, Monday thru Sunday.

that city, chairman of regional board of governors, will preside.


Nov. 23—Comments are due on FCC’s notice of inquiry and proposed rule-making regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

Nov. 25-26—Television Information Office TV festival at 54th annual convention of National Council of Teachers of English, Cleveland.

DECEMBER

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

Dec. 4—FCC deadline for reply comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.


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


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

JANUARY


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


Jan. 25-26—Twentieth annual Georgia Radio-TV Institute, University of Georgia, Athens. Forum is sponsored by university and Georgia Association of Broadcasters.

FEBRUARY


windicates first or revised listing.
We do "try harder" for each of our stations

Because we don’t represent too many

You may be sure each one of our TV stations means more to us. Each one gets more interest, attention and effort — because we do not represent too many.

The group operators seem to think well of the short list too. When Westinghouse, Storer, Metromedia, R. K. O. General, A. B. C. Spot Sales and others set up their own representation, they got more concentration of interest. You can get almost all the advantages of this privately owned representation right now through us. We can give it to you without the risk or cost of setting up your own organization.

Your station has special features, special qualities that must be sold. If you are on a “long list” they may not be getting the special interest and attention they deserve.

Would you like us to tell you how to get better representation?

PAUL H. RAYMER COMPANY, INC.
Station Representatives Since 1932

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD

BROADCASTING, November 2, 1964
METRO-GOLDWYN-MAYER FEATURE FILMS HAVE THE STAR-POWER OF:

NATALIE WOOD / SPENCER TRACY / KIRK DOUGLAS / DEBBIE REYNOLDS / ROBERT TAYLOR / LANA TURNER / JAMES MASON / DOROTHY McGUIRE / DEBORAH KERR / RED SKELTON / CYD CHARISSE / STEWART GRANGE / PIER ANGELI / JEFFREY HUNTER / ARLENE DAHL / BARBARA STANWYCK / JANE POWELL / WALTER PIDGEON / RICHARD BOONE / LESLIE CARON
THAT MEANS DRAW-POWER: ELIZABETH TAYLOR / DAVID NIVEN
PAT CROWLEY / FRED ASTAIRE / GEORGE HAMILTON / ROBERT WAGNER
FRED MACMURRAY / JOAN FONTAINE / PETER LAWFORD / JANET LEIGH
ANN BLYTH / JEAN SIMMONS / CHARLES LAUGHTON / JOAN BENNETT
JOSEPH COTTON / VAN JOHNSON / GREER GARSON / ELEANOR PARKER
EDWARD G. ROBINSON..... ALL IN THE NEW MGM/5 FOR TELEVISION

NEWEST FIRST-RUN-FOR-TV AVAILABILITIES, THE

MGM 5

a most exciting list of 31 feature films, for
the most profitable entertainment in television

SOLD
WCBS-TV

SOLD
WBBM-TV

SOLD
KNBC-TV

MGM Television representatives have catalogs and availabilities
NEW YORK • CHICAGO • ATLANTA • CULVER CITY • TORONTO
OPEN MIKE

Neighbors

Editor: ABC, CBS and NBC will be rubbing elbows with other "elements of the broadcasting business" when the residence of the first two is accomplished fact on the Avenue of the Americas north of 30 Rockefeller Center (Broadcasting, Oct. 19).

Any others can speak for themselves. From us, just a reminder that the New York office of the National Association of Broadcasters' Code Authority has been located in the Time and Life building, 1271 Avenue of the Americas, since the building opened in 1960. As of about two years ago, the same goes for the NAB research department.

Minute of staff, compared with our network and group station conferences, we are here, actively at work, and hopefully, meaningful for broadcast audiences, broadcast advertisers and broadcasters.

Stockton Reilich, manager, NAB Code Authority, New York.

Lessons from the past

Editor: While the broadcasting industry has an apparent built-in disinclination to look backwards before leaping forward, in the midst of the current misuse and perversion of the media—radio as well as TV—it might be well to look back to the wisdom the late Ed Klauer brought over from his desk at the New York Times to CBS and the National Association of Broadcasters, when he recommended that broadcasting permit no dramatizations of political issues, either as spots or featured programs during the campaign.

He got through an interpretation of the code that political issues must be stated factually on the air in honest solicitations for or against candidates or issues, lest the issues of the campaign, hard enough for many to understand at any time, be further confused or obscured by clever and prejudiced appeals to ignorance or latent bigotry.

This has nothing whatever to do with the right of free speech anymore than did the earlier code restraint against a flushing sound from the bathroom on radio during the early evening meal hours deny the use of radio to legitimate household chemical manufacturers.

It would seem that a deeper respect and knowledge of the broadcasting media is needed by both political parties and a quick look at the ugly creatures they have exposed to daylight by the stones of decency and restraint they have cast asunder in the past few weeks.—Edward M. Kirby, director of public relations, USO Inc., New York.
World’s greatest bridge tunnel, gigantic port expansion, South’s greatest urban redevelopment, and other aspects of the Tidewater, Virginia, boom have been featured by virtually every major news and business publication in the U.S. From 1960 to 1963 Virginia surpassed every state east of the Mississippi except Florida in population growth rate—and most of Virginia’s growth has been in Tidewater—metro Norfolk and Newport News!

WTAR-TV and Radio, in tempo with Tidewater, are the media for motivation⁶ of people in this great market on the move! Tidewater, Va., is the hottest spot in the U.S. today for a new business dollar. TideWTAR is a better way to spell it, and sell it.

⁶For example, our 28-man news and public affairs staff is believed to be the largest in the entire South.

WTAR TELEVISION & RADIO—CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VA.
Tidy House, the company that radio built

There wouldn't be a Tidy House if there had not been radio first. Radio built our company. Let me go back to explain how Tidy House grew from a basement to a multi-million dollar operation—thanks to radio.

About 1940 a man selling a cleaner over KMA Shenandoah, Iowa, came to General Manager Cy Rapp and Commercial Manager Al Ramsey with the suggestion that they buy his product, Perfex. He had been selling it over KMA and because of the rather small success enjoyed, he thought Cy and Al might be interested on a "sideline" basis. They were reluctant, but agreed on a royalty basis.

Things moved along pretty well. A few orders came in every day—and Mrs. Rapp and Mrs. Ramsey mixed and packaged Perfex in the Rapp basement and mailed each package at the Shenandoah post office.

Nothing spectacular, but a nice side income. But one day they reasoned: "If we can do this with one station, why couldn't we do it twice as well with two stations?" They tried—and it worked. And so did a third and a fourth station. Within a few years they were selling more than 7 million per year from a regional operation. A true Horatio Alger story with appropriate credits to radio.

When I joined Tidy House some ten years ago, we were spending $1.5 million yearly in advertising and well over 90% of that was in radio.

Told We Were Wrong * Feeling flushed with our success, we did what a good many before us had done: We hired experts to tell us why we had done what we had done. And we learned that all of the things we were doing were wrong. We learned that we were terribly out of date using an old out-of-date medium called radio. Worse than that, we were using a homemaker show. It was talking to all of the wrong people—people with not enough education . . . people without enough kids, or with too many kids . . . etc., etc.

So what do we do? First we took that old radio money and put it into a real modern medium, television, and then hit them in Chicago, Philadelphia, Cleveland and Detroit. We did . . . and we fell flat on our puss!

Sure, Chicago can offer more heavy users and maybe more and better socio-economics, too. But can it offer all of that and frequency and impact at the same time? Let's find out: we could spend, and we did, $100,000 a year in Chicago on TV (about 7% of our budget) and we could get less than four spots per week on a TV station . . . and daytime at that! Now, how do you divide five key products into fewer than four TV spots? And sleep nights when you know your well-heeled competitors are buying at the end rate and you don't qualify for that with your schedule?

Backfired * So, after many years of Tidy House covering its 22-state area with radio, we found ourselves more than a little uncovered using television. Television is the most effective sales-producing medium for most products, but let's not overlook the cost. With a budget of our size against our product line and our area of distribution, we could not get either frequency or impact through any medium except radio.

After several years, we concluded that Tidy House was just too darn little to fight all those big bullies, so we went out and got ourselves merged. We got a big brother to help us fight. But, for various reasons, that didn't work either. So we got divorced.

In June of this year Tidy House again struck out on its own and the first thing we did was to get back on radio . . . on a 52-week basis. We probably never would have revived the Tidy House brands if radio had not been available and if we did not know firsthand what radio could do. We needed something we could get into fast—to pump nourishment into our moribund products. We needed flexibility—a medium we could tailor. We needed a medium which could give us an aura of dominance—even if only apparent. We needed a medium that wouldn't break us with production costs. And so, today in almost all of our key markets we sponsor morning news, weathercasts and the Martha Bohlten Show. We are back with the kind of frequency that built Tidy House originally, utilizing the medium that built Tidy House.

What's so creative about that? Maybe not much—and then again perhaps quite a little.

How many people truly recognize the personalized nature of radio? Radio stations by varied programing approaches have specific appeals. And, of course, radio's extreme flexibility is well known to all.

For targeting on potential customers, personalized radio gives an almost-unsurpassed opportunity. Radio is the way the relatively small advertiser can speak to an audience—perhaps not the biggest mass audience, but his audience because he speaks to it daily.

I saw the other day that the Purex Corporation, which trails the big three soapers by at least several light years, turned up with a profit of $8 million. Now, that's one heck of a profit for running a lousy four. The point is, there are several ways to make money. And it does not necessarily follow that following the leader is the best way.

Resurgence Through Radio * Tidy House today is back in business for itself and has been since June. We are back at the same old stand using radio—and we're using it to just about the same degree we were 10 years ago. And what's happening? Keep in mind that prior to June 1, Tidy House Products for several years had been on an uninterrupted downhill course. But I am pleased to report that the Tidy House downturn has been arrested . . . in fact, we are undergoing a very strong resurgence. So much so that today the biggest problem we have is preventing out-of-stock conditions at retail.

Radio must receive a very large amount of the credit for this comeback. We have used no other medium to date. And I can assure you that radio will continue to figure very prominently in Tidy House marketing plans.

Sam Zaiss, for many years an advertising copy writer and editor, at one time was public relations director for Rexall in Los Angeles. In addition to his associations with Tidy House, he has been division marketing manager of Pillsbury Co. At present Mr. Zaiss is vice president and marketing director of Tidy House Products. Herewith are excerpts of his address to the NAB program clinic in Omaha, one of the strongest testimonials ever accorded radio's selling power.
Quality... by any measurement... is on the record at WELI. The station that the adult, purchasing power audience in New Haven depends on... The station that makes New Haven a better buy.

The Sound of New Haven WELI 960/5000 watts
THE **WKJG** STATIONS offer the only COMPLETE BROADCASTING SERVICE in the GREATER FORT WAYNE AREA

---

**WKJG** RADIO Celebrating 17 years of service November 15

**WKJG** TELEVISION Celebrating 11 years of service November 21

**WKJG** FM Debuting in Stereo early in 1965

---

MEMBER STATIONS OF THE COMMUNICANA GROUP • JOHN F. DILLE, JR., PRESIDENT

---

BROADCASTING, November 2, 1964
Campaign radio-TV $40 million

Total, about evenly divided between national tickets and state and local slates, compares with $14 million spent for 1960 broadcasts

The elections tomorrow will mark the end of a frenzied season of free-spending political campaigns that invested an estimated record total of $40 million in television and radio.

This estimate, compiled by Broadcasting from unofficial but authoritative sources last week, represents nearly three times the $14.2 million spent in the 1960 campaigns, at that time a record in itself.

The $40 million estimate does not include production costs, and it would be swelled by additional millions if data on pre-convention primary campaign expenditures were available.

Half for National Ticket • Approximately half of the total was spent in support of the national tickets of President Lyndon B. Johnson and Senator Hubert Humphrey for the Democrats and Senator Barry Goldwater and Representative William Miller for the Republicans.

The other half, approximately $20 million, went into television and radio campaigning for state and local candidates.

Spokesmen for both the Democratic and the Republican national committees estimated they would have spent about $4.5 million each in broadcasting in their coordinated national effort on behalf of their respective national tickets.

These estimates cover television and radio time and production costs. They cover not only the business underwritten by the national committees but also the orders paid for by related organizations—Citizens for Johnson, Citizens for Goldwater, etc.—but coordinated through the national committees.

Both Network and Spot • The national committee figures cover both network spending and the national spot orders placed through the committees’ advertising agencies—Doyle Dane Bernbach for the Democrats, Erwin Wasey, Ruthrauff & Ryan for the Republicans.

Some sources estimated that network television alone would add close to $7 million to the Johnson and Goldwater campaigns this year. But estimates from the networks last week indicated that orders from Labor Day through tonight (election eve) — traditionally the period of heaviest campaigning — totaled $3,356,800 for network television, with network radio orders bringing this total to about $3.5 million.

Although the figures were still subject to last-minute schedule revisions, cancellations or additional purchases, the $3.3 million for network television represented a relatively modest gain

Is Section 315 to blame for soaring campaign costs?

Two authorities on the costs of presidential campaigns said last week that a change in equal-time requirements would help bring costs down.

Their purpose is to make candidates independent of large contributors with special interests, but they recognize the record-breaking use of the broadcast media (see above) as a major factor in rocketing campaign costs.

The present campaign has seen a “literally obscene expenditure,” Paul Porter, former FCC chairman and now a Washington attorney, said in an interview Wednesday (Oct. 28).

Dr. Herbert E. Alexander, a political scientist whose study of campaign finances has been his central work for many years, said in a separate interview that 1960’s temporary suspension of Section 315 demonstrated that media costs can be reduced measurably when broadcasters are able 1) to offer free time to candidates and 2) to broaden their news coverage without equal-time prohibitions.

The report of the President’s Commission on Campaign Costs in 1962 was in part responsible for President Kennedy’s recommendation to Congress that equal-time requirements for this year’s presidential and vice presidential campaigns be suspended.

Both Mr. Porter, who was a member of the commission, and Dr. Alexander, who was executive director, say they hope Congress will take up their report, and they hope whoever is elected President tomorrow will be behind them.

The commission went out of business when it delivered its report (Broadcasting, April 24, 1962), but those who worked on it believe firmly in the document. Mr. Porter said that, for example, Walter N. Thayer, a former member of the President’s commission and a broadcaster (Corinthian Stations), and he have generally agreed to do something about it after the election.

How would Mr. Porter overcome the congressman’s often-stated fear that but for Section 315 he might be at the mercy of a biased broadcaster during some future campaign? That isn’t really the question, Mr. Porter replied. “I’d rather see something done to protect the public.” Saturating the air with campaign spots “just drives the public batty and degrades the office of the President,” he said.

Dr. Alexander notes that network TV spending in 1960 was about $3 million, but says indications are that spending for the presidential tickets this year is likely to double, and he feels it is clear that failing to suspend Section 315 is to some extent irresponsible.
from the $2.9 million spent by the two major parties on network TV in 1960.

More Radio * Total network radio expenditures by the major parties appeared to be higher this year than in 1960, when they totaled $78,876.

The 1964 network estimates, like the 1960 network figures, do not include production costs. The 1960 figures are from official reports compiled by the FCC in 1960-61.

The network estimates indicated that the Republicans as of last Thursday were investing over 20% more on the three TV networks than were the Democrats. Totals showed the GOP spending an estimated $1,850,000 as against approximately $1,506,800 by the Democrats.

All of these expenditures were for the presidential and vice presidential candidates. They bought an estimated 22 hours 4 minutes on the TV networks, plus several hours on radio networks. They do not take into account regional and national spot campaigns on behalf of the candidates.

GOP Bought Most * GOP network TV orders totaled 13 hours 46 minutes and the Democrats 8 hours 18 minutes. Distribution of time and money among the TV networks were estimated as follows:

On CBS-TV.—Republicans 4 hours 10 minutes, $650,000; Democrats 3 hours 5 minutes, $510,000.

On ABC-TV.—Republicans 2 hours 15 minutes, $305,000; Democrats, 3 hours 25 minutes, $511,800. (The Democratic time estimate was computed on the basis that a one-minute participation is equivalent to 10 program minutes.)

On NBC-TV.—Republicans 7 hours 21 minutes, $895,000; Democrats, 1 hour 48 minutes, $485,000.

Harris thinks research will change coverage

The use by television of political survey research and of political analysis are going to change radically the way elections are covered by the TV, radio and the press, Louis Harris, president of Louis Harris & Associates Inc., told a newsmaker luncheon of the International Radio & Television Society in New York last Wednesday (Oct. 28)

"It is my firm belief that just as foreign policy might become the dominant determinant of how we choose our Presidents in the future, so after this election the performance of the jobs networks do will be judged on the soundness, depth and keenness of analysis in all future elections," Mr. Harris declared. "Whether this means making political scientists out of broadcasters or broadcasters of political scientists is a moot point."

Mr. Harris, whose research firm and IBM will work with CBS News on coverage of election night results, cautioned that TV networks must assure the American people that the "revolution in reporting" will leave intact the right and process of casting votes. He noted that this year networks will not report a man has been elected until he receives an estimated 270 electoral votes.

Dr. Herbert E. Alexander

While GOP network TV expenditures were running about 20% ahead of the Democrats, GOP network hours were greater than those of the Johnson-Humphrey forces. The reason: much of the Republican network political schedule, especially on NBC-TV, was in the less expensive daytime hours.

State, Local Spending * Aside from the approximately $4.5 million spent in radio-TV through each of the major party national committees for their respective national tickets, it was estimated that roughly similar or even larger amounts were invested in political broadcasts by state and local groups—also in support of the national tickets.

That would bring total spending for the two presidential tickets to about $10 million each, or close to $20 million for the two parties.

To be added to those figures are the TV-radio investments of state and local groups in support of state and local candidates. While few observers would venture more than a guess, it was considered likely that this figure might reach or exceed $20 million for the major parties.

This estimate is supported by official figures showing the sharply rising TV-radio campaign expenditures in the past few years (also see separate story).

In 1960, according to FCC figures, the Republicans spent $7,558,899 on television and radio and the Democrats spent $6,204,986, for a two-party total of $13,763,795. Minor-party expenditures came to $431,483 to bring the 1960 total political investment in broadcasting to $14,195,278 (figures are before commissions and after discounts).

Off-Year Totals * In 1962— an off-year election, with no national campaign to stimulate the outlays—the radio-TV spending in the general-election drives for state and local offices roughly approximated the overall total for presidential-year 1960. And on top of that, an estimated $6 million in primary-election campaigning brought the 1962 total to $20 million.

If the upward trend in TV-radio has continued into 1960—and experts apparently have detected no sign that it hasn't—this year's state and local politicking on TV and radio could easily reach the $20 million level, particularly if primary spending is taken into consideration.

Dr. Herbert E. Alexander, director of The Citizens Research Foundation in Princeton, N. J. and former executive director of the President's commission on campaign costs, has estimated that Republicans alone spent at least $10 million in the primary and convention campaigns for the nomination that Senator Goldwater won, and TV and radio got a sizable share. The Democrats, with no challenger to incumbent Johnson for the presidential nomination, presumably spent less.

Dr. Alexander estimated that actual cash outlay, excluding the value of campaign work by public officials and other volunteers not paid from campaign funds, would total $200 million in this campaign. This total was about $25 million higher than campaign spending in 1960 and about $60 million more than in 1956, the expert estimated.

The research foundation headed by Dr. Alexander, monitors and assesses political fund-raising and spending.
Section 315 may never be the same again

The 1964 presidential election campaign, regarded as one of the most bitterly fought in memory, was not only rough on the candidates and on the American people; it was exceedingly rough on Section 315 of the Communications Act.

Indeed, the battering of the equal-time law took as the result of three FCC rulings may have left it so weakened as to impair its ability to last out another presidential campaign, at least in its present form.

There was the most recent, and the most controversial, FCC ruling affecting the presidential race, in which the commission held that Senator Barry Goldwater was not entitled to free network time to reply to President Johnson's extraordinary Oct. 18 address on foreign affairs (see story page 26). That address, the commission said, was an "act of office," which was outside the scope of the law.

The courts upheld the commission, but the manner in which they did—the court of appeals affirming on a 3-3 split and the Supreme Court refusing to review the case—is hardly likely to inspire the public's confidence in the commission's wisdom.

Earlier, there was the commission ruling that presidential news conferences during campaigns are not exempt from the equal-time law. FCC Commissioner Lee Loevinger's remarks, in his dissenting statement, that the ruling defied common sense and was an appropriate addition to the commission's "inventory of idiocies" received wide circulation in the press (Broadcasting, Oct. 5).

FCC as Heavy • And before that, the networks maneuvered the commission into playing the role of a heavy. They wanted a ruling on whether they would lay themselves open to equal-time requests by all other presidential candidates if they carried President Johnson in a special appeal in behalf of the United Fund and the Community Chest campaigns. The commission, interpreting the equal-time law literally, said they would (Broadcasting, Sept. 7), and a special program featuring the President was promptly scrubbed by the networks.

The three rulings, of course, account only for the smallest fraction of requests for Section 315 interpretations the commission received during the campaign. On an average day, two dozen queries were received, but most could be answered by the staff simply by referring to previous rulings.

National Ticket Worst • It's the questions affecting the national candidates that cause the most trouble, and the ones that are draining the substance of the law. For the surprising thing is that it isn't the commission that's been the target of most of the resentment the three rulings have triggered; it's the law itself.

And an encouraging development—encouraging to broadcasters who want more freedom to perform as journalists—it is that the resentment is mirrored in an increasing number of newspapers. Editorial writers and columnists are attacking the law as a bar to creative journalism.

Congress, of course, was ready to suspend Section 315 for the current presidential campaign. It didn't do so only because President Johnson preferred to keep the law intact. He is generally regarded as wanting to avoid the pressure for a TV debate with Senator Goldwater that a suspension would have generated.

But those who seek the law's suspension or repeal in the next Congress will have more ammunition with which to wage their fight. In the last session, all they had to support their case was the historic Kennedy-Nixon debates of 1960. Next time, they'll have those three FCC rulings of 1964. And they may well prove more persuasive.

90 southern TV's carry Goldwater show

A one-hour political telecast featuring Republican presidential candidate Senator Barry Goldwater (Ariz.) and Senator Strom Thurmond (R-S.C.) was set to be seen on 90 stations in 14 southern states last Saturday (Oct. 31).

Time and line costs for the prime-time program, sponsored by the Solid South Speaks for Goldwater Committee, cost about $72,000. The network was arranged by Bradley, Graham & Hamby Advertising, Columbia, S. C. BG&H arranged a 10-state, 33-station network for Senator Thurmond's announcement to support the GOP candidate and become a Republican (Broadcasting, Sept. 21).

Last Saturday's telecast was to have originated from the Township auditorium in Columbia, where Senator Goldwater was scheduled to speak. The pickup was provided by WIS-TV Columbia.

The speech was set for 7:00-8:30 p.m. EST, and according to the agency, Republicans in each state were paying for the time on stations in their state.

Among the stations purchased was KTBX-TV Austin, Tex., owned through trusts by President Johnson's family. Time was bought on 18 stations in Texas; eight in Mississippi and South Carolina; seven in North Carolina, Louisiana and West Virginia; six in Tennessee, Georgia and Florida; four in Alabama, Arkansas and Virginia; three in Kentucky, and two in Oklahoma.

KNXT doesn't wait for FCC on equal time

KNXT-TV Los Angeles beat the FCC to the draw last week.

On Oct. 5, KNXT originated an hour debate between Democratic Senator Pierre Salinger and Republican George Murphy, who is challenging Mr. Salinger for his Senate seat. The Socialist Workers Party and the Socialist Labor Party asked for equal time, but before the FCC acted KNXT's legal department made its own decision.

The station decided that the SWP's nominee is not a legally qualified candidate under the FCC's definition as he has not conducted an active campaign. KNXT gave time, however, to John P. Quinn, the SLP candidate, Oct. 28, before the FCC ruled Mr. Quinn eligible for equal time. The commission withheld judgment on the SWP's plea because it lacked information it needed to determine whether the nominee was a legally qualified candidate.

The FCC ruling that Mr. Quinn is entitled to equal time applies to eight other stations to which KNXT made the Salinger-Murphy program available. KNXT sold the debate was aired by KPIX-TV San Francisco, KRON-TV San Jose, KMEX-TV Los Angeles, and KABC-TV Bakersfield. The debate was on 12 radio stations.

KNXT did not have the complete roster of stations that carried Mr. Quinn's broadcast.
Radio-TV helped GOP ticket

Guylay says 100,000 sent replies to Burch appeal, million contributed overall

Whatever the outcome of Tuesday's (Nov. 3) presidential election, the Republican party feels that its heavy use of television was effective, both in fund raising and in forcing newspapers to provide balanced coverage.

L. Richard Guylay, public relations director of the Republican National Committee, last Wednesday (Oct. 28) went so far as to predict that the GOP's unprecedented use of the electronic media will bring a "surprise victory" for the Goldwater-Miller ticket. But he was the only one of six panelists at a Sigma Delta Chi (professional journalistic society) meeting in Washington who thought so particularly in the light of polls overwhelmingly favoring the Johnson-Humphrey ticket.

Mr. Guylay said that the heavy use of television by Senator Barry Goldwater had changed the attitude of the printed-page press from one of being weighted in favor of the Democrats at the start of the campaign to balanced news coverage and editorial comments at the end. Stating that the press attitude had become "progressively better," he said newspapers "inevitably had to express that which the public saw for itself."

The swing to the GOP, according to Mr. Guylay, was detected not only in the receptions given Senator Goldwater during his campaigning but in the number of contributions made by the appeal for funds by GOP Chairman Dean Burch on his Oct. 19 appearance on NBC-TV using free time given in a "spirit of fairness" ostensibly to answer President Johnson the preceding day.

Replies to Burch • Mr. Guylay said "more than 100,000 replies" were received from the Burch plea and that the total number of contributors to the GOP campaign overall will exceed the phenomenal figure of one million. This, he said, was in contrast to some 45,000 contributions in 1956.

Samuel Brightman, Mr. Guylay's opposite number at the Democratic National Committee, said it was unusual for the Democrats to be the "overdog" in contrast to the GOP-oriented "one-party press" of other campaigns. Although pleased with the polls predicting a Johnson-Humphrey landslide, Mr. Brightman said that the Democrats were taking nothing for granted and working full-tilt until election day.

Mr. Guylay said the Goldwater television campaign had been deliberately and carefully planned to prove that their candidate was not a "raving demagogue." He also argued for shorter campaigns, contending that the present practice is wasteful and exhausting. Jet transportation and instantaneous electronic communications, he said, make the long campaign undesirable and old-fashioned. He thought the three-week campaign in Great Britain was too short and that perhaps six weeks would be the answer here. Mr. Brightman said the Democrats had no desire to have long campaigns and in fact scheduled their national convention late this year to shorten the span.


GOP goes back to FCC for aid

Judicial appeals end as Supreme Court refuses to review lower court vote

Senator Barry Goldwater exhausted his judicial remedies last week and was back before the FCC, almost on the eve of the election, in his bid for free network time to reply to President Johnson's foreign policy speech of Oct. 18.

In swift succession, there were these developments:

The U. S. Court of Appeals in Washington, by a 3-3 vote on Tuesday, let stand the commission's ruling that the President's broadcast did not entitle Senator Goldwater or any other presidential hopeful to equal time (Broadcasting, Sept. 26).

The Supreme Court on Wednesday refused to review the lower court's decision. The high court acted within hours of a request by the senator's attorneys to hear oral argument on Thursday. The vote was not announced, but it was apparently 6-2. The court said that Justices Arthur J. Goldberg and Hugo L. Black dissented, and that Justice Byron R. White did not participate.

The senator's attorneys on Thursday returned to the commission with a request that it direct the ABC, CBS and NBC radio and television networks to make time available to the senator on the basis of the fairness doctrine. The networks late Wednesday had rejected an appeal for time that the Republican National Committee had pegged to fairness. The networks said they already were presenting the senator's views in their news programs. The commission was to go into a special meeting Friday (Oct. 30) to consider the GOP request.

Lawyers Dissatisfied • As the week drew to a close, commission lawyers appeared almost as dissatisfied with the

Broadcasters get pat on back from Brophy

The broadcast industry was praised last week by Thomas D'Arcy Brophy, president of the American Heritage Foundation, for its public service contribution to the 1964 non-partisan "vote on an informed basis" campaign being sponsored by the foundation in cooperation with The Advertising Council.

Last August, the foundation noted, Donald H. McGannon, president of Westminster Broadcasting Co., Brigadier General David Sarnoff, chairman of RCA, Dr. Frank Stanton, president of CBS Inc., and George B. Storer Jr., president of Storer Broadcasting Co., were among a group who met with President Johnson at the White House, to discuss the project.

Since September, radio and TV stations have been carrying announcements prepared by Grey Advertising, New York, for the foundation and the council. These spots remind people of their voting obligations. The appeals were supplied to TV stations by the Motion Picture Association of America. RCA Recorded Program Services distributed to all radio stations the "Amazing but True" series of messages emphasizing the many occasions when one vote has changed the course of history.

In addition CBS-TV also prepared regional "Election Guide" booklets for schools and civic groups.
RECIPE FOR SUCCESS Take 370 pounds of nuts (Mickey Deems & Joey Faye); add 2,162 sight gags, 1,078 prat-falls & 296 custard pies. Mix well with a dash of hysteria, stir in plenty of comedy guest stars & add a case of showmanship. Spread generously across the board & enjoy 200 comedy shows for kids . . . for adults . . . for anybody who likes to laugh.
manner in which the case was developing as the attorneys for the Republican candidate. For if the senator had lost in his bid to overturn the commission's ruling, the two court decisions did little to support the position taken by the commission.

The ruling survived the appeals court only because the six judges who heard the case on Oct. 22 divided equally. No statements were issued. And while the Supreme Court, in accord with custom, announced no reason for refusing to review the case, Justice Goldberg issued a statement declaring that the question raised by the senator's petition for a review is a "substantial" one and that the court should hear arguments on it. Justice Black joined in the statement.

Justice Goldberg said that the equal-time law "on its face" requires licensees to afford equal opportunities to all candidates for the same office. "No exemption is made for a legally qualified candidate who is the incumbent President of the United States," Justice Goldberg said.

He also ticked off a series of commission rulings on Section 315 which, he said, "have not been wholly consistent. Then he said, "These varied holdings of the commission and the express language of the act confirm my view of the substantiality of the question and the need for full immediate argument and speedy decision of this case."

President's Address ♦ The controversy began when the networks granted time to the President to discuss the upheaval in the Kremlin leadership and the explosion of a nuclear device by Communist China, and then denied Senator Goldwater's request for equal time—about 19 minutes.

The commission upheld the networks on the ground that the President's address was "an act of office," which was exempt from the working of Section 315. The commission, in its brief filed with the court of appeals, said the program was the kind of event Congress had in mind in 1959 when it exempted spot news events from the equal-time law.

The commission also said the ruling followed a precedent set during the 1956 campaign when it held that a broadcast by President Eisenhower on the Suez crisis did not entitle other candidates to equal time.

The senator's attorneys, however, argued that the commission had never before ruled that a speech was the kind of news event Congress intended to exempt from the equal-time law. They added that the commission's decision in the Suez case had never been reviewed by a court and that "at most" it is "a naked attempt by the commission to carve out an exception to Section 315 never authorized by Congress."

In seeking review by the Supreme Court, the senator's attorneys said that the case is "of transcendent importance, involving as it does the election of a President of the United States and the right of the electorate to be informed concerning the issues in the campaign."

Fairness Invoked ♦ Even before the senators' advisers decided to take an appeal to the Supreme Court, GOP National Chairman Dean Burch had asked the networks for time on the basis of fairness.

His telegrams to the networks Tuesday evening noted that the commission, in its brief, had held that the "fairness doctrine rather than the equal opportunities section" of the law is applicable to the President's broadcast. "Accordingly," he added, "we hereby request . . . equal time for discussion of conflicting views by Senator Goldwater."

Other Reasons ♦ The three networks, each held its response until after the Supreme Court's decision was announced. And each had reasons for refusing the request beyond the fact its news programs were presenting the senator's views.

CBS's vice president and general counsel, Leon Brooks, said if the network granted time to Senator Goldwater on the basis of fairness, it would, under Section 315, be obligated to provide free time to all other presidential candidates. Mr. Brooks said the network already had requests for time from five minor party candidates (CLOSED CIRCUIT, Oct. 26). He added that the FCC, in suggesting the applicability of the fairness doctrine, didn't say Senator Goldwater's appearance would be exempt from Section 315.

ABC, in a wire signed by Mortimer Weinbach, vice president, said the essence of the fairness doctrine is the public's right to be informed, "not the right of a candidate or his spokesman to be heard." The network added that the senator appeared on its facilities (although on a paid program) Oct. 21 to present his views on the events discussed by the President.

NBC's vice president for news, William R. McAndrew, noted that the network had already given Mr. Burch time to reply to President Johnson. The network gave 15 minutes to Mr. Burch "in a spirit of fairness" after it had denied Senator Goldwater's initial request for equal time (BROADCASTING, Oct. 26).
Bringing home the bacon

And bread and shoes and toys and you name it. Retail sales sparkle in Atlanta. One reason is its high employment—over half a million non-farm workers and one of America's lowest jobless rates. Let your product enjoy Atlanta's prosperity by advertising on WSB Radio. It's the pioneer in Dixie, most decorated in the country and proven Atlanta leader for moving goods and services.
The six CBS News correspondents who will play key roles during the network’s coverage of the election are (l to r) Harry Reasoner and Roger Mudd (seated) who will man the presidential desk; Eric Sevareid, national analysis; Mike Wallace, gubernatorial races; Robert Trout, congressional contests and Walter Cronkite, national editor in charge of the national desk.

