JWT still leads radio-TV's 50 biggest agencies. p21
BPA weighs the nuts and bolts of promotion. p56
Cox purchase of WIIC for $20.5 million approved. p64
FCC's Ford moving to NCTA's $50,000 presidency. p72

"Harry gives 'em more than hell..."
Newsweek, November 16, 1964
<table>
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<th><strong>hope no viewer will miss.</strong></th>
<th>Boston Herald</th>
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<td>&quot;...viewers will not have to wait very long to discover that &quot;living history&quot; can make first-rate entertainment in the best sense of the word.&quot;</td>
<td>Pittsburgh Post-Gazette</td>
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"...these juicy personal reminiscences and testimony are the human stuff history is made of...Commendations and compliments are due WNEW-TV for its telecasting of public service and vital controversy in one lively package."

"Here we have history straight from the mouth of the man who made it...an impressive picture of the responsibilities borne and to be borne by a latter-day president of the United States."
It was evident at once that the new 26-part, filmed documentary series, "Decision: The Conflicts of Harry S. Truman," would be anything but a dull rehash of familiar recent history. New York Post

"It is a series we"

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

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

Boston Globe

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

The Boston Globe
Never before have local stations had the opportunity to program a series of this magnitude... a series that just made front page news and won rave reviews in every city in which it premiered!
Mr. Truman said on the television program. "And he didn't seem to care whether he upset the national policy of the government of the United States or not. And this was just an example of Mr. Truman if he run for another term. "The President, in his dodging this press conference, countered by asking any political ambition."

"...a lively historical footnote..."   
N.Y. Times

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

TO PROGRAM DECISION IN YOUR MARKET, CONTACT
SCREEN GEMS
At the annual convention of the Radio and Television News Directors Association in Houston on November 12, 1964, KRLD Radio received the RTNDA Award for radio news from Professor Richard D. Yoakum of Indiana University.

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

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

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

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

Payola probe?

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

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

Back to the backlog

FCC's backlog problem seems to be getting under control, emotionally as well as statistically. Monthly meeting on workload was held Monday, devoted to Broadcast Bureau, and where-as issue often swamps Commissioner Lee Loewinger to sharp criticism of staff for alleged inefficiency, session went off smoothly, according to all accounts.

One reason may be that staff is now providing more detailed explanations for items in backlog. Another may be that specialist, Bernard Kahn, has been hired for executive director's office to do management analysis in effort to test its efficiency. As for backlog figures themselves, they are said to be on downsizing.

CATV's big city headache

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

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

Mullen warming up

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

Mr. Mullen, who was vice president, public relations and advertising of RCA, prior to becoming second in command at NBC in 1940, has radio background of four decades, starting with KDIX Pittsburgh where he handled first farm program and was instrumental in creating NBC's National Farm and Home Hour. He is in process of preparing voluminous treatise (which may become book) spelling out how government gradually has intruded itself into censorship of broadcasting and why both First and Fourteenth Amendments are being breached and what can be done about it.

CATV test

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

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

Minow, MM & Curtis

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

Metromedia Inc., which is negotiating for acquisition of Mutual Broadcasting System at multi-million figure (see page 9) isn't irretrievably out of deal to merge with Curtis. If Bok family, which holds key common stock, gets around to "realistic evaluation," it's still possible John Kluge, Metromedia's chairman-president, will engineer deal that would place him in saddle (Broadcasting, Nov. 16). Top brass in beleaguered Curtis organization believes merger with broadcasting-oriented company is best way out of dilemma. That's main reason Mr. Minow got into it.
ARE YOU FROM DIXIE? Not Colonel James T. Quirk, publisher of TV Guide. But the Colonel is getting his share of the 320,000-home Atlanta Market. You can, too, on WSB-TV!

WSB-TV
Channel 2 Atlanta
NBC affiliate. Represented by Petry

CBC BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHO AM-FM-TV, Dayton; WGCC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KYW, San Francisco-Oakland.

This is Atlanta!
WEEK IN BRIEF

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

TOP 50 AGENCIES IN RADIO-TV . . . 21

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

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

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

BPA ROLLS UP ITS SLEEVES . . . 56

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

FORD'S MOVE TO NCTA IMMINENT . . . 72

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

BIG SHAKE-UP AT ARB . . . 68

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

JWT: SLOW-FOOTED TORTOISE . . . 46

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

TVB IS FLYING HIGH . . . 50

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

ABC NEWS PLANS CHANGES . . . 75

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

NAB ROADSHOW ENDS . . . 65

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

NAB-WBC: NO AGREEMENT . . . 71

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BROADCASTING, November 23, 1964
Color has come of age in Omaha.
For the first ten months of 1964, the largest distributor of color sets in the Omaha market sold one color set for every four black and white receivers, including portables. In console set sales, the ratio was one color set for every two black and white!
This is the payoff for eleven years of color promotion by KMTV and eleven years of aggressive merchandising by color set distributors.
Omaha is now ranked third in the nation in percentage of color set penetration.¹
Marty Herbst, Director of Media Research, Doherty, Clifford, Steers & Shenfield, Inc., recently announced (Television Age 10/12/64) the results of his survey of top color markets.
"In Omaha," he said, "all five of the factors that indicate an unusual and advanced color penetration condition are obvious."
Mr. Herbst found color set sales figures which indicated the color set total in the Omaha market was nearing 42,000. With 331,700 television homes in the market, it's obvious the Omaha market has passed the 10% color penetration mark many advertisers and agencies have considered necessary for profitable advertising in color.
Current or recent national and regional advertisers using color spot advertising on KMTV include Wilson and Co., General Mills, RCA Victor, Interstate Bakeries, Motorola, Wm. Wrigley Jr. Co. and Procter and Gamble. Local color accounts include May Seed and Nursery Co., Admiral Theatre, Culligan Water Conditioning and Northern Natural Gas Co. The network commercial color story is well-known.
These advertisers are convinced, as we are, that color sells most products more effectively than black and white. You can prove the point, profitably, with a schedule of color commercials on KMTV, the only station in the market completely equipped for color television... live, film and tape.
You should use KMTV in Omaha. You should use color in Omaha! See Petry.

¹TELEVISION AGE, May 1964
²TELEVISION, Oct. 1964
Metromedia to acquire Mutual?

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

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

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

Although authorities familiar with offer declined to discuss details, it was understood that Metromedia’s offering price was “in the millions.” In some quarters it was believed to be in area of $5 million.

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

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

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

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


FCC, FTC payrolls, staffs show increase

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

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

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

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

AP introduces Autophoto

Development of Autophoto, new wirephoto recorder that delivers dry, glossy photographic print within 20 seconds after transmission, was announced by Wes Gallagher, Associated Press general manager, at annual meeting of AP Managing Editors in Phoenix Friday (Nov. 20). Installation of new machines will begin early next year, Mr. Gallagher said.

FCC checking spots for King write-in

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

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

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

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

more AT DEADLINE page 10
WEEK'S HEADLINERS

Warren A. Bahr, VP and media director of Young & Rubican, named senior VP. Mr. Bahr has been with Y&R since 1951 and has served in media department since 1952. He was appointed assistant director in 1957; associate director in 1958 and VP in 1960.

George W. Dick, executive VP and director of C-E-I-R Inc., Beltsville, Md., elected president of American Research Bureau, division of C-E-I-R. He succeeds James W. Seiler, founder of ARB, and, since June 1961 merger with C-E-I-R, director of ARB. In 1962, Mr. Seiler was also named VP of C-E-I-R (see page 68). Mr. Seiler becomes president of Media Measurement Inc., new firm to be based in Washington area. Mr. Dick joined C-E-I-R as executive VP in 1962. Before that he was with International Business Machines for 17 years, later became VP of marketing for American Mutual Liability Co., and VP and general manager of a division of Radio Corporation of America.

W. Eldon (Hap) Hazard, VP in charge of TV and radio for J. Walter Thompson Co., Detroit, named VP and manager of Television Bureau of Advertising’s new Detroit office, effective Jan. 1. Howard Spokes, associate media director and broadcast coordinator of Detroit office, assumes Mr. Hazard’s duties. Mr. Hazard worked for BBDO, New York, in 1936-1940, then joined CBS sales department and in July 1951 became general sales manager of CBS radio. In 1954, he joined Detroit office of J. Walter Thompson Co. as radio-television account representative on Ford account, subsequently becoming VP and taking charge of radio and television for JWT, Detroit.

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

For other personnel changes of the week see FATES & FORTUNES

TV had 17.5, NBC 17.1 and CBS 17.0.

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

Stein to be TV talent

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

Radio’s top spender

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

WEEK'S HEADLINERS

Mr. Bahr

Mr. Dick

Mr. Hazard

Mr. Ohlbaum

Sony may be first with home TV tape recorder

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

Foote elected chairman of NIC

Emerson Foote, board chairman of McCann-Erickson, New York, who announced resignation Sept. 18 (Broadcasting, Sept. 21), was elected chairman of National Interagency Council on Smoking and Health Friday (Nov. 20).

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

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

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

NET makes pitch to show Kennedy film

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

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

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

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

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

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

NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64"
A calendar of important meetings and events in the field of communications.

**INDICATES FIRST OR REVISED LISTING.**

**NOVEMBER**

- Nov. 23—Second meeting between broadcast representatives and management of Standard Rate & Data Service to discuss change in SRDS monthly listings of small market AM and all FM stations. New York.
- Nov. 24—Annual stockholders meeting of Screen Gems Inc., New York.
- Nov. 24—Broadcast Seminar of Radio-TV Education Department of University of Cincinnati and Rho Tau Delta professional radio-TV fraternity. Lawrence Rogers, president of Taft Broadcasting Co., will speak on "Automation in the Broadcast Media." Concert Hall, University of Cincinnati College of Music.
- Nov. 23-28—Television Information Office TV festival at 54th annual convention of National Council of Teachers of English, Cleveland.
- Nov. 30—Electronic Industries Association's small business workshop on international selling. Fairmont hotel, San Francisco.

**DECEMBER**

- Dec. 1—FCC deadline for comments regarding common carrier eligibility and the transfer of noncommon carrier stations from the Business Radio Service to a new Community Antenna Relay Service.
- Dec. 5—Sigma Delta Chi national convention. Keynote address to be given by Benjamin M. McKelvey, Washington Star (WMAL-AM-FM-TV Washington and WSVA-AM-TV Harrisonburg, Va.). Hotel Muehlebach, Kansas City, Mo.
- Dec. 9-10—Meeting of TV code review board of National Association of Broadcasters.

**FEBRUARY**

- Feb. 1—Deadline for entries for Sigma Delta Chi Distinguished Service awards.
- Feb. 21—Reply comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

**MARCH**


**APRIL**

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

**MAY**

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

Twice...could be coincidence.

Seven times...it must be love!

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

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

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

What are their reasons?
They want talk-and-information programming.

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

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

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

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

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

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

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

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

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

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

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

A ‘best seller’ about radio


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

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

(Reprints of the “Special Report: Radio” are still available at 50 cents each up to 25 copies, 40 cents each for 26-100 copies and $25 per 100 for larger amounts. Order from Reader’s Service. Broadcasting, 1733 DeSales Street N. W., Washington, D. C. 20006.)

More on gifts to ETV

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

There is only one unfortunate implication in your statement: “but of the networks, only ABC lists the station (WIND[T]) Newark, N. J.—New York) as its sole ETV charity case.” It is difficult to tell whether Broadcasting does not consider all of the valuable contributions made by commercial television as “charity.”

Most commercial broadcasters would agree that some practical considerations...
Are you programming
RUSSIAN ROULETTE or

CHINESE CHECKERS?

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

The MGM-TV representative has all the facts and the skills of the business to help make your program moves the winning ones.

NEW YORK / CHICAGO / ATLANTA / CULVER CITY / TORONTO
PERSONALITY POWER

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

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

Butterfingers

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

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

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

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

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

On the way down I dropped the camera.

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

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

I volunteered to help with the cutting, but Mr. Hardwick said . . . —David D. Pierce, promotion manager, WSYR-TV Montgomery, Ala.
WE KNEW IT!

MARK 10 CAMERA PROVIDES GREAT PRODUCTION VERSATILITY

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

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


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

VISUAL ELECTRONICS CORPORATION

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

Broadcasting

November, 1964

Broadcasting

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

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The Pancake Man becomes a television star

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

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

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

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

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

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

Here's where MJK&A's creative department was called in. Becky Chaney and Dick Merritt, copywriters in the Los Angeles office, were assigned the responsibility of developing a format for two and one-half hours of air time each week. Many conferences were held with both agency and station personnel. The objectives of the program were carefully outlined and analyzed. The production limitations were discussed at length. Finally, a minute character and program analysis was prepared for discussion with the client. After many weeks of hard work by many people, Al Lapin, president of International Industries, gave us the green light. The result: The Pancake Man.

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

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

Premiums, consisting of chef's hats and finger puppets also are offered on the program. These premiums are sold, for 25 cents each and to date, sales exceed 70,000. As a matter of fact, sales of the finger puppets now exceed 6,000 per week and seem to be increasing weekly. Because of this, a concentrated effort is constantly being made to develop new premiums to keep audience interest and in-store action at a peak.

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

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

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

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

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

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

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

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

*PIONEER QUOTIENT: The measure of a television station's ability to develop new and better ways to serve the public.

Six cities — Tampa, St. Petersburg, Clearwater, Lakeland, Bradenton and Sarasota — in the Tampa Bay region constitute the heart of the 21-county area served by WTVT... an area with over 11½ million population delivering a whopping $2,314,468,000 in total retail sales (cap., 1964, Sales Management Survey of Buying Power; further reproduction not licensed).

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

THE KATZ AGENCY, INC.
National Representatives

BROADCASTING, November 23, 1964
Here's why 50,000-watt WHO RADIO belongs on any list of 23 (or more) largest radio markets!

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

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

By contrast, the Des Moines Metro Area accounts for only 9.9% of the population of Iowa alone, and 11.4% of its retail sales.* All 6 of Iowa's metro areas (combined, including Des Moines) account for only 39% of the state's population, and only 41.1% of its retail sales.*

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

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

---

*Sales Management, June 10, 1964

WHO RADIO

for Iowa PLUS!

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

Peters, Griffin, Woodward, Inc., National Representatives
Six top $100 million in radio-TV

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

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

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

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

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

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

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

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

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

BBDO was firmly entrenched in fourth place, billing $123.3 million, an increase of $18.8 million over 1963, and Leo Burnett Co., reflecting its large
dollar gain, moved up from seventh to fifth at $111.3 million.

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

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

Big Gains and Losses • Other marked changes in rankings: Compton slipped from eighth to number 11, down $1.3 million for a total $80.3 million in broadcast and Sullivan, Stauffer, Colwell & Bayles moved up from 14th to 12th by picking up $4.3 million for a broadcast total of $68.7 million.

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

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

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

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

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

The biggest agencies in these categories

<table>
<thead>
<tr>
<th>In...</th>
<th>Agency...</th>
<th>Billings...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total broadcast billings</td>
<td>J. Walter Thompson</td>
<td>$151 million</td>
</tr>
<tr>
<td>Total television billings</td>
<td>J. Walter Thompson</td>
<td>$131 million</td>
</tr>
<tr>
<td>TV network billings</td>
<td>Young &amp; Rubicam</td>
<td>$91.4 million</td>
</tr>
<tr>
<td>TV spot billings</td>
<td>Ted Bates</td>
<td>$61.9 million</td>
</tr>
<tr>
<td>Radio billings</td>
<td>JWT and BBDO (tie)</td>
<td>$20 million</td>
</tr>
<tr>
<td>Radio network billings</td>
<td>Campbell-Ewald</td>
<td>$4.8 million</td>
</tr>
<tr>
<td>Radio spot billings</td>
<td>BBDO</td>
<td>$17.9 million</td>
</tr>
<tr>
<td>Biggest gain in the year</td>
<td>Leo Burnett</td>
<td>$21.1 million</td>
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vestors Diversified. Storz Brewing Corp., Ohio
all
Bottom of the
Du Pont
Hour
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U.
loss
TV -radio share of overall billing: 40 %.

lion
vision
below
sorbed by North).

50)
&
Coe (absorbed and became West, Weir
& Bartell, which didn't place in the top
50) and Lawrence C. Gumbinner (ab-
sorbed by North).

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

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

Spot-television spenders include Cor-
ing Glass, Bissell, Canon Mills,
Plymouth-Valiant, Desler and Atlantic
Refining. Spot radio business emanated
from United Airlines, Atlantic Refining,
Seastest and Plymouth Valiant. AT&T
and Plymouth-Valiant are strong net-
work radio users.

BBDO: Combined TV-radio billing
$123.3 million; $103.3 million in tele-
vision ($58.1 million in network, $45.2
million in spot); $20 million in radio
($21.1 million in network, $17.9 million
in spot); TV-radio share of overall bil-
ing: 50.9%.