How networks plan to cover election

Will bring to an end $25 million coverage which started with New Hampshire primary last March

The radio and television networks bring to a conclusion tomorrow (Nov. 3) $25 million worth of 1964 political coverage with the most thorough and expensive election-night plans ever undertaken in electronic journalism.

The $25 million figure is a conservative estimate of how much the networks have thrown into their competitive political reportage since the primary elections began in New Hampshire last March. Millions have been spent by the networks on computer systems that will vie with one another for projection accuracy and speed and that may allow the networks an advantage of four or five hours in predicting the election outcome before it is confirmed by tabulation of the actual vote.

Tomorrow night over 15,600 network employees will be in studios, at remote locations and in key voting precincts, feeding and analyzing returns, exclusive of the thousands of precinct reporters hired by the networks and wire services to provide the raw vote information to the Network Election Service pool.

The television networks plan a total of 53 remote camera locations—many of them overlapping—but their main election night camera targets will be their lavishly outfitted central election studios in New York, where computer equipment is installed, vote boards constructed, and where analysts of the night’s developments will be presented.

Pooling at NES • There are tentative plans for pooled camera coverage of NES headquarters—both the national center in Manhattan’s Edison hotel and the New York State center in the New York Hilton—but no other cooperative camera work is expected.

ABC News, whose overall budget has been increased by some $9 million to an estimated $21 million for 1964, will be spending in the neighborhood of $1.8 million for election night alone. It’s reported that the network’s news division has already laid out $6.5 million on political coverage this year.

The ABC election night staff numbers around 2,200; 1,300 in key precincts supplying vote totals for its computerized projection system, about 500 at 23 remote locations and 400 at New York headquarters.

The network is using a Burroughs Corp. computer setup: twin B 5500 units programmed with past voting history and late information from national public opinion polls reported by Oliver Quyle Associates (see page 31).

ABC-TV’s election-night program beginning at 7 p.m. and running to conclusion, will be sponsored by Xerox through Papert, Koenig, Lois, and by Bristol-Myers, through Young & Rubicam.

CBS-TV’s election proceedings begin officially at 6:30 p.m. EST with the network’s Walter Cronkite evening news program.

CBS will be using 2,000 of its own vote reporters in the 1,360 key precincts on which its Vote Profile Analysis system is built, and 350 other personnel. The network plans 12 remote setups, four of them covering the principal national candidates, two at Democratic and Republican national headquarters, two covering the New York senatorial campaign and others placed in areas of particular political concern. For instance, a CBS spokesman said the network expected to have a remote setup in Atlanta, with the purpose of keeping close tabs on Negro voting there.

CBS commentators will be reporting the election by type of race rather than state-by-state, a departure from its past election coverage practice (Broadcasting, Sept. 21, Oct. 26).

Its sponsors will be Institute of Life Insurance through J. Walter Thompson, American Tobacco through BBDO, and Socony Mobil through Ted Bates. NBC has spent approximately $12 million on its election-year news operation since the March 10 New Hampshire primary and says a final count of its election-night expenses will not be known for several weeks anyway.

The network claims the largest number of Nov. 3 employees—some 10,000 people, with 6,000 of them in key precincts feeding the data which will be absorbed by its Electronic Vote Analysis system (Broadcasting, Oct. 26). NBC will originate portions of its coverage from 14 remote locations in addition to its central New York studio. Remote cameras will follow proceedings in congressional races in California, Ohio, New York and Pennsylvania and gubernatorial contests in Michigan and Illinois.

Election night on NBC-TV is being sponsored by Gulf Oil Corp. through Young & Rubicam.

The Radio Networks • ABC Radio

broadcasting, November 2, 1964
will cover the night's events with an independent news operation beginning at 6:05 p.m. EST and running to conclusion. It will have a corps of correspondents at more than 20 remote locations throughout the country. In New York, more than 40 newsmen will report exclusively for radio.

Radio correspondents will be stationed at election-night headquarters of the major presidential and vice-presidential candidates; at Democratic and Republican national headquarters in Washington; and at candidates' headquarters in New York; Hartford, Conn.; Cleveland; Detroit; Little Rock, Ark.; Montgomery, Ala.; San Francisco; Los Angeles and in other locations for key senatorial or gubernatorial contests.

Correspondents Don Gardner and Keith McBee will be anchormen for the network.

CBS Radio will draw on the resources of the CBS News television team of reporters and analysts on election night. However, a special radio news desk will be manned by Richard C. Hottelet and Dallas Townsend. Results of CBS News' Vote Profile Analysis will also be available.

Coverage by the network will start at 6:45 p.m. EST and run until the presidential race is definitely decided.

NBC Radio's coverage will begin at 7 p.m. EST and will draw upon the facilities of NBC News for its commentary and analysis.

Gulf will sponsor NBC Radio election programming.

No sponsorship has been announced for the radio networks of ABC and CBS.

Mutual will use a staff of 50 newsmen and 40 special correspondents in strategic locations to cover the returns on election night. Coverage will start at 7:35 p.m. and will continue until there is a clear presidential winner.

Jack Allen and Charles Batchelder will serve as anchormen in New York.

ABC-TV executives look over the network's election headquarters as the Tuesday deadline nears. Shown (l to r) are Arnold Snyder, national manager election coverage; Robert Samuelson, manager election and convention coverage; Leonard H. Goldenson, president American Broadcasting-Paramount Theaters; Thomas W. Moore, president ABC-TV; Simon B. Siegel, executive vice president AB-PT and executive vice president of ABC; Elmer W. Lower, president ABC News, Special Events and Public Affairs; Jesse Zousmer, vice president and director of TV news and Stephen Riddleberger, vice president and general manager, ABC News.

Other staff correspondents will be stationed with both major party presidential hopefuls, and at Republican and Democratic national committee headquarters in Washington.

The sponsor will be Curtis Publishing Co., New York, which sponsored Mutual's national political convention coverage.

NBC-TV has scheduled transmission of its four-day television coverage of the elections to virtually all of Europe by Relay satellite today through Thursday (Nov. 2-3).

Coverage of the conclusion of campaigns, election-night returns and final results will be sent by NBC-TV, network satellite coordinator for November, to the European Broadcasting Union, British Broadcasting Corp., Independent Television Network (Great Britain) and Radio-Television Francaise.

**ABC to join other nets in labeling projections**

ABC on election night will adhere to the policy of the two other major networks by carefully labeling projections as such and not making flat statements about a winning candidate early in the evening.

Elmer W. Lower, president of ABC News, Special Events and Public Affairs,
said last week that the computer was not a gimmick but "an invaluable reporting tool, which will help ABC News correspondents and analysts make informed judgments and projections." He said, "when we do make projections, however, we will label them as such, and make clear to our radio listeners and television viewers that they are projections."

The network's independent research team is a group of mathematicians and computer specialists from C-E-I-R, (Corporation for Economical Industrial Research) which describes itself as the oldest and largest analytical research and computer service in the country.

The C-E-I-R specialists have constructed a mathematical model of the electorate. The model will be used in twin Burroughs B 5500 computers to project early returns on a national scale, enabling ABC commentators to predict the winner of the presidential contest and other key races early in the evening. The computers are housed in the ABC News election headquarters, 7 West 66 Street. The TV-1 and TV-2 combined election studio was shown to newsmen last week.

Supplementing the work of the machines will be Oliver Quayle, head of a firm of public opinion poll-takers. Mr. Quayle's last-minute poll information will be added to the past voting patterns in the computers to provide a "base-line projection." According to the Burroughs Corp., the base line projection is "a highly educated guess as to the outcome of this year's major contests."

Information coming to ABC election headquarters will be converted to punched code cards and fed into the computers which will print at 700 lines a minute—a continuous flow of information on the actual vote, the projected popular and electoral vote, state-by-state votes, and detailed analyses of key precincts.

The human experts who will discuss the meaning of the computers' flood of information include anchor men Edward P. Morgan and Howard K. Smith, and three correspondents in charge of sectional areas—Frank Reynolds (midwestern states), Bob Young (southern states), and Roger Grimsby (West Coast states). In addition to newsmen in 20 key locations around the country, ABC will have three special on-the-air consultants—Senator Sam J. Ervin (D-N. C.), Clare Boothe Luce, and former White House advisor Arthur M. Schlesinger Jr.

Prenomination speech doesn't need equal time

The FCC had to step in where New York state officials declined to tread before it could issue a decision in an equal-time case last week.

The issue was raised by Eleanor C. French, congressional candidate of the Liberal and Democratic parties from New York's 17th district, who complained about being denied time by WOR-TV New York.

She wanted time equal to that given her opponent, Representative John Lindsay (R), on May 3, for one of his regular reports from Congress for which the station made time available as a public service.

The issue turned on whether Representative Lindsay was a candidate for re-election or for renomination at the time of the May 3 broadcast. The filing deadline for persons seeking their parties' nominations was April 28.

But there was a second deadline, May 5. This was for the filing of petitions for write-in candidates. No one other than Representative Lindsay and Mrs. French filed as candidates for the nomination of the Republican, Democratic or Liberal parties, and they were nominated without opposition.

The commission was uncertain as to whether Representative Lindsay, under New York state law, was considered a candidate for re-election for his party's nomination on May 3, and neither the commission nor Mrs. French was able to obtain an interpretation of the law from New York state officials. The state attorney general and board of elections said they couldn't issue interpretative rulings for citizens.

Accordingly, the commission made its own decision—since his nomination could have been opposed at the time of his broadcast, Representative Lindsay was a candidate at time—not for House seat but for renomination. The complaint, therefore, was denied.

No rule against empty chair

FCC takes no action on Yarborough complaint on opponent's TV 'debate'

A political candidate may not like it when an opponent goes on television and employs the "empty chair" debate technique. But that doesn't mean the FCC will move against the station carrying the program—even if tapes of the offended candidate's voice are used.

This was the substance of the response the FCC sent last week to Senator Ralph Yarborough (D-Tex.), who had protested an empty chair debate, which was staged by George Bush, his Republican opponent in the Senate race. The program was carried by 13 Texas television stations.

Mr. Bush, for a half-hour broadcast Tuesday (Oct. 27) put together tapes of Senator Yarborough speaking on various topics, together with his own views on those issues.

Senator Yarborough, shortly before the program was carried, fired off telegrams to all of the stations involved (including KTBC-TV Austin, which is owned by the family of President Johnson), protesting the use of his voice.

He alleged that the tapes were made from his broadcasts and warned that their use without permission would violate the Communications Act.

In a wire to the commission, he said that the tapes contained sentences lifted from his speeches and broadcasts for "the obvious purpose" of distorting his views.

The senator asked for speedy action on his complaint, asserting that the Bush program might be rebroadcast before the election. The program, however, was planned as a one-shot affair, according to representatives of the Republican candidate.

The stations, in response to a query from the commission, said the tapes of the senator's voice had not been made from previous broadcasts. They said they had been made during in-person appearances by the senator or off public-address system amplifications of tele-

Charles Batchelder, Mutual commentator, will figure prominently in that network's election night coverage. He will be backed by a squad of veteran Mutual newsmen.

32 (SPECIAL REPORT: ELECTION)
You meet more people in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

In WSJS Television’s Golden Triangle of 3 metro cities and 33 progressive counties there are more people and more households than in any other single market in North Carolina. It’s North Carolina’s No. 1 in the nation’s No. 12 state.
Knock, knock... Who's there?... Bobby... Forget it!

A tempest in a TV pot erupted last week when Senator Kenneth B. Keating (R-N.Y.) "debated" an empty chair on a WCBS-TV New York program while his Democratic opponent, Robert F. Kennedy, tried in vain to appear on the telecast for which Mr. Keating's supporters paid an estimated $5,400.

The contretemps developed after several weeks of discussion between strategists of Senator Keating, the incumbent, and of Mr. Kennedy to arrange a debate on TV. But they could not agree on ground rules because the Keating camp insisted on a debate with only the candidates involved while Kennedy strategists held out for a format that would include questioning by reporters.

On Oct. 24 WCBS-TV offered free phone calls he made to public gatherings.

Furthermore, they told the commission, they did not think it appropriate to censor the program. They said they felt the senator's views had not been distorted. And they also questioned whether they had authority to edit the tapes, in view of the Communications Act's bar against censoring broadcasts of political candidates.

The commission, accordingly, informed the senator late Thursday it would take no action. It said he had not provided any reason for it to question the reasonableness of the broadcasters' judgment.

Quaal calls political ads 'disgraceful'

Political campaign advertising this year is disgraceful and should be subject to the same radio-TV codes as other advertising, Ward L. Quaal, executive vice president and general manager of WGN Inc., said last week in a talk before the Atlanta chapter of American Women in Radio and Television.

"The spot announcements carried in the current presidential campaign are viciously distorted and represent a pitiful reflection upon our political leaders and a demonstration of total irresponsibility by all concerned," Mr. Quaal charged. He said there is a need for the implementation of sections in the codes dealing with political broadcast advertising.

His criticism extended to those of both political parties who developed the campaigns for candidates for President, Vice President and officers at state and local levels. He said WGN-AM-TV Chicago refused to air political spots because no candidate or issue can be properly presented in 60 seconds. The stations also have not sold time for discussions of controversy but give it free for discussion by all sides, a
RCA-5820A 3-INCH IMAGE ORTHICON

Today's Most Popular General Purpose Camera Tube

- HIGHER SIGNAL-TO-NOISE RATIO than the original 5820: 45:1 at 4.5 Mc.
- HIGH SENSITIVITY: requires only 5 footcandles scene illumination, 0.02 footcandles on faceplate.
- UNIFORM SIGNAL OUTPUT
- UNIFORM BACKGROUND
- IMPROVED AMPLITUDE RESPONSE FOR HIGHER RESOLUTION
- LOW MICROPHONICS
- EXCEPTIONAL UNIFORMITY FROM TUBE TO TUBE
- THE MOST POPULAR AND RELIABLE general-purpose image orthicon on the market. For black-and-white pickup outdoors or in the studio.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N.J.

AVAILABLE THROUGH YOUR LOCAL RCA BROADCAST TUBE DISTRIBUTOR


The Most Trusted Name in Electronics
policy which has been in effect for more than eight years.

He contended it is rather silly "if we apply certain standards for shaving creams, dentifrices, gasoline, detergents, pharmaceutical products and intimate apparel and ignore an area which involves the election to office of the man who will lead this great Republic in the months and years to come."

**Metromedia, ILGWU get same-day ruling**

Metromedia and the International Ladies Garment Workers Union pushed the frontier of uncertainty that bounds the FCC's political broadcast rules back a step last week, asking for and getting a same-day ruling on the status of a special-situation political broadcast.

The problem arose with a request for paid political time by the ILGWU campaign committee on Metromedia's WNEW-TV New York and on WCBS-TV New York, WNBC New York, and on 11 New York State radio stations.

The ILGWU program was a 15-minute tape of a Democratic rally originally expected to feature President Johnson, but which turned out with Democratic vice presidential candidate Hubert Humphrey in the key spot when Mr. Johnson could not appear.

The other stations accepted the order, but WNEW-TV originally refused it, pending an FCC ruling, on the ground that since the ILGWU rather than the candidate would be paying for the broadcast, the station might be open to equal-time requests from other candidates at no cost. In support of this view, Metromedia assistant general counsel Thomas Dougherty, cited question 60 of the commission's political broadcast primer of 1962.

(In the primer, the commission said, "If candidates are permitted to appear without cost to themselves, on programs sponsored by commercial advertisers, opposing candidates are entitled to receive comparable time also at no cost.")

M. S. Novik, radio-TV consultant to the ILGWU and also special assistant and radio-TV coordinator for the Hubert Humphrey Campaign Committee, challenged this interpretation, and he and Mr. Dougherty both asked the FCC for a ruling.

In the same connection Metromedia asked the commission what its obligations to opposing candidates might be if the National Association of Manufacturers, a committee of some church group or some similar group should purchase time for a particular candidate.

In its answer the commission ruled that the ILGWU case would be considered "use" under the meaning of the political-time rules. However it further held that the question cited in question 60 of the primer "is not applicable in these circumstances where a political committee of an organization such as here purchases time specifically on behalf of candidates. Therefore, in the present situation, opposing candidates are not entitled to free time," the FCC concluded.

On the basis of the ruling WNEW-TV accepted the ILGWU order.

---

**Ratings bring short renewal**

**WIFE-AM-FM gets one-year renewal for what FCC calls 'improper use of ratings'**

The FCC has handed **WIFE-AM-FM** Indianapolis short-term license renewals because of what it called "improper use of broadcast ratings."

The sanction—a one-year renewal to Aug. 1, 1965—was the first imposed in connection with ratings since the commission warned stations about improper use of that type of data (Broadcasting, June 17, 1963). That warning, in turn, came in the wake of congressional investigations into how ratings are compiled and used.

In correspondence made public last week, the commission held that the Indianapolis outlets, owned by the Don Burden stations, used "fragmentary" results of an audience survey "in a manner which appears to have been irresponsible and inconsistent with the commission's public notice."

The Federal Trade Commission has also warned stations about the use of ratings, and an FTC investigator accompanied FCC representatives in their investigation of the complaints that led to last week's action. But FTC officials last week would not say what, if any, action that agency was contemplating.

The FCC's basic allegations were contained in a July 29 letter to the stations that the agency made public last week. The letter said that WIFE salesmen, in their selling efforts, used ratings based on 134 days of a survey by C. E. Hooper Co. last January, when the stations were conducting a giveaway contest with prizes totalling $119,000.

**Salesmen Not Careful**—The FCC said the salesmen were not cautioned by management to be candid about the figures and did, in fact, leave "some time-buyers with the impression that the survey figures . . . represented at least a month's survey."

The commission said that the Hooper company had conducted a month's survey consisting of five days of telephone calls that was completed on Jan. 11. But on Jan. 10, the commission said, Don Burden, the licensee's president, obtained the figures then available—which were for 134 days.

Beginning Jan. 11, 1964, and "for a considerable period thereafter," the tabulation was used in sales solicitation among Indianapolis retailers and among advertising agencies in New York City, Chicago and Indianapolis, the FCC said.

It added that although the Hooper survey, as originally conducted, might be regarded as "properly conceived," the fragment used "cannot be said to constitute a properly conceived survey."

Additional doubt on the survey's validity stems from the giveaway contest conducted while the research was being compiled, the commission said. "Hyping' ratings by promotional activity during survey periods," it noted, "quite obviously results in ratings of doubtful validity."

Its investigation indicates, the commission said, that the survey during the 134 days involved telephone calls completed to less than 145 "coincidental listeners." Considering the size of the Indianapolis market, the commission added, the stations should have used "special care in disclosing the figures to advertisers."

**Mr. Burden's Reply**—Mr. Burden told the commission its letter of July 29 "contained a great number of factual errors on critical points and either completely misunderstood or ignored the "importance and value" information supplied by the stations or which the FCC staff developed.

In a letter last week notifying Mr. Burden of its action, the FCC said it has found "no instance in which [its] previous letter contained a factual error on a material point or in which it ignored or distorted any information previously obtained . . . ."

Another factor in the decision to grant one-year license renewals was the operation of the Burden-owned KVAN Vancouver, Wash., when the commission fined $2,000 in January 1963 for improper station identification.
Re-appointed!

... and now sold again by

WDOK
Cleveland,
The Pioneer Good Music Station
in the nation's 8th radio market
proudly re-appoints
H-R Representatives, Inc. as
exclusive national representatives
effective immediately
Ads are secondary to consumers

4-A study shows only 15% feel immediate changes are needed in advertising; complaints about radio-TV rank highest with this group

Advertising is not a matter of primary concern to most Americans. But when it is, it's radio and television commercials that draw the most attention—and the most criticism.

The American Association of Advertising Agencies discovered this in its nationwide study of consumer judgment of advertising, it was reported last week at the AAAA western region meeting in Los Angeles.

This was the second report on the survey of American attitudes about advertising, which involved two in-depth interviews with 2,300 consumers in all parts of the country. The studies were made by the Opinion Research Corp. of Princeton, N. J., for the AAAA.

The first report was given last spring at the national AAAA convention (Broadcasting, April 27). It revealed that eight out of every ten advertisements deemed "noteworthy" by the public fall in the broadcast advertising category. It found radio-TV commercials tend to irritate more than "noteworthy" ads in the print media.

In-Depth Study - The information collected by the interviewers is now being analyzed in depth by an ad hoc academic review committee composed of professors from Harvard and Massachusetts Institute of Technology, Alfred J. Seaman, president of Sullivan, Stauffer, Colwell & Bayles, said.

Seven major conclusions about the general consumer response to advertising have been drawn from the study, William M. Weilbacher, senior vice president for marketing, media and research, C. J. LaRoche & Co., reported. They are:

1. Advertising is not a central issue in the day-to-day lives of consumers; they are more immediately concerned with other things." From a check list of 10 items that ranged from government, big business and labor unions to education, religion, family life, sports and fashions, the most talked about were bringing up children, family life and religion, with advertising and big business at the tail end of the list.

Advertising Fifth - When asked which things on the list most need immediate attention and change, the respondents named public education first, followed by government, unions and bringing up children. But advertising ranked fifth, with 15% expressing the need for immediate attention to and change of advertising.

"2. There is a clear consensus among consumers that advertising is a generally benevolent force. It may not save consumers money but it does help—in their view—to raise the standard of living."

Summarizing this reaction, Mr. Weilbacher said: "It is clear that the consumers are quite sure that advertising benefits them in a general way; it is essential; it helps raise the standard of living; it helps make better products. The major reasons for this general benefit seem to be concerned with advertising as a communicative force and as an economic activity in its own right. But even if there are strong consumer convictions of these general benefits, there is much less conviction of a direct return in terms of lower prices, and there is general agreement that advertising will often, presumably in its very effectiveness and efficaciousness for the economy, cause consumers to buy products which they really do not want.

"3. Consumers do state objections to advertising and some believe that changes should be made in it."

The 15% mentioned earlier who feel that advertising needs immediate changes were asked what they would do about it. "Generalized complaints about the electronic media were given by about one third of this group", Mr. Weilbacher said. The need for more truthfulness in advertising was also called for by about a third of this group and one in four suggested that there should be less advertising.

"Other specific suggestions were given by about 10% of our respondents: they included less stress on sex, a ban of advertising on harmful and dangerous products, a desire for more realistic ads and a desire that some ads be made adult.

"4. A great many of the physical opportunities which consumers have for exposure to advertising pass them by."

Asked to keep track of all ads they saw or heard in television, radio, newspapers and magazines for a half-day, the average count was 37.9, which projects to 75.8 ads a person per day. Women counted slightly more ads than men: the 35-49 age group was the most ad conscious; the over-65 group the least.

"5. When an advertisement does engage the consumer's attention it is very likely not to strike him as offensive or annoying, but it is not very likely to strike him as enjoyable or informative, either."

Little Irritation - The responses to exact reactions, Mr. Weilbacher said, led to the conclusion that "the average consumer sees or hears something less than three advertisements in a day that annoy him in one way or another and that he sees or hears one advertisement about every two days that he considers offensive. In contrast, he sees about four-and-a-half advertisements a day that inform him and about four advertisements a day that entertain him.

"6. What a person is and what he thinks about advertising may affect his reaction to specific advertisements, to at least some degree."

Women find more enjoyable and fewer annoying or offensive ads than men; the 50-64 year-olds enjoy advertising more and are less annoyed or
offended by it than any other age group; people favorably inclined towards advertising categorize more ads than do those definitely unfavorable to advertising and like more and dislike less of what they see and hear.

7. The analysis of consumer response to advertising as an institution and to individual advertisements is already sufficiently complete to suggest definite directions and implications for creative work.

Mr. Wellbacher gave seven creative guideposts derived from the study:

Advertising does not make its beholders think that the creator believes them to be gullible.

"Successful advertising does not contradict consumer experience with, or knowledge of, the advertised product.

"Successful advertising says things that are informative and useful.

"Successful advertising is distinctive.

"Successful advertising does not repeat itself to extinction or tune-out.

"Successful advertising creates realistic consumer identification with the product or situation.

"Successful advertising does not lead to boredom, is not repetitious, and is notaddy.

Subconscious Effect • Comparing the survey statistics with the common estimate that the average metropolitan male American is exposed to about 1,600 advertisements a day, Charles F. Adams, executive vice president, Mac-Manus, John & Adams, pointed out that of the total exposure of 1,600 ads, 80 were noticed, 12 provoked some reaction and nine provoked a positive reaction. "If these figures are to be believed," he observed, "about six-tenths of one percent of our ads are doing an effective job.

"Obviously this is a gross oversimplification—if not a lie. Because we have no way of measuring the number of ads that have a subconscious effect—or that have an accumulative effect from repeat exposure. But, it does underscore a fact we have all known or at least suspected: That the job of getting worthwhile attention in the advertising marketplace is getting tougher and tougher.

The public critics of advertising "do not speak for groups which are very like themselves," Raymond A. Bauer, professor of business administration at the Harvard Graduate School, commented. While analysis is not completed, the indication, he said, is that it will probably not disclose "any sizable subgroup in the population that is similar to the articulate militant public critics."

The group termed "unfavorable" towards advertising find it a "part of their environment to which they attach special irritation, but this irritation is not very intense nor are they as a group likely to be especially intense about things in general . . . they are not likely to offer militant opposition."

The group to take seriously is that with mixed attitudes, Mr. Bauer stated. "From the evidence we have so far been able to bring to bear this is a more informed and active group. What is also important is that while it tends to align itself with the favorable group on general issues, such as whether or not advertising is essential, it peels off and comes close to the unfavorable group on some key specific problems such as whether or not advertising influences the intelligence of the average person, whether or not it persuades people to buy things they don't need; etc. "This mixed group should serve as all the competitive differences between products have disappeared," Ray Mithun, board chairman, Campbell-Mithun, Minneapolis, stated.

"When that situation develops—the advertising man has to create a special atmosphere for his product that sets it apart and gives it added attraction, or he'd better help his client create something new that's inherent in the product itself.

"Then it becomes much easier to create great advertising—and you're almost sure to hit the jackpot."

"Product planning sounds so simple, but it can be frustratingly complex," Donald H. Arvold, vice president, marketing, grocery products division, Purex Corp., declared. His company makes

Alberto-Culver has 5-in-1 integrated spot

Some may suspect there is something tongue-in-check about Alberto-Culver's new TV commercial juggling five products into 60 seconds. But there isn't. The spot hit the air last week.

Although the firm's advertising director, George Polk, likes to joke about his new "piggyback" commercial, the fact is that it has qualified as an "integrated" spot and is not piggyback at all, he says.

Mr. Polk reported that both the National Association of Broadcasters and CBS-TV have rated the spot as integrated. The commercial uses a special jingle theme and blends five VOS products into a single promotion.

The new commercial has variations with three to five products integrated in one sequence, Mr. Polk explained, and probably will be only the first of a series of such spots. The firm's agencies are J. Walter Thompson Co., Compton Advertising and BBDO, all Chicago.

The new five-in-one spot is not meant to suggest that Alberto-Culver is giving up its use of piggybacks, Mr. Polk emphasized, because these spots can do an important specialized job. The advertiser, he added, is continuing to boycott spot markets where there is a station piggyback ban in effect and where Alberto-Culver's alternative station choices do not permit the saturation deemed necessary.

Alberto-Culver continues to place virtually all of its annual $40 million budget in TV but is slowly increasing its relatively small print schedule in magazines. Through Compton it is now scheduling six magazines starting in 1965 for New Dawn hair coloring and Get Set hair setting lotion. New Dawn is a 10-month old product backed by a total all-media budget of about $10 million.

The advertiser also has scheduled a heavy network and spot TV drive through JWT, for the introduction of its newest product, Rinse Away dandruff shampoo, effective Nov. 2.

Alberto-Culver's President Leonard Lavin, reports September sales were the highest in the company's nine-and-one-half year history. He predicted that gross sales for fiscal year 1964 ending Nov. 30 will top the $100 million mark, up from $80.2 million for 1963.
The code authority of the National Association of Broadcasters has approved 13 more toy commercials, adding them to the initial listing of 141 advertisements that have been cleared for the Christmas season (Broadcasting, Oct. 12).

The new list was carried in the code authority's October TV Code News. All the commercials were judged to be in accordance with code standards and the top advertising guidelines.

The publication also warned code subscribers to send to the code for rulings any questionable ads they encounter. It was pointed out that commercials should not show a doll standing upright if the product cannot, and if a stand is needed this should be stated. Subscribers also were cautioned that ads should not show a child pointing a toy gun at a pet or another child.

The 13 newly classified toy spots are for products of nine companies. Multi-product announcements are marked by one asterisk (*) if judged piggybacks, two asterisks (**) if integrated.

This is the NAB code authority list:

BLAZON INC.: (*) #1, Sno-Wing/Horse (with guarantee information slide); (*) #2, Horse/Sno-Wing (with guarantee information slide).
DELUXE READING: BA-1-60, Baby Britie "Jingle"; 35-60, Cruiser 101; 43-60, Betty's Beauty Parlor.
EMBREE MANUFACTURING: (**), Koppette.
GABRIEL: U-2 Spy Plane.
LIONEL TOY CORP.: Helios 21 (with source of power slide).
MATTIEL: HRE-3-33, Hot Rodder Engine #3; HRE-4-60, Hot Rodder Engine #4.
OHIO ART CO.: Carnival Shooting Gallery (Revised).

NAFMB, GAB join chorus against SRDS proposal

There were more complaints last week against a plan by Standard Rate Data Service Inc. to change its method of station listing. The National Association of FM Broadcasters and the Georgia Association of Broadcasters lodged protests, the latter offering an alternate plan.

The row was touched off by the Pennsylvania Association of Broadcasters when SRDS announced its intention of continuing its monthly listing of major-market AM stations but relegating FM's and smaller-market AM's, previously included in the monthly publication, to a twice-a-year listing (Broadcasting, Oct. 26). The PAB last week also offered an alternate proposal, and the National Association of
... The list is long and imposing. Key people of government and politics whose position and philosophy have impact on South Florida! Each week they're confronted by our panelists on the oldest program of its type: WLBW-TV's Miami Press Conference, the most talked-about, most written-about public service program in all of Florida. Yes, it's on Channel 10 where you find that acknowledged authority for the first and final word!

... Shall we continue the list? There's former Vice-President Richard M. Nixon; OAS Ambassador DeLesseps Morrison; AFL-CIO President George Meany; Ex-Ambassador Earl T. Smith; Teamsters President Jimmy Hoffa; former Attorney General Robert Kennedy; Congressman Claude Pepper... and oh! so many more!... How about monitoring us for other important figures with major pronouncements, on Miami Press Conference! This coming week, perhaps?

Represented by

Television, Inc.

BROADCASTING, November 2, 1964
Broadcasters arranged to meet with the SRDS to discuss the problem. Vincent T. Wasilewski, NAB executive vice president, had earlier protested the SRDS decision.

PAB's initial attack against SRDS was an emergency executive meeting, where a committee was named to make recommendations to SRDS. The committee last week asked SRDS to abandon its plan for separate publication and suggested that "a reasonable limit be placed upon the amount of free listing space, with a reasonable charge being imposed for any additional space over the maximum [and that] a reasonable charge be made for making an unreasonable number of listing changes in any one year." SRDS is now studying the proposals.

Although the NAFMB registered only a complaint, offering no counter-proposals, the GAB suggested SRDS continue its present methods. The GAB offered to offset the costs involved by supplying SRDS with necessary information for changing the monthly listings. This would keep only Georgia stations current, but the GAB said other groups might adopt similar techniques.

Sherrill Taylor, NAB's vice president for radio, said he had made tentative plans to meet with Harvey Harkaway, assistant to the SRDS publisher, in New York Thursday (Nov. 5). Mr. Wasilewski will probably attend the meeting also, Mr. Taylor said, and other prospective conferences are Edmund Bunker, president, and Miles David, administrative vice president, of the Radio Advertising Bureau.

Mr. Taylor said he was aware of the alternate proposals offered by the PAB and GAB, but that they involved details that would have to be worked out in conference.

Changes considered in cigarette ad code

Robert Meyner, administrator of the cigarette advertising code, last week reportedly was considering "significant" changes that may have to be made in the claims found on cigarette packages and in cigarette advertising.

Mr. Meyner's principal concern apparently was in the area of health claims, and it was speculated that certain descriptive phrases about filters might be in for deletion or alteration.

Mr. Meyner was named by the cigarette makers June 7 to administer the code which had been issued April 27. The code itself had been described by Mr. Meyner as "rather strict." By its rules all cigarette advertising will have to be submitted to Mr. Meyner for approval, and any violations could cost up to $100,000.

Multiproduct list gets 24 additions

The running list of multiple-product announcements kept by the code authority of the National Association of Broadcasters has been expanded by 24 commercials, 13 classified as integrated and 11 as separate.

The additions, listed in the NAB's TV Code News for October, bring to 204 the number of multiple-product announcements the code has classified through Oct. 8. The other 180 commercials were listed last month (Broadcasting, Oct. 12).

The newly classified commercials, complete with company name, code designation and products advertised, are:

INTEGRATED
BUXTON, INC.: BU-62-02-6(20960), Keytainer/Or- ganizer.
EMBREE MANUFACTURING CO.: Koppenful/Full- O-Fun Kit.
HELENE RUBENSTEIN, INC.: R-60-511-64 T, Long Lash/Fashion Stick; R-60-515-64 T, Long Lash/Thiablast.
HOLLOWAY CANDY: HSR-1-60, Slo-Poke/Milk Duds.
PETER PAUL, INC.: PPM-3-64-B, Mounds Candy Bar/Almond Joy Candy Bar.

PIGGYBACK
PILLSBURG CO.: 1269 Double Dutch CB-60, Double Dutch Devils Food Cake/Fudge Brownie Mix.
SAUTER LABS., INC.: 4-608, Romilar CF/Children's Romilar; 4-609, Romilar CF/Children's Romilar.