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

Major network television accounts

<table>
<thead>
<tr>
<th>TOP 50 AGENCIES</th>
<th>Combined Broadcast Billing</th>
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<tbody>
<tr>
<td>1. J. Walter Thompson</td>
<td>$151</td>
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<tr>
<td>2. Young &amp; Rubicam</td>
<td>128.8</td>
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<tr>
<td>3. Ted Bates &amp; Co.</td>
<td>126.3</td>
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<tr>
<td>4. BBDO</td>
<td>123.3</td>
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<tr>
<td>5. Leo Burnett Co.</td>
<td>111.3</td>
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<tr>
<td>6. Benton &amp; Bowles</td>
<td>100</td>
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<tr>
<td>7. McCann-Erickson</td>
<td>93.2</td>
</tr>
<tr>
<td>8. Dancer-Fitzgerald-Sample</td>
<td>92</td>
</tr>
<tr>
<td>9. Foote, Cone &amp; Belding</td>
<td>88.19</td>
</tr>
<tr>
<td>10. William Esty Co.</td>
<td>83.6</td>
</tr>
<tr>
<td>11. Compton</td>
<td>80.3</td>
</tr>
<tr>
<td>12. Sullivan, Stauffer, Colwell &amp; Bayles</td>
<td>68.7</td>
</tr>
<tr>
<td>13. Lennen &amp; Newell</td>
<td>62.9</td>
</tr>
<tr>
<td>14. N. W. Ayer</td>
<td>60</td>
</tr>
<tr>
<td>15. Grey Advertising</td>
<td>54</td>
</tr>
<tr>
<td>16. Ogilvy, Benson &amp; Mather</td>
<td>41.7</td>
</tr>
<tr>
<td>17. Kenyon &amp; Eckhardt</td>
<td>40.5</td>
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<tr>
<td>18. Maxon</td>
<td>40</td>
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<tr>
<td>19. Norman, Craig &amp; Kimmel</td>
<td>36.7</td>
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<tr>
<td>20. Needham, Louis &amp; Brorby</td>
<td>36.2</td>
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<tr>
<td>21. Campbell-Ewald</td>
<td>35.5</td>
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<tr>
<td>22. D'Arcy</td>
<td>33.8</td>
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<tr>
<td>23. Cunningham &amp; Walsh</td>
<td>33.5</td>
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<tr>
<td>24. Campbell-Mithun</td>
<td>33</td>
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<tr>
<td>25. Doyle Dane Bernbach</td>
<td>32.03</td>
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<tr>
<td>27. Post-Keyes-Gardner</td>
<td>20.8</td>
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<td>28. Doherty, Clifford, Steers &amp; Shenfield</td>
<td>19.6</td>
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<td>29. Tatham-Laird</td>
<td>19.2</td>
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<td>30. Geyer, Morey, Ballard</td>
<td>18.9</td>
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<td>31. Wade</td>
<td>18.88</td>
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<tr>
<td>32. Papert, Koenig, Lois</td>
<td>18.1</td>
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<td>33. Erwin Wasey, Ruthrauff &amp; Ryan</td>
<td>18</td>
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<tr>
<td>34. North Advertising</td>
<td>17.4</td>
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<tr>
<td>35. Fuller &amp; Smith &amp; Ross</td>
<td>16</td>
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<tr>
<td>36. MacManus, John &amp; Adams</td>
<td>16</td>
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<td>38. Parkinson Advertising</td>
<td>13.15</td>
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<tr>
<td>39. Guild, Bascom &amp; Bonfigli</td>
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<tr>
<td>40. McCann-Marschalk</td>
<td>13</td>
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<tr>
<td>41. W. B. Doner &amp; Co.</td>
<td>12.5</td>
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<td>42. Kastor, Hilton, Chesley, Clifford &amp; Atherton</td>
<td>12.2</td>
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<tr>
<td>43. D. P. Brother</td>
<td>12</td>
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<tr>
<td>44. Ketchum, MacLeod &amp; Grove</td>
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<tr>
<td>45. Grant</td>
<td>11.9</td>
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<td>46. Carson/Roberts Inc.</td>
<td>11.6</td>
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<td>47. Honig-Cooper &amp; Harrington</td>
<td>11.15</td>
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<tr>
<td>48. Warwick &amp; Legler</td>
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<td>49. Richard K. Manoff</td>
<td>10.5</td>
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<tr>
<td>50. Edward H. Weiss</td>
<td>10.15</td>
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### AND THEIR 1964 RADIO-TV BILLINGS

<table>
<thead>
<tr>
<th>Total TV</th>
<th>TV Network</th>
<th>TV Spot</th>
<th>Total Radio</th>
<th>Radio Network</th>
<th>Radio Spot</th>
<th>Broadcast Share of Agency’s Total Billing</th>
<th>Broadcast Billing Change(%) From 1963</th>
<th>Agency’s Rank in 1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>$131</td>
<td>$91</td>
<td>$40</td>
<td>$20</td>
<td>$3</td>
<td>$17</td>
<td>52%</td>
<td>+7 f</td>
<td>1</td>
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<tr>
<td>119.7</td>
<td>91.4</td>
<td>28.3</td>
<td>9.1</td>
<td>3.4</td>
<td>5.7</td>
<td>53.7%</td>
<td>+1.7</td>
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<tr>
<td>120.2</td>
<td>58.3</td>
<td>61.9</td>
<td>6.1</td>
<td>0.1</td>
<td>6.9</td>
<td>79.8%</td>
<td>+12.46</td>
<td>3</td>
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<tr>
<td>103.3</td>
<td>58.1</td>
<td>45.2</td>
<td>20</td>
<td>2.1</td>
<td>17.9</td>
<td>50.9%</td>
<td>+18.8</td>
<td>4</td>
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<tr>
<td>108.2</td>
<td>71.6</td>
<td>36.6</td>
<td>3.1</td>
<td>0.5</td>
<td>2.6</td>
<td>73.62%</td>
<td>+21.1</td>
<td>7</td>
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<tr>
<td>97</td>
<td>60</td>
<td>37</td>
<td>3</td>
<td>0.5</td>
<td>2.5</td>
<td>74%</td>
<td>+8</td>
<td>6</td>
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<td>78</td>
<td>53</td>
<td>25</td>
<td>15.2</td>
<td>2</td>
<td>13.2</td>
<td>52%</td>
<td>-1.3</td>
<td>5</td>
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<tr>
<td>88</td>
<td>47</td>
<td>41</td>
<td>4</td>
<td>0.3</td>
<td>3.7</td>
<td>75%</td>
<td>+12</td>
<td>9</td>
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<tr>
<td>78.77</td>
<td>56.53</td>
<td>22.24</td>
<td>9.42</td>
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<td>8.76</td>
<td>58.93%</td>
<td>+17.3</td>
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<td>68.2</td>
<td>59.4</td>
<td>8.8</td>
<td>15.4</td>
<td>2.2</td>
<td>13.2</td>
<td>80%</td>
<td>+7.6</td>
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<td>75.3</td>
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<td>29.5</td>
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<td>2.1</td>
<td>1.9</td>
<td>74%</td>
<td>-1.3</td>
<td>8</td>
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<tr>
<td>61.5</td>
<td>39.6</td>
<td>21.9</td>
<td>7</td>
<td>2</td>
<td>7.2</td>
<td>78%</td>
<td>+4.3</td>
<td>14</td>
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<tr>
<td>55.6</td>
<td>42.3</td>
<td>13.3</td>
<td>7.3</td>
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<td>4.8</td>
<td>52%</td>
<td>-4.4</td>
<td>12</td>
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<td>45</td>
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*Agency was not listed in top 50 last year. 1963 estimate revised.
are American Tobacco on ABC-TV’s Combat and The Tycoon, CBS-TV’s My Living Doll, What’s My Line, Perry Mason, Gunsmoke, and The Report, and NBC-TV’s Saturday Night Movie and Wednesday Night at the Movies, and The Rogues; Hoffman-Laroche on ABC-TV’s Voyage to the Bottom of the Sea and Outer Limits; Dodge on ABC-TV’s Sunday Night Movie and Peyton Place I, Peyton Place II, and NBC-TV’s Wednesday Night at the Movies; Pepsi-Cola on ABC-TV’s Jonny Quest, The Addams Family, The Outer Limits, and NBC-TV’s Andy Williams and Jonathan Winters, and Kentucky Jones; Autolite on NBC-TV’s That Was the Week That Was, and The Virginian; Armstrong Cork Co. on CBS-TV’s The Danny Kaye Show; Campbell Soup Co. on ABC-TV’s Donna Reed Show, and CBS-TV’s Lassie; and Lever Bros. is a sponsor on CBS-TV’s The Red Skelton Show.


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

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

Ted Bates, historically number one in spot television billings, came close to $52 million in that area in 1964 and at the same time kept a firm hold on third position in total broadcast billings with a gain of over $12 million. The agency’s TV-radio allocations as a percentage of overall billings hung close to last year’s mark, gaining only one-tenth of a percentage point to 79.8%.


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

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

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

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

Benton & Bowles: Combined TV-radio billing $100 million; $97 million in television ($90 million in network, $37 million in spot); $3 million in radio ($100,000 in network, $2.5 million in spot); TV-radio share of overall billing: 74%.

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

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


Merger creates agency with $130 million billing

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

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

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

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

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

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

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

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

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

Network-TV accounts include Nestle (a new account that moved from McCann-Erickson and worth an estimated $6 million annually in broadcast), Procter & Gamble (NBC-TV’s Bill Dana Show, news on CBS-TV and daytime programming), Philip Morris (NFL football on CBS-TV and news on the network), Kellogg (in several nighttime and daytime shows), Pillsbury (CBS-TV’s Ed Sullivan Show) and Vick Chemical.

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

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

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

Campbell-Mithun: Combined TV-radio billing $33 million; $25 million in television ($16 million in network, $9 million in spot); $8 million in radio ($1 million in network, $7 million in spot); TV-radio share of overall billing 51%.

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

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


Carson/Roberts: Combined TV-radio billing $11.6 million; $11.1 million in television ($5.7 million in network, $4.4 million in spot); $500,000 in radio ($100,000 in network, $400,000 in spot); TV-radio share of overall billing: 65.5%.

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

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

Carson/Roberts acquired two new accounts in 1964: Packard Bell, which spends an estimated $60,000 in spot radio, and Mission Pak, which has allocated $25,000 to spot radio and $235,000...
Phyllis Diller's laugh is contagious

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

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

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

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

ABC Owned Television Stations
WABC-TV New York • WXYZ-TV Detroit • WBKB Chicago
KABC-TV Los Angeles • KGO-TV San Francisco
Big broker Bache moves account to SSC&B

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

The move caused some Madison Avenue speculation about an increase in Bache broadcast billing next year. The account bills around $1 million annually and has been with the Wall Street agency of Albert Frank-Guenther Law Inc. for the past 30 years. The Feb. 1, 1965, shift to a general agency represents a change

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

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

Major network-TV clients of C&W include Andrew Jergens (Mr. Novak), all billing: 75%.

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

D-F'S heaviest spot-television users include Procter & Gamble, General Mills, Falstaff (regional), Sterling Drug, Peter Paul, Corn Products (Best Foods Div.) and DeLuxe Reading. The same list spends substantial amounts in network TV in addition to Noxzema, Frigidaire (heavy daytime) and Frito-Lay.

D-F's clients have schedules in Patty Duke, Ben Casey and Flinstones on ABC-TV; Gilligan's Island, Perry Mason, Munsters on CBS-TV, and Dr. Kildare and Mr. Novak on NBC-TV.

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


Dancer-Fitzgerald-Sample: Combined TV-radio billing $92 million; $88 million in television ($47 million in network, $41 million in spot); $4 million in radio ($300,000 in network, $3.7 million in spot); TV-radio share of overall billing: 74%.

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

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

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

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

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

The spot investments of D'Orcy include Colgate-Palmolive, American Oil, Royal Crown Cola, Budweiser, General Tire & Rubber Co., Laclede Glass and Gerber.

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

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

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

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

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

For broadcasting, November 23, 1964
How do you sell toasters (or shavers, or freezers, or anything) in Nigeria? In Canada? In Japan? In Argentina? In Australia?

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

No other international television network gives you the selling power that ABC Worldvision does: 53 stations, 23 countries, more than 16,000,000 TV homes.

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

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

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

BROADCASTING, November 23, 1964
television ($3.5 million in network, $4 million in spot); $5 million in radio ($500,000 in network, $4.5 million in spot); TV-radio share of overall billing: 70.22%.

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

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

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

Doyle Dane Bernbach: Combined TV-radio billing $32.03 million; $27.3 million in television ($9.5 million in network, $18.8 million in spot); $4.73 million in radio ($4.7 million in spot, $360,000 in network); TV-radio share of total billing: 31.1%.

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

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

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

While DDB gained 10 new accounts this year, most of the agency's added billing came from increased spending by veteran clients. The Democratic National Committee contributed substantially to DDB's broadcast billings this year, spending an estimated $3.5 million for radio-TV. DDB also lost four accounts during 1964; one, The Rival Packing Co., had been allocating $1.3 million to broadcast.

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

Broadcast expenditures at EWR&R dropped by more than $2 million in 1964, reflecting losses in billing because of account defections including Stokely-Van Camp, Staley Manufacturing and William Wrigley. The decreases would have been sharper except that EWR&R picked up the Republican National Committee account, estimated at more than $2.5 million and heavily involved in TV during the pre-election period. EWR&R's top broadcast account is the Carnation Co., which has invested in such network TV programs as NBC-TV's 90 Bristol Court, Mr. Novak, The Man From U.N.C.L.E., Wednesday Night At the Movies, International Showtime and Kentucky Jones. Network daytime advertisers during the early part of 1964 included Stokely-Van Camp and A. E. Staley. Spot-TV radio users included Carnation, Devoe & Raynolds, United California Bank, Wynn Oil Co. and Texas State Optical Co.

Bates moves billing

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

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

William Esty Co.: Combined TV-radio billing $83.6 million; $68.2 million in television ($59.4 million in network, $38.8 million in spot); $15.4 million in radio (9.3 million in network, $13.2 million in spot); TV-radio share of overall billing: 80%.

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

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

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

Foote, Cone & Belding: Combined TV-radio billing $88.19 million; $78.77 million in television ($56.53 million in network, $22.24 million in spot); $9.42 million in radio ($600,000 in network, $8.76 million in spot); TV-radio share of overall billing: 58.93%.

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

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

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

Spot radio accounts at FC&B include Equitable Life Assurance Society, Rheingold, Booth Fisheries, Goodrich, Trans World Airlines and Savarin. Network-radio business is placed for Men-
The great thing about radio is you can turn it on...

...and hear things like:

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

WABC's theater critiques by Broadway pundit Allan Jefferys.

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

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

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

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

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

ABC Owned stations...six of the best things about Radio.
Radio...one of the good things about America.

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

WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT
WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES
Fulter & Smith & Ross: Combined TV-radio billing $16 million; $15.5 million in television ($12 million in network, $3.5 million in spot); $500,000 in radio (all spot); TV-radio share of overall billing: 24%.

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

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

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

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


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

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

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

GMB billed an estimated $5.7 million more in broadcast this year than in 1963 as approximately 27% of all agency billings were funneled into television and more than 7% into radio. The agency made modest advances over 1963 in the network and spot areas of both television and radio. The overall broadcast gain is attributed mainly to bigger billings by older clients with American Motors, Leh & Fink and Irish International Airlines all showing increases. GMB's biggest network TV spenders are American Motors (Danny Kaye on CBS-TV) and Leh & Fink. These two also spend heavily in spot TV as do other GMB clients Morrell meats, Sinclair Oil, Irish International and Rambler Dealer Associations.

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

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

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

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

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

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

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

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

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

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

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

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

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

Honig-Cooper & Harrington: Combined TV-radio billing $11.15 million; $9.2 million in television (all in spot); $1.95 million in radio ($300,000 in network, $1.65 million in spot); TV-radio share
Yes, that's right . . . "Ma and Pa Kettle" and "Francis" (The Talking Mule).
And they're repeating their tremendous popular appeal against the best prime time network programming—evidenced by results of ARB rating studies. These two feature series are attracting the same mass audiences on TV as they did in theatrical release, when each and every one of the seven "Francis" and eight "Ma and Pa Kettle" features (now in Seven Arts' Volume 9) spelled box office success! When a "Ma and Pa Kettle" takes 63% share-of-audience in Friday prime time, and when "Francis" can run neck-and-neck with ABC's Tuesday night prime time best on this season's opening night, you know you can have feature film programming that can register top ratings and profits for your station.