American Home defends Preparation H ads

The American Home Products Corp., New York, has slapped back at the Federal Trade Commission's complaint that the firm's Preparation H ointment and suppository advertising has been misleading (Broadcasting, Sept. 14).

American Home said its commercials through Ted Bates & Co., New York, for the hemorrhoid treatment, did not misrepresent that Preparation H will shrink hemorrhoids or relieve all pain. The firm also denied claiming the drug would make surgery for piles unnecessary and said that it had adjusted its advertising following an FTC complaint in 1954. It was then advised, American Home said, that the FTC would take no further action on Preparation H, and the firm has made "no significant change in its advertising" since then.

Preparation H has long been involved with broadcast advertising, although the television code review board of the National Association of Broadcasters banned its commercials five years ago, primarily for reasons of taste. The treatment is still advertised on radio-TV.

The FTC's complaint regarding Preparation H also cited four other hemorrhoid remedy advertisers. Among them was Humphreys Medicine Inc., New York, maker of Humphreys Ointment, another broadcast advertiser. Humphreys also denied FTC charges, and along with American Home asked that the complaints be dismissed. The FTC plans to hold a hearing on the complaint at an undetermined date.

ABC Films, Seeger join to form Channel Films

The formation of Channel Film Productions Inc., New York, by ABC Films in partnership with Hal Seeger Productions, New York, was announced last week by Henry Plitt, president of ABC Films. The new company will provide on-premise animation, optical, editing and sound facilities for on-the-air promotional spots, commercials, shorts, features and industrial films and openings to shows, trailers and station breaks.

Channel Films is located at 48 West 45th Street. The officers are Mr. Plitt, president; Harold I. Klein and Raymond Fox, vice presidents; Hal Seeger, treasurer, and Beverly Seeger, secretary.

Business briefly...

Old London Foods Inc., through Richard K. Manoff, both New York, will be participating sponsor in NBC-TV's Dennis the Menace (Saturday, 11-11:30 a.m. EST). Old London will also use spot TV in selected markets.

The Bonomo Candy Division of Gold Medal Candy Corp., through Hicks & Greist, both New York, is sponsoring the largest fall TV advertising campaign in its history. Bonomo will run 247 spots weekly on 46 stations in the country's top markets—a 200% increase in number of spots and a 100% increase in number of stations over last year.

Schenley Imports Co., through Norman, Craig & Kummel, both New York, began a 26-week campaign on CBS Radio's The Arthur Godfrey Show.
Mrs. Peterson cancels her date with AFA

A flurry of angry exchanges involving the Advertising Federation of America and Esther Peterson, President Johnson's special assistant for consumer affairs, has led Mrs. Peterson to cancel a Nov. 7 speech before the AFA. Instead, she has accepted an invitation to address a regional conference of the American Association of Advertising Agencies in New York Nov. 11, where she is expected to present her side of the AFA squabble.

AFA President Mark Cooper prompted Mrs. Peterson's cancellation when he sent a memorandum to AFA members criticizing her for “doing irreparable damage to the reputation of American businessmen and the advertising industry—perhaps unwittingly.” He enclosed an editorial, with which he said the AFA agreed completely, from Printers' Ink, a trade magazine. The editorial declared, in part, that “Mrs. Peterson and her new office represent the most pernicious threat to advertising today.”

Following the mailing, Mrs. Peterson cancelled her speech, refusing to address a group that supports a position “rejecting the two-way exchange between business and government...” Several AFA members also said they did not support the criticism, and the AFA executive committee met last week and issued this terse statement: “We unanimously endorse Mark Cooper's action in alerting AFA members to matters which might be inimicable to advertising and business in general. However, we do not necessarily endorse all of the opinions expressed in the editorial which accompanied Mr. Cooper's memo.”

Phillips buys TV basketball

Phillips Petroleum Co., Bartlesville, Okla., through J. Walter Thompson Co., New York, will be one-quarter sponsor of TV coverage of the Missouri Valley Conference basketball season of 10 games on a midwestern special TV hookup of 14 stations. Season will start the first week in January, with the games being broadcast live on Saturdays, starting at 1:30 p.m. and continuing to conclusion. Tom Vickers Productions, headed by a Wichita investment banker and oil man, is handling the basketball package, with John Vrba, president of The Fourth Network, sports program organization, acting as national sales representative.

Maxon to close in Chicago

Maxon Communications Inc., New York, last week announced the closing of its Chicago office, effective Jan. 1, 1965. The management, creative and media services for the A. E. Staley Manufacturing Co., the Chicago office's single account, have been served by the New York office for several months. Mr. Haakon Groseth, senior vice president of the Chicago office, will be transferred to New York immediately with other members of the staff essential to the Staley operation. Mr. Raymond Stricker, vice president in charge of the Chicago office, will become a consultant to the New York office, effective Jan. 1.

FTC tells NRC to stop 'false' Enurol claims

The Federal Trade Commission last week ordered National Research Corp. to stop making, what the FTC thinks, are false therapeutic claims for NRC's Enurol, a medicinal product that has been advertised on radio-TV.

The FTC's action essentially backed an earlier recommendation by a hearing examiner (BROADCASTING, July 27), but overturned his stand that the Lafayette, La., firm should not be required to delete the word “research” as part of any trade name in its advertisements. The FTC said NRC "is not engaged in scientific or any other kind of research" and such advertising could mislead the public.

Enurol won't prevent, relieve or cure "arthritis, bursitis, rheumatism or any other degenerative disease," the FTC said, although its radio-TV advertising had made these claims.

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.

Jefferson Productions, One Julian Price Place, Charlotte, N. C.


Coca-Cola Co., Atlanta (Coke); two 30's for TV, live on tape. Jim Rogers, production manager. Agency: McCann-Erickson, Atlanta. Don Naylor, agency producer.


Standard Oil Co. of Kentucky, Louisville (oil); one 60 for TV, live on tape. Jim Rogers, production manager. Agency: Burke Dowling Adams, Atlanta. Bob Hendrickson, agency producer.


BROADCASTING, November 2, 1964

42A
NAB meets enter home stretch
New Orleans gathering hears FCC's Ford call for repeal of Section 315, defend fairness doctrine

The last leg of the regional meetings of the National Association of Broadcasters begins next Monday (Nov. 9) in Detroit, to be followed by meetings in Albany, N. Y. (Nov. 12-13), and Richmond, Va. (Nov. 16-17).

Already completed are the first five of this year's fall conferences, with the fifth taking place in New Orleans last week.

John F. Dille Jr., Communicana Stations, vice chairman of the television board, will be the principal board speaker in Detroit and in Albany. Jack W. Lee, WSAZ-AM-FM-TV Huntington, W. Va., vice chairman of the radio board, will be the board speaker in Richmond.

FCC Commissioner Kenneth A. Cox will represent the commission at the Detroit and the Albany meetings; Commissioner Robert E. Lee will appear at the Richmond meeting.

Meanwhile, one commissioner's opinion of whether or not broadcasters should own community antenna TV systems was made known last week. Speaking to the New Orleans conference, Commissioner Frederick W. Ford said that he favors broadcasters owning cable systems and vice versa. Mr. Ford said he agrees that urban areas should have a choice of TV signals through the medium of CATV, but, he added, he's against CATV when it destroys local TV service to rural areas. Rural areas, he maintains, must be protected.

Discussing the problems of Section 315 Mr. Ford urged that it be repealed. But, he added, a new section of the Communications Act should be adopted by Congress giving the FCC the power to establish rules to govern political broadcasting.

These rules, he said, should be drawn up in consultation with congressmen, the national committees of the two major political parties, communications lawyers, broadcasters and other interested parties.

Section 315, Mr. Ford said, has given rise to "a whole host of problems that seem to be limited only by the ingenuity of campaign managers."

Weigh All Factors = Mr. Ford also contended that the FCC should not take any action to limit the number of commercials on the air; he would let the "marketplace" decide. But, he added, he thought this would require the FCC to publicize the amount of commercial time carried by each station so that the public would know.

Although he said he was loathe to suggest an optimum limit on commercial time, Mr. Ford pointed out that in the "golden age" of radio, the most popular program, Amos 'n Andy, was about 25% commercial.

Alluding to the controversy over the FCC's fairness doctrine, Mr. Ford noted that at no time has any station been set down for hearing for being unfair, and, in fact, he observed, no station has ever been censored for violating the policy.

"The commission is convinced," he said, "that 98% of all broadcasters want to be fair. It isn't a serious problem."

Highlight of the New Orleans meeting, as it has been at all of the NAB regional meets, was the panel on CATV and pay TV.

The first out and out advocate for pay TV at the NAB meetings was John Pinto, vice president of RKO General's WHCT(TV) Hartford, Conn., which has been operating as a pay-TV station for the last two-and-a-half years.

Listing attacks that are based on the fear that if successful subscription television will wean away standard programs now on free TV, Mr. Pinto stated categorically that RKO General wouldn't be in pay TV if it would harm free television. Pay television, he said, is supplementary to free TV, and will use programs not on regular broadcasting schedules—such as current movies, Broadway plays, sports and other such fare.

Responding to an inquiry on why he included sports in his list, Mr. Pinto observed that many sports programs already have left regular TV fare for theater television circuits.

Mr. Pinto's position was challenged by Dwight W. Martin, WDSU-TV New Orleans and chairman of the NAB's Future of Television in America Committee. That committee, Mr. Martin said, is opposed to pay TV, both wired and wireless, because it is fearful that subscription broadcasting will take programming from free TV. Notwithstanding the argument that pay TV is only interested in programs not now on free TV, Mr. Martin stated, proponents of pay TV will find that "there are more dollars in appealing to the mass audience than to a limited audience." At that point, he said, free TV will begin to lose programs.

Mr. Martin also emphasized that the Future of TV in America Committee has


South will rise again

It was too good to miss, and the National Association of Broadcasters couldn't resist: For the Richmond, Va., regional conference, scheduled to be held Nov. 16 and 17 in that former capital of the Confederacy, the board speaker will be Jack W. Lee, WSAZ-AM-FM-TV Huntington, W. Va., vice chairman of the radio board, and the FCC speaker will be Commissioner Robert E. Lee.

Missing from the agenda is Traveler, General Robert E. Lee's horse.
The new General Electric TT-59-A UHF-TV transmitter sets new standards for stability, economy and performance. The TT-59-A provides 50 kw peak synchronizing-video signal and a 28 kw aural signal. A major factor in the excellence of these new GE transmitters is the use of Eimac four-cavity klystrons in both visual and aural power amplifiers. The Eimac 4KM150 series of tubes features low random AM noise — more than 60 db below black level. Linearity is excellent. Large cathode with loading less than 150 mA per cm² means long life. If your transmitter requirements include easy cooling, low rf drive power, simple tuning, and operating economy, contact Eimac. We have, or can design, the tube for you.

EIMAC

four-cavity amplifier klystrons power new GE UHF-TV 50 kw transmitter

EITEL-McCULLOUGH, INC., San Carlos, Calif.
In Europe Eitel-McCullough, S.A., 15 rue du Jeu-de-l'Arc, Geneva, Switz.

4KM150 SERIES TYPICAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Frequency (MHz)</th>
<th>Output Power (kW)</th>
<th>Drive Power (W)</th>
<th>Heater Voltage (V)</th>
<th>Heater Current (mA)</th>
<th>1 dB Bandwidth (Mc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>470-610 Mc</td>
<td>50</td>
<td>20</td>
<td>26 Vdc</td>
<td>11.5 Adc</td>
<td>8 Mc</td>
</tr>
<tr>
<td>550-720 Mc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>700-890 Mc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

EITEL-McCULLOUGH, INC., San Carlos, Calif.
In Europe Eitel-McCullough, S.A., 15 rue du Jeu-de-l'Arc, Geneva, Switz.

4KM150 SERIES TYPICAL CHARACTERISTICS

<table>
<thead>
<tr>
<th>Frequency (MHz)</th>
<th>Output Power (kW)</th>
<th>Drive Power (W)</th>
<th>Heater Voltage (V)</th>
<th>Heater Current (mA)</th>
<th>1 dB Bandwidth (Mc)</th>
</tr>
</thead>
<tbody>
<tr>
<td>470-610 Mc</td>
<td>50</td>
<td>20</td>
<td>26 Vdc</td>
<td>11.5 Adc</td>
<td>8 Mc</td>
</tr>
<tr>
<td>550-720 Mc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>700-890 Mc</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

BROADCASTING, November 2, 1964
Minow revisited: a chairman with a mission


It was no accident that Newton N. Minow was probably the most controversial chairman in the FCC's history. In a sense, he planned it that way. For when he accepted President Kennedy's call in 1961, he did so, he indicates in *Equal Time: The Private Broadcaster and the Public Interest*, with a sense of mission. Quite simply, he wanted to uplift broadcasting, particularly television, whose potential for education and entertainment he recognized as immense. And the technique he chose was public speeches—blistering, eloquent speeches that would arouse public opinion and goad broadcasters.

*Equal Time*, which will be published Nov. 9, is a collection of the major speeches and writings produced by Mr. Minow (with the help of a stable of assistants whose aid he acknowledges) during his 28 months as chairman. Lawrence Laurenti, radio-TV editor of the Washington Post, has edited the speeches and provided comment to set the stage, in time, place and atmosphere, for each of the Minow offerings, and to describe the aftermath.

Included, of course, is Mr. Minow's first address to the National Association of Broadcasters, at its 1961 convention, in Washington. It was then that he invited the broadcasters to sit down in front of their television sets for a full day. "I can assure you," he said, leading into a phrase that has proven durable if not memorable, "that you will observe a vast wasteland."

Another Speech to NAB * There is also the speech, before another NAB convention, this one in Chicago, in which he advocated enactment of legislation that would not only compel broadcasters to join the NAB but would give the association authority to enforce its own commercial time standards.

There are also speeches in which he called on broadcasters to put on more news, to do more editorializing and to do it more aggressively, to do more public service programming and to produce more and better children's shows. The book also contains essays restating positions Mr. Minow held as chairman—on the need for freeing broadcasting's "creative forces" from advertiser influence (by separating advertising material from editorial content, as in newspapers and magazines) and for providing political candidates greater access to radio and television (by requiring broadcasters to make free time available) (Broadcasting, Sept. 7).

View from the Bridge * In all of this, there is more than the lifted eyebrow technique of regulation. Mr. Minow was, quite frankly, using the office of FCC chairman as a platform from which to command attention for his views, on the kind not determined if it should seek legislation to outlaw pay TV, or if it should support such legislation if it is introduced.

Marcus Bartlett, wsb-tv Atlanta, Ga., urged broadcasters to get into the ownership of CATV, while Marshall H. Pengra, KLTV(TV) Tyler, Tex., recounted what he termed were some of the dangers of CATV to broadcasters.

Rochester ch. 13 case won't be reopened

The FCC denied a joint request by eight of the original eleven applicants for channel 13 in Rochester, N. Y., to postpone the oral argument in the case scheduled for today (Nov. 2) and to reopen the record and remand the proceeding to the hearing examiner for further evidence.

The initial decision had recommended granting the share-time application of Rochester Area Educational Television Association and Rochester Telecasters Inc. (Broadcasting, Feb. 3). The

The eight petitioners—Flower City Television Corp., Star Television Inc., Citizens Television Corp., Genesee Valley Television Corp., Community Broadcasting Corp., Federal Broadcasting System Inc., Heritage Radio & Television Broadcasting Inc. and Main Broadcasting Inc.—in support of their request for a new hearing had informed the commission that the Rochester school district, the largest school district in the area proposed to be served by RAETA, was planning to construct and operate an instructional television system of the type established by a commission rulemaking last year (Broadcasting, July 29, 1965). In further support of their request, the petitioners said that it now appears unlikely the Rochester school district would contribute 50% of RAETA's operating funds as had been determined in the initial hearing.

In a separate order, the commission granted a request by ABC to participate in the channel 13 oral argument on Nov. 2 as friend of the court and allotted the network 5 minutes to make its presentation (Broadcasting, Oct. 21).

USIA's Rowan headlines educational meeting

About 650 persons attended the 40th annual convention of the National Association of Educational Broadcasters in Austin, Tex., last week (Oct. 25-28). Delegates heard an explanation of the activities of the broadcasting arm of the U. S. Information Agency by its director, Carl T. Rowan, featured guest speaker.

William G. Harley, president, and Harold E. Hill, vice president and treasurer, were reappointed by the board of directors, as was Board Chairman Richard B. Hull, director of radio and TV broadcasting at Ohio State University.

The group adopted a new constitution and bylaws designed to facilitate its reorganization into four operating divisions—Educational Television Sta-
of service broadcasters should provide. Many broadcasters—and some civil libertarians, too, for that matter—complained that by urging particular kinds of programming, Mr. Minow was moving dangerously close to the line—indeed, he hadn’t already stepped over it—which is supposed to restrain government from censorship. But Mr. Minow had two answers—censorship involves prior restraint; and (2) the commission, if it is to do its job, must examine the record of a broadcaster before determining whether to grant him a renewal of license.

But if being chairman of the FCC assured him of an audience for his views, it was still a frustrating experience. He saw the commission being drowned in paper work, and unable to move fast enough to meet its responsibilities. He felt, too, that the commissioners should not both make rules and interpret them. Accordingly, on leaving the commission, on May 31, 1963, he wrote President Kennedy recommending a proposal that had been in part before he joined the agency—that the commission be split in two. He suggested that the FCC be replaced by a single administrator-policy maker, appointed by the President, and an administrative court. The present members of the commission are still shooting at that idea.

**History’s Role** — There remains to be assessed his reign as chairman. And while one may not agree that Mr. Minow played as large a role as Mr. Laurent suggests that he did in the enactment of the all-channel receiver, aid to educational television, and communications satellite bills, it is true his speeches helped in their passage.

It’s true, of course, that many broadcasters disagreed violently with the former chairman’s views on programing. But still, many are programing now along lines he suggested. It seems, then, that his ideas, expressed with clarity of style and forcefulness, had an impact. And for that reason, they are worth re-reading.

In view of the furor Mr. Minow created in broadcasting, however, it’s ironic to read, in his introduction to *Equal Time*, what he regards as his single most important achievement as chairman—the $1, after-9 p.m. long-distance telephone rates for three-minute, station-to-station calls.

The book is dedicated to the late President, “For whom there was so little time,” and a royalty from the sale is being contributed to the John F. Kennedy Memorial Library.

**What to do with the 1% interests**

15 group owners to ask FCC for more time on duopoly, multiple-ownership inquiry

Representatives of 15 publicly owned companies, whose assets include millions of dollars in AM, FM and TV properties, met in New York last week to consider a multimillion-dollar question—what to do about the FCC’s recent inquiry and proposed rulemaking relating to its multiple-ownership and duopoly rules.

They plan to ask the FCC for more time to work on the problem.

The commission, which has grown increasingly concerned about incomplete information on ownership of corporations which operate broadcast facilities, and consequently is at a loss in enforcing its 1% multiple-ownership rule, last month called for comment on how to meet the problem and proposed that it be allowed to move against stockholders who violate the rule (*Broadcasting*, Sept. 21). At present, the FCC is limited to action against station licensees for enforcement of the ownership limit.

The problem is potentially explosive, involving possible detrimental effects on investments in broadcasting companies by institutions, especially mutual funds; limitations on acquisition of stations by broadcasters who do not exceed ownership limitations but who might become involved through the common ownership of broadcasting properties of one of their stockholders, and the possibility of forced divestiture of stockholders who are already in violation of the rule.

Executives or legal counsel of the 15 companies gathered at Metromedia’s New York headquarters last Tuesday (Oct. 27) to discuss the issue and possibly to determine some common reply to the commission request. No position was formulated but it was decided to ask this week for a 90-day extension of the Nov. 23 deadline for filing comments. The group will reconvene sometime this month.

Companies participating were Capital Cities, Cox, Crosley, Meredith, Metromedia, RKO General, Storer, Taft, Time-Life, Wometco, Rollins, Chris-Craft, Crowell-Collier, 20th Century-Fox and Plough.

Robert A. Dreyer, Metromedia vice president and general counsel, who organized the meeting, said there was absolutely no criterion for participation.
Profile of the future

It belongs to Les Crane, a bright and bold young man who started talking to radio audiences on KGO in San Francisco. People listened. When he moved to KGO-TV more people listened, and looked. A year ago he came to New York and repeated his success on WABC-TV. But it didn’t stop there. Backed by a unique Program Development Plan, the ABC OWNED TELEVISION STATIONS then got together and gave Les an exciting new format, an important new time period and an audience in five great cities. Result. Smash hit, and now Les and the show are a vital part of the ABC TELEVISION NETWORK. Another station-developed program has made good. Like SHINDIG. Like BABE RUTH: A LOOK BEHIND THE LEGEND. RUN TO DAYLIGHT, REQUIEM FOR AN ARENA, PINOCCHIO. Like THE PHYLLIS DILLER SHOW and MAKING OF THE ALL-STARS. And, of course, THE LES CRANE SHOW—a local show you’ll soon be able to see almost anywhere.

WABC-TV New York • WXYZ-TV Detroit • WBKB Chicago
KABC-TV Los Angeles • KGO-TV San Francisco
ABC Owned Television Stations
the participating station operators: determination of "street name" holdings and beneficial owners, attributed ownership (that is, to family members), voting trusts the position of the New York Stock Exchange, feasibility of the 1% limitation in light of growing mutual fund investment and the problems of duopoly.

It is widely felt within the financial community and among many station owners that the commission's current ownership rules are completely unworkable, especially in the duopoly area. By the letter of the duopoly rule, for example, a man owning just one share of RCA, one share of American Broadcasting-Paramount Theaters and one share of CBS would have interests—though infinitesimal—in three AM, three FM and three TV stations within the same service areas.

Changing hands

ANNOUNCED • The following sale of station interests were reported last week subject to FCC approval:

- WKhS-AM-FM Orlando, Fla.: Sold by Mrs. Naomi T. Murrell to T. K. Cassel for $300,000 plus $50,000 for covenant not to compete. Mr. Cassel owns WKIS, Leesburg, Fla., and is the former owner of WATS Sayre, Pa. WKIS is fulltime on 740 kc with 5 kw day and 1 kw night. WKhS-FM is on 100.3 mc with 5.5 kw. Broker: Blackburn & Co.

- WcU-Am-Tv Erie, Pa.: Sold by Gibraltar Enterprises Inc. to Dispatch Inc. for $6,385,687. Both companies are owned by Edward H. Lamb and family. Transaction required valuations because of sale of assets from one corporation to another. WcU is fulltime on 1330 kc with 5 kw. WcU-Tv is on channel 12.

- Wfas-Am-Fm White Plains, N. Y.: Sold by Valentine and Everett Macy to Westchester Corp. for $850,000. Westchester Corp. group of Cleveland investors, including Norman Wain, Robert C. Weiss, Joseph T. Zingale, former members of the sales staff of WHK Cleveland, and Frank P. Celesse, Nick J. Mileti and Mrs. Harry H. Stone. Wfas is fulltime on 1230 kc with 1 kw day and 250 w night. Wfas-FM is on 103.9 mc with 120 w.

- Wtmp Tampa, Fla.: Sold by Robert W. Rounsaville to Joe Speidel III for $250,000. Mr. Speidel owns woc Columbia, Wynn Florence and Wpal Charleston, all South Carolina; wgo Portsmouth, Va.; and wsk Savannah, Ga. Rounsaville stations are WLO and WTAM-TV Louisville, Ky.; WPUN South Miami, Fl.; WCIN Cincinnati; WVOL Berry Hill, Tenn.; WYLD New Orleans, and WALT-TV Atlanta. Wtmp is a 5 kw fulltimer on 1150 kc. See WDAE-AM-FM Tampa below.

- Wdae-Am-FM Tampa, Fla.: Sold by the estate of David E. Smiley to Robert W. Rounsaville for $375,000 and $240,000 for covenant not to compete. Wdae is fulltime on 1250 kc with 5 kw. Wdae-FM operates on 100.7 mc with 64 kw. See Wtmp Tampa above.

COMMUNITY ANTENNA TELEVISION

- Collier Community TV Co.'s six systems, four to Community TV Inc. for $1,920,000 and two to Multi-Pix Inc. for $340,000 and Collier's microwave assets serving five of these CATV's to Mountain Microwave Corp. for $90,000, all pending FCC approval of microwave transfer (see page 50).

- System with about 600 subscribers serving West Monroe and Monroe, La., sold for in excess of $250,000 by David Weiner and Max Rhulen of Ellenville and Monticello, N. Y., respectively, to Louisiana CATV Inc., owned principally by Narragansett Capital Corp.,
NAB wants no partial measures
Tells FCC broadcasters need full protection from CATV 'threat'; urges safeguards for grade B areas

The "threat of CATV to public service programming and the future development of local broadcasting" precludes anything less than the full protection provided by the FCC's proposed rules, the National Association of Broadcasters told the commission last week.

The NAB, a growing number of whose members own CATV's, thus placed itself squarely behind those broadcasters who have appealed for FCC protection from cable systems.

The association's views were submitted last Monday (Oct. 26) in reply comments on the commission's proposed rulemaking to require microwave-fed CATV's to protect local television stations.

The NAB based its comments on a study of the impact of CATV competition on local TV stations made by Dr. Franklin M. Fisher, associate professor of economics, at Massachusetts Institute of Technology, which the association said provides for the first time actual dollar losses a television station suffers in areas served by CATV's (Broadcasting, July 20).

In a unanimous decision by a three-judge panel of the U. S. Court of Appeals for the Seventh Circuit, the FCC's right to collect fees for processing applications was upheld (Broadcasting, July 20). The commission instituted its fee policy last March.


Intervenors are the National Association of Broadcasters, the American Trucking Association, American Merchant Marine Institute and the American Radio Relay League.

WHZN renewal set for hearing

The FCC last week set for hearing the renewal application of WHZN Hazelton, Pa. The points in question include violations of the licensee, Radio 13 Inc., pertaining to first-class operator and log-keeping rules, failure to comply with the rebroadcast provisions of the Communications Act and the commission's rules, and misrepresentation.

The order included a notice of apparent liability and based on the hearing record, the commission will decide whether a $10,000 fine or refusal to renew the station's license would best serve the public's interest.

EXCLUSIVE BROADCAST PROPERTIES!

EAST—AM-FM combination serving well established marketing area of over 130,000 population. Total price of $100,000 with 29% down. Contact—Ray V. Hamilton in our Washington office.

CALIFORNIA—High powered fulltime radio station showing excellent profit on present monthly gross of $14,000 plus. Priced at $225,000 with $60,000 down and 10 year terms. Contact—John F. Hardesty in our San Francisco office.
sufficient audience to make a satellite operation feasible. And the likely source of new local programming in areas which at present receive none is existing satellites, not new stations.

The NAB said the FCC has the legal right to regulate CATV's and cited the court of appeals' decision in the Carter Mountain case which affirmed the FCC's imposition of those conditions that it now proposes to enact as rules (Broadcasting, Dec. 18, 1961). The Carter Mountain case, NAB said, offers a "sweeping affirmation" of the commission's authority to impose conditions in connection with the licensing of microwave facilities.

Effect on UHF - The NAB also pointed out the harsh impact of CATV's on UHF's. Contrary to the arguments of the National Community Television Association, the NAB said, CATV systems have a discouraging effect on UHF development. The NAB likened CATV's "assistance" to UHF, as claimed by the NCTA, to a Trojan horse.

Among others filing reply comments last week were the Television Accessory Manufacturers' Institute (TAME) and the National Association of Educational Broadcasters, both favoring regulation; Meredith Broadcasting Co., in opposition, and Fortnightly Corp., which directed its comments to the single area of copyright and other proprietary interests.

TAME said that it was in full support of the comments filed by ABC two weeks ago that favored the proposed rulemaking and indicated that the commission has both the authority and the responsibility to regulate all CATV's including those not served by microwave relay.

No Local Urging - However, TAME said it disagrees with the ABC suggestion that local officials be urged to give preference to broadcasters for CATV franchises. TAME said that any such urging by the FCC could only be interpreted as an invitation from the FCC for all broadcasters to enter the CATV field and, in effect, be a confession from the commission that it is unable or unwilling to protect the present system of free off-the-air TV from the incursions of CATV.

The NAB said it fully recognizes the valuable service CATV's render, but their rapid growth and development can only be allowed to proceed under continuing vigilance and regulation.

Meredith, a broadcast licensee and CATV operator, said the adoption of any rule having as its object the economic protection of television through the imposition of restrictions on CATV systems is clearly outside the meaning and authority of the FCC. The company said it shares the concern expressed by Commissioner Lee Loewinger

that the proposed rules are designed only to restrict the freedom of operation of CATV's, and appear to prejudice the outcome of the proceedings or assume that CATV's must be limited.

Fortnightly, licensee of WB0Y-TV Clarksburg, W. Va., and owner-operator of the Clarksburg TV Cable Co. (9,200 subscribers) and the Fairmont (W. Va.) TV Cable Co. (5,200 subscribers), asked the commission to refrain from making any reference in its proposed rules to the existence or nonexistence of copyright material in the program content of TV signals relayed to CATV systems. Fortnightly is a defendant in a law suit now pending with United Artists

On top of ol' Hogback

The radiant smile here belongs to Walter J. Brown, president of WSPT-TV Spartanburg, S. C. It is prompted by the document he holds in his right hand—a license to transmit from Hogback Mountain. His left arm is draped over a stack of legal papers that represents a decade of litigation with the FCC over the location of the station's transmitter.

In 1953 WSPT-TV received FCC permission to operate from Hogback, then asked to move to Paris Mountain and the litigation began. The station later asked to move to Caesar's Head Mountain, and the fight continued, both with the FCC and in the courts, producing the mountainous legal documents pictured here. Last year the FCC granted the station's request to clear the books and gave it a permit for Hogback (Broadcasting, July 1, 1963).

WSPT-TV now has its license—and the first thing Mr. Brown did was to head up Hogback to personally tack it on the wall of the station's building.

Associated before the U. S. District Court for the Southern District of New York. The suit, instituted by United Artists in June 1960, seeks injunctive relief and charges that Fortnightly violated copyright laws by carrying on its CATV system, without permission, copyrighted motion pictures that were broadcast by a television station.

Fortnightly told the commission that the adoption of any rule regarding copyright or other proprietary interests will adversely affect the rights of either United Artists or itself in the private litigation.

The FCC rulemaking, as initiated in December 1963, proposes that a CATV system within the grade A contour of a regular TV station not duplicate simultaneously, or 15 days before and after, a program broadcast by the TV station, but that the CATV system would carry the station's program at the latter's request. Also, that a CATV system located within the grade B contour of any TV station would be required to notify in writing all stations of the filing of its application for microwave relay facilities in either the domestic public point-to-point microwave radio service or the business radio service.

New York; La. CATV's sold for $325,000

David E. Weiner and Max Rhulen, of Ellenville and Monticello, N. Y., owners of community antenna TV systems, last week sold two CATV's in New York and Louisiana to separate buyers for more than $325,000.

According to Bill Daniels & Associates, Denver, media brokers, a system serving 600 subscribers in Monroe and West Monroe, La., was sold to Louisian CATV Inc. for more than $250,000. More than 125 miles of additional lines will be constructed to serve a potential 20,000 homes, the broker said.

Louisiana CATV is owned principally by Narragansett Capital Corp., which sold six CATV's to American Cablevision Co. (owned by Jack Kent Cooke) for $4.6 million two weeks ago (Broadcasting, Oct. 26).

An Ogdensburg, N. Y., CATV was sold for $75,000 to W. J. Calsam and A. E. Farone, who own systems in New York, and Eastern Microwave. Mr. Calsam said he planned to spend another $250,000 to improve the Ogdensburg plant, which has a potential of 4,000 subscribers but hasn't been in full operation yet.

The Ogdensburg system will be operated by Ogdensburg Video which, like Carthage Video (Carthage, N. Y.), is a division of Oneonta Video Inc. (Oneonta, N. Y.). Messrs. Calsam and Farone also have CATV's in Delhi, Sidney and Endicott-Union, all New York.

48 (The Media)
A whole new line of the finest in FM transmitters
5-kw...10-kw...20-kw...designed for Stereo

RCA gives you the FM Transmitter you want...with everything that is new and exciting...new-improved stability, simplified operation, space-age styling, full-fidelity sound. Designed for the exacting requirements of FM stereo. Provides excellent performance in monaural and multiplex as well. Ready for remote control and automatic logging.

**Improved Stability.** New circuitry means a new kind of stereo and multiplex performance, with stability never before possible.

**Simpler Operation.** New simplified exciter eases operation and maintenance, resulting in greater dependability.

**New Styling.** Convenient new height, with eye-level metering and space-age colors, combines operating convenience with modern decor.

**Power Expansion.** All three transmitters are housed in identical enclosures. Field modification of a 5-kw or 10-kw to higher power requires changes only in the basic power-determining parts.

**Full Fidelity Direct FM.** The famous RCA direct FM principle, first used in FM transmitters built in 1941, is your assurance of full-fidelity sound.

These are the exciting new transmitters to put your station ahead in FM. Be the first in your market to own one! RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.
Future of TV unit sets timetable

NAB group sets target date for position on CATV legislation; TV board to get proposal by January

The broadcasters' position on community antenna legislation should be known next month. This is the target date set by the Future of TV in America Committee of the National Association of Broadcasters at a meeting in New Orleans last week.

The group sketched out this timetable: (1) a meeting next week between Douglas A. Anello, general counsel of the NAB, and E. Stratford Smith, counsel for the National Community Television Association; (2) a meeting between special subcommittees of the Future of TV in America Committee and of the NCTA; (3) a full meeting of the NAB committee, and (4) the presentation of the NAB group's recommendation to the television board of the association—either at the January board meeting in Palm Springs, Calif., or at a special meeting earlier.