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

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<tr>
<td>Sept. 11</td>
<td>“MA &amp; PA KETTLE”  KVOO-TV</td>
<td>29</td>
<td>63%</td>
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<tr>
<td>Friday</td>
<td>8:30—10 P.M.</td>
<td>Lawbreakers, Alfred Hitchcock CBS (KTUL-TV)</td>
<td>10</td>
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<td>Price is Right, Boxing, Make That Spare ABC (KTUL-TV)</td>
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<td>Sept. 21</td>
<td>“FRANCIS JOINS THE WACS”  KVOO-TV</td>
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<td>37%</td>
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<td>Monday</td>
<td>6:30—8:30 P.M.</td>
<td>To Tell the Truth, I've Got A Secret, Andy Griffith, Loretta Young CBS (KTUL-TV)</td>
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<td>Voyage to the Bottom of the Sea, No Time for Sergeants, Wendy and Me ABC (KTUL-TV)</td>
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LOS ANGELES KABC-TV

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<tr>
<td>“MA AND PA KETTLE”</td>
<td>SEPT. 16</td>
<td>“6 O'CLOCK MOVIE”</td>
<td>11</td>
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<tr>
<td>(#1 in the time slot—beating KNXT's long time top-rated news show)</td>
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<tr>
<td>“FRANCIS”</td>
<td>APR. 25</td>
<td>“SATURDAY NIGHT MOVIE”</td>
<td>15</td>
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| (This was the highest rating received by any feature film ever telecast by KABC-TV!)

Seven Arts
ASSOCIATED CORP:
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, III., ORchard 4-5105
DALLAS: 3522 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., SMITH 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7153

For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SACS (Spot TV Rates and Data)
of overall billing: 61%.

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

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

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

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

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

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

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

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

Broadcasting at K&E for 1964 slipped $2 million from the $42.5 million in 1963, with a decrease in the TV-radio share to 48% from 50% last year. K&E lost such broadcast-oriented accounts as Edward P. Dalton (Metrical) and International Latex, though the agency recouped a substantial portion of this billing through the acquisition of National Airlines and Prince Macaroni.


Network-TV advertisers included Lincoln-Mercury on The Bing Crosby Show (ABC-TV); Beecham on The Munsters (CBS-TV); U.S. Plywood on Ron Cochran and the News (ABC-TV) and Shell Oil on Shell’s Wonderful World of Golf and Shell’s Young People’s Concert.

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

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

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

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

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

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

America's "most frequently used" test market*

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

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

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

Also of particular significance to advertisers, our WFBM Stations cover this market best. In fact, we cover the entire Mid-Indiana market best, with, among other things, the only basic NBC-TV coverage available here.

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

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


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

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

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

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

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

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

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


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

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

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

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

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

McCann-Erickson: Combined TV-radio billing $93.2 million; $78 million in television ($55 million in network, $25 million in spot); $15.2 million in radio ($2 million in network, $13.2 million in spot); TV-radio share of overall billing: 52%.

M-E sustained losses of broadcast-oriented accounts of Nestle, Best Foods' NuSoft and Lucky Lager while gaining smaller media spenders, J. P. Stevens and Continental Airlines billing. The net effect on agency radio-TV outlays is believed to have been a decrease of more than $1 million from 1963's estimated $94.5 million, dropping the agency to seventh place in the top 50 list.

With the loss of the above-mentioned accounts, M-E's share of billings going to TV-radio fell an estimated three points to 52%. Leading network-TV advertisers at the agency have been National Biscuit, Coca-Cola, Humble Oil (regional), John Hancock, Ocean Spray, the Savings & Loan Foundation, and Westinghouse.

With the exception of Savings & Loan Foundation all of the above bill heavily in spot TV. Spot radio accounts include Nabisco, Humble, Buick, Del Monte and Westinghouse.

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

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

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

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

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

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

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

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

Among radio clients: Ac'cent, Campbell Soup, Kraft Foods and Mars Can-
NOW . . . Channel 2 delivers more than ever before—5,110,000 total population and 14,200 square miles of land area within the “B” contour. In addition, WMAR-TV has increased signal strength throughout the Channel 2 coverage area . . . telecasting with maximum facilities authorized under FCC standards. Baltimore’s new candelabra tower, tallest structure in Maryland, means increased coverage—improved reception . . . Plus outstanding local and CBS programs!

Official 1960 census for the United States.

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

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

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

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

OBM's combined broadcast billing increased $17 million over last year. Television billing alone jumped $17.5 million, with network TV increasing $7.3 million, and spot TV gaining $10.2 million. Radio billing dropped $200,000. New accounts for OBM are the Edward Dalton Co., Lever Brothers (Imperial Margarine), both broadcast users, and White Horse Scotch. OBM's Shell Oil account, which is in spot television and spot radio, is expected to spend more than $12 million in television this year, a 50% increase over 1963 (CLO'SED CIRCUIT, Sept. 28). Helena Rubinstein was the major account resigned during this year.

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

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

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

PKL's billings rose $1.86 million over the 1963 level. Piel Brothers, a new account, was the only radio user and placed most of its $3 million budget in TV. Additional Quaker Oats products, with billings estimated at $2 million in TV, were gained by the agency. Another new account which relied heavily on TV was Robert F. Kennedy's Senate campaign business.

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

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

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

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

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

Post-Keys-Gardner: Combined TV-radio billing $20.8 million; $18 million in television ($9.5 million in network, $8.5 million in spot); $2.8 million in radio ($900,000 in network, $1.9 million in spot); TV-radio share of over-
Special this month on yellow!

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

We air news, weather, station breaks, specials, promos — in fact everything possible in color. And with over six years' experience in colorcasting, WFGA-TV is a good place to test your color commercials, too. See your Peters, Griffin, Woodward "Colonel" for details.
all billing: 60.3%.

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

The spot, $61.5 million TV billing strength comes from American Cyanamid (spot and daytime shows in network), Brown & Williamson Tobacco (ABC-TV's Peyton Place, Ben Casey and Ron Cochran and The News and CBS-TV's Mr. Broadway plus spot), and Maybelline (spot and long list of network participations). Also in spot: Frito Lay, Burgermeister, Old Milwaukee and Primo beers. Brach Candy (a new account this year) is in network TV, and all three beers plus Frito-Lay are in spot radio. Network radio: regional White Sox baseball network of more than 100 stations for General Finance Corp.

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

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

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

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

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

A very slight drop in radio-TV share in overall billing and a minor increase of $700,000 in broadcast during 1964 make the position about the same as last year.

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

During the year, T-L picked up Fairview (and Gemstone Distilleries, W. R. Grace & Co., H. C. Moorees & Co., Virgin Islands and Stokely-Van Camp as new accounts.

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

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

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

The increase at JWT represents boosts by some of its clients in broadcast media. Its massive investment in network TV is reflected in expenditure from such clients as Lever Brothers on CBS-TV’s Ed Sullivan Show, Candid Camera, Lucy Show, Red Skelton Show and ABC-TV’s Bing Crosby Show; Eastman Kodak on Walt Disney’s Wonderful World of Color on NBC-TV; Alber- tina on Chet Huntley and David Brinkley Show; NBC’s Kentucky Derby, The American Tobacco Co., H. C. Moorees & Co., and Barbara Ann Miller (a new account gained this year) is in network radio. The agency lost spot-TV user Paper Products Co. in 1964.

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

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

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


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

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

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

Young & Rubicam: Combined TV-radio billing $128.8 million; $119.7 million in broadcast billing: 76%.

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

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

March 17, 1964
Going places  WBTW, the Jefferson Standard Broadcasting Company station in Florence, S.C., joins America's most dynamic television stations. Charles H. Crutchfield, President and General Manager, announces the appointment of Blair Television as exclusive national representative, effective December 1, 1964.
television ($91.4 million in network, $28.3 million in spot); $9.1 million in radio ($3.4 million in network, $5.7 million in spot); TV-radio share of overall billing: 53.7%.

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

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

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

Agency appointments...

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


- Walt Disney Productions, Burbank, Calif., names J. Walter Thompson Co., Los Angeles, to handle Disney movies and Disneyland. The account had been handled by C. J. LaRoche & Co. until last month, when that agency closed its Hollywood office. Advertising budget, including radio and television, is about $200,000 a year for Disneyland, about half that much for the theatrical motion pictures.

Business briefly...

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

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

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

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

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

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

The Scott Paper Co., Philadelphia, through J. Walter Thompson, New York, and the Beecham Co. (for Brey- creum), Clifton, N. J., through Kenyon & Eckhardt, New York, will participate, respectively, in eight and five NBC-TV prime-time programs during 1965.
OBSERVATION: Here is a wealth of treasure for time-buyers. These photos document the overwhelming popularity among South Florida children for two of WLBW-TV's famed children's shows.

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

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

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

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

AND HERE IS WHERE.
YOU'LL FIND THE TREASURE!

Represented by
HR Television, Inc.

BROADCASTING, November 23, 1964
JWT: the fleet-footed tortoise

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

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

But it would be equally probable that JWT, conservative and thorough, would move into the media at a cautious pace while other agencies plunged headlong. But JWT steadily but surely overtook the front runners.