Members of the CATV subcommittee are C. Howard Lane, KION-TY Portland, Ore.; Willard E. Walbridge, KTRK-TV Houston, and Dwight W. Martin, WDSU-TV New Orleans, chairman of the NAB committee. Their NCTA counterparts: Bruce Merrill, chairman of NCTA, president of Ameco Inc., CATV equipment manufacturer, owner of CATV and microwave systems; Fred Stevenson, immediate past NCTA chairman and CATV operator; Al Stern, chairman of Television Communications Corp., CATV operator.

All Day CATV * The NAB committee meeting in New Orleans was concerned solely with the CATV question. Three major questions remain in the attempt to meld the NAB position on legislation with the NCTA's: (1) a duplication ban to protect local TV stations; (2) a prohibition on bringing in TV signals from distant cities for CATV systems through the use of long-line-microwave-relay systems, and (3) a ban on origination of programs by CATV's, except for a weather-time channel.

Other elements of the broadcasters' thinking on CATV legislation, which are believed acceptable to NCTA officials: (1) that CATV's carry local stations without degradation of signals, and (2) engineering standards.

Immaturity has passed

Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters, has a better appreciation of the political maturity of broadcasters.

Back at his Washington desk after being chairman at the first five of this year's eight NAB regional conferences, Mr. Wasilewski expressed this point as the most distinct impression he has gained in the three weeks with broadcasters in their home territories.

"In years past," Mr. Wasilewski said, "anywhere from a fourth to a third of one day at the regional meetings was taken up answering questions on Section 315. This year, in the first five meetings, we spent little time on the subject. And this in a presidential election year. We anticipated much more discussion this year than ever before, but it failed to materialize. It proves that broadcasters now have a mature grasp of this problem, even in the height of a campaign, I'm happy to note."

Collier's 6 CATV's bring $2,350,000

Community TV Inc., one of the nation's largest multiple owners of community antenna television systems, last week purchased four of six CATV's being sold for $2,350,000 by the Collier Community TV Co., pending FCC approval of a microwave transfer involved in the transactions. Multi-Pix Inc. of New York is buying Collier's remaining two CATV's.

The Collier systems serve about 10,725 subscribers.

Community TV is buying Collier's systems in Sterling, Colo.; Laramie, Wyo.; and Sidney and Scottsbluff counties, both Nebraska, for $1,920,000. Community TV owns and operates CATV's in Montana, Wyoming, Nevada and California. George Hatch, vice president, is related to the A. L. Glasman family which owns stations and a newspaper in Utah, Idaho and Montana.

Multi-Pix Inc. is buying Collier's systems in Alliance and Kimball, both Nebraska, for $340,000. Multi-Pix is a newly formed corporation owned by Edwin Tornberg and Douglas D. Kahle, principals in Edwin Tornberg & Co., station brokers. Messrs. Tornberg and Kahle have ownership in WBRH Indianapolis. Mr. Kahle owns KLIR Lamar, Colo., and a CATV there.

Mountain Microwave Corp. is purchasing Collier's microwave assets for $90,000 and has requested FCC permission to provide two more channels of service to the Collier CATV's in Colorado and Nebraska. Bob Magness, president of Mountain Microwave, is president of Community Television Inc.

The Collier organization will continue to operate its systems pending FCC approval of the microwave transfer, said J. E. Collier, president.

Cascade backs CATV station ownership

Cascade Broadcasting Co. last week told the FCC that there is less possibility of conflict of interest problems in common ownership of CATV and community antenna television systems than presently exists as to common ownership interests in TV stations and newspapers, or AM and FM, or any combination of them.

Cascade's views were submitted last Monday (Oct. 26) in reply comments to the commission's inquiry into television license acquisition of community antenna television systems. Comments filed have predominately urged the FCC not to adopt any rule that would prohibit broadcasters from entering the CATV field (Broadcasting, Oct. 26).

Cascade, which owns KIMA-TV Yakima and KEFR-TV Pasco, both Washington, and KLEW-TV Lewiston, Idaho, said in a case-by-case basis would be the only proper approach to solving any problems arising from joint ownership. However, the company said, if the commission deems regulations are required, the only road to follow would be by way of rulemaking.

Fornightly Corp., licensee of WBOY-TV Clarksburg, W. Va., and owner of the Clarksburg Cable TV Co. and the Fairmont (W. Va.) TV Cable Co., said there is nothing inherent in common ownership of CATV's and stations serving the same community that would justify prohibiting such joint ownership as a matter of rule or policy. Moreover, Fornightly said, it doubted that such issues as may from time to time arise as a result of common ownership could be resolved by any general rule.

Comments submitted jointly by Knorr Broadcasting Corp., Reeves Broadcasting Corp. and six other broadcaster-CATV companies, advised the FCC that any rule precluding local broadcasters from owning the portion of owning a CATV system in his community would be discretionary and punitive.

50 (The Media)
If you’re going to drop our name, please do it carefully.

We are delighted to hear our name mentioned. Or see it in print. But not when it’s applied to our competitor’s products or when it’s used incorrectly.

BAND-AID isn’t a synonym for “adhesive bandage.” It’s the family name of a group of Johnson & Johnson products.

So if you have occasion to mention us, please say “BAND-AID Brand Adhesive Bandages.” Or “BAND-AID Brand Spray Antiseptic.” Use the BAND-AID Brand followed by the particular product description.

And if that’s too cumbersome, we’d honestly prefer you to leave our name out altogether.
No protection for translators

TV stations needn’t ask for protection from CATV systems for translators in remote areas

The FCC indicated last week that television stations can’t expect protection from community antenna television systems in distant areas where their programs are beamed in by translators.

At the same time, the commission took the position that translators, like CATV’s, might be harmful to local TV stations and should, therefore, protect them.

In one action, the commission denied a petition by KIFI-TV Idaho Falls, Idaho, opposing the grant of a license for a translator to serve a CATV in Burley, Idaho. The commission noted that Burley is outside of KIFI-TV’s grade B service area. The station’s programs are carried in Burley by a locally owned translator but the FCC held that since the service wasn’t direct, KIFI-TV had no grounds for complaint.

The commission made the grant of the facility to Idaho Microwave Inc., conditional on the Burley CATV protecting KMVT-TV Twin Falls, Idaho, which furnishes a grade A signal over Burley.

As in all such cases, during the pendency of a rulemaking to afford stations protection from CATV’s, the Burley CATV is required to refrain from carrying KMVT programs for 15 days before and after they are broadcast and must carry KMVT’s programs, if requested.

In another case involving a translator, the commission granted an application for one to KCKT-TV (ch. 2) Great Bend, Kan. The translator, operating on channel 74, is to rebroadcast the station’s programs in Salina. But the FCC conditioned the grant on the translator refraining from duplicating, 15 days before and after, the programming of stations in whose grade A contour it operates.

Meanwhile, it was learned last week that the commission two weeks ago granted an application of Northco Microwave Co. for a microwave station to carry the programs of WPIX-TV New York to a CATV in Bennington, Vt., a distance of about 150 miles.

The commission split on the vote, and the announcement is being held up while Commissioner Kenneth A. Cox writes a dissent. The grant had been opposed by Springfield Television Broadcasting Corp., which operates WWLP-TV (ch. 32), in Greenfield, Mass., about 38 miles from Bennington. The commission reportedly held that Springfield had not demonstrated that a substantial amount of the station’s service in Bennington would be adversely affected by the grant. WWLP is a satellite of WLLP-TV (ch. 22) Springfield.

In another CATV matter last week, the FCC dismissed a petition by KCLI-TV Reno. The station opposed the grant of microwaves to Television Microwave Inc. to transmit the programs of five San Francisco-Oakland stations to cable companies in Orland, Willows and Redding, all California. The commission said KCLI made no showing as to how the grant could adversely affect it. The CATV’s are outside the station’s normal service area.

The grant to Television Microwave permits it to increase its service to seven channels.

Texas, N.Y. move on criminal case guides

Moves to establish guidelines for newsman and lawyers in the coverage of criminal law cases took place in two states last week.

In New York, a special committee of the New York City Bar Association outlined procedures for its investigation of the effect of radio and television on “the administration of justice.”

In Texas, a special subcommittee of the Texas Bar Association has been formed of lawyers and newsman to work out a code for pretrial coverage. On the subcommittee, which will meet formally for the first time in mid-December are Eddie Barker, KRLD-AM-FM-TV Dallas-Fort Worth; James A. Byton, WBAP-AM-FM-TV Fort Worth-Dallas; Joe Brake, KONO-AM-FM-TV San Antonio, Beverly E. Brown, KOCA Kilgore, and Ken Dunnigan, KRIG Odessa.

Tailbott Raines, Dallas attorney, is chairman of the subcommittee, which also contains four representatives of newspapers.

The group hopes to recommend a code of ethics for the Texas bar which would govern a lawyer’s comments to newsman before and during a trial. The code would have to be approved by the full membership of the Texas association.

Retired federal Judge Harold R. Medina, chairman of the committee, has said that the committee will prepare a preliminary survey of background material, but will not hold public hearings at present.

Robert D. Wachs, research assistant to the committee, and Murray Lautlicht, law clerk for Judge Medina, are using written material and accounts by interested lawyers to develop a survey of alleged abuses by radio and television in covering the legal contests, as well as apparent constructive uses of radio- TV facilities in this area.

The committee is expected also to hold public hearings, with representatives of the radio and television industries invited to appear, and the initial survey phase is to be completed.

Voters to decide STV’s future

Subscription Television Inc. is conducting a last-minute election-eve campaign to defeat Proposition 15 on the California ballot. The measure would outlaw pay TV in the state and bring an abrupt halt to STV’s operations. STV began closed-circuit program service to subscribers in Los Angeles and San Francisco last summer.

Sunday night (Nov. 1) STV sponsored a 2½-hour television “Phonathon” on KHJ-TV Los Angeles (10:30 p.m.1 a.m.). An array of Hollywood stars and other notables were to take phone calls from viewers to explain how pay television operates and why it is no threat to free TV, but merely a new additional service.

Today (Nov. 2), newspapers in Los Angeles, San Francisco, Oakland, San Jose, Sacramento and San Diego are to carry 1,000-line advertisements in which STV will explain the reasons why readers should vote “no” on Proposition 15. The same papers will also carry 600-line ads placed by William R. Staats & Co., Los Angeles brokerage firm which handled the initial distribution of STV stock when it was put on public sale a year ago (BROADCASTING, Nov. 4, 1963). The Staats-sponsored ads in each daily newspaper will reprint an editorial previously appearing in that paper urging readers to vote “no” on 15.

The Other Side • The Citizens Committee for Free TV, which has been advertising consistently on TV and radio and in newspapers, stepped up its advertising in all media over the weekend to offset STV’s end-of-campaign splash. No program like STV’s Phonathon was planned (“we haven’t got the stars,” a spokesman for the antisympathy committee said). Spots are being used on a saturation basis in both radio and TV and the volume of newspaper advertising also was increased.

The citizens committee on Thursday (Oct. 29) reported results of a poll

BROADCASTING, November 2, 1964

52 (THE MEDIA)
Fidelipac is already used by over 2,860 stations as the standard tape 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.

About the coffee pot. Fidelipac accepts two kinds of cues: the first cue tells the tape to start 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.

Benefits? All material that has to be programmed can be contained on one compact Fidelipac cartridge, saving the time usually spent cueing 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 more productive time for 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.

Write to TelePro Industries for free literature and the name of your nearest Fidelipac distributor. Then polish up the coffee pot!
made for it by Facts Consolidated in the period Oct. 23-26. The poll showed a trend toward a "yes" vote (equal to a vote against pay TV). Statewide the pollsters found 50.5% who said they would vote "yes," 34.5% "no" and 15% with no recorded opinion.

Tempers were short and arguments frequent last week over the Proposition 15 issue. The Hollywood Chamber of Commerce board of directors recommended a "no" vote and two motion pictures released this week, stated that TV was charging as much as $7.50 a program.

Choosing Sides: The National Association for Better Radio and Television came out against Proposition 15 and for the increased competition for audience which pay TV can create.

Three ministerial groups endorsed the proposition to outlaw pay TV on the ground that it would force the public to pay for programs now seen without charge. The Southern California Hotel and Motel Association also went on record as approving Proposition 15.

ARB plans 1965 start for individual diaries

The American Research Bureau is aiming for a September 1965 start for its projected service using an individual viewing diary instead of the present family viewing diary. Jack L. Gross, director of the advertiser and agency sales division of ARB, told the Rochester, N. Y., chapter of the American Marketing Association last Wednesday (Oct. 28).

He observed that more than 20% of U. S. homes now have two or more sets and added:

"As viewing becomes more and more decentralized, the family viewing diary becomes less and less useful. It will soon be impossible for families to record viewing in one diary if one family member is viewing in the kitchen, another in the living room and still another in a taxicab."

Mr. Gross also reported that ARB plans to institute a market research service using the individual diary to provide product and brand usage information and profile of consumers by brand. Initially, this service will be related to TV viewing, he said, but later ARB will employ a new all-media diary to include newspapers, radio and magazines.

NABET honors ABC page-boy picket line

Forty page boys employed by ABC in New York went on strike against the network on Tuesday (Oct. 27), and their picket lines were respected by approximately 900 ABC workers belonging to the National Association of Broadcast Employees & Technicians in New York, Chicago, San Francisco.

The network reported that all radio and television programs were carried on schedule with supervisory and nonunion personnel substituting for the absent technicians, publicity men and clerical employees.

ABC announced on Thursday (Oct. 29) that it had filed a suit against NABET for $5 million in damages in the United States District Court for the Southern District of New York. The network claimed the strike was "unlawful" and violated a no-strike clause in ABC's contract with NABET. It said the action was filed under Section 301 of the Labor-Management Relations Act.

An ABC statement said the pages in New York had gone on strike because of the failure of the company and NABET to reach agreement on a contract covering the pages. A network spokesman said the New York pages have been earning about $60 a week and want the same wages as pages in Hollywood who are paid $6 to $8 more weekly. He added that Hollywood pages "perform duties that carry a higher level of skill."

A NABET official said the union had not called a strike against ABC and that union members were voluntarily observing the page boys' picket lines. The official added that the pages recently voted to join NABET and the union had been seeking to negotiate a contract covering their services at ABC.

NABET and ABC held several meetings during the week in an effort to settle the dispute.

Two groups apply for WDKD facilities

Two applications for the facilities of WDKD Kingstree, S. C., were filed with the FCC last week. The station was denied a license renewal in July 1962 and is now scheduled to go off the air Nov. 22 after two unsuccessful court appeals.

The applicants are Santee Broadcasting Co. and Collins Corp. of Georgia. Each asked that it be granted temporary operating authority when the present licensee ceases operations so the community will not lose the service of its only broadcast station.

Santee Broadcasting, comprising nine Kingstree residents, is equally owned by Basil Ward, president; William Hewitt Cox, vice president and general manager; R. C. Fennell, secretary; J. B. Clarkson, treasurer, and Cornelius Graham Bass Sr., William E. Jenkinson (mayor of Kingstree), Esadore E. Goldstein, John C. Flagler and Gary C. Meares.

Collins Corp., which is licensee of WBBG Blackshear, WBLY Lyons and WTV Hazelhurst, all Georgia, is principally owned by Frank K. Graham (55.2%), with Richard C. James Jr., secretary-treasurer, owning 31.6%, and John C. Duggan, vice president, having 5.3% interest. Mr. Graham also owns WGOO Georgetown, S. C.

The FCC refused to renew WDKD's license in mid-1962 on the grounds that disk jockey Charlie Walker broadcast programs that were "coarse, vulgar and suggestive of indecent double entendres" and that E. G. Robinson Jr., owner of WDKD, misrepresented his knowledge of the questioned broadcasts. Mr. Robinson appealed the decision to the U. S. Court of Appeals in Washington and the court upheld the FCC. Early last month he asked the U. S. Supreme Court to review the case but it refused (BROADCASTING, Oct. 19).

Commission reaffirms Grand Rapids ch. 13 grant

The FCC last week, acting on appeal, upheld its earlier decision granting the application of West Michigan Telecasters Inc. for channel 13 in Grand Rapids, Mich., and denied the petitions for reconsideration of Grand Broadcasting Co., MKO Broadcasting Corp. and Peninsular Broadcasting Co.

The commission also rejected requests by Grand and Peninsular for further oral argument in the case.

In awarding the channel to West Michigan last spring, the commission reversed an initial decision by Hearing Examiner Forrest L. McClennen that favored Grand Broadcasting (BROADCASTING, April 27). At that time the FCC said West Michigan had "established a degree of superiority over all other applicants on the criteria of area familiarity and planning for program proposals."

Lawlor faces tax charge

Boyd W. Lawlor, formerly vice president and general manager of WJJD Chicago, was charged in New York last week with failing to file U. S. income taxes on income he earned while employed there in 1962 and 1963.
tax returns there for 1958 and 1959. Robert D. Morgenthau, United States attorney for the Southern District of New York, said Mr. Lawlor, a former writer and producer of The Lone Ranger and The Green Hornet radio programs, earned about $33,000 during the two years, on which a tax of approximately $10,000 was due.

Houston FM starts

KLEF(FM) Houston was to start broadcasting on Sunday (Nov. 1). KLEF is a multiplex stereo station and operates from 6 a.m. until midnight on 94.5 mc with 45 kw.

Ronald Schmidt, station vice president and general manager, said that the station would program only classical music.

KLEF is the key station of the Apollo Broadcasting Co. network which also owns KRRG(FM) San Francisco and has an application for a station in St. Louis.

New occupant at the top

A 20-year lease has been signed with the Empire State building in New York by New Jersey Television Corp., owner of WNJU-TV(ch. 47) Linden, N. J., which is scheduled to go on the air next spring. The new UHF station is headed by Edwin Cooperstein, president and general manager. The lease provides for the location of WNJU-TV's antenna system on top of the Empire State building and its transmitting facilities on the 84th floor.

Media reports ...

PGW expands * Peters, Griffin, Woodward Inc. moved its San Francisco offices to Suite 2102 in the International building. The telephone number YU 2-9188 remains the same. PGW noted the move represents a 25% increase in space.

Office move * The Thompson-Koch Co., New York, has moved to 90 Park Avenue. Telephone: 972-4141.

Agency set * KGFJ Los Angeles has appointed Jack Lawlor Advertising, that city, to handle advertising and promotion.

New study * A radio listening poll of the Iowa City area was compiled by James K. Buckalow, instructor in broadcast journalism at the University of Iowa School of Journalism and news director of the university's radio station, WMT. The survey reported that WMT and WACA, both Iowa City, WMT Cedar Rapids, and WRAI Des Moines, all Iowa, were the most popular among the 26 stations mentioned in the 1,338 random sample household study.
At last, wraps taken off the Dodd report

Claims what subcommittee set out three years ago to prove—TV violence affects children

The Senate Special Subcommittee on Juvenile Delinquency reported last week that "expert testimony and impressive research evidence (show) that a relationship has been conclusively established between televised crime and violence and antisocial attitudes and behavior among juvenile viewers."

An interim report, Television and Juvenile Delinquency warns broadcasters to curb programing excesses themselves or face congressional action—"the patience of Congress, though considerable, is not endless."

Relying heavily, but not exclusively, on studies finding that excessive televised violence is harmful to children—"normal as well as . . . the emotionally disturbed" — the report charges that broadcasters ignore their own program codes and evade responsibility. Despite limited signs of improvement, the report adds, portrayals of violence exceeding reasonable standards "dominate network prime-time programing to the virtual exclusion of shows specifically designed to meet the needs of children."

Having rendered this indictment of television, the report recommends five measures to eliminate abuses and improve programing—basically "self-policing" by broadcasters coupled with still further research into the effects of television on the young.

The report notes that the subcommittee will watch carefully what broadcasters do to reform. The panel, headed by Senator Thomas J. Dodd (D-Conn.), undertook its examination of television with a sensational hearing in 1961, followed by more in 1962 and another this summer.

The sessions were characterized by the views of Senator Dodd, and the report reflects his convictions—and those of academicians invited by the subcommittee—about television's effects on children. The document also has the support—at least the tacit approval—of five subcommittee members who agreed to its publication. But as of last Thursday (Oct. 29) two other members had not indicated their feelings, and it was known that at least one had serious reservations.

The chairman's handling of the subcommittee became an issue in his reelection campaign (Broadcasting, Oct. 26).

The report says broadcasters haven't fulfilled their repeated promises to curb excesses in violence. The TV networks, it is charged, ignore the advice of their own program watchdogs, although CBS-TV is improving. Individual licensees, it continues, seek "to evade their responsibilities to the community simply by pointing their finger at forces which are beyond their own control."

And, as Senator Dodd stressed at the most recent hearing (Broadcasting, Aug. 3), many programs the subcommittee considered bad in 1961 and 1962 sessions now are being syndicated by the networks and are on local stations in even earlier hours than when shown initially on the networks.

The subcommittee recommendations:

Network Coordination in Child Programing • To provide "good children's programs of a cultural and educational nature" in prime time each week night the networks should coordinate to save any network from bearing the brunt of scheduling problems presented.

New Programing Standards • Broadcasters should work with the FCC to find "an early agreement" on revisions of the program-report form "so that realistic standards for programing in the public interest [that bear directly on programing for children] are laid out."

The report says the FCC admits its current standards "are inadequate." Disprovement in programing would be likely to result, the panel assumes, because networks would find it "practical" to accept standards required of their affiliates.

If broadcasters and the FCC don't hurry up and reach agreement on standards ("negotiations have dragged on for far too long"), the subcommittee says, "We may well be moved to seek a legislative remedy. . . ."

NAB staff and policy-making board members agreed last week not to comment on the report at this time.

Teeth for the Code • Provisions for eliminating excessive violence and crime found in the National Association of Broadcasters TV Code of Good Practice are impressive, the report says. But almost a third of the TV stations don't subscribe, the subcommittee finds, and of those that do none has ever lost its right to display the code of good practice seal because of program violations—and the subcommittee says violation "is chronic if only because [the code] cannot be realistically enforced."

The solution—make the code mandatory. The subcommittee says it is considering an amendment to the Communications Act that would do just that. The self-regulating practices of the National Association of Securities Dealers in conjunction with the Securities and Exchange Commission, backed up by law, are cited as precedent. Initiative, however, should remain "in the hands of the television industry"—not with the government.

Get the Community View • The subcommittee urges FCC "promulgation of a new . . . rule which makes it mandatory for licensees" to 1) broadcast daily announcements asking what the public wants in children's program-
ing and 2) to "conduct an annual statistically valid poll" to determine community views on programing generally and children's in particular.

And, Finally, More Research • While it's been clearly shown "television violence can inculcate antisocial attitudes and motivate delinquent behavior in young viewers, much remains to be learned..." How TV interacts with "other environmental forces" and definition of standards for children's programs are suggested as "gap" areas of study.

A joint broadcasting-government committee set up more than two years ago to review and sponsor research (BROADCASTING, July 9, 1962) has made "a promising start," the Senate panel said. But it's not going fast enough and it doesn't seem to have adequate financial support.

The subcommittee urges the joint group to keep the findings spelled out in this report "firmly in mind as the guidelines for its research effort." The Senate group also recommends research grants be made to social scientists abroad—24 of 25 planning grants have been made to people in the U. S.

Long-term studies on the cumulative effect of TV viewing are recommended, as is development of "more effective research tools for measuring and evaluating audience attitudes and responses."

Senator Dodd (I) at last summer's hearing, flanked by Senator Kenneth B. Keating (R-N.Y.)

Behind Panel's Conclusions • The data on which the subcommittee based its conclusions was either reviewed or conducted by three men whose words appeared in appendices to the report.

Dr. Peter B. Lejins, University of Maryland sociology professor who served as subcommittee consultant, testified at length on the history of research into effects of the mass media on behavior.

Also in the report are reprints of articles on their own research by Dr. Leonard Berkowitz of the University of Wisconsin who studied behavior of college students confronted by filmed violence and Dr. Albert Bandura, Stanford University professor of sociology, who compared behavior of pre-school children in the face of violence performed on film and by live models.

Mark Century adds 2 packages from Ullman

Mark Century Corp., New York, has acquired exclusive rights to "Formatic" and "Big Sound," two radio production packages formerly sold by the Richard H. Ullman Co. Both properties, which are being re-styled, are being offered for sale by the Mark Century Sales Corp.

Mark Century Sales has also moved into its new national headquarters at 3 East 57 Street, New York.

The new properties have been added to Mark Century's "Radio a la Carte" and "Festival Radio."

Spotmaster

NEW 500 SERIES . . .
World's Most Advanced Cartridge Tape Equipment

From the established leader in tape cartridge systems—SPOTMASTER—comes today's most advanced units, the 500B series. Featuring all-modular, all-solid-state design and your choice of 1, 2 or 3 automatic electronic cueing tones, the 500B continues the SPOTMASTER tradition of superior quality at sensible prices.

Check these other SPOTMASTER features:

• Meets or exceeds all existing and proposed NAB standards.
• Popular 500A series, today serving over 1,000 stations world-wide, now available at new low prices.
• 14 models match every programming need: recorder-playback and playback-only... compact and rack-mount... monophonic and stereo.
• Delayed Programming option permits instant deletion of objectionable material from live originations.
• Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
• Lease/purchase option. Ironclad guarantee for one full year.

Write for complete information: BROADCAST ELECTRONICS, INC. 800 Brookville Rd., Silver Spring, Md. 20912 (301) 8800

BROADCASTING, November 2, 1964 57
ABC takes lead in 1st national Nielsen

Beats CBS by 1 point; NBC is 2.3 off pace; in Arbitrons CBS leads NBC by 0.8, ABC by 1

ABC-TV scored high in a two-week Nielsen report that ended Oct. 11 and average ratings the three networks received in the Arbitrons for the week ended Oct. 28, indicated a continued trend to a possible "horse race" this season.

The highlights:

The first "meaningful" national Nielsen ratings report for the season, covering Sept. 28-Oct. 11, gave these average ratings (7:30-11 P.M. period): ABC-TV, 20; CBS-TV, 19; NBC-TV, 17.7.

* The Arbitron overnights for the seven days ending Oct. 28 gave CBS-TV, 17; NBC-TV, 16.2, and ABC-TV, 16 in average ratings.

In the Nielsen report, ABC placed five, CBS four and NBC one in the top 11; ABC nine, CBS ten and NBC two in the top 20. In the list of 50 top shows, as rated by Nielsen and reported to the networks and advertising agencies and their clients, two World Series games on NBC-TV and Lassie on CBS-TV (Sunday, 7:30-11 P.M.) were among the audience leaders. These ratings, however, are not published in the top 50 below as they fell outside of the 7:30-11 P.M. period. The World Series Sunday game received an average rating of 34.9 and on Saturday 25.4, while Lassie was rated with 24.9. All three would have placed in the top 20.

**Nielsen Top 50**

<table>
<thead>
<tr>
<th>#</th>
<th>Show</th>
<th>ABC</th>
<th>NBC</th>
<th>CBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bonanza (NBC)</td>
<td>32.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Bewitched (ABC)</td>
<td>32.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Gomer Pyle (CBS)</td>
<td>29.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>My Three Sons (ABC)</td>
<td>27.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Fugitive (ABC)</td>
<td>27.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Dick Van Dyke (CBS)</td>
<td>26.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Petticoat Junction (CBS)</td>
<td>26.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Addams Family (ABC)</td>
<td>25.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Combat (ABC)</td>
<td>25.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Red Skelton (CBS)</td>
<td>25.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Ed Sullivan (CBS)</td>
<td>25.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Andy Griffith (CBS)</td>
<td>25.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Munsters (CBS)</td>
<td>25.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>My Favorite Martian (CBS)</td>
<td>24.9</td>
<td></td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>No Time for Sgts. (ABC)</td>
<td>24.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>McHale's Navy (ABC)</td>
<td>24.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Lucy Show (CBS)</td>
<td>24.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Patty Duke (ABC)</td>
<td>24.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Peyton Place II (ABC)</td>
<td>23.4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Flipper (NBC)</td>
<td>23.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Beverly Hillbillies (CBS)</td>
<td>23.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Voyage to Bottom of the Sea (ABC)</td>
<td>22.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Saturday Night Movie (NBC)</td>
<td>22.3</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Arbitron**

<table>
<thead>
<tr>
<th>Show</th>
<th>Rating</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jonny Quest</td>
<td>12.4</td>
<td>23.0</td>
</tr>
<tr>
<td>Rawhide</td>
<td>17.9</td>
<td>36.0</td>
</tr>
<tr>
<td>Olympics</td>
<td>9.6</td>
<td>19.0</td>
</tr>
<tr>
<td>Farmer's Daughter</td>
<td>14.5</td>
<td>29.0</td>
</tr>
<tr>
<td>Rawhide</td>
<td>17.9</td>
<td>36.0</td>
</tr>
<tr>
<td>Olympics</td>
<td>11.0</td>
<td>22.0</td>
</tr>
<tr>
<td>Addams Family</td>
<td>17.4</td>
<td>33.0</td>
</tr>
<tr>
<td>Entertainers</td>
<td>13.9</td>
<td>26.0</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>18.7</td>
<td>35.0</td>
</tr>
<tr>
<td>Valentine's Day</td>
<td>13.5</td>
<td>25.0</td>
</tr>
<tr>
<td>Entertainers</td>
<td>18.6</td>
<td>35.0</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>16.7</td>
<td>31.0</td>
</tr>
<tr>
<td>12 O'Clock High</td>
<td>11.2</td>
<td>21.0</td>
</tr>
<tr>
<td>Gomer Pyle</td>
<td>23.4</td>
<td>44.0</td>
</tr>
<tr>
<td>NBC Jack Benny</td>
<td>13.4</td>
<td>25.0</td>
</tr>
<tr>
<td>12 O'Clock High</td>
<td>12.2</td>
<td>24.0</td>
</tr>
<tr>
<td>The Reporter</td>
<td>15.1</td>
<td>29.0</td>
</tr>
<tr>
<td>NBC Jack Peak</td>
<td>15.1</td>
<td>29.0</td>
</tr>
<tr>
<td>Local</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>The Reporter</td>
<td>14.9</td>
<td>32.0</td>
</tr>
<tr>
<td>NBC Jack Peak</td>
<td>15.6</td>
<td>33.0</td>
</tr>
</tbody>
</table>

**Broadcasting, November 2, 1964**
Young viewers raise new program ratings

Average nighttime show ranks about the same as counterpart did in 1963, TVQ reports

Audiences rate the appeal of this fall's nighttime network television programming on a par with last year's—thanks mostly to the new shows.

The new programs, in turn, are indebted almost entirely to younger viewers for their above-average popularity.

These findings stand out in a special analysis prepared for BROADCASTING by the TVQ service of the Home Testing Institute, market research firm of Manhattan, N. Y.

TVQ, now in its seventh year, undertakes to measure the "basic appeal" of TV programs by polling different but matched national samples of 1,000 families 12 times a year. The TVQ score is the proportion of people who, having said they are familiar with a program, also say it is "one of my favorites."

The current findings on 1964-65 programs, based on polling conducted Oct. 10-19, show the average nighttime program's TVQ is 28—exactly the average a year ago. This is one point below the 1961 and 1962 averages and one above the 1960 average.

Where the average TVQ score for all nighttime programs is 28, however, the average for the shows introduced this year is 30—and among younger viewers the average for some new-program categories ranges into the 60's.

Choice of Youth + Children (ages 6-11) and teen-agers (12-17) traditionally give higher TVQ scores than do viewers in older age brackets. Among children for example, the average TVQ for all programs is 40, and among viewers in the 12-17 age group it is 34. But in scoring this fall's 37 new programs both of these age groups far exceeded their customary levels.

The 21 new comedies, for example, drew an average TVQ score of 60 among children and 45 among viewers in the 12-17 age bracket. The six new adventure shows averaged 64 and 42.

In contrast, viewers in the 18-34, 35-49 and over-50 brackets consistently gave both of these categories TVQ scores below the category averages and the all-new-program average.

Thus the new adventure programs, which as a whole had an average TVQ score of 31, averaged 23 among viewers in the 18-34 age group, 22 among those in the next oldest group and 18 among viewers aged 50 and over. The comparable averages in the new-comedy category were 22, 19 and 17—as compared to an overall average of 30 when the high scores given by younger viewers are figured in.

The new programs in the drama category had an average TVQ score of 22, eight points below the average for all new programs and six points below the average for all nighttime shows, old and new. The new dramas got their highest score in the 12-17 age group (33 average), in the 6-11 bracket (27 average) and in the 18-34 group (23 average).

Among viewers above 35 the new-drama

Average TVQ scores, all evening network programs

<table>
<thead>
<tr>
<th>By program type</th>
<th>Oct. 11</th>
<th>Nov. 1964</th>
<th>Nov. 1963</th>
<th>Nov. 1962</th>
<th>Nov. 1961</th>
<th>Nov. 1960</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program type</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total—all types</td>
<td>97</td>
<td>91</td>
<td>102</td>
<td>110</td>
<td>110</td>
<td>115</td>
</tr>
<tr>
<td>Average TVQ</td>
<td>28</td>
<td>28</td>
<td>29</td>
<td>29</td>
<td>29</td>
<td>27</td>
</tr>
<tr>
<td>Adventure</td>
<td>7</td>
<td>3</td>
<td>3</td>
<td>6</td>
<td>6</td>
<td>9</td>
</tr>
<tr>
<td>Average TVQ</td>
<td>33</td>
<td>30</td>
<td>36</td>
<td>27</td>
<td>27</td>
<td>24</td>
</tr>
<tr>
<td>Comedy</td>
<td>38</td>
<td>22</td>
<td>29</td>
<td>34</td>
<td>34</td>
<td>28</td>
</tr>
<tr>
<td>Average TVQ</td>
<td>29</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>Drama</td>
<td>11</td>
<td>15</td>
<td>17</td>
<td>10</td>
<td>10</td>
<td>8</td>
</tr>
<tr>
<td>Average TVQ</td>
<td>28</td>
<td>28</td>
<td>29</td>
<td>29</td>
<td>29</td>
<td>24</td>
</tr>
<tr>
<td>Musical</td>
<td>5</td>
<td>6</td>
<td>6</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Average TVQ</td>
<td>27</td>
<td>23</td>
<td>26</td>
<td>30</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>News &amp; Documentary</td>
<td>5</td>
<td>5</td>
<td>8</td>
<td>6</td>
<td>6</td>
<td>3</td>
</tr>
</tbody>
</table>

Average TVQ 22 25 29 28 38 38
Quiz & Panel 5 6 7 5 8
No. of programs 23 25 23 25 25
Average TVQ 6 9 6 17 19
Suspense & Mystery 28 28 27 30 30
No. of programs 10 10 7 5 4
Average TVQ 24 23 26 21 26
Western 5 8 13 15 21
No. of programs 37 38 34 30 31
Average TVQ

*RMiscellaneous programs like sports, movies, etc. included in total although not shown as separate categories.
*IMiscellaneous programs like sports, movies, etc. included in total although not shown as separate categories.
*ICludes musical variety.
*IIIncludes comedy variety.
NBC has 5, CBS 3, ABC 2 of TVQ's top 10

The top 10 network television programs in TVQ's second October report are shown here, plus the six highest and six lowest scoring new shows. Scores are for the 10-day period that started Oct. 10. They compare with an average of 28 for all nighttime (7:30-11 p.m. EST) programs and an average of 30 for all new nighttime shows. All material is copyright by the Home Testing Institute Inc., 1964.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TVQ*</td>
<td>6-11</td>
</tr>
<tr>
<td>1</td>
<td>Bonanza (NBC)</td>
<td>53</td>
</tr>
<tr>
<td>2</td>
<td>Walt Disney (NBC)</td>
<td>48</td>
</tr>
<tr>
<td>3</td>
<td>Bewitched (ABC)</td>
<td>47</td>
</tr>
<tr>
<td>4</td>
<td>Fugitive (ABC)</td>
<td>46</td>
</tr>
<tr>
<td>5</td>
<td>Beverly Hillbillies (CBS)</td>
<td>44</td>
</tr>
<tr>
<td>6</td>
<td>Flipper (NBC)</td>
<td>43</td>
</tr>
<tr>
<td>6</td>
<td>Gomer Pyle (CBS)</td>
<td>43</td>
</tr>
<tr>
<td>8</td>
<td>Saturday Night Movie (NBC)</td>
<td>41</td>
</tr>
<tr>
<td>9</td>
<td>Daniel Boone (NBC)</td>
<td>40</td>
</tr>
<tr>
<td>10</td>
<td>Dick Van Dyke (CBS)</td>
<td>39</td>
</tr>
</tbody>
</table>

*Percentage of those who, having said they are familiar with a program, also say it is "one of my favorites."

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total audience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>TVQ</td>
<td>6-11</td>
</tr>
<tr>
<td>1</td>
<td>Mr. Broadway (CBS)</td>
<td>15</td>
</tr>
<tr>
<td>2</td>
<td>Bing Crosby (ABC)</td>
<td>16</td>
</tr>
<tr>
<td>3</td>
<td>Entertainers (CBS)</td>
<td>17</td>
</tr>
<tr>
<td>4</td>
<td>Balley's Balboa (CBS)</td>
<td>18</td>
</tr>
<tr>
<td>5</td>
<td>Slattery's People (CBS)</td>
<td>18</td>
</tr>
<tr>
<td>6</td>
<td>Valentine's Day (ABC)</td>
<td>19</td>
</tr>
</tbody>
</table>

average was about 18.

NBC's Bonanza scored a 53 TVQ to head the list in the mid-October polling. ABC's Bewitched had a 47 to lead the new shows, and CBS's Mr. Broadway was on the bottom of the new entries with a 15 (see above).

Taking old and new nighttime (7:30-11 p.m.) programs together, TVQ found that the adventure, musical and variety categories were exceeding their average scores of a year ago; the comedy, quiz panel, news-documentary and western categories were down, and the suspense-mystery classes were holding even.

Trends over the past five years are shown in the table on page 60, which covers both new and established programs in each year.

IATSE wants residuals on TV film programs

Members of the International Alliance of Theatrical Stage Employes—the cameramen, stage hands, film editors, publicists and some 20 other occupational groups who work behind the camera—will receive residual payments for their work on TV film programs just as the actors and writers do if they win acceptance of the terms they have outlined for a new contract with the film producers.

The IATSE demands were published last weekend under a requirement which calls for their submission to the Association of Motion Picture and Television Producers 90 days before the expiration of the current contract on Jan. 31, 1965.

Other major IATSE demands include a wage increase of 15% or 65 cents an hour, whichever is greater; extra pay for pay-TV films, a percentage of the producer's revenue from the sale of motion pictures to free or pay television, at home or abroad; increased employer contributions to the pension and health-and-welfare plans and a prohibition against foreign "runaway" production.

The demands for residual payments for TV reruns from the sale of motion pictures which went into production after Jan. 31, 1960, and for work on films produced for original release on pay television are that IATSE members shall receive sum "equal to the highest payments, compensation and/or wage adjustments for such respective types of motion pictures previously or hereafter negotiated by the producer with any other union or guild."

For films sold to television abroad, IATSE asks the producer to make a contribution to the motion picture pension plan, again "equal to the largest percentage contribution previously or hereafter negotiated by the producer with any other union or guild."

Producers are also asked to add 20 cents an hour per employee to their payments to the pension plan and to boost their payments to the health-and-welfare plan by 22 1/2 cents an hour per employee.

The proposed new contract would go into effect Feb. 1, 1965, and continue through July 31, 1967.

Health group asks NBC to reconsider VD show

The American Health Association has asked NBC to reconsider its decision not to broadcast a two-part drama dealing with a high school student who contracts a venereal disease. The association said that the two broadcasts would help alert the public to the increase of venereal disease among young people.

Metro-Goldwyn-Mayer, which produces the shows in question for NBC, notified the network that it wanted to prepare a two-part series about venereal disease. The initial part was to be presented on Mr. Novak, in which the high school teacher protagonist of the program learned that a student had VD. In the second episode, on Dr. Kildare, the male student would be treated for the disease.

A script written for the Mr. Novak episode was submitted by MGM, but was rejected by NBC. It was understood that NBC officials believed that a valid treatment of the subject would have to include passages and dialogue containing a discussion of sexual intimacies, which they considered inappropriate for television and especially for the Mr. Novak show.

Bourgholtzer back in Moscow for NBC News

NBC News is back in Moscow for the first time since March 1963 when the network was ordered to close its bureau in Russia. It has broadcast two documentaries dealing with the death of Stalin and the rise of Khrushchev. Frank Bourgholtzer, who represented NBC in the Russian capital until expelled, arrived in Moscow Oct. 26 with two television cameramen.

The correspondent has been admitted on a tourist visa. NBC has wired the Russian government, asking that Mr. Bourgholtzer be allowed to reopen the Moscow bureau.

The documentaries in 1963 were broadcast Jan. 30 and Feb. 3. Mr. Bourgholtzer was ordered to close the bureau and leave the country on March 15. He had been in Moscow for NBC since 1961.
‘Open door policy’ on programs

TV program source development group invites producers and syndicators to join in search for more TV shows

The new group of telecasters intent on developing new TV program sources took a second step forward last week when its program development committee met in Chicago and declared an “open-door policy” to all syndicators and producers, in addition to TV operators, in an attempt to get a complete background to report to the full membership, which will hold a meeting Dec. 1-2 in New York.

The telecasters first met at WGN-TV Chicago (Broadcasting, Sept. 14) to discuss their program problems. The meeting was called by Ward L. Quaal, executive vice president and general manager of WGN Inc., and the group decided to band together at that time. The group's initial hopes are to produce film and video-tape features, syndicated series, etc., on a cooperative basis.

Last week's committee meeting was primarily organizational, and the committee, headed by William Michaels, vice president for television of Storer Broadcasting Co., will make its recommendations to the general meeting in December. It is to recommend the basic structure and membership of the group and propose how to best “encourage and assist the production of additional film program product of all types for television.”

Mr. Michaels said the group's primary aim now is to gather ideas for program advancing. He said “all of the members of our committee have pledged full and conscientious effort to make themselves available in their various geographic locations between now and Dec. 1 to hear out any and all suggestions from the trade as to how the over-all group can best devote its efforts.” He said many ideas had already been advanced, but the complexity of the problems involved necessitated help from “the people who are either going to respond to or reject the actions we eventually take—the people who actually produce or distribute the shows. We not only welcome but seek their counsel.”

He said the committee's primary need is for advice “as to how we can best encourage new product and remove whatever barriers are standing in the way of additional production—including finances.”

Besides Mr. Michaels, the committee includes Richard Krolk, program manager of Time-Life Broadcast Inc.; Richard Shiveley, executive vice president of Polaris Corp.; Thomas Jones, executive program manager of Triangle Publications Inc. stations; Thomas (Al) Bland, vice president in charge of programing for Crosley Broadcasting Corp., and Dalton Dannon, who is director of film programming for Golden West Broadcasters.

MBS pays $250,000 for Liston-Clay bout

Mutual has obtained the exclusive radio rights in the U.S. and Canada to the Cassius Clay-Sonny Liston heavyweight championship fight in Boston on Nov. 16, it was announced last week by Robert F. Hurleigh, president of MBS. The price for the rights was given at $250,000.

The bout will be sold to four advertisers with commercials rotated. Three sponsors already signed are Schick Safety Razor Co., Culver City, Calif., through Compton Advertising, Los Angeles; Pepsi-Cola Co., New York, through BBDO New York; and Chemical Compounds Inc. Division of Studebaker Corp., South Bend, Ind. (STP motor additive) through Standart and O'Hern, Kansas City, Mo.

Mutual obtained the rights from Intercontinental Promotions, promoter of the event. The first Clay-Liston fight last February was broadcast on ABC Radio, which paid $115,000 for the rights. ABC Radio paid $300,000 for the first Patterson-Liston fight in 1962, said to be a record for radio rights to a boxing match.

The fight will be carried on closed-circuit theater television and will not be available on home sets. Mutual has granted the Canadian rights to the Canadian Broadcasting Corp.
ASCAP getting ready to gloat?

Its president hints
rival BMI may be
neutralized this year

The president of the American Society of Composers, Authors and Publishers told ASCAP members last Thursday (Oct. 29) that some of their "BMI problems" might be resolved by the end of the year.

He said this might come about in the disposition of current music-license lawsuits brought by television and radio broadcasters, or by action of the Justice Department.

The basic "BMI problem" that ASCAP has historically complained about is that BMI—Broadcast Music Inc., ASCAP's only major competitor—was formed and is owned by a group of broadcasters. ASCAP contends U.S. broadcasters are engaged in a conspiracy to favor BMI music over ASCAP music, and has repeatedly demanded that BMI be divorced from broadcasting ownership.

ASCAP President Stanley Adams' observations therefore were interpreted as suggesting that some change in BMI's status might be contemplated in negotiations involving current litigation over new TV and radio music licenses. This speculation was probably encouraged by the recollection that an All-Industry Television Music License Committee once entertained—but later overwhelmingly rejected—a proposal that would have reduced TV stations' ASCAP music rates but would have required broadcasters to give up BMI (Broadcasting, March 12, 1962, et seq).

No Deal ♦ Representatives of both the current All-Industry TV committee and the All-Industry Radio Music License Committee, queried after Mr. Adams made his remarks at a semiannual ASCAP membership meeting in New York, denied that they were in any way involved in anything affecting BMI or its status.

Both groups have met intermittently with ASCAP officials—the All-Industry TV Committee more often than the radio group—to explore the possibility of settling their respective lawsuits by negotiation. But no agreement has been reached, and representatives of both committees said Thursday that no question relating to BMI was involved.

In addition it was recalled that Judge Sylvester J. Ryan of the U.S. Southern District Court in New York, who is presiding over the litigation, had ruled BMI divestiture out of consideration in the round of negotiations initiated last summer to seek settlements for all major music-license disputes currently pending (Broadcasting, July 20).

Mr. Adams said ASCAP is "aiming for a determination of the issues" in the television and radio rate cases by the end of this year. He said this determination might come by litigation or by agreement.

He did not say what "BMI problems" might be resolved, but indicated at another point that he considered them major. Reporting on an ASCAP committee recommendation that BMI members be made ineligible to serve on the ASCAP board, he said that although he agreed with the principle, this was not a "propitious" time to act.

The reason, he said, was that the rate cases are still pending in court and the Justice Department "has not yet concluded its investigation of BMI," and ASCAP shouldn't divert its attention from the larger BMI problem.

Justice Department investigators have looked into BMI operations off and on over the years but have not acceded to ASCAP's demand that BMI should at least be forced to operate under a consent decree similar to the one governing ASCAP. There were reports that another Justice study of BMI was in progress several months ago, but there have been no signs of activity recently. It is understood, however, that the government investigation is still alive.

More Court Action ♦ Meanwhile the All-Industry Television Committee last Thursday filed a petition asking Judge Ryan to set BMI music fees under the form of license currently used by broadcasters. This move followed the U.S. Supreme Court's refusal last summer to reconsider lower court decisions holding that ASCAP is not required to offer a new type of license that the committee had sought.

The new license would have made it unnecessary for TV stations to pay ASCAP for BMI music in syndicated programming, but with the Supreme Court's turn down the committee went back to the old form of license and asked that "reasonable fees" be set under that.

ASCAP had offered, after the Supreme Court refusal, to hear the TV group's appeal, to renew the old TV licenses on the same terms formerly in effect. The all-industry group rejected this offer as unacceptable.

Last Thursday's petition for the court to fix the fees is a prelude to a rate hearing but does not rule out the possibility of a negotiated settlement.

In answer to queries after President Adams' remarks, Charles Tower of Corinthian Broadcasting, current chairman of the All-Industry TV Committee, noted that the rate petition was filed in accordance with procedures specified in ASCAP's consent decree.

"This does not mean that a negotiated settlement is impossible," he said. "We are open for negotiations at any time they may be fruitful. But as far as this committee is concerned, BMI is not a part of the negotiation. The committee is just as determined as ever to get a fair rate for music for TV stations."

Radio Rates ♦ In the radio music license case, the All-Industry Radio Committee, headed by Robert Mason of WMRN Marion, Ohio, is seeking a 22%
reduction in radio station rates and ASCAP is seeking a 22% increase.

Other ASCAP officials indicated that the society will move to establish fees for the use of its music on pay television when pay TV passes beyond "the experimental stage." There have been indications that ASCAP will move to license CATV operators before pay TV, however.

A preliminary financial report showed that for the first eight months of this year ASCAP's revenues included $27,375,832 in incoming licensees, $215,950 in interest on U.S. treasury notes and $123,556 in dues. After $5,108,182 in salary and expenses for ASCAP's home and branch offices, the amount left for distribution to members was put at $22,616,156.

Mr. Adams had earlier indicated that television and radio account for about 85% of ASCAP's domestic distribution.

'Theft' of 'Shindig' audio may bring suit

In a move to stamp out what it asserts to be "broadcast piracy," ABC and its Hollywood subsidiary, Selmur Productions, announced Wednesday (Oct. 28), that they are considering legal action against several radio stations which, they said, have illegally recorded or obtained recordings of ABC-TV's Oct. 7 telecast of 'Shindig.' The "pirate stations" were alleged to have rebroadcast the segments removed from 'Shindig' (including one featuring The Beatles) as part of their local programming.

A spokesman for ABC would not identify the stations said to be involved, or if the network and Selmur have already filed suit.

NER grants funds for educational radio shows

Five program grants, one for a series by Arch Oboler, were made last week by National Educational Radio, the radio division of the National Association of Educational Broadcasters, at NAEB's annual convention in Austin, Tex. Funds for the creative production awards came from a grant by the National Home Library Foundation.

Mr. Oboler, a veteran radio writer, will write, produce and direct a series of 13 dramas in collaboration with educational outlet KEBS(FM) San Diego. NER, only two months old, hopes the program awards will help spark "a first-rate program service for the American people."

Other grants went to WDET-FM Detroit, station WHA-AM-FM Madison, Wis., and WRR(FM) New York (a joint grant); WBGO(FM) Newark, N.J., and WKBK-AM-FM East Lansing, Mich.

Final arrangements for the grants, NER said, will be worked out with the recipients about Nov. 15.

Film sales...

Golden Gallery (Walter Readstinger): KTVF(TV) Los Angeles.


Thriller (MCA-TV): KGBT-TV Harlingen, Tex.

Anthology (MCA-TV): KLRL-TV Dallas-Fort Worth.


M-Squad (MCA-TV): WHRW-TV Birmingham, Ala.

Leave It to Beaver (MCA-TV): WZMM-TV Grand Rapids, Mich.

The Lieutenant (MGM-TV): KVOS-TV Bellingham, Wash.; KODE-TV, Joplin, Mo., and KONA-TV Honolulu.

Zero One (MGM-TV): KMOV-TV Portland, Ore.; WFMJ-TV Youngstown, Ohio, and WKTY(TV) Lexington, Ky.

MG M Cartoons (MGM-TV): KFDK-TV Beaumont and KOSA-Odessa-Midland, both Texas; KVOO-Tulsa, Okla.; WBJS-TV Roanoke, Va., and WAIY-TV Atlanta.

Passing Parade (MGM-TV): WDBO-TV Orlando, Fla.

Christmas in the Holy Land (MGM-TV): KHJ-TV Los Angeles.

Our Gang Comedies (MGM-TV): KB01-TV Boise, Idaho, and WPBC-TV Greenville, S. C.

Northwest Passage (MGM-TV): KKI-TV Phoenix, and KOLD-TV Tucson; both Arizona.

The Islanders (MGM-TV): KONA-TV Honolulu.


Flamingo Features (Wolper): WLWZ-TV Bangor, Me. and WKAB-WV Buffalo, N. Y.

A Thousand Days (Wolper): WJW-TV Cleveland, Ohio.


30/61's (MGM-TV): KMVT(TV) Twin Falls, Idaho; WRVA-TV Richmond, Va.; WVT(TV) Utica, N. Y., and KCRG-TV Cedar Rapids, Iowa.


Volume 7 and 8 (Seven Arts): WOW-TV Omaha.

Volume 2 (Seven Arts): WJW-TV Cleveland.

Volume 7 (Seven Arts): KVOA-TV Tucson.

Special Features (Seven Arts): WRVA-TV Richmond, Va. and WTW-TV New Orleans.

A Christmas Carol (Seven Arts): WHYN-TV Springfield, Mass.; WFMY-TV

FM 5G by GATES

Broadcasting's new 5000 watt FM Transmitter designed and manufactured utilizing the "Value Analysis" technique resulting in greater reliability and higher performance standards.
Too much TV seen as cause of child ills

Children can become ill from too much television viewing, according to a study reported last week to the American Academy of Pediatrics. The illness was named the “tired-child syndrome” by two Air Force doctors who discovered it.

Fatigue, loss of appetite, depression, headaches and vomiting were described as the symptoms of the illness in a report prepared by Richard M. Narkiewicz and Stanley N. Graven, both captains in the Air Force Medical Corps. The report was based on a study of 30 children treated at 60 Air Force base hospitals in Texas and Washington. A summary of the report:

The children in the study were brought to the hospital by their parents. A common pattern of excessive television viewing was discovered after questioning the children and their parents. The 30 youngsters, between 3 and 12 years old, had been watching television an average of three to six hours daily on weekdays and six to ten hours daily on weekends.

Another Air Force study of 160 children revealed weekday television watching of two and one half hours daily with six hours daily on weekends. These children did not suffer from the “tired-child syndrome.”

Some sensitive children, according to the Narkiewicz-Graven report, became so tired that they could not participate in other activities, and were only able to watch more television.

Parents were advised to stop all television viewing by their children and have them engage in “reasonably vigorous physical activities immediately after school and quiet recreational activities in the evening.”

Twelve children who discontinued television completely improved within a week and were completely cured of the syndrome within two to three weeks. The other 18 were allowed to watch television up to two hours daily and all but four of them lost all symptoms within three to six weeks.

The four remained nervous and excitable after a month of limited viewing, “but ate and slept well and had no further difficulty with vomiting...headaches or fatigue.”

Twenty-six cases were followed for several months. Many of the children resumed their television habits. All but 9 of the 26 had a recurrence of symptoms.

The New York Times last week published the results of the newspaper’s survey gauging parents’ reaction to the Narkiewicz report and to a warning by the Dodd subcommittee against “excessive” crime and violence shown on television during popular viewing hours for children (see page 56).

In the Times survey “middle-class” parents in the New York area were informally polled.

Parents were said to be generally concerned about the amount of “violence and sex” portrayed on television. They were reported to be even more vigorously concerned about “the lack of quality programs.”

Television viewing time by children varied from a half-hour to as much as six hours a day. The amount of time spent viewing decreased as children reached school age. Several parents said that “a specific program” caused their children’s reactions ranging from fear to chronic nightmares. Others criticized programs under discussion, but said their children were not affected.

A number of parents insisted that more quality is needed in programming for children, but were not sure how this could be done. They were generally critical of proposals for a “full-scale” Senate investigation—when that possibility was suggested by the Times pollsters.

Radio series sales...

Dr. Paul (Charles Michelson): WUST Washington.


Anniversaries in Sound (Triangle): WGN Munising, WBRN Big Rapids, WKLX Ludington and WHFB Benton Harbor, all Michigan; WBBW Youngstown, WHBC Canton, WGER Dover and WTVI Massillon, all Ohio; WEDO Pittsburgh, WNOW York, WAEB Allentown.
WRAW Reading, WHP Harrisburg and WIKI Wilkes-Barre, all Pennsylvania; WEAV Plattsburgh, WNBA Saranac Lake, WYKW Troy, all New York; WPTF Raleigh, N. C.; WSPR Sarasota, Fla.; KOTA Rapid City, S. D., and KFAQ Omaha.


Word Picture (Triangle): WFLR Penn Yan, N. Y.


Program notes...

TV special - Screen Gems will produce a one-hour special, “Around the World of Mike Todd,” for 1965-66 season. Herb Susan is developing the special.

Back when = Memories In Music with Paul Bragg, KDKR Aberdeen, Wash., as narrator is being syndicated by Sight & Sound Library, Chicago. The series of 13 one-hour programs contains original versions of best selling records of the past 40 years and old and rare cylinder records.

New daytime series - Sterling Silliphan, co-creator of Route 66, for which he wrote 70 one-hour episodes, and of Naked City, for which he wrote 32 half-hour and 20 hours shows, has created a half-hour daily daytime series The Bitter and the Sweet, which he owns in partnership with Universal TV. He will serve as writer and story consultant for the series, which will signal Universal TV’s entry into daytime television. Bert Berman, executive producer of daytime programming, will supervise production.

Food documentary = General Mills, Minneapolis, has produced a 29-minute color documentary film, Sounds of Freedom, which is dedicated to food industry’s “food is a bargain” campaign and will be available to TV stations for use as public service material. Film stars Bob Richards, director of Wheaties Sports Federation.

RTNDA convention planned for Houston

The Radio Television News Directors Association convention will be held Nov. 11-14 at the Rice hotel, Houston.

Featured events include an awards luncheon address by Governor John B. Connally, a tour of the National Aeronautics & Space Administration’s Manned Space Flight Center, radio and television workshops, and the Paul White dinner with John Scali, ABC News diplomatic correspondent, as banquet speaker.

A meeting of the RTNDA board will precede the convention on Nov. 10.

FINANCIAL REPORTS

AB-PT has bullish 9-month report

Operating profits up 26% in period; third-quarter earnings show increase of 20% over 1963 period

American Broadcasting-Paramount Theaters, riding a wave of financial prosperity and bolstered by favorable early season rating reports for its television network (see page 58), last week reinforced its fiscal outlook with a nine-month report showing operating profits up 26%.

AB-PT, whose stock has climbed from a low of 28½ this year to a price around 51 last week, had third-quarter earnings of $2.5 million, a 20% gain over 1963’s third quarter, representing per-share earnings of 56 cents.

In 1963 it is believed that the television operations of AB-PT, including network and owned-stations, contributed 68.6% of the corporation’s pretax profit total of $16.9 million. This is based on financial data that is thought to have been leaked from the FCC and from AB-PT’s consolidated 1963 report (BROADCASTING, Oct. 26).

Reporting both third-quarter and nine-month earnings at record highs, AB-PT President Leonard H. Goldenson said the company’s position had been aided by “excellent theater business.” He also credited lower 1964 federal taxes for some of the improvement, while noting that third-quarter earnings had picked up in spite of heavy costs incurred in covering the political conventions.

Mr. Goldenson said the company has been “greatly encouraged by the greater
public acceptance of its programs."

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net earnings per</td>
<td>$1.77</td>
<td>$1.52</td>
</tr>
<tr>
<td>share*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pretax operating</td>
<td>16,022,000</td>
<td>13,611,000</td>
</tr>
<tr>
<td>earnings</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Federal tax provision</td>
<td>8,000,000</td>
<td>7,328,000</td>
</tr>
<tr>
<td>Earnings from</td>
<td>8,022,000</td>
<td>6,283,000</td>
</tr>
<tr>
<td>operations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Capital gains, net.</td>
<td>71,000</td>
<td>$93,000</td>
</tr>
<tr>
<td>after tax</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net earnings</td>
<td>8,093,000</td>
<td>6,350,000</td>
</tr>
</tbody>
</table>

*Based on average outstanding, adjusted for 2% stock dividend in 1963.

Columbia Pictures net is up 21%

Columbia Pictures Corp., New York, last week reported a 21% increase in consolidated net earnings for the fiscal year ended June 27, 1964. A. Schneider, president of Columbia Pictures, said that preliminary figures indicate that income in the first quarter of this fiscal year should exceed income during the corresponding period in 1963.

Mr. Schneider said that "the outstanding record of Screen Gems Inc., our TV subsidiary, and the public acceptance of a number of quality pictures we will have available for release in the months ahead, should give Columbia added momentum in the future."

Year ended June 27, 1964:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.73</td>
<td>$1.40</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>4,719,000</td>
<td>6,295,000</td>
</tr>
<tr>
<td>*Consolidated net income</td>
<td>3,294,000</td>
<td>2,597,000</td>
</tr>
<tr>
<td>*Attained after special inventory write-off of $1,190,000.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

3M hits 3d-quarter high in sales and profits

The 3M Co., St. Paul, last week reported higher sales and profits for its third quarter than for any three-month period in its 62-year history. The firm, which owns Mutual Broadcasting System and is a major producer of broadcast tape, also set records for 1964's first nine months.

Its net income for the three months ended Sept. 30, 3M said, was up 11% over 1963's third quarter, rising to $26,511,945, or 50 cents per share, from $23,891,551, or 45 cents per share. Sales for the same period jumped 9% to $230,665,941 from $210,983,284. The firm said it expects profits and sales to continue to rise for the remainder of the year.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.26</td>
<td>$1.94</td>
</tr>
<tr>
<td>Net revenues</td>
<td>292,502,000</td>
<td>251,417,000</td>
</tr>
<tr>
<td>Pre tax income</td>
<td>28,170,000</td>
<td>11,176,000</td>
</tr>
<tr>
<td>After tax income</td>
<td>14,976,000</td>
<td>6,764,000</td>
</tr>
</tbody>
</table>

PKL shows 9-month earnings, billings up

Papert, Koenig, Lois, New York, has reported a 32.3% increase in billings for the nine months, ended Aug. 31, of this year over the corresponding period in 1962-63.

Commission and service fees for the period increased from $2,189,633 a year ago to $2,902,298, this year.

Nine months ended Aug. 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$4.54</td>
<td>$4.50</td>
</tr>
<tr>
<td>Gross Billings</td>
<td>18,847,758</td>
<td>14,265,315</td>
</tr>
<tr>
<td>Pretax income</td>
<td>560,490</td>
<td>267,057</td>
</tr>
<tr>
<td>After tax income</td>
<td>282,310</td>
<td>256,278</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>916,500</td>
<td>911,910</td>
</tr>
</tbody>
</table>

Motorola has 3d quarter high

Color TV sets using Motorola's new 23-inch rectangular picture tube are selling well and the company should hit its sales goal of 100,000 units by the end of the year, Motorola Inc. reported last week in its third-quarter report, which also showed record sales and earnings. Motorola expects to top the $400 million mark for the first time this year.

Third quarter:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profit per share</td>
<td>$1.26</td>
<td>$1.02</td>
</tr>
<tr>
<td>Earnings</td>
<td>5,996,772</td>
<td>4,117,185</td>
</tr>
<tr>
<td>Total sales</td>
<td>$130,247,364</td>
<td>$96,163,073</td>
</tr>
</tbody>
</table>

BROADCASTING, November 2, 1964
A polish job on Emmy

NATAS reveals new method of picking winners for its annual awards, but CBS News calls it a 'grab bag'

Remedial measures to mend the damaged reputation of TV’s Emmy awards were announced by the National Academy of Television Arts & Sciences last week. But acceptance of the restructured award system by networks and their news divisions fell short of blanket approval.

It appeared that one network news department—CBS News, first to repudiate the academy’s award system last May and followed in this move by CBS-TV and ABC-TV—is not apt to endorse or participate in any award system administered by the academy either now or in the future.

A statement by CBS News President Fred W. Friendly, following a NATAS public explanation of how its new method of picking Emmy winners would work, asserted a belief that broadcast journalism would eventually “find its own award system apart from the entertainment broadcasts which deserve their own academy and their own awards.”

Mr. Friendly suggested that awards for radio and TV journalists might be stowed under the auspices of a university.

Major overhauling of the method of selecting Emmy winners includes steps to eliminate block voting and to do away with a category system which placed unrelated kinds of TV programs and performances in competition with each other. Academy leaders said removal of these features, which many felt were inherent evils in the old Emmy system, have brought indications of endorsement for the revised system from NBC and ABC, while the CBS-TV network has said it will participate in the next Emmy presentations.

An ABC spokesman said, “We haven’t seen the final plan for the Emmy awards. When we do, we’ll make a decision.” NBC said it would take no position on the academy’s proposal until it has been ratified by the NATAS membership.

Structure Stands • A NATAS official, however, said the plan already had been adopted by the academy’s trustees and would stand without further ratification unless something could be done to construct an award system in the news area which would be acceptable to all parties.

In order to escape the “category problem” the academy has outlined four broad areas in which it will honor “excellence,” covering virtually every individual performance, program or series on television within the award year beginning and ending June 1. The areas are program achievements in entertainment, individual achievements in entertainment programs and individual achievements in news, documentaries, information and sports.

NATAS has devised a three-phase selection process for the awards, the first phase a solicitation of the some 6,000 academy members for their nominations. These may be made throughout the year by any member on forms provided by the academy.

Phase two, the method of culling entries, will be conducted by secret vote but will differ according to area as follows: for the program entertainment field, a national entry committee; for individual achievements in entertainment—field, members of the academy according to craft; for programs in the news, documentary, information and sports areas, by a national entry committee of academy members in these fields only and for individual achievements in the same area, by all academy members involved in these fields.

In the entertainment program sector a national nomination committee consisting of 18 members will view the choices of the national entry committee, again selecting as many or as few entries as the committee considers “excellent.”

Blue-ribbon Panels • Final selection in each of the four general areas will be made by “blue-ribbon panels” not to consist of less than five members each. These final judges would be “of the highest accomplishment in their respective fields of television.”

In the division for individual achievement in programing, the original nominations will be submitted to the membership by six craft categories: actors and performers, writers, directors and choreographers, art directors—costume design—make up artists, musicians and cinematographers and technical men. Choices obtained in this manner will be presented to craft committees for nomination and then submitted to blue rib-
bon panels of the same craft categories.

In the news-documentary-information-sports program achievement area, a national entry committee—21 members at each of the founding chapters and 21 members from local chapters—will have first review of the general membership’s nominations. A national nomination committee of at least nine members, two-thirds of them from New York and one-third from Washington, will then consider the selections of the entry committee, and their choices will pass to a final panel of at least five members from New York and Washington. This panel is to be chosen by the academy president with the approval of the national awards committee and principal officers.

A similar arrangement for individual achievements in the news area was explained by the academy. However, culling of nominations will be by a craft committee, perhaps to include some of the same members as the committee for program achievement in this area.

The academy hastened to point out that “no one directly involved in a program or individual achievement under consideration may serve on a nomination committee or blue ribbon panel.”

Blind Choice • Mr. Friendly referred to the provisions for the news and informational area as “vague, contradictory, and in general undisciplined” and “a grab bag out of which the academy blindly hopes it can pluck the right awards.”

Rod Serling, NATAS president, in an answer to the CBS News position, said Mr. Friendly had refused to meet with the academy. He asserted that “in spite of Mr. Friendly’s lack of cooperation,” the academy had succeeded in eliminating basic objections to the old system.

**Political glamour can pay off on radio-TV**

Mark Evans, vice president in charge of public affairs for Metromedia Inc., last week said in political elections, “with television and radio being added to other media... the chances are very real that to the most glamorous will go the spoils.”

Speaking to the second annual public service awards luncheon of WIP Philadelphia, Mr. Evans said “print media in many, many instances have sacrificed believability by flavoring front-page news stories with editorial-page opinions and shadings.” Radio-TV strike him as less partial, he said, but he warned against the possibilities of news distortions.

Awards went to 18 Philadelphia-area public service organizations at the luncheon addressed by Mr. Evans, with a special award going to the guest of honor, Mrs. Esther Peterson, special assistant to President Johnson for consumer affairs. She was named “Outstanding Public Servant of 1964.”