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

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

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

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

Resor Regime - In 1916 Mr. Resor and some associates bought the agency from Mr. Thompson. It was under Mr. Resor's aegis that JWT had its period of tremendous growth. The most authoritative estimate is that the agency billed $3 million in 1916. This year J. Walter Thompson's domestic billing alone is reported at more than $300 million and international billing should reach $150 million. By the middle 1930's, incidentally, J. Walter Thompson was acknowledged to be the world's largest agency, a position it has never relinquished.

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

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

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

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

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

During the late 1940's and early years, JWT experimented with TV for clients such as Pillsbury, Quaker Oats, Coca-Cola and others.
1950's the agency invested more heavily in television, though it still trailed several agencies, including Young & Rubicam and McCann-Erickson, in TV spending. Its broadcast activity was accelerated in the mid-1950's, coincident with Dan Seymour's arrival at the Thompson scene as head of broadcast operations. By 1958, JWT had ascended to the top rung of broadcast agencies.

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

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

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

Broadcast Hub - The heart of JWT's broadcast operations is on the 12th floor of the Graybar Building in New York. The chief factotum is William H. Hylan, vice president and director of the department, and Richard Zimbert, administrator. The department supervises the selection and purchases of all TV-radio programs and time schedules, totaling $151 million in 1964.

Four key officials of J. Walter Thompson's broadcasting department: (l to r) Robert (Buck) Buchanan, vice president and manager in New York; John Ball, director of programming; William H. Hylan, vice president and director of the department, and Richard Zimbert, administrator. The department supervises the selection and purchases of all TV-radio programs and time schedules, totaling $151 million in 1964.

The range of the department's activities can be gauged by a sampling of the functions it performs: selection of net-
How JWT’s Seymour assays radio and TV

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

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

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

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

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

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

- **TV Generally:** One of the “most dynamic inventions” of our time. In specific advertising terms: TV generated a new advertising growth pattern starting in the mid-50’s, but “not at the expense of other media.” (He noted that radio similarly injected new advertising money beginning with its commercial growth some 20 years before and also not at the expense of other media. JWT, he said, “never decreased its print billing, but added its radio billing.”)

- **On Radio Buying:** Radio has become a local medium, it is purchased on a market-by-market basis as compared to the “national” character it maintained in the 1940’s. Though “more localized,” radio is important: commercial TV’s role in international business. Already Thompson is much involved in this area.

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

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

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

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

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

By consolidating these phases of broadcasting under a single umbrella, JWT achieves what it calls “maximum coordination.” This centralization permits rapid access to and dissemination of all types of information relating to client needs and program and time availabilities, according to the agency.

An example of the advantage of a unified operation is that when one JWT client decides to cancel a schedule, this information can be communicated rapidly to all units of the broadcasting department and the availability can be offered to another advertiser on the JWT client list.

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

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

48 (Broadcast Advertising)
Our shopping list for 30 million homes now takes us to 41 states

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

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

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

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

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

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

AN AMERICAN WAY OF THRIFT SINCE 1896
Radio-TV made a giant even bigger

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

Between 1945 and 1964, according to estimates supplied by JWT, total domestic billing grew from $57 million to $290 million. In that same period, broadcast billing skyrocketed from $16 million to $151 million this year.

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Billing (millions)</th>
<th>Broadcast Billing (millions)</th>
<th>TV-radio share of billing</th>
</tr>
</thead>
<tbody>
<tr>
<td>1945</td>
<td>$57</td>
<td>$16</td>
<td>28%</td>
</tr>
<tr>
<td>1950</td>
<td>105</td>
<td>21</td>
<td>20%</td>
</tr>
<tr>
<td>1955</td>
<td>174</td>
<td>64</td>
<td>37%</td>
</tr>
<tr>
<td>1960</td>
<td>233</td>
<td>112</td>
<td>48%</td>
</tr>
<tr>
<td>1964</td>
<td>290</td>
<td>151</td>
<td>52%</td>
</tr>
</tbody>
</table>

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

For 18 years a long-time client, Kraft, has delivered prime-time programing to network TV (in 1964-65 Kraft Suspense Theater and the Perry Como Kraft Music Hall specials are on NBC-TV on Thursday, 10-11 P.M.) J. Walter is understandably proud of its role on behalf of Quaker Oats, in helping in the development of Bewitched, a hit situation comedy program that started on ABC-TV this season.

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

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

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

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

TVB flying high, ceiling unlimited

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

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

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

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

Forecasts for this year anticipated net TV billings of $2.17 billion (net time, talent and production), up 6.8% from last year, and TVB's major new presentation, "Prologue," which was shown to some 1,600 agency and advertiser guests at a breakfast Thursday morning, predicted the total would reach about $2.91 billion by 1970 (Broadcasting, Nov. 16).

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

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

Mr. Henderson said, "I don't see any ceiling on the growth of our business, unless we create the ceiling ourselves. I believe we must continue to increase rates. Perhaps some day we will be as expensive as the newspapers and magazines—but by then they will probably have raised their rates and we'll never really catch up."

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

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

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

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

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

BROADCASTING, November 23, 1964
Corporate stock values have been made by those who put most of their budgets into television (Broadcasting, Nov. 16).

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

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

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

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

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

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

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

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

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

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

Almost 90% of top broadcast spending ad agencies bought time on KPOL last year.

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

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

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

KPOL

Distinguished Radio — Los Angeles
groups have done better than many that try to reach everybody.

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

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

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

**Creativity Is the Key**

Mr. Cash

Mr. Henderson

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

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

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

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

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

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

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

In answer to questions, he predicted that satellites in time will dominate worldwide high-frequency communications.

Mr. Cash, Mr. Henderson

H. Peter Lasker of Broadcast Communications Group, who introduced him, credited Dr. Kantrowitz with suggesting—shortly after the first Sputnik was orbited—that three TV stations in synchronous orbit with the earth could dominate TV and "destroy" all other TV stations.

In other developments TVB officials announced the hiring of Eldon (Hap) Hazard to head their new Detroit office (see page 10): reported plans for a major presentation in Washington in February; disclosed that a TVB presentation had been scheduled on the closed-circuit system into the rooms of the New York Hilton Hotel, site of the meeting, and released a proclamation by New York Mayor Robert F. Wagner declaring Nov. 15-21 as "Television Week" as a salute to TV and television generally.

TVB supplied New York stations with on-the-air promotion material for the "Television Week" observance.

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

**Negro market tops $6 billion annually**

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

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

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

**Advertising's public service outlined**

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

"It seems to me we are too easily thrown off balance by the jabs and
New RAB group to sell major advertisers on radio

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

The RMC program amounts to a "team selling effort—the first of its type in radio's history," according to Mr. Bunker. Each of the 19 station-rep firms that are members of RAB has been given a list of major national and regional radio accounts to cover. They are to report back to RAB by mid-December. "The report will analyze the advertiser's current feelings about radio and his needs for help, if any, in making full use of radio," Mr. Bunker explained. "In every case, RAB and the rep involved will decide together what follow-up action is called for."

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

Top executives of the rep firms, rather than their staff salesmen, are to make contacts with top-level advertiser executives and their agencies.

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

Attending the meeting that started RAB's Radio Marketing Committee were seated (1 to r): Charles Bernard, president, Charles Bernard Inc.; Maurice Webster, vice president and general manager, CBS Radio Spot Sales; J. W. Knodel, president, Avery-Knodel Inc.; Peggy Stone, president, Stone Representatives Inc.; H. D. Neuwirth, president, Metro Radio Sales; Morris S. Kellner, vice president, The Katz Agency Inc. (standing, 1 to r); Robert A. Burke, vice president, Adam Young Inc.; Miles David, administrative vice president, RAB; Thomas B. Campbell, president, Advertising Time Sales; Ed Argow, vice president, McGavren-Guild Inc.; Robert Alter, vice president, RAB; Robert M. Richmond, vice president, Paul H. Raymer Inc.; Edmund C. Bunker, RAB president; Louis Faust, executive vice president, Blair Radio; James M. Alsbaugh, executive vice president, H-R Representatives Inc.; Herb Hahn, radio sales manager, The Meeker Co.; W. B. Taylor Eldon, vice president, Advertising Time Sales Inc.; John Butler, eastern sales manager, Peters, Griffin, Woodward Inc.; Fred Hague, radio division president, George P. Hollingbery Co., and Frank Boyle, executive vice president, Robert E. Eastman & Co. Reps cooperating with the new group whose executives were out of town at the time of the meeting: Henry I. Christal Co., NBC Spot Sales and Edward Petry & Co.