**duPont award deadline**

Nominations for the 23d annual awards of the Alfred I. duPont Awards Foundation must be in by Dec. 31, 1964, the foundation announced last week. Broadcasters who did outstanding work in the public interest in 1964 are eligible. Three citations are made, one for a large radio or TV station, one for a small station and one for a commentator. A $1,000 grant accompanies each award. Nominations may be made by station personnel or the general public, and should be sent to the Curator, Alfred I. duPont Awards Foundation, Washington and Lee University, Lexington, Va.

**INTERNATIONAL**

Are government tapes news or propaganda?

Are tapes sent to radio stations by government departments a form of news release for the broadcast media or a means for the government to put across its political message? The question was broached at Toronto late in October when leaders of the two opposition parties in the Ontario legislature claimed the tapes were attempts by the Ontario Conservative party to manage the news to its advantage.

William Kinmond, a former newspaperman and now executive officer to Ontario Premier John Robarts, said the government was not doing anything new. The premier defended the use of the tapes at the Central Canada Broadcasters Association convention at Niagara Falls, stating the tapes were a refinement of the traditional news release, and were designed for the broadcast media.

Opinions varied at the CCBA meeting. Edmund Blake, radio news director of CKSL London, Ont., was reported to have said “we wouldn’t touch these things with a 10-foot pole.”

Bill Hutton, Canadian president of the Radio and Television News Directors Association, said the handing out of government tapes could not fairly be termed news management. “The tapes contain the party line, but the stations are under no compulsion to use them. It is just a tip service,” he stated. Hutton felt most broadcasters would welcome the tapes.

Hugh Bremner, news director of CFPL London, Ont., said there was a danger that smaller stations would come to depend on them, and that larger stations might use them unedited at rush times.

TV spending up in Britain

Media Records Ltd. reports advertisers spent $20,731,816 on Britain’s commercial television network in August. This is an 11% increase over the August 1963 figure of $18,699,276.

Food advertisers were the biggest spenders at $6,429,707 with household goods and services next at $4,977,688. Toffees and cosmetics took third place with $2,787,223 followed by tobacco and cigarettes at $1,786,246. Medicinal advertisers spent $1,423,128; alcoholic beverages $1,132,910; cars and motorcyles $465,253; clothing $254,800; household equipment $214,141; radio, TV and music $103,235. The miscellaneous category accounted for $1,157,485.
Need for contract, rate card standards noted

A working party report on TV advertising presented to the International Chamber of Commerce commission on advertising, which met in Paris, recommended that advertisers and agencies press for standardized rate cards and contact terms from all European commercial TV companies.

The report said these should contain standard conditions of acceptance of advertising material, technical requirements, ownership and liabilities, length of commercials and films required, and cancellation procedures.

The commission, with delegates from 10 European countries and from the U.S., Japan and Morocco, approved the report. It also recommended that adequate professional standards to safeguard the independence of agencies in relation to media should be established where they do not currently exist.

3 firms get pay-TV license

Three companies out of the five which want to go into pay TV in Britain have now received post office approval. They are Telemeter Ltd., Choiceview Ltd. and Pay Television Ltd.

Telemeter received its license to begin the standard three-year experiment for the Merton, Morden, Mitcham and Wimbledon area in July. Now it has permission to cover the Billingham, Stockton and Thornaby area. Choiceview will supply programs to Leicester. Pay Television will cover Southwark, Westminster and Sheffield.

Commercial network's share of viewers rises

For the fourth month running Britain's commercial network has increased its share of viewing, according to Television Audience Measurement Ltd.

During September, says TAM, the TV audience spent 67% of its viewing time with the commercial network and 33% with BBC-TV. This is an increase of 1% over August's 66%. The September figure was the highest share the commercial network had since September 1961 when it reached 68%. Figures for the last four months:

<table>
<thead>
<tr>
<th>Commercial Network</th>
<th>BBC-TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>%</td>
</tr>
<tr>
<td>June</td>
<td>63</td>
</tr>
<tr>
<td>July</td>
<td>64</td>
</tr>
<tr>
<td>August</td>
<td>66</td>
</tr>
<tr>
<td>September</td>
<td>67</td>
</tr>
</tbody>
</table>

On the average for September each home capable of receiving both the commercial network and BBC-TV watched 3.9 hours a day—2.6 hours of commercial network and 1.3 hours of BBC-TV.

In the London UHF area, BBC-2 viewing during September increased slightly over the previous month among those able to receive the new channel. The TAM report shows the following percentages for BBC-2 set owners, together with the August figures:

<table>
<thead>
<tr>
<th>September</th>
<th>August</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial Network</td>
<td>%</td>
</tr>
<tr>
<td>BBC-1</td>
<td>61</td>
</tr>
<tr>
<td>BBC-2</td>
<td>33</td>
</tr>
<tr>
<td>BBC-3</td>
<td>18</td>
</tr>
</tbody>
</table>

Of the average 3.6 hours viewing a day, 2.2 hours were spent with the commercial network, 1.1 hours with BBC-1 and .3 of an hour with BBC-2.

Advertising sets record

Time sales on Radio Luxembourg's English-language station have already beaten all of 1963 by almost $280,000. Revenue to Oct. 1, 1964, was $1,725,040 while total 1963 income was $1,464,055. This year's sales are an all-time record, says Radio Luxembourg's general manager Geoffrey Everitt.

In the first six months of 1964 sales were $889,526 compared with $693,585 for the first half of 1963. Total sales were $1,190,000 for 1962 and $968,800 in 1961.

---

EQUIPMENT & ENGINEERING

**TV camera to be used for pictures of Mars**

A Mariner fly-by of the planet Mars is expected to be launched this week by the National Aeronautics & Space Administration—and the hope is to receive TV pictures comparable to pictures of the moon taken by the best earth-based telescopes. A second Mars fly-by is planned for next month.

A key element of the Mars project will be a TV camera on Mariner which will take pictures of the planet from about 8,600 miles. The TV project, however, will only be successful if the probe enters the critical zone (an oblong roughly 7,000 miles wide and 10,000 miles long). The pictures will travel 150 million miles back to earth.

The single TV camera, viewing Mars through a reflecting telescope, will take as many as 22 black-and-white shots of the Martian surface. The images will be stored on TV tape in digital form and will be played back to earth after Mariner passes the planet. Each photograph will consist of about 250,000 bits, taking 8 1/2 hours to play back.

The camera was built by General Electro-Dynamics Corp., Garland, Tex., with its optical system made by Farrand Optical, New York. The TV subsystems were put together by General Dynamics/Electronics, San Diego. Jet Propulsion Laboratory, Pasadena, Calif., was the prime contractor.

The camera head and two sensing devices are mounted on a movable platform on the underside of the spacecraft. The platform will sweep through 180 degrees until a wide-angle sensor (50 degrees field of view) signals that the planet is in view. At this point the platform will stop and center the planet in the sensor's field of view. Picture recording will begin when Mars enters a narrow-angle gate sensor (1 1/2 degrees field of view). This device generates a command to turn on the tape recorder.

Photographs will be taken in groups of two. The recorder, to be turned off after each recording and then turned on again for the next recording, is fed

---

**FM 10G by GATES**

Broadcasting's new 10,000 watt FM Transmitter designed and manufactured utilizing the "Value Analysis" technique resulting in greater reliability and higher performance standards.
The camera system is equipped to increase or decrease its sensitivity to light to compensate for expected changing light conditions. Exposure time will be one-fifth of a second. If illumination levels are higher than expected, the shutter speed automatically will be shortened to 2/25th of a second. The shutter consists of a single rotating disc containing four openings for alternating filter; two will be blue-green, two will be orange-red.

Ground station ownership problem in FCC's lap

Who should own the U.S. ground stations in the worldwide communications satellite system—the Communications Satellite Corp. or the common carriers? The question is now in the hands of the FCC, following a reply brief filed with the commission by Comsat last week.

Comsat asked the FCC to institute rulemaking in a petition filed last August to give it and its only authority to own and operate ground stations—at least the initial one to three ground stations over the next five years. Objections were filed by AT&T, RCA, IT&T, Hawaiian Telephone Co., Western Union International, United States Independent Telephone Association and the American Communications Association (Ind.). Favoring the Comsat proposal was Western Union Telegraph Co.

In its reply brief last week, Comsat claimed that it should have sole ownership and operational rights to ground stations in the communications satellite program because (1) Comsat has no interest in any other form of communications, and thus its ownership and operation would involve no conflict of interest; (2) it would be more likely to accept new developments and put them into the system, and (3) it should have adequate control over the quality and quantity of the service provided by the satellites. And, if it does not own and operate ground stations it would be the only member of the International Communications Satellite Committee with no responsibility for the terminal station in its own country.

Sarnoff cites need of computer standards

The United States computer industry, now a "technological tower of Babel," should develop a uniform, technical standard and language to stimulate progress, Brigadier General David Sarnoff, RCA board chairman, said last week.

Speaking to more than 4,000 scientists and engineers at the fall joint computer conference in the San Francisco civic center, General Sarnoff said that television will play an important role in the computer industry. He said it will "become our major instrument for communicating general or specialized information. The same broad and channels that accommodate the TV picture signal can also transmit masses of computer data at ultrahigh speed for instant display."

General Sarnoff noted that the computer industry uses more than 1,000 programming languages, in addition to various dialects within these languages, and said "we have yet to produce a universally accepted computer glos-sary."

Technical topics . . .

Thin tape = Reeves Soundcraft, Danbury, Conn., has announced a new Mylar-base recording tape designed to triple the playing time of each reel with no quality loss. The TP-18 tape uses a specially developed oxide to provide an output of 5 db more than any other extended-play tape, according to Reeves. It may be interspersed or programmed with standard tapes without causing differences in playback level. TP-18 provides 1800 feet of 0.5 mil Mylar on a five-inch reel.

New mike = A new unidirectional boom microphone by Shure Brothers Inc., Evanston, Ill., is available in models SM5A (50 ohms) and SM5B (150 ohms). It features, says Shure: a cardiod polar pattern symmetrical about axis and exceptionally uniform with frequency; a wide-range frequency response; an integral windscreen for outdoor locations and fast boom swings; mechanical suspension with a two-stage mechanical filter; absence of transformers or response correcting inductors to prevent pickup of electrical noise, and perfect balancing.

Oscilloscope accessories = A 52-page catalog of oscilloscope accessories is being offered by Tektronix Inc., Beaverton, Ore. The catalog gives descriptions and prices of items such as cameras, probes, oscilloscope carts, etc.

Maser work brings award

Dr. Charles H. Townes, 49, provost of the Massachusetts Institute of Technology, last week was awarded one half of the Nobel prize for physics for his work with the maser amplifier. The other half of the prize went to two Russian scientists who worked on the same project. Professor Townes conceived the idea for the maser (an acronym for microwave amplification by stimulated emission of radiation) in 1951 while on the faculty of Columbia University. Masers are capable of greatly amplifying waves in the microwave region of the radio spectrum and have been used with great success in long distance communications.

FATES & FORTUNES

BROADCAST ADVERTISING

William W. Lewis elected VP and director of radio and TV programming at Maxon Inc., New York. Mr. Lewis was formerly manager of television productions. He joined agency in 1955.

Stan Kohlenberg joins Sudler & Hennessey, New York, as VP in charge of special promotional projects for Warner-Chilcott account. Mr. Kohlenberg was previously manager of product marketing at Tussi Cosmetics, New York.

Gerald Branson, media manager at Falstaff Brewing Corp., and John E. Hussey, also with Falstaff, join D'Arcy Advertising, St. Louis, as assistant manager of Budweiser regional marketing department and research analyst, respectively.

Nancy Swiet, formerly with Wade Advertising, Chicago, joins Doyle Dane Bernbach, there, as media buyer.

E. Boyd Seghers Jr., with sales promotion staff of WGN-AM-TV Chicago for past year and formerly broadcast media director at Knox Reeves-Fitzgerald Advertising, New Orleans, appointed assistant manager of WGN Inc.'s promotion and research department. Michael J. Fogarty Jr., space salesman with Chicago Tribune, joins WGN as account executive.

Tyler Macdonald named to new position of senior VP, creative services, for Hixson & Jorgensen, Los Angeles with responsibility for basic creative strategy for agency's ultimate creative product in light of that strategy. Mr. Macdonald has been account supervisor and director of marketing for H&J.

Henry Bohmbach appointed director of advertising for Rexall Drug Co., Los Angeles. Mr. Bohmbach succeeds
Murray Greer, named VP and director of marketing at Rexall Drug Co. Ltd., Toronto.

Clarence Hatch Jr. appointed VP and member of marketing department of Leo Burnett Co., Chicago. Mr. Hatch had been executive VP and member of board of directors and executive committee of Campbell-Ewald, Detroit.

Bob Powell, head of own agency in Detroit for 17 years and more recently manager of Chicago office of Ogilvy, Benson & Mather, has been named VP of Roche, Rickerd, Henri, Hurst Inc., Chicago.

John K. Grosspietsch, marketing executive with Pure Oil Co. since 1958, joins MacManus, John & Adams, Chicago, as account supervisor on portfolio of American Oil Co. account.

Fred Gerlach, VP and director of research in St. Louis office of Gardner Advertising, appointed director of research for all domestic offices of Gardner with agency’s consolidation of all research activities on corporate basis. Stanley Matz becomes director of research, New York, and Norman A. Peskind assumes same post in St. Louis.

Roger W. Kiley joins KISN Portland, Ore., as sales manager. At one time Mr. Kiley was mayor of Chesterfield, Ind.

William Apy, formerly with Benton & Bowles, New York, joins Post-Keyes-Gardner, Chicago, as VP. He will serve as assistant to executive account supervisor on Brown & Williamson Tobacco Corp. account.

Robert W. Koch, for nine years account executive at WXYZ-AM-FM Detroit, named director of local radio sales, newly created position. Bruce Miller, formerly head of his own advertising agency in Norfolk, Va., joins WXYZ as director of production.

David A. Neuman, product manager for personal products division of Lever Bros., New York, joins Chesbrough-Pond’s, there, as senior brand manager for Pond’s creams, powders and other products.

Robert H. Geis, media buyer at Kenyon & Eckhart, New York, joins Gardner Advertising, that city, in same capacity.

Gary Ferlisi appointed manager of Portland, Ore., office of Jacobson-Simpson & Associates, station representative firm. Mr. Ferlisi had been station relations manager of TV Stations Inc., New York, program consulting and film buying firm.

Jack Kline appointed assistant sales manager of WFLD-TV Philadelphia. Mr. Kline was general manager of WOR Scranton, Pa.

Bill Lytle, formerly with KXTR(FM) Kansas City, Mo., named account executive at KMBC-FM, that city.

Clare Barnes, art supervisor, elected VP at Sullivan, Stauffer, Colwell & Bayles, New York.

William F. Miller, manager of CBS Television Stations National Sales, St. Louis, named local sales manager of KMOX-TV St. Louis, a CBS-owned station. Thomas Stanton, KMOX-TV account executive, succeeds Mr. Miller.

John Cosgrove, account executive of CBS Television Stations National Sales, Chicago, named account executive at CBS-TV Sales, New York.

William J. Sheehy promoted to account executive at WHAS-TV Louisville, Ky.

Clem Wachner, advertising manager, appointed VP in charge of advertising for Sparklets Drinking Water Corp., Los Angeles.

Ed Browning, in sales department, promoted to sales manager of WFMV (FM) Richmond, Va.

Wayne J. Painter, merchandising director of WHAS-TV Milwaukee, named account executive of WISN-AM-FM.

Gar Meadowcroft named account executive for ABC Radio, New York. Mr. Meadowcroft was account executive with ABC-owned WXYZ-AM-FM Detroit.

Jan Schneider, formerly with Adam Young Inc., joins St. Louis media department of Gardner Advertising as buyer. Don Stork and Ellis Veech, former buyers at Gardner, promoted to media planners. Raymond M. Schwarz, with agency’s St. Louis office, and Robert L. Grenko, New York office, named administrative assistants in creative divi-
New management unit set up by JWT

J. Walter Thompson Co., Chicago, as part of policy to develop young second team in management, has formed new management committee headed by Paul Lehner, VP, with William C. Taylor, VP, as vice chairman. Other committee members, all VP's, include Donald H. Rice, Theodore E. Schulte and Malcolm Sullivan. Average age of group is 43. It replaces former operations committee. New policy committee also has been formed and is headed by George C. Reeves, executive VP of JWT and Chicago manager. It includes Arthur C. Farlow, VP-director; Alexander H. Gunn, senior VP; Theodore P. Jardine, VP-director; Clarence S. Lund, senior VP, and Kenneth J. Ward, Ward L. Weist, Willard J. Loarie and John V. Sandberg, all VP's. David T. Hood has been made secretary of new management committee. Joseph R. Burton, VP, has been named copy director and administrative head of copy department, and Frank Johnson, VP, becomes executive art director.

J. Walter Thompson Co.,
1375 DeSales Street, N.W.,
Washington, D. C. 20036

Please start my subscription immediately for—

☐ 52 weekly issues $8.50  ☐ 104 weekly issues $14.00  ☐ Payment attached
☐ 52 issues & 1964 Yearbook $13.50  ☐ Please bill
☐ 1964 Yearbook $5.00 (so long as supply lasts)

name
address  ☐ Business  ☐ Home
city  ☐ state  ☐ zip code

Medalist Publications, joins John W. Shaw Advertising, Chicago, as art director. Also new to Shaw are: Mary Lee Peuschle, creative traffic assistant; Mrs. Dale K. Goodman, formerly with Fuller & Smith & Ross, broadcast estimator; Mary L. Welt, media assistant, and Genevieve Hojnacki, traffic assistant.

Helen Hazelwood joins sales department of WZOR Jacksonville, Fla.

Sabrina Lee resigns as assistant director of advertising at Crowell-Collier Broadcasting, Hollywood. No future plans announced.


Armin E. Allen, general marketing manager, appointed general manager of consumer electronics operations, one of three new divisions within Philco Corp.'s Consumer Products Division, Philadelphia. Also named were: Harold F. Diegel, formerly VP of administration and relations at Norge Division of Borg-Warner Corp., Chicago, general manager, sales and distribution operations, and Earl E. Lantz, midwest regional sales and distribution operations. Other changes at Philco: George C. Crowley, VP for Norge, named director of engineering of consumer products division; Daniel R. Cavaller, merchandising manager of Philco's consumer products division, resigns for personal reasons.

Dorothy Adams, VP and account supervisor of General Electric account at Maxon Communications Inc., New York, named corporate senior VP. Miss Adams joined Maxon in 1952.

Robert E. Shepperly, with Detroit office of McCann-Erickson since 1958, promoted to executive art director.

Edward M. McClure, advertising and sales promotion manager for Babcock & Wilcox Co., named account executive at Fuller & Smith & Ross, New York, on Worthington Corp. account. Other changes at FSR: Joseph W. O'Sullivan, manager of administration in Chicago office for eight years, appointed manager of administration, New York; John F. Conn, treasurer of Harry Atkinson Advertising, Chicago, succeeds Mr. O'Sullivan, and James F. Bender named director of public relations, Pittsburgh.

Horace D. Nalle, formerly VP in business development for Erwin Wasey, Ruthrauff & Ryan and Interpublic, joins N. W. Ayer, Philadelphia. Other changes at Ayer offices are: John P. Finneran, account executive, named account supervisor on Plymouth account, Detroit; John B. Healy, assistant production
manager for Colgate-Palmolive Co., New York, to account service department, New York; Richard W. Feit joins account service department and Robert E. Hutzenlaub and Daniel W. Kristofek join art department, all Chicago, and Mrs. Anita W. Vickery, account executive at Sally Dickerson Associates, public relations firm, joins Ayer public relations department, Philadelphia.

THE MEDIA


Arthur Huil Hayes, president of CBS Radio, named recipient of annual CARTA Award. Mr. Hayes will receive award at Catholic Apostolate of Radio, Television and Advertising's 17th annual communion breakfast, Nov. 8 at Waldorf Astoria hotel, New York. Mr. Hayes was cited by CARTA for "outstanding achievements in the field of radio broadcasting."

George A. Stevens, VP and general manager of WOTV-TV Tulsa, Okla., elected president of Tulsa Chamber of Commerce for 1965.

Joseph Schacter joins WNJU-TV Linden-Newark, N. J. (due to go on air in early spring), as business manager effective Nov. 1. Mr. Schacter was controller at former WNTA-TV Newark station.

PROGRAMING

Edward Wooten, station manager of KALB-TV Alexandria, La., joins Programing Inc., Atlanta television production firm, on Dec. 1 as sales manager. He will also assume more active role in affairs of Charles E. Wooten Co., management consulting firm.

Natif Ligerman, co-creator and associate producer of NBC-TV's Your First Impression, signed to head newly formed live programming division at

Rogers elected by financial group

Henry C. Rogers, WWJ-AM-FM-TV Detroit (1), elected president of Institute of Broadcasting Financial Management for coming year at IBFM conference, Oct. 21-23 (BROADCASTING, Oct. 26). Other officers named: Richard S. Stokes, WMAL-TV Washington, chairman of board; John C. Herklotz, WGN-AM-TV Chicago, VP; Richard J. Guerin, WSB-AM-FM-TV Boston, treasurer; Clifford M. Kirtland, WSB-AM Atlanta and Albert E. Hackett, KNXT-TV Los Angeles, members of board of directors.


Wolper Productions, Hollywood.

Sanford (Sandy) Cummings, former VP and director of programing for ABC-TV, joins John F. Dugan Enterprises, Los Angeles.

John Kulamer, public affairs director of KDKA-AM-FM Pittsburgh, appointed head of editorial research for KDKA-AM-FM-TV.

Anne Doyle appointed VP and Washington representative of Broadcasting Foundation of America. Mrs. Doyle, former journalist and with Peace Corps, will be in charge of BFA's relations with embassies and legations assisting in development of radio programing from abroad for broadcast in U. S.


IMPROVE YOUR FM COVERAGE

Broaden your FM Market with the New Gates Field-Proven Antennas.

Vertical type 300-G Antenna

Cycloid Horizontal Antenna
More changes in FM rules

FCC adopts plan allowing short-spaced stations to improve their coverage

.....and Bauer has the packages to help you increase your effective power economically and quickly. The Bauer 1 KW FM Transmitter, for instance, with a four bay antenna will give you maximum power with watts to spare.

AMPLIFIER ONLY AVAILABLE IF YOU WANT TO USE YOUR EXISTING EXCITER. Features include:
- Automatic Power Control—Lowest Tube Investment in the Industry
- Automatic Voltage Control
- Solid State Rectifiers

Increase your power and coverage by calling Bauer today for all the facts.

Bauer ELECTRONICS CORPORATION
1663 Industrial Road, San Carlos, California
Area Code 415 591-9466

nia areas outside of Los Angeles.

Charles Whitaker named operations manager at WPX-FM New York.

Howie Horwitz named producer of The Reporter for CBS-TV, Hollywood. Mr. Horwitz was executive producer for Warner Bros. & Screen Gems.

Hillard Rose joins KCBS-FM San Francisco on Spectrum 74, daily institutional program. Mr. Rose appeared in Ma Perkins and Road of Life during 1940's and has been writing and producing motion pictures for several years.

Bob Vainowski, on production staff of Tennessee Ernie Ford Show, ABC-TV San Francisco, named in charge of Saturday-Sunday schedule of Spectrum 74.

Forrest Tucker joins WCFL Chicago as announcer. Mr. Tucker was star of road company of "Music Man."

Bill Lee named creative director for Dick Clark Productions. Mr. Lee was William Morris agent for seven years before forming own management firm, which he is selling.

Bob Charlton joins WWJ-FM Detroit as announcer on Overnight program. Mr. Charlton has been with WBOC Marine City, WBBR Mount Clemens and WCAR Detroit, all Michigan.

Bruce B. Cox, special broadcast services manager at WLW-TV Indianapolis, appointed program manager of WLAA-TV Asheville, N. C., effective Nov. 16. Mr. Cox is replacing Dick Fennel who joins WTVJ (TV) Miami, as announcer.

Charles Downs elected president of the Motion Picture Screen Cartoonists, local 839 of International Alliance of Theatrical Stage Employees, for two-year term. Other officers are: William Ito, VP; Robert Brown, secretary-treasurer; Lawrence Kilty, business representative.

Lieutenant Commander Fred Bradshaw (ret.) joins WZOK Jacksonville, Fla., for on-air duties and as salesman. Mr. Bradshaw was formerly with KSON San Diego and WPAC Jacksonville.

Kenneth R. Franklin named director and William J. Nelson assistant director of newly formed department of consumer communications of National Live- stock and Meat Board, Chicago. Board produces daily radio show as well as films and tapes for TV.

## NEWS

Frank Kinsman, former news editor for WCOL-AM-FM Columbus, Ohio, named news director at WKK St. Louis.

Rudy Ward, on news staff of WECT-TV Wilmington, N. C., joins news staff of WIS-TV Columbia, S. C.

Frank Bingham, member of news department, named special science editor for KLAC-AM-FM Los Angeles.

Jay Barnes, announcer at KPLC-TV Lake Charles, La., joins news department at KATC-TV Lafayette, La.

## EQUIPMENT & ENGINEERING

Ned Nolan named chief engineer for WJR-AM-FM Detroit succeeding Andrew Friedenthal, who retired. Mr. Nolan began with WGAR Cleveland (then sister station of WJR) in 1930, moved to WJR in 1936. He was appointed assistant chief engineer in 1962.

R. Bruce Hill elected VP-sales and Paul E. Piper named VP-finance of Mitchell Camera Corp., Glendale, Calif.

## FANFARE

H. Peter Moreau, special press representative-corporate projects at NBC-TV, named on-air promotion manager for WABC-TV New York.

Lucille Ball chosen chairman of 1965 National Easter Seal campaign.

Ray Van Steen, promotions director of Gaylord Products Inc., Chicago, and formerly production manager at WJJD there, joins WLW as public affairs director. He succeeds Don Stewart, who moves to WMAG Chicago.

Bob Thompson, national promotion manager for Columbia Records, appointed director of public relations at SESAC Inc., New York.

John F. Brookman, publicity director of American Dairy Association, and
William V. Humphrey, formerly with Theodore R. Sils & Co., join Chicago public relations agency of Donald Young Associates as account executive.

INTERNATIONAL

James Dandy joins Border Television Ltd., Carlisle, England, as sales executive.

Mark Lovell joins Lovell & Rupert Curtis Ltd., London, as account executive. Mr. Lovell had been with S. H. Benson Ltd., T. B. Browne Ltd., Alfred Bates & Son Ltd. and Central News Ltd., all of London.

Timothy Wrey joins Foote, Cone & Belding Ltd., London, as account executive. He was with Erwin Wasey, Ruthrauff & Ryan Ltd., that city.

Malcolm Davey promoted to associate director of Benton & Bowles Ltd., London.

Merlin Pearson-Rogers joins Pritchard Wood & Partners Ltd., London, as copy group head. He was formerly creative group head at Colman, Pretins & Varley Ltd., that city.

William Ballentine, manager of CKGM-FM Montreal, named program director of CKFM Toronto.

Norman Aldred, program-production manager of CKWW Windsor, Ont., appointed sales manager of station.

Barry Cook and Kenneth Eady join London office of Westward Television Ltd. as sales executives. Mr. Cook was sales manager of Wolsey Electronics, that city. Mr. Eady has been sales manager of station TVT6, Hobart, Tasmania, Australia.

H. J. Bewg appointed director of film and television division of Britain’s Central Office of Information. Mr. Bewg has been deputy director of exhibitions division since 1962.

Phillip Town appointed media manager of Intergard, international division of Butler & Gardner Ltd., London. Mr. Town has been media buyer with Intergard since 1962.

Alan Tuner appointed commercial director of Sudan Broadcasting Service. He will organize introduction of advertising on Sudanese radio and TV. Mr. Tuner was previously commercial manager of Radio Luxembourg.


Conrad Dahison joins Lintas Ltd., London, as senior copywriter. He was previously with Hobson, Bates & Partners Ltd., that city.

Sheila Kennedy appointed sales executive at Border Television Ltd., London.

George Osborn retires from Mather & Crowther Ltd., London, after 44 years with agency. From 1959 he was cost manager and for 22 years prior he was media manager.

Anthony Graham, 60, export manager of BBC publications since 1953, retires after 21 years with BBC.

Ralph Linder joins Lennen & Newell as VP and Latin American coordinator, new post. He will be based in San Juan, Puerto Rico, office. Mr. Linder was formerly VP and account supervisor at Tatham Laird, New York.

DEATHS

Paul Rhymers, 59, creator-writer of Vic and Sade radio serial on NBC for more than 14 years, died Oct. 26 at Passavant Hospital, Chicago. He had suffered several heart attacks in recent years. He is survived by his widow, Frances, and son, Paul.

George Paul Petrelis, 38, art director of Ketchum, MacLeod & Grove, New York, died Oct. 25 of injuries suffered in automobile accident near his home in Califon, N. J. Among survivors are his widow, Arlene Berghofer, and two sons, George Paul II and Peter Edward.

Hugh McCoy, 45, newsman at KNX Los Angeles, died Oct. 21 in fire at his home in Hollywood. He is survived by his widow, Patricia, and daughter, Lael.

Sammy Tong, 63, television and movie actor, found dead in his home in Venice, Calif., Oct. 27. Police said an empty bottle of sleeping pills was found nearby. An autopsy was ordered. Mr. Tong most recently was in Mickey and before that in Bachelor Father, both TV series.

Francis J. (Happy) Felton Jr., 56, who conducted Happy Felton’s Knot-hole Gang television show before Brooklyn Dodger baseball games on WOR-TV New York in the 1950’s, died Oct. 21 at Mount Sinai Hospital, New York. In 1957, Mr. Felton also conducted children’s quiz show on WCBS-TV New York, entitled It’s a Hit.

Spencer Williams, 66, director of Radio Liberty’s worldwide press service, died Oct. 23 at Fort Walton Beach Hospital, Florida, while on leave. Mr. Williams had been chief of press and publications for Radio Liberty Committee since 1951. Survivors include his widow, Caroline, and daughter, Tamara.

TAKE NOTICE

On October 7, 1964, a SHINDIG program containing, among other elements, performances by The Beatles was broadcast by the ABC Television Network. The program was produced by Selmur Productions, Inc. It has come to our attention that several radio stations have recorded and/or obtained recordings of certain segments of this program and have rebroadcast those segments in flagrant violation of legal rights.

Please take notice that we do not intend to permit these infringements without taking legal action against those responsible for them or for any future piracy.

American Broadcasting Company
Selmur Productions, Inc.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Oct. 22 through Oct. 28, 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, a.—air, CP—cable, community station, TV—television, CR—critical hours, CR—construction permit, R—radio, set.—set, watt.—watts, L—local, ALT—altitude, E—effective,Saga—special authorization, SMA—special temporary authorization, T—transmitter, UHF—ultra high frequency, un.—unlimited, hours, VHFS—very high frequency, vis.—visual, w.—watts, ed.—educational.

New TV stations

APPLICATIONS

Dawson, Ga.—Georgia State Board of Education. UHF channel 38 (838-542 mc); ERP 380 kw vis, 38.9 kw aud. Ant. height above average terrain 1076 feet, above ground 1085 feet. P.O. address State Office Building, Atlanta. Estimated construction cost $75,435; first year operating cost $5,000. Station transmits both 13.7 miles northwest of Dawson. Geographic coordinates 31° 51' 19" north latitude, 84° 20' 15" west longitude. Type trans. GE TT-57-A, type gen. GE TT-57-AA. Station is under control of Dawson Union Council.

Union Council. UHF—ultra high frequency. un.—unlimited hours. VHFS—very high frequency. vis.—visual. w.—watts. ed.—educational.

CALL LETTERS ASSIGNED

KHKJ-TV. San Francisco — Kaiser Broadcasting Corp. Changed from KFOG-TV to KHKJ. KHKJ is allocated to San Francisco and can reach a large part of the city.

KHST-TV. St. Louis — Kentucky State College. Changed from KGSL-TV to KHST. KHST can transmit five channels simultaneously.

WHPL-TV. Philadelphia — Philadelphia Television Broadcasting Co. Changed from WPAC-TV to WHPL. WHPL can transmit five channels simultaneously.

WVIZ-TV. Cleveland — Educational Television Association of the Metropolitan Cleveland.

ACTION BY FCC

WHNB-TV. New Britain, Conn.—Granted waiver of Sec. 73.652(a) of rules to permit identification as New Britain-Hartford station. Action Oct. 28.

New AM stations

APPLICATIONS

Lefort City, Tenn.—Alvin B. Corum Jr., 1011 S. 6th St., Meridian, Miss. Proposed to operate a new AM station at 1500 kc. P.O. address Box 389, Lefort City, Miss. Estimated construction cost $22,600; first year operating cost $22,000, Mr. Corum owns Riverside Lumber Co. in Lenoir City.


Kingstree, S. C.—Collins Corporation of Georgia, 117 College Ave., Columbia, S. C. Proposed to erect an AM station at 1550 kc. Estimated construction cost $17,571; first year operating cost $36,000; revenue $40,000. Principals: Frank R. Graham (50%), Joseph C. James (21%), Richard C. James Jr. (13.6%), J. O. Chambers (2.7%), Richard C. James (1.8%), James McIlroy (1.0%), and Myrle M. Beach (3%).

Washington, D.C.—All American Television Features Inc., 1165 14th St. NW. Proposed to erect a VHF station at 1490 kc. P.O. address c/o Abraham Fishman, 159 Broadway, New York. Estimated construction cost $350,000; revenue $350,000. Station is located in northwest Washington, D.C., 4.5 miles southwest of downtown. Estimated construction cost $350,000; revenue $350,000. Station is located in northwest Washington, D.C., 4.5 miles southwest of downtown.