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

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

The Chrysler official pointed out that in addition to advertising's direct public-service contributions through the extensive work of The Advertising Council, the industry serves the public in vital indirect ways too. He said advertising has raised the public's taste and educated consumers to expect and demand more and better quality products. This keeps manufacturers on their toes.
Print challenged to beat TV
Lavin suggests 'Tribune' might want to try to resolve media questions

Could print do a better job for the Alberto-Culver Co. than television, the medium which now gets almost all of the firm's $40 million budget?
Alberto-Culver's president, Leonard H. Lavin, said last week he frankly didn't know and he suggested to the Chicago Tribune that it might like to take on the assignment of proving the point.
Mr. Lavin discussed his firm's involvement with TV at a luncheon meeting arranged by the Tribune's marketing department. He poured out a number of questions about the relative merits of TV and print which he said would like to know more about.
"Our use of television," he said, "is the result of the always-tentative con-

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

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

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

Alberto-Culver began in 1955 with one product and sold $400,000 worth using TV. This year with 14 products and more on the way—still using mostly TV—it will gross over $100 million.
Mr. Lavin explained that TV has enabled his firm to take on the giants like Procter & Gamble, Bristol-Myers and Colgate. "What television effects," he said, "is an instant mass demand" for the firm's products. "The medium allows us to exploit as fully as we are capable the potentials of a mass market item," he explained.

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

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

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

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

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

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

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

Mr. Lavin Questions about TV

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

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

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

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

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

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

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

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

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

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

Heller-Ferguson Inc., 1566 North Highland Avenue, Los Angeles.
Jos. Schlitz Brewing Co., Milwaukee (Burgermeister beer); seven 30's on TV on tape. Agency: Post-Keyes-Gardner, Chicago.
Champlin Oil and Refining Co., Fort Worth, (oil); seven 30's on TV on tape. Agency: Tracy Locke, Dallas.
Mid-America Videotape Productions, Division of WGN Inc., 2501 West Bradley Place, Chicago.
International Milling Co., Minneapolis (Robin Hood flour); one 60 and one 30 for TV on tape. Dale Juhlkin, director; Agency: West Advertising, Chicago. Royal Aicoll and Lew Perking, agency producers.
Goldblatt's Department store, Chicago (various); three 10's on TV on tape. Dale Juhlkin, director. Agency: Malcolm Howard, Chicago. Sunni Bearman, agency producer.

BROADCASTING, November 23, 1964

54 (BROADCAST ADVERTISING)
Here's How One Of America's Great Independent Radio Stations Gives

ELECTION COVERAGE

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

STATION EDITORIALS

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

TALKS BY CANDIDATES

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

DAILY POLITICAL ANALYSIS

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

LENGTHY ISSUE DISCUSSIONS

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

ELECTION NIGHT

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

AND IN PAST YEARS?

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

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

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

A Blair Station

BROADCASTING, November 23, 1964
BPA gets down to nuts and bolts

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

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

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

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

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

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

The Goals • BPA's desire "to continue to be a strong influence in the industry" and to seek out the best of new promotion ideas and "guidance" from all possible quarters was voiced by the retiring president, Clark Grant, wood-AM-TV Grand Rapids, Mich.

Other talks which drew considerable attention last week included a discus-
recognized as a specialized field. Urging separation of functions within promotion, he noted it is difficult for one man to be effective as audience promoter, sales promoter, merchandiser, public-relations man and publicity man all at the same time.

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

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

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

Citing the return of advertising dollars to radio, Mr. Hoffman said sales promotion service must be continued after the sale is consumated. Sales promotion aids must first create a favorable image for the station, he said, and secondly be fitted to the specific requirements of the sponsor. Mr. Walsh discussed the problems of winning the attention of today’s timebuyer and recommended the contest as a “terrific low-budget attention getter.”

“Broadcast ratings also were explored in separate radio-TV meetings on Monday after Mr. Goldberg’s talk to the entire BPA.”

William R. Wyatt, vice president and national sales manager, NSI, A. C. Nielsen Co., New York, cautioned the TV group about the writing of sales promotional materials and detailed appropriate qualifications about ratings to avoid legal complications. Gene Thompson, promotion manager, American Research Bureau, Beltsville, Md., observed “there is no such thing as a completely dominant station from every angle” and showed examples of how stations can profitably use ratings to promote their with which his representative firm is experimenting. Katz also is involved in a major expansion program (Broadcasting, Nov. 16). Mr. Mills said the research seeks to develop a format that would go beyond measuring mere numbers of people listening and hopes to learn why they listen and measure their attitudes as well. He said the study has been underway two years through Frank N. Magid Associates, Cedar Rapids, Iowa.

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

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

Kenneth A. Mills, The Katz Agency, reported on new in-depth radio research stations with the working tools they need to properly publicize their product.

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

Tuesday’s panels included such prac-
Six BPA awards winners, flanked by executives of the association, touch trophies in Chicago last week. The group (l-r): David Klemm, WXYZ Detroit, awards committee chairman; Casey Cohlima, WFDA-AM-TV Dallas-Fort Worth; Frank Costa, WMCA New York; Jerry Glenn, of AM Radio Sales who accepted for KFO San Francisco; John Box, WIL St. Louis; Todd A. Spoerl, WJZ-TV Baltimore; Barry Stover, KARD-TV Wichita, Kan., and Clark Grant, retiring BPA president. See awards story below.

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

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

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

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

The promotion man's expanding horizon now must also include community antenna television, it was noted by Dorothy Mugford of Cox Broadcasting Co.'s CATV division, Atlanta. Citing how to promote programming among CATV subscribers, Mrs. Mugford also stressed that stations can merchandise their added CATV coverage to national advertisers and agencies.

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

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

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

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

Doug Shull, KYW Cleveland, and recently of wowo Fort Wayne, Ind., recounted how wowo scored with national advertisers through a slide-and-tape presentation capitalizing on the station's broad 29 county coverage area as distinct from its small metropolitan market. Fred Birnbaum, WCAB Philadelphia, told of his outlet's "County Fair Days" promotion in August which raised $15,000 for local hospitals and broke even on its own expenses.

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

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

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

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

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

Eddie Allgood, WBTM Danville, Va., told how a million pieces of printed materials during the last six months supporting a radio drive have helped push the local Dr. Pepper distributor to the nation's No. 1 position.

There were lots of awards at BPA meet

Winners of the third annual on-the-air awards competition were announced Tuesday at the Broadcasters Promotion Association convention in Chicago by David Klemm, WXYZ Detroit, BPA awards chairman, and Clark Grant, BROADCASTING, November 23, 1964
Some plain talk from Kodak about tape:

features and conveniences that result in better use characteristics

It’s amazing what good things can happen when you’ve got a hobby. A lot of our scientists working on Kodak Sound Recording Tape have hobbies. And in almost every case, coincidentally, the hobby is tape recording. And engineers being the sort of restless, dissatisfied people they are, all kinds of off-hours research projects are in work to give Kodak tape a few extra features in terms of handling ease. One of our boys, for example, decided that he wanted to know just what kind of tape he was using in terms of thickness and base type, even when it was separated from its box. And he wanted to know it at a glance. Another engineer decided that nothing would be more valuable from a quality-control standpoint than a method of knowing just when a given roll of tape was made. And even what part of the master web it came from. This led to a virtual revolution in the tape business. In an age when more and more companies are taking their names off their products and furtively selling them in unmarked white boxes, we are so proud of the quality and uniformity of our product that we are putting our name right on the back of the tape itself.

And not just our name. The kind of tape, too. Won’t it be nice to know that you are using half-mil-polyester-triple-play every time you are using half-mil-polyester-triple-play? This means that even when you are using Kodak tape on an unmarked reel, you can still identify it. And you’ll also know whether or not the reel has been rewound simply by looking at the imprint and noting how it reads as the tape comes off the reel.

Familiar with our Thread-Easy Reel? It’s really worth knowing how the fact is that it cuts fumbling time down to zero. Here’s how: you just take the end of the tape and drop it into the slot in the reel. Half a turn and it’s engaged . . . securely. That’s all there is to it. Not a worry about manhandling your tape, either. This reel’s a real gentleman! Smooth surfaces. Bevelled edges. Dynamic balance. And notice, too, that each Thread-Easy Reel has a built-in splicing jig. That, plus the fact that it is calibrated on both sides, adds a few extra fillips well worth having.