Dawson, Ga.—Georgia State Board of Education. Proposed to erect an AM station at 1500 kc. P.O. address State Office Building, Atlanta. Estimated construction cost $75,435; first year operating cost $5,000. Station is under control of Dawson Union Council.

San Francisco, Calif.—Kaiser Broadcasting Corp. Proposed to change station from KFOG-TV to KHKJ. KHKJ is allocated to San Francisco and can reach a large part of the city.

Philadelphia, Pa.—Philadelphia Television Broadcasting Co. Proposed to change station from WPAC-TV to WHPL. WHPL can transmit five channels simultaneously.

KIRO-TV. Seattle — American Television Features Inc. Proposed to erect a VHF station at 1460 kc. P.O. address c/o Collins, Inc., 159 Broadway, New York. Estimated construction cost $11,161; first year operating cost $35,000; revenue $50,000. Principals: John R. and Catherine M. DiEneo (66.5%) and Don Downing (33.5%). John and Catherine DiEneo have 90% interest in KENE Toppenish, Wash. Mr. Downing has 10% interest in KAYO Yakima. Action Oct. 28.

Existing AM stations

CALL LETTERS ASSIGNED

WSBR, Boca Raton, Fla.—Boca Broadcasting Corp. Changed from WFBH to WSBR.

KULY, Ulysses, Kan.—Grant County Broadcasting Inc.

KDKX, Magnolia, La.—De Soto Broadcasting Corp. Changed from KDBC.


WYVC, East Lansing, Mich.—WSGB Broadcasting Co.

WYJN, Clinton, Mo.—Golden Valley Broadcasting Co.

ACTION BY FCC

By separate actions, commission (1) granted application; (2) second action in case of WTU from W. I. Dove, E. O. Roden, and Robert G. Wrenn, and (3) for WIFD in Seattle, Wash. In all three cases, the licensees have been granted waiver of Sec. 73.652(a) of the rules to permit them to operate in violation of certain act and commission rules, commission granted waiver of Sec. 73.652(a) of the rules to permit them to operate in violation of certain act and commission rules.

Commission granted renewal of licenses of all three stations.

Lake Charles, La.—KSLA Broadcasting Co. Proposed to grant new license for new AM station at 1500 kc. P.O. address Box 607, Natchitoches, La. Estimated construction cost $10,247; first year operating cost $5,000; revenue $4,000. Principals: R. H. McMillan and O. A. Fickler (50%), M. E. Baxley and P. W. Fickler (50%).

Lansing, Mich.—Lansing Broadcasting Co. Proposed to grant new license for new AM station at 1500 kc. P.O. address Box 607, Natchitoches, La. Estimated construction cost $10,247; first year operating cost $5,000; revenue $4,000. Principals: R. H. McMillan and O. A. Fickler (50%), M. E. Baxley and P. W. Fickler (50%).

NEW FM stations

APPLICATIONS

Lake Charles, La.—KSLA Broadcasting Co. Proposed to grant new license for new FM station at 98.5 mc. P.O. address Box 607, Natchitoches, La. Estimated construction cost $15,000; revenue $15,000. Applicant is licensee of KFJC Lake Charles.

Natchitoches, La.—Natchitoches Broadcasting Inc. Proposed to grant new license for new FM station at 97.5 mc. P.O. address Box 607, Natchitoches, La. Estimated construction cost $15,000; revenue $15,000. Applicant is licensee of KFJC Lake Charles.

*Andover, Mass.—Thompsons of Phillips Associates. Proposed to grant new license for new FM station at 89.9 mc. P.O. address Box 607, Natchitoches, La. Estimated construction cost $15,000; revenue $15,000. Applicant is licensee of KFJC Lake Charles.

Lansing, Mich.—Lansing Broadcasting Co. Proposed to grant new license for new FM station at 98.5 mc. P.O. address Box 607, Natchitoches, La. Estimated construction cost $15,000; revenue $15,000. Applicant is licensee of KFJC Lake Charles.

APPROPRIATION OF LICENSES TO FELLOWSHIP PLANS

Euro-American Fellowship, Inc.—Granted license for new AM station at 1500 kc. P.O. address Box 607, Natchitoches, La. Estimated construction cost $15,000; revenue $15,000. Applicant is licensee of KFJC Lake Charles.

FOR SALE

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—50 East 42nd St, New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave, Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, November 2, 1964

78
Broadcasting has 40% interest in Television Corp. of Michigan Inc., licensee of WILX-TV Lansing, Mich; Jack Jackson, both Michigan. Action Oct. 22.

Red Wing, Minn.-Hiwassee Valley Public Service Broadcasters Inc. Granted CP for new FM on 107.1 mc. channel 368A, 2.25 kw. Ant. height above average terrain 284 feet. P.O. address c/o George L. Brooks, Box 102, Red Wing, Minn. Estimated construction cost $50,000; first year operating cost $6,000; revenue $10,000. Principals: George L. Brooks (75%), D. Eldon Lum (each 25%). Hiwassee Valley is licensee of KCUE Red Wing. Action Oct. 22.

Bryan, Ohio—Williams County Broadcasting System Granted CP for new FM on 106.1 mc. channel 296, 3 kw. Ant. height above average terrain 240 feet. P.O. address 44 McCracken Road, Greenville. Estimated construction cost $10,000; first year operating cost $6,000; revenue $10,000. Principals: Merle A. Kline (49%), Kenneth A. Anderson (39%), J. E. Ebel (12%). Greenville Broadcasting is licensee of WGGC, TV Toledo.


Applications

Manchester, Ky.—Wilderness Road Broadcasting Co. 103.1 mc. channel 276, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 368, Manchester. Estimated construction cost $15,522; first year operating cost $45,000; revenue $60,000. Principals: L. Tigue (27%), Carl H. Stinson (18%), Cecil Corum (5%), Howard Baker (15%) and A. Redmond (12%). Wilderness Road is licensee of WXXX Manchester. Ann. Oct. 26.


Knoxville, Tenn.—Dick Broadcasting Inc. 107.7 mc. channel 288, 100 kw. Ant. height above average terrain 350 feet. P.O. address 6711 Kingston Pike, Knoxville. Estimated construction cost $25,261; first year operating cost $56,000; revenue $95,000. Principals: Marilyn M. and James A. Dick (each 50%). Dick Broadcasting is licensee of WIVK Knoxville. Action Oct. 22.

Parkersburg, W. Va.—Franklin Broadcasting Inc. 93.3 mc. channel 287, 3 kw. Ant. height above average terrain 112 feet. P.O. address Box 228, Parkersburg. Estimated construction cost $6,750; first year operating cost $6,000. Principals: C. E. Franklin (50%), Calvin Dalley Jr. (50%). Franklin Broadcasting is licensee of WCJO Parkersburg. Ann. Oct. 26.

Existing FM stations

**CALL LETTERS ASSIGNED**

- WKIZ-FM Key West, Fla.—Florida Keys Broadcasting Co.
- WLS-FM Chicago—American Broadcasting-Paramount Theaters Inc. Changed from WHEM-FM.
- WGNO(FM) Madison, Ill.—Charles H. Norman.
- WRUS-FM Rusteville, Ky.—South Kentucky Broadcasting.
- WAXI-AM-AM Scottsdale, Ariz.—Scot Kopf Broadcasting Inc.
- KCXR(FM) St. Louis, Mo.—Clinton Broadcasting Co.
- WLRV(FM) Franklin, N. J.—Louis Van der Plate.
- WPX-FM New York — WPX Inc. Changed from W901FM(FM).
- WNRE(FM) Circleville, Ohio—Circleville Broadcasting Co.
- KOQX(FM) Oklahoma City—BSC Inc.
- WNTI(FM) Memphis — East Memphis Broadcasting Co.
- WTXN-FM Victoria, Tex.—Cosmopolitan Enterprises.
- WSUW(FM) Whitewater, Wis.—Wisconsin State College.

**Ownership changes**

**ACTIONS BY FCC**

KOCL Fort Collins, Colo.—Granted assignment of license to Caliberado Broadcasting Co., owned by Ellis Attaberry (50%), Terry Attaberry (1%) and Mona Attaberry (1%) to new broadcast Co., owned by Huse Publishing Co. (80%), R. E. Thomas (1%), G. G. Miller (1%), H. B. Francis (3%) and James Prchal (3%). Huse Publishing Co., Norfolk, Neb., is publisher of Norfolk Daily News and is owned by E. F. Huse Jr. (80%) and K. Huse (11.6%). Consideration $100,000 and $46,000 covenant not to compete with Lamar county for ten years. Stockholders in Beef Empire have interest in WZAC Norwalk, KS; KVSH Valentine and KCSB Chadron, all Nebraska. Action Oct. 26.


WDAE-AM-FM Tampa, Fla.—Granted assignment of license from Smiley Properties Inc., controlled by Mr. and Mrs. Millard Smiley, executor of estate of David E. Smiley, deceased, to Rounsville of Tampa Inc., owned by Robert W. Reupen (50%). Consideration $75,000 and $240,000 covenant not to compete for five years. Principals: in owner of Rounsville of Nashville Inc., licensee of WNOV Nashville, Tenn.; Rounsville of Tampa Inc., licensee of WTMP Tampa, Fla.; Rounsville of WNOV Inc., licensee of WYLD New Orleans Inc. which owns and also owns WTAM-TV Louisville, Ky. and WTVK-FM Knoxville. Consideration $300,000. Principals: William H. Smiley (27%), Mrs. Smiley (27%), Donald Smiley (27%), others. Smiley Properties Inc. is owned by Mr. and Mrs. Smiley. WTAM-AM-WTVK-FM Knoxville. Action Oct. 26.


WBOB New Orleans—Granted assignment of license from WBOB Inc. to Raymac Radio Inc. Consideration that Raymac will assume frequency and facilities of WBOB. Contingent on grant of application of WBOB for same of WSHU. Action Oct. 21.

KBLW White Castle, La.—Granted transfer of control of licensee corporation, Big League Broadcasting Inc., by Gladys S. Sloan (11%), Gladys S. Sloan (11%) and Charles E. Schwab Jr. (97.8% before 20% after) to Larry M. Marchand Jr. (20%), Thomas A. Perham (20%), Joseph D. Panachella (30%), Nelson M. Lee (35%), Stuart R. Lee (3.5%), Adrienne Lee (3.5%) and James N. Lee (3%). Consideration payment of $35,000 note. Messrs. Stuart and J. N. Lee are attorneys. Mr. Schwab is owner of L'vibaue South newspaper in Plaquemine, La.


Just money. Most banks shy away from loans to radio stations. Largey because they know so little about the industry and are unwilling to learn.

Broadcast Credit knows better. If there's a station you're negotiating for, but the cash requirements are too high, talk to us.

If your present property is in need of financial refurbishing, get in touch.

If you wish to sell secured notes or negotiable paper, call. Broadcast Credit knows radio.

We know a good communications risk when we see one. Let us analyze your prospects.

Broadcast Credit Corporation, 200 E. 42 Street, New York, N.Y. 10017-212 OX 7-1890.
empty shoes

The child who once wore these shoes is now in a wheel chair.

Her legs are so weak that they will not support her weight, even with the help of braces. In a few years, the help of braces will be too little.

Her muscles have wasted to such a degree that she will no longer be able to sit up...or turn over in bed...or feed herself.

That tragic progression toward helplessness and, eventually, death is characteristic of muscular dystrophy.

The world-wide scientific attack on this baffling disease needs your help.

Please contribute to the MARCH FOR MUSCULAR DYSTROPHY

MUSCULAR DYSTROPHY ASSOCIATIONS OF AMERICA, INC.
1790 Broadway, New York 19, N. Y.

FOR THE RECORD

BROADCASTING, November 2, 1964

WFAS-AM-FM White Plains, N. Y. —
Granted assignment of license from Westchester Broadcasting Co. to be owned by William A. Zampieri, 791 Main St., Norwalk, Conn., and by Arthur J. Zampieri, 791 Main St., Norwalk, Conn.

WICU-AM-TV Erie, Pa. — Granted assignment of license from Interstate Stations, Inc., to be owned by Mr. and Mrs. Lawrence S. Cramer.


KFWZ-AM-FM El Paso, Tex. — Granted transfer of control from St. Mary's College, Inc., to be owned by St. Mary's College, Inc.

KJJJ-AM-FM Garland, Tex. — Granted assignment of license from members of the Jennings family to be owned by members of the Jennings family.

KTVI-AM-FM Kansas City, Mo. — Granted assignment of license from St. Louis Broadcasting Co. to be owned by St. Louis Broadcasting Co.

KAKM-AM-FM Austin, Texas — Granted assignment of license from Austin Broadcasting Co. to be owned by Austin Broadcasting Co.

KQMR-AM-FM Marion, Ky. — Granted assignment of license from the Kentucky Educational Television Commission to be owned by the Kentucky Educational Television Commission.

KABB-AM-FM Austin, Texas — Granted assignment of license from Robert G. Buchanan to be owned by Robert G. Buchanan.

KFRF-AM-FM Chester, W. Va. — Granted assignment of license from Gerald L. Johnson to be owned by Gerald L. Johnson.

KXLY-AM-FM Yakima, Wash. — Granted assignment of license from the Yakima Broadcasting Co. to be owned by the Yakima Broadcasting Co.

KJZT-AM-FM Modesto, Calif. — Granted assignment of license from the Modesto Community Foundation to be owned by the Modesto Community Foundation.

KELH-AM-FM Little Rock, Ark. — Granted assignment of license from the Little Rock Community Foundation to be owned by the Little Rock Community Foundation.

KJZT-AM-FM Modesto, Calif. — Granted assignment of license from the Modesto Community Foundation to be owned by the Modesto Community Foundation.

KELH-AM-FM Little Rock, Ark. — Granted assignment of license from the Little Rock Community Foundation to be owned by the Little Rock Community Foundation.

KJZT-AM-FM Modesto, Calif. — Granted assignment of license from the Modesto Community Foundation to be owned by the Modesto Community Foundation.

KELH-AM-FM Little Rock, Ark. — Granted assignment of license from the Little Rock Community Foundation to be owned by the Little Rock Community Foundation.

By request of the City of Chicago in Doc. 15089, the examiner tabled assignment and new VHF channel 9 to Grand- view Educational Television Corp., pending study of alternate educational use. Action Oct. 21.

By request of the City of Chicago in Doc. 15089, the examiner tabled assignment and new VHF channel 9 to Grand- view Educational Television Corp., pending study of alternate educational use. Action Oct. 21.

By request of the City of Chicago in Doc. 15089, the examiner tabled assignment and new VHF channel 9 to Grand- view Educational Television Corp., pending study of alternate educational use. Action Oct. 21.

By request of the City of Chicago in Doc. 15089, the examiner tabled assignment and new VHF channel 9 to Grand- view Educational Television Corp., pending study of alternate educational use. Action Oct. 21.

By request of the City of Chicago in Doc. 15089, the examiner tabled assignment and new VHF channel 9 to Grand- view Educational Television Corp., pending study of alternate educational use. Action Oct. 21.

By request of the City of Chicago in Doc. 15089, the examiner tabled assignment and new VHF channel 9 to Grand- view Educational Television Corp., pending study of alternate educational use. Action Oct. 21.

In proceeding on applications of United Artists Broadcasting Inc. and Ohio Radio Inc., for new TV's on channel 31 in Lorain, Ohio, and WLOF-FM, 1550, grander Quaal petition for leave to amend application to specify that station will be a FM, whereupon petition is denied to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave and filing of new briefs in Traverse City case, whereupon motion to file new briefs is granted. Action Oct. 19.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave to amend application to specify that station will be a FM, whereupon petition is denied to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.


By Hearing Examiner Herbert Sharram

On unopposed oral request of Broadcast Bureau, extended time from Nov. 2 to Nov. 9, 1965, for reprocessing from Nov. 12 to Nov. 23 for reply in proceeding on AM stations in Akron, Ohio, in Doc. 15589-80, and granted motion to extend time to Dec. 22 for exchange of exhibits and for Nov. 5 to Dec. 7 for hearing. Action Oct. 19.

In proceeding on applications of Cleveland Broadcasting Corp. for new FM's on channel 24 in Cleveland, in Doc. 15590-80, denied Cleveland petition for leave to amend application to reflect withdrawal of Independent Music Broadcasters Inc., 31.33% stock subscriber, and Representative Nielsen, president and manager of proposed station. Action Oct. 22.

By Office of Opinions and Review

By Office of Opinions and Review

By Office of Opinions and Review

BROADCASTING ACTION by Broadcast Bureau

On Oct. 22.

Grand renewal of licenses for follow-
ing AM and FM non-commercial stations: KSUD West Memphis, Ark.; WBLO Savannah, Ga.; and KYLC, Rockford, Ill.

In proceeding on application of United Artists Broadcasting Inc. and Ohio Radio Inc., for new TV's on channel 31 in Lorain, Ohio, and WLOF-FM, 1550, ordered to show sufficiency of available funds to carry out Ohio station's plan permitted; condition to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave and filing of new briefs in Traverse City case, whereupon motion to file new briefs is granted. Action Oct. 19.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave to amend application to specify that station will be a FM, whereupon petition is denied to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.


By Hearing Examiner Herbert Sharram

On unopposed oral request of Broadcast Bureau, extended time from Nov. 2 to Nov. 9, 1965, for reprocessing from Nov. 12 to Nov. 23 for reply in proceeding on AM stations in Akron, Ohio, in Doc. 15589-80, and granted motion to extend time to Dec. 22 for exchange of exhibits and for Nov. 5 to Dec. 7 for hearing. Action Oct. 19.

In proceeding on applications of Cleveland Broadcasting Corp. for new FM's on channel 24 in Cleveland, in Doc. 15590-80, denied Cleveland petition for leave to amend application to reflect withdrawal of Independent Music Broadcasters Inc., 31.33% stock subscriber, and Representative Nielsen, president and manager of proposed station. Action Oct. 22.

By Office of Opinions and Review

By Office of Opinions and Review

BROADCASTING ACTION by Broadcast Bureau

On Oct. 22.

Grand renewal of licenses for follow-
ing AM and FM non-commercial stations: KSUD West Memphis, Ark.; WBLO Savannah, Ga.; and KYLC, Rockford, Ill.

In proceeding on application of United Artists Broadcasting Inc. and Ohio Radio Inc., for new TV's on channel 31 in Lorain, Ohio, and WLOF-FM, 1550, ordered to show sufficiency of available funds to carry out Ohio station's plan permitted; condition to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave and filing of new briefs in Traverse City case, whereupon motion to file new briefs is granted. Action Oct. 19.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave to amend application to specify that station will be a FM, whereupon petition is denied to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.


By Hearing Examiner Herbert Sharram

On unopposed oral request of Broadcast Bureau, extended time from Nov. 2 to Nov. 9, 1965, for reprocessing from Nov. 12 to Nov. 23 for reply in proceeding on AM stations in Akron, Ohio, in Doc. 15589-80, and granted motion to extend time to Dec. 22 for exchange of exhibits and for Nov. 5 to Dec. 7 for hearing. Action Oct. 19.

In proceeding on applications of Cleveland Broadcasting Corp. for new FM's on channel 24 in Cleveland, in Doc. 15590-80, denied Cleveland petition for leave to amend application to reflect withdrawal of Independent Music Broadcasters Inc., 31.33% stock subscriber, and Representative Nielsen, president and manager of proposed station. Action Oct. 22.

By Office of Opinions and Review

By Office of Opinions and Review

BROADCASTING ACTION by Broadcast Bureau

On Oct. 22.

Grand renewal of licenses for follow-
ing AM and FM non-commercial stations: KSUD West Memphis, Ark.; WBLO Savannah, Ga.; and KYLC, Rockford, Ill.

In proceeding on application of United Artists Broadcasting Inc. and Ohio Radio Inc., for new TV's on channel 31 in Lorain, Ohio, and WLOF-FM, 1550, ordered to show sufficiency of available funds to carry out Ohio station's plan permitted; condition to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave and filing of new briefs in Traverse City case, whereupon motion to file new briefs is granted. Action Oct. 19.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave to amend application to specify that station will be a FM, whereupon petition is denied to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.


By Hearing Examiner Herbert Sharram

On unopposed oral request of Broadcast Bureau, extended time from Nov. 2 to Nov. 9, 1965, for reprocessing from Nov. 12 to Nov. 23 for reply in proceeding on AM stations in Akron, Ohio, in Doc. 15589-80, and granted motion to extend time to Dec. 22 for exchange of exhibits and for Nov. 5 to Dec. 7 for hearing. Action Oct. 19.

In proceeding on applications of Cleveland Broadcasting Corp. for new FM's on channel 24 in Cleveland, in Doc. 15590-80, denied Cleveland petition for leave to amend application to reflect withdrawal of Independent Music Broadcasters Inc., 31.33% stock subscriber, and Representative Nielsen, president and manager of proposed station. Action Oct. 22.

By Office of Opinions and Review

By Office of Opinions and Review

BROADCASTING ACTION by Broadcast Bureau

On Oct. 22.

Grand renewal of licenses for follow-
ing AM and FM non-commercial stations: KSUD West Memphis, Ark.; WBLO Savannah, Ga.; and KYLC, Rockford, Ill.

In proceeding on application of United Artists Broadcasting Inc. and Ohio Radio Inc., for new TV's on channel 31 in Lorain, Ohio, and WLOF-FM, 1550, ordered to show sufficiency of available funds to carry out Ohio station's plan permitted; condition to issue here, that if it is, therefore, unnecessary to amend application, the Commission will be authorized to move to enlarge is denied. Action Oct. 21.

In proceeding on applications of Marine Broadcasting Corp. for new FM's in Jacksonville, N. C., 95.5, and Traverse City, Mich., 90.7, granted motion for leave and filing of new briefs in Traverse City case, whereupon motion to file new briefs is granted. Action Oct. 19.
RADIO—Help Wanted

Management

Daytimer in small Ohio city needs experienced station manager who can do a bit of everything and has experience to prove it. Prefer man with first phone ticket but not essential. Box K-213, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing personnel plus. Unusual opportunity. Multiple Group. Box K-289, BROADCASTING.

Manager . . . Chain operation has excellent opportunity for radio salesman. Must have Top 20 market. Please . . . Sales oriented manager only. Box L-18, BROADCASTING.

Alaska. Man and wife combination. Ideal situation opening for couple who can gain thorough knowledge of all phases of radio—including business. No phone desirable but not mandatory. Box L-255, BROADCASTING.

Top station in small-to-medium market in Pacific Northwest. Must be experienced in radio station management and presently employed as sales manager. Need not be immediately available. Box L-53, BROADCASTING.

Sales

South . . . Immediate opening for a salesman with management potential for Negro area of 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 tourist market. Box K-81, BROADCASTING.

Attention Virginia and Carolinas salesmen. Need man to work with Negro stations. This is a permanent position filled with opportunity. Excellent income with many company benefits. Send resume, and if possible photograph to Box K-216, BROADCASTING.

Smart radio time salesman for working sales manager. Top small market station. Must be thoroughly experienced radio broadcaster. Salary plus percentage station gross. Reply in confidence, giving complete information. Box K-245, BROADCASTING.

Immediate opening at Pennsylvania station for someone with announcing background who is a good writer and want to move into sales. $5,230.00 a year guaranteed to start plus commissions, expenses and excellent phone privileges. Box are seeking an announcer with some sales experience who recognizes that the sales field offers the best opportunity in broadcast. Send complete resume. Box K-281, BROADCASTING.

Detroit. Play-by-play buy in the nation's fifth largest market! Need top notch salesman to tell the story to agencies. Excellent working conditions—private office. If you can sell agencies write to Box L-4, BROADCASTING.

Fast growing, well established N. Y. State daytimer needs energetic salesman. Share financially in station's growth. Draw plus commission. Immediate opening. Send resume and details to Box L-3, BROADCASTING.

Sales—(Cont'd)

Salesman-Technician to manage 50 of our leading background music accounts and expanded sales staff of three. If so, there's a job starting from $1,50 to $700 a week plus liberal phone privileges, and sales training if applicant can sell himself. Applicant must have actual radio station experience or comparable experience in advertising. Job can start now or January 1, 1966. Station rates number one in billing and audience in 1. . . Son Valley, Kansas. Send references to Harry M. Thayer, President, WQRQ, UPO Box 427, Kingston, New York.

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 programming. The right man will have the opportunity to grow along with station. Good pay package. Grow with radio chains. Send tape, photo, resume and references to Box K-324, BROADCASTING.

There is an opening for a fast paced, clever, teen appeal jock, at the number one station in the Midwest market. This is the first opening for the 8 to midnight shift in four years. Send complete resume, tape and references to Box K-171, BROADCASTING.

Immediate opening for 1st phone announcer. We need an experienced man with good mature voice for morning shift on tightly formatted good music station. Excellent opportunity for right man. Rush info to Box K-265, BROADCASTING.

Morning man with bright easy style for Morning News Affiliation. Good dance music policy. Only experienced men need apply. Some television experience. Send tape, photo and resume to Box K-234, BROADCASTING.

Announcer newsman and copywriter; country seat music. Five years on air. Good delivery. See first letter. Don't send tape until requested. Box K-281, BROADCASTING.

Nut. Box L-14, BROADCASTING.

Ohio medium single station market day-time with FM, middle of the road format—needs announcer who can sell, operate tight board—3rd class ticket. Send letter and tape to Box L-55, BROADCASTING.

Newsmen—announcer, Westchester county. Send requirements. Box L-39, BROADCASTING.

Wanted—Experienced announcer, first phone, 5th class, strong樱桃 market, suburban station, good opportunity. Send tape, photograph, resume and current earning rate. Box L-65, BROADCASTING.

Sales—(Cont'd)

Major Ohio station switching to Top 40. Need complete staff. Need 600 H—15 minutes to Top salary. Box L-74, BROADCASTING.

KBDU Athens, Texas has opening for music, experienced DJ.

Opportunity married staff announcer. Outline experience. KFRQ, Longview, Texas.

Announcer, first class ticket, interested in sales, helpful if able to speak Spanish, good personality. Calvary Radio in Colorado or adjacent state write KGIW, Alamosa, Colorado.

Wanted: Announcer-engineer. KCNY, Nebraska City, Nebraska.

KSF San Francisco—seeks two concert music announcer-programmers. Interested in West Coast type of operation. Ideas own? Have program ideas or want to involve yourself in classical music delivery and selection from current material? We are looking for a highly specialized announcer. Call Al Levitt, YU 9-3852 or send resume to 19 Claude Lane, San Francisco. Only if you know our kind of programming well.

Needed Dec. 1st for new 1000/500: Combo, no time change; no channel change; $400. Beginning engineer, $325. Send tape and resume or contact KULY, Ussas, Kansas 67690.

We are looking for an experienced announcer. Voice and good delivery essential. Above average income plus many company benefits. Send tape, resume and if possible photographs to 7 W. Poole, WFLS radio, 305 William St., Fredericksburg, Virginia.

Immediate opening for experienced announcer with 1st phone experience. No management. Send resume, tape and references to WGBR, Goldsboro, N. Carolina.

Announcer for Top 50 format, strong on the air personality plus sales. Will carry 18 hour shift weekly through remainder of week. If interested, write or call Jerry Williams, WY 9600 West Palm Beach, Florida.

New York—Southern tier bright and clean AM-FM market. Immediate opening for an experienced announcer. Send resume, tape and references to WKOP, Binghamton.


Leading radio TV operation has opening for announcer of proven professional caliber. Some television experience. Send 1/2 watt WAV Radio Television, Savannah, Georgia.

Personalities and newsman. 5 kw fulltime in 74th market expanding staff for middle road programing. Excellent opportunity and good salaries for right people. Send audition, resume, photo, salary expected to Jon Holliday, WWOK, Charlotte, N. Carolina.


“You and Top Money?” Effective guide to profitable broadcasting by Edwin, 678 Medford, Patchogue, New York 11772.
**Technical**

Engineer with FM multiplex experience for head and major markets. Salary and FM chain. Write Box K-41, BROADCASTING.

Mid Michigan daytimer, 1 kw directional has opening for 1st class engineer-announcer who can double as newsmancer. Good working conditions for solid market. Box K-221, BROADCASTING.

**Chief engineer—first ticket—needed by fast growing AM-FM station. Good salary depends on you. Send resume and details. Box L-1, BROADCASTING.**

Active Vermont station needs engineer-announcer, must be willing to work and accept responsibility ... excellent position for right person. Pictures and salary requirements. Box L-36, BROADCASTING.

First class engineer ... some announcing . . . recent school graduate acceptable . . . Eastern North Carolina location . . . good housing and dining . . . salary negotiable. Box L-39, BROADCASTING.

First class maintenance man for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, BROADCASTING.

Chief needed to live in a small town and take over a large format station. A type operator with a few years experience has new plant and it's loaded with best in equipment. Good salary and working conditions. Good family residential location in electronics, have had previous chief positions. What kind of working conditions can a new station. Can install a new 10 kw FM, soon and can be a manager. Box L-127, BROADCASTING.

**Chief engineer—commercial TV station in major city. Call for details. Box L-20, BROADCASTING.**

Leading radio station in Norfolk-Newport News market has position open for chief engineer. Applicants should have extensive experience in radio broadcasting—AM, FM and multiplexing. Salary above average, company benefits unusually good. Job is largely supervisory. Only highly qualified, well educated, experienced persons need apply. Send complete letter including background, summarization of experience, and recent samples, photo and picture and will arrange for interview. Write to: Mr. Jerry D. Heitken, Manager, WCHS, Radio, P. O. Box 98, Newport News, Virginia.

Immediate opening for engineer-announcer. Light maintenance. Station WSTB, Rutland, Vermont.

**Want to become part of a successful radio station? Those things are going so well, we must increase our staff. We need you if you’re first phone (no maintenance) and can announce. Call or write Cliff Willis, WPTC, Plymouth, Indiana.**

Needed immediately—chief engineer capable of maintenance and some airwork. Dependable. Good salary. Phone: Manager, 503-386-0217.

**Production—Programming, Others**

Negro newsmancer who knows how to dig out local news. Has to be able to follow up with another newsmancer needed now by headquarters station in fast growing R&B format chain. DJ & production man needed. You can either do both. Send tape, resume, references, photo and salary required. Write Box J-288, BROADCASTING.

Large Northeast market convenient to New York has opening for newsmancer/reporter in & out. Needs man who can do both with authority. Placed in 1963 with authority. Young man to develop abilities. Local newsmancy and TV programming prime importance in this market of 1 million. Must have minimum 1 year commercial experience. Air ability needed. Must be able to do spot documentary, special events too. Excellent salary and living conditions. Serious inquirers, resume, airchecks, writing samples, photo and salary requirements considered. Mail to: Box K-541, BROADCASTING.

**Production—Programming, Others (continued)**

LA area needs newsmancer—production man. Aged 25-35. First class ticket will be given to qualified newsmancer with above average ability. Formulation of up-beat melodic music with pace, audience involvement features. Man will have pull asH-share, be given increasing amounts of administrative responsibility as he proves himself real opportunity for advancement. Send tape photo, resume and salary requirements in first letter. Box K-223, BROADCASTING.

**Production**

Progressive Midwest station needs sports director. Charge of well rounded sports program. Will have play-by-play, sportscasting and announcing. Send resume and pictures in first letter. Box K-223, BROADCASTING.

**Newsmancer**

Our man is strong on sports. He eats, sleeps and breathes sports—does play-by-play and sportscasting, is a good announcer and can sell his own programing. Station offers full charge of sports programing, selling commissions and fun while you work in Rocky Mountain sports paradise. Must have first phone. Box K-232, BROADCASTING.

**Strong on sports? Want charge of sports programing? Send resume and play-by-play, sportscasting and announcing? Can sell your programing to sponsors? Good salary, commissions and fun work in Rocky Mountain sports paradise. First phone necessary. Box K-232, BROADCASTING.**

Creative copywriter for South Texas radio station. Box K-382, BROADCASTING.

**Announcer-production man wanted immediately for expanding Midwest station, Box K-286, BROADCASTING.**

Newsmancer—Write and air news on major Eastern market radio television station. Journalism graduate preferred. At least two years experience. (401-573-2599)

Newsmancer wanted to gather, write, and broadcast local news. A fine opportunity. Contact Dick Vaughan—WAGE, Ware, Massachusetts.

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 essentially required. Men without experience need not apply. Inquiries to: Ranch Whittaker, Vice President, WMXJ, Mt. Vernon, Illinois.

Situation Wanted—Management

**Triple threat executive—(management-sales-programming) wants challenge. 37, Twelve years experience, in major-market, AM-FM, toy, major-market, major-market, FM, radio TV, Investment considered. Box L-21, BROADCASTING.**

Available now-to round out your station in sales, programming, engineering, news, production, First phone. College graduate looking for places to go. Prefer town in Midwest of 100,000 or less. Let’s talk! Box L-38, BROADCASTING or person to person for JH, 318-286-8046.

**“Tight Shop” Administrator: sales, savvy; family man; excellent references; 12 years experience; available on reasonable notice. West preferred. Box L-40, BROADCASTING.**

Radio station owners aiming to get into the black: Took over a station in 1963, deep in red, a year and a half; 6 months later in the black. Multiplied monthly gross six times. Better than fifty per cent total audience, Getting new accounts, getting real results, reputation on mend. Can do the same in Metros. Must be the right kind of fellow. Prefer to buy stock at $10,000 against first year’s earnings, after satisfactory 30 days. This is the man. Box L-52, BROADCASTING.

General manager-sales manager with twenty successful years seeking VP or administrative position with major-market station. Offer reliability, integrity, imagination, hard work. Top references. Box L-67, BROADCASTING.

Management—(Con’d)

**Experienced manager, presently employed, desiring move to Missouri. Must have second opportunity to dialogue. Strong on sales and promotion. First class hardworking. Box L-59, BROADCASTING.**

**Sales**

Sales manager 500,000 market. Sales increase 28% over last year. 35-qualified all phases broad, discriminating management or sales management with opportunity. Prefer Group operation. Available within two weeks notice. Box L-70, BROADCASTING.

**Announcers**

First phone—10 years all formats. Showmanship plus. Available immediately. Box K-173, BROADCASTING.

**Mature top-notch, top-40 jock currently with 50 kw available. Box K-223, BROADCASTING.**

Unusual female voice—young lady, presently DJ Top ten market. Designs show night. E. C. Maryland area. Box K-259, BROADCASTING.

**Girl DJ, Experienced. Copy—traffic too. AM or FM. Have third with broadcast endorsement. Box K-321, BROADCASTING.**

Staff realigned. I’m out. Trained, experienced announcer/copywriter, 3rd phone. Will phone any day you wire. Box K-49, BROADCASTING.

**Experienced announcer/dj desires return to metropolitan area (40 mile radius New York City) in new or established operation. Young, single, draft-free, 3rd class with endorsement or employment. Box K-359, BROADCASTING.**

**Fully qualified all sports play-by-play. Experience all phases of radio. Family, college journalism grad, Seeking top notch sports job. Minimum $750 monthly. Box K-327, BROADCASTING.**

**The beatles rocked their way to success, give me a chance and you'll be the best. Top country, rock & roll, sports, Top forty only. Include offer. Box L-10, BROADCASTING.**

**Top country dj, sportscaster available soon. Now employed top New England outlet. South, West, Rockie’s preferred. Box L-33, BROADCASTING.**


**Newsmancer, production! Experience and ability. Must relocate. Young, single, steady position. Family man, age 29. For complete details, write box L-41, BROADCASTING.**

**Pop-dj with third phone. Ready to work hard now. Box L-42, BROADCASTING.**

**Dj-announcer: Authoritative newscaster, cooperative, dependable, not a follower; professional attitude. Box L-44, BROADCASTING.**

**Well experienced, major newsmancer, 10 years Duke’s Downs, present major for radio network, 12 & 6 p.m. at 50 kw metropolitan station, WIC affiliate, looking for similar position in better atmosphere. Reply only if genuinely interested in hiring situation. Box L-46, BROADCASTING.**

**Experience—dj announcer. Distinctive sounds. Newsmancer, married man, willing to relocate. 3rd class license preferred. Box L-54, BROADCASTING.**

**Attention California—Professional California man with 15 years experience—family—available immediately. Box L-50, BROADCASTING.**

**Top 40 only, small-medium markets, draft eligible. Hard working, references. Box L-54, BROADCASTING.**

**Top morning, programing, production man needed for 4th largest department. Box L-57, BROADCASTING.**
Looking for a first phone announcer that's dependable. Have a usable working knowledge of music from Bach to rock! Will relocate anywhere, but only with a low turnover organization. I'm a family man with over 4 years experience. Desires location given all replies. Box L-58, BROADCASTING.

Radio announcing school graduate, mature type. Desires to date at nominal salary. Experience on mobile transmitter. Prefer Southern California. Contact Box L-68, BROADCASTING.

Interested in a first class dj with a first class ticket? I'm interested in early morning or night time show in major market. 5 years experience. Box L-65, BROADCASTING.

Announcer, dj newscaster, seeking first job. Recent radio school graduate. Desires opportunity to prove his worth. Box L-65, BROADCASTING.

Announcer-dj; capable salesman; male, employed, tight board, will relocate, available immediately. Box L-66, BROADCASTING.

Personable, mature announcer. Family man. Medium market. 5 years experience. Box L-71, BROADCASTING.

Announcer, first phone no maintenance engineer wanting to have a usable working knowledge of mechanicals tight board. Locate eastern seaboard by tomorrow. Box L-72, BROADCASTING.

Announcer-weekends, third phone, New York metropolitan area. College graduate. Box L-73, BROADCASTING.

Want-Jazz, commercial, Big Band sound. 1 year experience. Can do sports & news. Permanent. Box L-78, BROADCASTING.

Experienced announcer would like jobs indicated in rádio or television. Call Smith at 505-461-2463.

First phone announcer—dj, sober, college man, solid in community. Excellent ratings and response. Phone 904-606-2285. Box 250, P.O. Drawer 260, Bolivar, Tenn. 38008.

Experienced dj—announcer-newscaster. Visiting or Baltimore-Washington College student. 209-228-1297.

Announcer—10 years varied experience, 11 as PD, copy, production, news, 3rd ticket; married, 6 children. Don Frost, Rt. 23, Huntsville, Missouri, 616-263-3388 . . . after 5 p.m., 210-1263.

Attention all states, dependable young announcer wants relocate, no dialect, limited experience. 3rd. Cali. Call 228-4139, Port St. Joe, Florida.

Experienced announcer (and actor) for afternoons, nights. 1st phone no maintenance engineer. Seeking something worth setting for in a real city with human contacts. Box HA 4-1176, Jimm Wheelock, 91-06 Elmhurst Ave., Jackson Heights, New York.

Available now—5 years experience in news, reports, play-by-play, and dj. Third class endorsed. John Galehen, 1422 Poplar St. Huntington, Indiana.


Situations Wanted—Technical

Competent chief available. Prefer Louisville or Chicago market. Salary $250.00 wk. Box K-415, BROADCASTING.

First phone engineer. Experienced all phases of maintenance and operation. Box K-423, BROADCASTING.

Engineer; experienced as Chief, design, construction and operation with directional antennas. Now in Washington area. Box K-428, BROADCASTING.

First phone engineer, 8 years experience, desires to locate Midwest with AM or FM. Has with chance to advance to chief. Family man and mature. Box L-58, BROADCASTING.


First phone—combo. 2½ years experience. Two as chief Engineer. David Nobles—Chat- toun, North Carolina.

Production—Programming, Others

Copywriter-announcer. Best references, training, radio or television experience, 4 years experience; motions, etc. Wire immediately Box K-245, BROADCASTING.

Newman, 24, B.A. economics, 8 years air experience radio, first phone. Recent newspaper and correspondent in Paris, now writing for national magazine. Seeks newscast and documentary writing position. Salary open, tape and resume on request. Box K-225, BROADCASTING.

Newman, experienced in gathering writing and editing. College graduate. First phone. Box K-209, BROADCASTING.


Newman with BA & MA degrees in broadcast desiring directorship of small market radio station or TV position in West. Over a year of small market Midwestern radio station with 3-man staff. Box L-8, BROADCASTING.

New manager said, “No changes.” However, changes came . . . including replacing this experienced newsmen with a dj from ‘back home.’ If you can’t afford a newsmen to do your news, save your postage. If you can, and want an aggressive reporter, writer, radio air man. Box L-25, BROADCASTING.

Man and wife—Man—10 years—production—engineering. Good background in many phases. Women—newcomer—young, energetic, excellent working relationship with proven sales. Box L-28, BROADCASTING.

News director—professional news director seeks medium to large market. Tape and references. Box L-29, BROADCASTING.


Program director, adult only. 7½ years radio; college—capable of assuming responsibility. Southeastern Medium-Large market. Tape & references: Box L-53, BROADCASTING.

Highly experienced announcer with best in references and qualifications ready to assume management responsibility. Desires position for Top 40 station in medium market. Presently engineer one station as production manager and aftertime traffic announcer. Married. Ready to make your station number one in your market with knowledge and ambition. Box L-73, BROADCASTING.

Program director. Young, creative, ambitious and energetic. Eight years experience. Lets get acquainted, call 918-742-3715.

Newman, presently employed Southwestern metropolitan network TV. Looking for change only. Desires to locate in midwestern, 27, family, college honors graduate, intelligent, hard-working. Fully experienced in anchoring, producing and directing. Box K-460, BROADCASTING.

Sales

General-sales manager for Midwest network affiliated VHF. Rich market, 300,000 homes. Must have experienced record of results on local, regional and possibly national level. If you have an in your pres- ent or recent or want a permanent future apply now. Full details and references plus income required first reply. Join successful, stable operation loaded with talent and hard workers. Pres- ent sales manager has built excellent bil- lings, is leaving only because of opportunity in hometown. Our people know of this ad. Box K-134, BROADCASTING.

TV salesman wanted for top 15 market. Must have TV station sales background, excellent potential, and commission agreement. Tape and possibly phone in figures to start. Please send resume and photo to Box L-285, BROADCASTING. Replies confidential.

Announcers

Experienced on-camera commercial announcer. Ad lib ability and kid show experience most important. Send tape if possible . . . photo. Dominant station in market desiring on-camera talent and opportunity for advancement in administra- tive position. Box K-506, BROADCASTING.

Major chain operation in Top 20 market de- sires professional, on-camera announcer. Experienced, ambition, professional- ities only. Box L-19, BROADCASTING.

Weatherman—Announcer opening for pro- fessional performer to do nightly weather show. Will work either in professional, commercial announcing or news gathering. WSAV-TV, Savannah, Georgia.

Technical

Southeastern TV AM and FM station has immediate opening for experienced engineers. Other future openings anticipated. Give complete background, experience, refer- ences, college and salary requirements. Box K-86, BROADCASTING.

Expanding South Florida VHF has openings for both studio and transmitter engineers. Prefer TV, Broadcasting or good technical background. All phone and e-mail responses. Resume to Box K-218, BROADCASTING.

Immediate opening for first phone engi- neer-switcher. Send resume and salary de- sired. Box L-13, BROADCASTING.

Wanted first class engineer with television experience. Must be familiar with micro- wave and VTR. Experience in Eastern U. S. Send resume, present earnings and future plans. Offers the right man a good opportunity to advance. Write Box L-17, BROADCASTING.

TV engineer—station expanding technical facilities has opening for young man with thoroughly grounded installation and mainte- nance TV equipment or show he has fun- damental knowledge and can learn quickly under guidance of Chief Engineer. WSAV-TV, Savannah, Georgia.

Engineer wanting top-rated station with top-notch technical facilities. Willing to relocate at West- ern U. S. Send resume, present earnings and future plans. Offers the right man a good opportunity to advance. Write Box L-17, BROADCASTING.
Production—Programming, Others

Creative, experienced producer-director for long or short runs of popular morning/night programs. Top air personality as host, proven commercial results, established years. Desire new ideas, format. Full time producer-director-publicist for show. CBS affiliation. Include details of experience and creativity for this type program. Phone or write at your earliest convenience. E-mail: Box K-297, BROADCASTING.

Southwestern VHF needs experienced copywriter. Box K-263, BROADCASTING.

Traffic manager major market TV station —needs a proven traffic manager to completely reorganize, supervise a progressive, busy traffic department. Must be experienced. We need a knowledgeable, ambitious traffic manager who can develop a complete resume and salary requirement to Box L-9, BROADCASTING.

Assistant Promotion manager wanted for Southern market. Must be very experienced in the field desired. Please send complete resume, salary requirement and recent photo to: Mr. Don Barton, WIS-TV, Columbia, South Carolina.

TELEVISION—Situations Wanted

Management

Salesmanager-salesman. Television-11 years; radio-2 years graduate; 36 years calibration producer. Box K-183, BROADCASTING.

Announcers

California personality—currently top-rated Los Angeles radio station, TV experience a must. Monthly salary and expenses available. Consider radio-TV combo. Box L-3, BROADCASTING.

Sports and news, 13 years experience. $10,000 yearly minimum. Box L-59, BROADCASTING.

Part time staff announcer, college student. Five cents per word minimum. Box L-81, BROADCASTING.

Experienced radio announcer, 1st phone wanted for Los Angeles TV. No maintenance, college grad, 32, diversified, related background. Seeking permanent position with reliable station in or near large city. Photo, tape available but prefer personal interview. Excellent references. Box L-64, BROADCASTING.

Technical

Engineer experienced in TV. Transmitter operation and maintenance. Box J-230, BROADCASTING.

Engineer radio & UHF desires to continue education in his field educational institution. One year pre-engineering. Box L-13, BROADCASTING.

Chief engineer or Supervisor? Broadcast commercial and ETV experience in engineering management and maintenance. UHF, VHF, and closed circuit. College grad. Box L-97, BROADCASTING.

Producer-director, network experience, first phone, competent switcher. Excellent references. Box L-48, BROADCASTING.

Chief engineer. 12 years experience all phases of UHF engineering. Competent to plan, build and operate your station economically. Management or technical, cost conscience. Box L-36, BROADCASTING.

Ten years experience directing, switching, video, maintenance, microwaves, remote, supervision. Available now. Call 602-596-4583.

Production—Programming, Others

News and special affairs director, nationally known television network. Ten years experience. Now employed in top Eastern market. Must have experience in changing networks and group or network affiliation. Box K-204, BROADCASTING.

Experienced TV newsmen ready for major market TV. Proven creative reporter, writer and documentarian, with top "air" abilities. Box L-23, BROADCASTING.

Production—Programming, Others

Continued

Engineer desires supervisory or maintenance position or CRTC position. Eight years studio maintenance, two years transmitter. Masters Degree. Box L-78, BROADCASTING.

College graduate, 2 years experience as dj and sports director radio & TV with on camera experience and/or sport position. TV prefer west coast but not mandatory. Excellent, capable, willing to learn. 215-256-6084.

WANTED TO—Equipment

1,000 watt used transmitter. Must be in good shape with all accessories. WRRC, Jackson, Mississippi. Ph. FL 5-1506.

RCA TTU11 amplifier—transmitter. Also cameras, lights, equipment, etc. WTAQ-TV, Ch. 56, 415 Concord Ave., Cambridge, Mass.

Wanted to Buy—Six bay channel 6 TV antenna in good condition. Please contact Roy Adamson, P.O. Box 210, Grand Junction, Colorado.

FM monitor, Stereo Generator and console, emergency broadcast receiver. KJAZ, Alamed, Calif.

Wanted to buy or rent: 50 ohm 5 kw dummy antenna for tune-up during conversion to 3 kw. W. Reid Hackney, WWDS, Everett, Penna.

FOR SALE—Equipment

Television radio transmitters, monitors, studio and field, microwave, cameras, audio. Electro-find, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. $100.00 each. J-S Electric Cable Company, Wil- low & Twenty-Fourth Streets, Oakland California.

Rare tape recorder—S-VHS. Luminous technology. $150.00.

"Virtually Video Tape recorders (slant-track). Equipment like new. Broadcast and closed circuit units. Priced to sell quickly. Box K-151, BROADCASTING.


Amphex 320-Dj head high tape duplicator & slave unit. List $7,500. Real offer over $5,000. Box L-11, BROADCASTING.

Four bay Andrew multi-V high speed antenna No. 1208 with approximately 400 feet 1/2 inch transmission line. Any reasonable offer will be considered. Box L-18, BROADCASTING.

Looking for used broadcast equipment? Get our listings! Broadcast Equipment & Supply Co., Bristol, Tennessee.

Replace your outdated, bulky, inefficient 1 kw transmitter with our Collins 20V-2 single cabinet transmitter. Spare final, modulator, and rectifier-tubes included. We used 5 kw. Asking $5,500 F.O.B. Denver, KFM—Denver, 80206.

Magnecore PT-5-A portable, 64 model, dual speed motor. Ampex 500 portable, low Z, with parts, (dual meter). Both are clean and in top condition. $500 takes all. Jim Alamed, California General Delivery, Taylorsville, N. C. 704-632-3598.

One GE 5-bay helical antenna operative on channels 25-26-27-28 presently tuned to 27. Also 1 kw GE UHF amplifier. Norwood M. Patterson, 1111 Market St., San Francisco, California. Tel. 626-2200.

Complete cartridge setup. Includes two Gates mode k5, Gates mode k7, Gates model 5262 recording amplifier, wired high fidelity microphone with all schematics. Purchased new in June 1958. Price $750.00. WOKJ, P.O. Box 3228, Jackson, Mississippi.

Bird 25 kw watercooled RF load model 5025. Perfect condition save $100.00 price $1300.00. RCA Electronic, 1837 MacDade Blvd., Woodlyn, Pa. Tel. 215-874-2526.

FOR SALE—Equipment (Cont'd)

Helix coaxial cable, H25-58 type new, 65 ft. W.F. E.E.E. P.O. Box 2025, La Mesa, Calif.

New and used towers for sale. Also tower erection and maintenance. Southern states Elkins Radio & Tower Co., Phone 1211, Central City, Kentucky.


Buy, Sell or Trade Used Towers $4,000 per foot, new $6,500. 209 Hillisboro St., Raleigh, N. C. Phone 843-2326.

Used good automation system. Box L-3, BROADCASTING.

BUSINESS OPPORTUNITIES

Managing partner—Radio. Seasoned radio man will invest up to $10,000 on terms for 10 to 50% interest in dominant money making businesses. Desire Northeast. Box K-43, BROAD- CASTING.

Investor will join with one or more radio men to buy and operate radio station. Give name, years experience, money available, relocation possibilities. Box L-25, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your mar- ket. Excellent. Lights Publications, 2221, Steiner St, San Francisco.

JOCKEY JOKER!—A collection of six gag- gles, gag books. Contains over 500 One Liners. Gag, sound effect bits, sta- tion breaks, ad libs, etc. $7.50. Show- Business Comedy Service, 1725 East 26th St. Brooklyn, N. Y. 11239.

Add 30% to your billing... with weekly ideas from the Brainstorm. Each issue con- tains 15 saleable ideas. $2.00 per week. Ex- clusive. Tie up your market now. Write Brainstorm, Box 757, Houston, Texas.


New weekly comedy service strictly for dj's. Beginning January 1st 13th of the old jokes. 75 original openers, closers, special bizarre topical lines. 5 day's work's sample. Write: FUNNY FACTORY, Box 164, Mt. Prospect, Illinois.


INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools Inc., Los Angeles, Seattle, Kansas City and Wash- ington. For catalog, procedure write Dept. 4-K, Grantham Schools, 1505 N. West- ern Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and labora- tory training. Elkins Radio License School of Atlanta, 1130 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Out- standing laboratory and theoretical instruc- tions. Elkins Radio License School of New Orleans, 1001 Pah St., New Orleans, Louisiana. For catalog, procedure write。

INSTRUCTIONS—(Cont’d)

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. C. I. approved. Elkins School of Broadcasting, 2003 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab work. Elkins Radio License School, 4118 East Lake Street, Minneapolis, Minn.


RIE down among the swaying palmas beside the cool green surf in Sarasota, Florida. Job first phone in (6) weeks guaranteed. Tuition $250.00—private rooms $10 per week. Job placement free. Class begins Nov. 17. For reservations write or call Radio Engineering Institute, 1328 Main St., Sarasota, Florida.


America's pioneer. 1st in announcing since 1924. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 3rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.


Help Wanted—Sales

Be Happy as our
 ASS'T SALES MANAGER

First of all, you'll earn more. High base plus override should make the right man a minimum of $35,000; if you're good at administration too graduate in a few years to Gen. Mgr. Prefer man 25-40 with strong sales record in national and local. You must believe in contemporary radio and not be afraid to work hard and long in America's toughest Eastern market.

Box K-137, BROADCASTING

Announcers

MORNING MAN

Deep voice, outgoing personality, able to work early. Needed for first or station in Top 50 markets, Great Lakes area. Salary? Too telling. Send resume to Box L-1, BROADCASTING. We will request tape and arrange personal interview.

Announcers—(Cont’d)

Top MONEY for TOP MORNING MAN

Eastern top 40 station seeks 2 Live Wires; bombard the city with humor, traffic, time checks, local tidbits resulting in top ratings.

Send tape, resume to: Box K-136, BROADCASTING

WAKE UP!!

If you have that tough, unbeatable morning brightness . . . . If you are a fast-moving, hard-driving, wake-up man with plenty of personality, warmth, humor . . . . You're future beckons NOW.* We are 50,000 watts, and the leader in this prime market.

Box L-79, BROADCASTING.

*1st class ticket required

Production—Programming, Others

PRODUCTION and COPY WRITER

Somewhere there is a copy writer and production man who feels that his creative ability deserves a better reward. WIRL would like to interview this man at once. We are losing our Production Chief who is going into business in another city and will leave us after his productive years. If you are ready for this position with a progressive operation in Illinois' second city, write John B. Livingston. 815-968-5921, Rockford, Illinois.

FLORIDA FM STATION

Wants experienced FM man to sell, administer and assist in programming a completely automated 1 man setup. Major market. Beautiful facility. Must have background of profitable FM operation. Excellent opportunity for man who can do the job.

Box L-4, BROADCASTING

Situations Wanted

Production—Programming, Others

PROFESSIONAL BROADCASTER

with 8 years experience, past 4 in major market with proven success as personality in Top 40 and standard pop formats. Promotion and production. Television news writing and presentation. First phone. AB and MS in broadcasting. Market research. Ready for position as assistant manager, program or news director.

Box L-37, BROADCASTING

TELEVISION—Help Wanted

Television/Field Broadcast Engineers

Video and RCA Television Tape installation and maintenance experience required. Considerable travel involved. Openings in East. Send resume to: Mr. D. K. Thorn, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

BROADCAST ENGINEER EXECUTIVE

Unusual Opportunity for operating and administrative responsibilities

This station is operating VHF television and 50,000 watt 1-A clear channel radio. Major expansion program includes new studio, office building and FM. This immediate opportunity offers unusual potential for advancement. Position requires a graduate engineer with broadcast experience and a broad knowledge of all major lines of equipment. Preferable age 30-40. All replies are confidential. Send resume to Cleve Rumble, Director of Employee Relations.

HAS, INC.
LOUISVILLE, KENTUCKY

Production—Programming, Others

NEWS DIRECTOR WANTED

AM-FM-TV medium market station in Mid-Atlantic area seeks top Newman to head 5 man Department. Hard worker with strong on air voice and administrative ability required. Send tape, pix and complete resume including salary requirements to:

Box K-194, BROADCASTING

BROADCASTING, November 2, 1964
Production—Programming, Others

Continued

SPORTSCASTER—NEWSPAPER WANTED:
For AM-TV station in Top 10 Eastern market to do weekend sports airwave, fill in for Sports Director on vacation, leg sports and some news stories weekdays. Send resume, picture and audio tape. Box K-251, BROADCASTING

TV NEWSMAN KOVR
Sacramento, California
Wanted, experienced TV newsmen capable of gathering, writing, and delivering on camera. Submit resume and 16 mm SOF audition, if available, to:
Personnel Department
McCLATCHY BROADCASTING COMPANY
21st & Q Streets
Sacramento, California

SPORTS!
Directors—Announcers—Engineers & Artist
This sports minded independent will be on the air January 1965. We will need versatile and experienced people—with a strong sports background.
Write Program or Engineering Dept.
WKBD—P. O. Box 50
Detroit, Michigan 48231
Kaiser Broadcasting
An Equal Opportunity Employer

WANTED:
UHF GENERAL MANAGER
Dynamic group with UHF construction permits in major television markets seeks aggressive, top-flight, imaginative general manager to construct and manage one or more stations. Should have television management, sales, and programming experience (preferable UHF). Must be prepared to work 8-day week in return for unlimited professional and financial future. Forward photograph and resume to:
Box L-56, BROADCASTING

PROGRAM MANAGER
For leading station in major Michigan market outside of Detroit. Strong on program development and commercial ideas with working knowledge of film and use of research data. Must know and insist on quality production. Good salary and exciting potential for right man.
Phone 313-239-6611, Mr. Faust

TELEVISION—Situations Wanted

Management

Attention Group Station Heads... TV Reps...
Broadcast advertising exec... officer of top N. Y. agency... desires return to an active and demanding spot in broadcasting. If you think you might be able to make profitable use of a creative, young, top level, hard driving, general executive, thoroughly grounded in TV-radio Sales, Programming, and Administration, as well as the advertising demands of today's most sophisticated packaged goods marketer, let's get together for a confidential talk.
Box K-235, BROADCASTING

EMPLOYMENT AGENCY

CONFIDENTIAL NEGOTIATIONS
Radio & TV only. No one will know you are inquiring unless a firm offer is made. Full with complete confidence. Office, talent, airman, technical, management, production. Write for specification.
CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY
415 Smithfield St., Pittsburgh, Pa. 15222

MR. BROADCASTER
We have over 600 experienced applicants currently registered with us. If you are looking for any type of personnel from station manager to trainee, radio or TV, we have them in our file. We refer only qualified, "Reference-checked" applicants to you.
Call or Write:
C.B.I. Placements
Radio-TV Division
641 Equitable Bldg. Denver, Colorado 80202
Phone: 303-534-0688

MISCELLANEOUS

ADVERTISING DIRECTOR
Large Consumer Food Organization Location—Metropolitan New York. Salary—Commensurate with experience and present earnings. Must be familiar with all phases of agency management and all media. Personal emphasis on selection of account executives and creative staff. Experience in food field highly desirable. Agency experience essential. Send confidential resume to our Consultants:
JEROME H. NAGEL ASSOCIATES
105 Avenue P.
Brooklyn N. Y. 11204 or
Phone collect DEwey 1-8200

STATIONS FOR SALE

1. NORTHWEST. Fulftime. $150,000. Excellent terms.
2. FAR WEST. Medium market. Volume $90,000. Excellent to qualified buyer.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

INSTRUCTIONS

EMERSON COLLEGE
EMERSON COLLEGE
303 Berkeley St., Boston 16

WANTED TO BUY—Stations

WANTED
FM in Top 25 Markets.
AM Money Maker Anywhere.
Reply in confidence.
Box L-52, BROADCASTING

FOR SALE—Stations

WEST COAST AM. $400,000. 29% down. Tremendous potential. Major Market. $100,000 in real estate and equipment included. Need group know-how or owner management.
MIDWEST. Excellent frequency and power. Top market. Few stations. $75,000. Doing approximately $400,000.
FAR WEST. Doing approximately $600,000 gross. Asking one million dollars on terms.
La Rue & Associates Inc.
Media Brokers
440 EAST 62ND STREET
NEW YORK CITY
TE 5-3962

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266—CL 3-8080
AUSTIN, TEXAS 78756

To buy or sell Radio and/or TV properties contact:

Chapman Company Inc.
2045 Peachtree Rd., Atlanta, Ga. 30305

To buy or sell Radio and/or TV properties contact:

Patt McDonald Co.
P. O. Box 9266—Cl 3-8080
Austin, Texas 78756
SUMMARY OF COMMERCIAL BROADCASTING

(Continued from page 81)


KEDQ, KEDQ Lake George, and Floris Indians, Calif., applications for licenses to operate FM stations in California, have been denied.

KZJO-FM San Jose, Calif.—Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KXDR El Centro, Calif. — Granted application to change location of FM station with 100 kw. power in Calexico, Calif., from 900 to 1000 kw. on sub. 600.

KDKA-C FM Pittsburgh, Pa. — Granted application for rebroadcasting of KDKA-AM-AM at 95kw. on sub. 3760.

KDKA-FM Pittsburgh, Pa. — Granted application for rebroadcasting of KDKA-AM-AM at 95kw. on sub. 3760.

KDKA-AM Pittsburgh, Pa. — Granted application to change frequency from 950 to 930 kw. on sub. 3760.

KAUZ-AM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-FM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-FM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-AM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-AM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-AM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-AM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-AM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-AM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.

KAUZ-AM Abilene, Tex. — Granted application to change location from 980 to 970 kw., on sub. 500 for RPD-AM-AM in Antioch, Calif.; and for new FM station at 970 kw. on sub. 3430, Alt. 500.
Good programs are a station's best salesmen

To Try Is to Win • In the same grass roots spirit, Mr. Falber notes, the WTHI stations' staffs are mostly hometown talent. Each member is encouraged to try to master bigger jobs there and to experiment. WTHI-FM particularly has helped in this area, he says.

WTHI-FM's program venture that Mr. Falber approves and which received acclaim was a series recorded behind the walls of the federal penitentiary there. Also aired on WTHI and later put into national educational syndication, the series featured discussions with prisoners on the subject of crime and punishment.

Agriculture is also big business in the Terre Haute area, Mr. Falber notes, and he keeps his TV and radio staffs busy in reporting "agri-business" news and events. Similarly he sees to it that the stations' sports coverage is broad enough to match the big local appetite for high school and college sports.

Trend to Talk • Currently Mr. Falber has had his radio people carefully watching the trend back to live talk programming. They have gone to other stations when possible and the result to date is two new discussion shows on WTHI both originating from local restaurants with one a breakfast program and the other at noon. Mr. Falber stresses they are not the typical gossip or interview type formats; rather they are serious explorations of issues with well known people in business, industry or education.

Once in a while Mr. and Mrs. Falber take to the air musically for old time's sake, especially for a benefit show. Now they are getting in practice for a Sunday concert at Terre Haute's Swopes Art Gallery. But his biggest fun still comes from the expression of a waitess when he puts lemon in his black coffee.
Hoodwinked

It's now apparent why Senator Thomas Dodd (D-Conn.) waited more than three years (and after spending in excess of $300,000 of public funds) to release his subcommittee report on juvenile delinquency. He wanted to time it for a final salvo in his campaign for re-election against the opposition of former Governor John Davis Lodge.

The report, as anticipated, pours it on television for being one of the direct causes for juvenile delinquency. The trouble is that those crime and violence programs he deplores have been long gone from network schedules. His investigation began in 1961, the staff began drafting its report in April 1962 and, despite an "updating" hearing of a few hours, the programming covered doesn't bear the faintest resemblance to the Bus Stops, the Route 66's and the 77 Sunset Strips of the rock 'em, sock 'em era. Schedules have turned over at least four times since the inquiry began.

The most pious and deceptive portion of the report is its conclusions and recommendations. The subcommittee—Mr. Dodd's invention and really his one-man show—is not a standing committee of the Senate. The standing committee in which legislation dealing with broadcasting originates is the Interstate Commerce Committee headed by the veteran noncursing Senator Warren Magnuson (D-Wash.).

The "recommendations" are a potpourri of just about every sanction short of direct censorship ever proposed for broadcasting. One, having a strangely familiar odor, would require every broadcaster to belong to the National Association of Broadcasters and to subscribe to its codes.

That was the sum song proposal of FCC Chairman Newton N. Minow who cited as precedent the Securities and Exchange Act which enforces codes of good practice for the National Association of Securities Dealers. It was written to prevent the scandalous conduct of swindlers and stock manipulators.

To suggest such controls over broadcasters is a slander.

Tucked away in the conclusions of the 74-page document is the sleeper. The line reads: "This is an interim report and our investigation is continuing." Thus, no concrete legislative recommendations are made—only threatened. And thus are boondoggles perpetuated.

It may be sheer coincidence that the findings of two Air Force pediatricians on "tired-child syndrome" were released almost simultaneously with the Dodd report. They ascribed the condition to too much television. And they had the cure, to which all broadcasters would subscribe: "Turn off the television set."

Those Johnson stations

If, as is widely expected, Lyndon B. Johnson is elected tomorrow to the job that he won by succession last Nov. 22, he faces the considerable task of consolidating public confidence in himself and his high office. No matter how large Mr. Johnson's popular vote, a significant body of Goldwater advocates will remain to be assured that the future of America did not go down the drain with their candidate, and at least some of Mr. Johnson's supporters will still be wondering whether they were wise to suppress all those doubts about his morality that his opponents did their utmost to raise in the heat of the campaign.

No landslide for Lyndon Johnson can bury Bobby Baker. A great deal of tidying up will be expected, and not the least of it will pertain to the Johnson family's ownership of broadcasting interests that are licensed by a federal commission whose members are appointed by the President.

As we have said before, no one has ever turned up any questionable maneuvering by Mr. Johnson or his family in the acquisition of the Johnson radio and television ownerships, although any number of skilled investigators have assiduously explored all the areas where manipulations might have taken place. In the absence of solid evidence to the contrary it must be assumed that the Johnson broadcast properties have been obtained and operated honorably.

Nor, as we have also said before, has there been reason to suspect a conflict of interest between the Johnson family's ownerships in broadcasting and Mr. Johnson's service in the government. As a member of the House and later of the Senate, Mr. Johnson had only one vote out of many that were needed to pass or reject any measure affecting the function of broadcast licensing or the agency to which that function is assigned. As Vice President, he had no more influence on the FCC than was at his disposal in the Congress, and as a President serving out a short term in the knowledge that he must stand soon for election, he was especially meticulous in keeping hands off the FCC.

Now, however, his position will be altered. He will have been elected to a four-year term during which he cannot avoid the duty of influencing FCC policy. Terms of commissioners are arranged so that one expires every year. At the minimum Mr. Johnson will be forced by law to name a majority of the seven commissioners during his first term as the elected President. In the circumstances, he ought to take his family out of broadcast ownership.

Even though that ownership is kept in its present status of a trust that is presumably immune to Johnson family management, Mr. Johnson will be unable to separate it from his considerations of FCC appointments and FCC policy. No matter how earnestly he tries to be objective, his every excursion into the field of broadcast regulation will be studied with suspicion. His freedom of decision will be circumscribed.

Mr. Johnson cannot ignore the FCC; the mission of the agency is too important. Yet as long as he retains an interest in properties which can rise and fall in value according to FCC commands, he must cultivate the appearance of staying out of FCC affairs.

The President's family is entitled to the substantial capital gain it would acquire in a legitimate sale of its radio and television holdings. It ought to take that gain and free Mr. Johnson to deal with the FCC as he would with any regulatory agency.
When KSTP-TV says “Go out and buy it”, people go out and buy it
"Fear not my darling, nobody is watching us ... they're all tuned to William Holden and Kim Novak in 'Picnic' on KETV."

KETV in Omaha, doesn't like to take chances with old flickers. That's why they (and a long list of other major stations) have licensed the newly released Columbia Post-'50 Group II features including 60 outstanding films such as, Picnic, Pal Joey, Who Was That Lady?, and The Mouse That Roared. Distributed exclusively by SCREEN GEMS.