If you have been really keen-eyed, you have probably noticed by now that we have always called it Eastman tape. There’s a good reason for that. We’ve changed the name. Goodbye, good old Eastman tape. Hello good old Kodak tape. This brings up a small problem. With the name change there are also number changes, and so you’ll know just what to ask for, here’s how the nomenclature looks (old Eastman tape numbers are in parentheses):

<table>
<thead>
<tr>
<th>KODAK TAPE</th>
<th>BACKPRINTING CODE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type 21A</td>
<td>POLYESTER BASE 1/4 Mil Extra Play</td>
</tr>
<tr>
<td>Type 21A</td>
<td>POLYESTER BASE 1/4 Mil Extra Play</td>
</tr>
<tr>
<td>Type 21P</td>
<td>POLYESTER BASE 1/4 Mil Extra Play</td>
</tr>
<tr>
<td>Type 21P</td>
<td>POLYESTER BASE 1/4 Mil Extra Play</td>
</tr>
</tbody>
</table>

Note that the above list contains a pretty broad spectrum of recording tapes on both Durol base (indicated by an “A” in the above chart) and polyester (“P”). That’s another nice thing about the Kodak line. You can get just about anything you need.

Kodak Sound Recording Tapes are available at all normal tape outlets—electronic supply stores, camera stores, specialty shops . . . everywhere. Oh, by the way, why did we change the name from “Eastman” to “Kodak”? Don’t know, just thought it was a good idea at the time.

© Eastman Kodak Company. MCMLXI

EASTMAN KODAK COMPANY, Rochester, N.Y.
Promoters can do better job, BPA told

Bates executive gives them several suggestions on how they can use airwaves more efficiently

Radio-TV stations can better employ their own on-air facilities and creative promotion talents in behalf of themselves and the advertisers and agencies with whom they do business, Donald W. Severn, vice president in charge of media relations, Ted Bates & Co., New York, told the Broadcasters Promotion Association in Chicago last week.

"In short, we need each other," Mr. Severn said, citing how stations can establish a closer partnership with the merchandising, promotion and public relations departments of agencies, especially in the development of new products. Mr. Severn was keynote speaker at the opening BPA luncheon Monday.

"Basically, you can exploit yourselves by telling your audience, your buyers, your merchants and dealers about products that are coming into your markets," Mr. Severn said, "about products which will be heavily advertised, about the way these products are using your media to inform your audience.”

Stations also can "exploit the nature of the entertainment you provide and the advertising scheduled with you," Mr. Severn said, "and you can do it without some of the gimmicks you use today."

New products are news, the Bates executive declared, and the expansion and growth of companies through diversification, acquisition and new product development "is the very life blood of our economy." The successful marketing and merchandising of new products "is vital to you and to me to the growth and expansion of your business and mine," Mr. Severn said, adding, "you stand and fall with us; it’s simple as that."

When a station hears of a new product being introduced in its market, "I say jump," Mr. Severn said, declaring, "do everything you can to help get the news of this product to the public whether your medium has been chosen for advertising or not." Part of a station's obligation to its audience "is to provide them with information they want or need," he explained, and new product information is "vital" to them.

Special Formats - Apart from new product news on regular programs, stations can develop special program formats suited to explanation and introduction of a significant product, Mr. Severn suggested. Bases and other agencies have public relations departments to provide scripts and other material, he said, calling for a closer cooperation which would be mutually profitable.

"This isn't free advertising," he held, "this is a service to your audience, providing them with information and entertainment which they seek on your station and which they come to count on."

During his travels, Mr. Severn noted, he has found little use of air time by stations to promote and merchandize themselves. If radio and TV are such effective mass communicators for promoting and merchandising the goods produced in this country, he said, then they can be used for self-promotion too.

"You know as well as I that television and radio are the most powerful communications media in the world," Mr. Severn said, "so why not do a little self-exploitation?"

He also suggested on-air promotion of advertising schedules placed with stations. If a station obtains a schedule, he said, "it has been selected because it is considered the very best outlet for getting our message to the audience we want to reach. We think you're best - so why not turn around and tell your audience we think so by exploiting the fact that you've been chosen?"

Mr. Severn explained, "We think that you in broadcast are our partners in our efforts to sell our brands; when we succeed, you succeed, and when you fail, we fail." He added, "I do not mean to say that a station deserves all the credit for a good product and a good commercial but it must share some of the blame when good products and promotion fail."

The agency and the client "deserve
has much to do with the selling effect on the listener."

Mr. Severn said agencies need "profile" information and not just numbers. "We want to know the sound and picture you project and therefore what the nature of your audience is at given times of day," he said.

This need is particularly important in the case of radio, Mr. Severn said, because "the sound image of radio today is a real puzzler. Radio today has no definite sound. You can turn the radio from top to bottom, market by market, going everywhere from hillbilly music to Haydn, without being able to tell who's listening."

Market Data  •  Other useful information concerns opening of new plants, new housing, opening of new chains or shopping centers, Mr. Severn explained. Population shifts and educational trends also are valuable marketing indices, he added.

"You can interpret your market for us better than anyone else," Mr. Severn said, and "if you put that interpretation in your trade ads, your trade ads could be a primary source of information for buyers."

Trade ads "are good, and necessary and are vital," he said, but in too many instances "they are momentary eye-catchers, quickly forgotten. That's because too few of them tell us what we need to know: what is pertinent, what is new and what is unique about your station and market. In other words, why should schedule our advertising with you?"

His recommendation: "an in-depth study done by a disinterested research group to determine what should go into the printed trade ads." Possibly the BPA in conjunction with state broadcaster associations could inaugurate such an independent study, he suggested.

Things stations do which are not helpful to agencies, Mr. Severn told BPA, or are of little value include:  
• Station identification "gimmicks." The collection of desk gadgets during a year represent "a nice sum of money," he noted, but they don't influence station buying decisions a bit.
• Agencies would much rather see the funds spent on a newspaper campaign to promote and identify the station, he said, or on spots, trade contests and on direct promotion to merchants. "The same can be said for run of the schedule promotion pieces," he added, terming them "mostly boiler plate."
• Station trips "involving mass transportation of masses of people from New York, Chicago or Los Angeles to your local market. These junkets have degenerated into cocktail endurance tests, he observed and "have become a tremendous waste of effort and money."

Travel is important for the knowledge a buyer needs to have, Mr. Severn
added, however, and “station trips could be very educative—if the point were real hard work. And maybe a little socializing after the work is all done.”

Film presentations. Many have lost their value, he felt, “because they contain the usual numbers plus several seconds of a close-up of the tower. I’m for ones that show that in the last three months or the last six months new industry, therefore new population, new stores, therefore new marketing possibilities have opened up in a particular area.”

- Station window or lobby displays of products. “When you do this you are trying to tell us that your station’s physical plant is the store where consumers come to buy the goods our commercials advertise,” Mr. Severn said. “You are not the store,” he said, but the one outlet “through which consumers can shop at home.” Put these signs on the air, not in the lobby, he asked.

- Taxicab signs. Agencies are not impressed, he said, because in most cities with the exception of New York and Chicago “taxicabs are not used by a sufficient portion of the population and almost never by the great mass of families in the broad middle income groups whom we are trying to reach.”

- Jumbo postcards. Spend this money instead “on some phone calls to merchants,” Mr. Severn urged, “because we know and you know and we know that you know that buyers’ wastebaskets are filled to the brim every week with cards.” Sometimes, Mr. Severn observed, it is “better to do nothing than to do something, however well meaning, which does not begin to do the job.”

Drumbeats...

Station success • WRAP Norfolk, Va., attracted 2,000 Negro housewives to its fourth annual state convention of the WRAP Homemakers Council. The women, from 30 councils in the state, competed in various homemaking categories. During the year, the housewives had attended classes conducted by Mrs. Leola J. Dyson, director of the council.

Honor for the chairman • FCC Chairman E. William Henry received the National Audience Board award for “Distinguished Service in the Public Interest” on Nov. 13. The presentation to the chairman was made in the chairman’s Washington office by the board’s Washington correspondent, Leo Solomon (right). Peter Goelet, National Audience Board president, hailed Chairman Henry for his stand against overcommercialization and for his support of educational television. The board is a non-profit organization representing civic, cultural, business, educational and church groups.

Descriptive • Samuel Goldwyn Productions has issued a hard-cover volume, “The Samuel Goldwyn Library of Films for Television,” describing the 50 Goldwyn features that have been released for TV.

Long run • When WJBC moved to Bloomington, Ill., 30 years ago, the Rev. R. J. Zehr signed up for a 13-week Sunday devotional program. He and WJBC-AM-FM are now celebrating the program’s 30th anniversary, and the station’s 40th. The Rev. Zehr has done his 15-minute show on a daily basis since the expiration of its original 13-week run and has never missed a show, reports Timothy R. Ives, station manager.

Top star • “Reprieve,” a 22-minute color film on the outlook for heart attack victims, is available from the Public Health Service Audiovisual Facility, Atlanta. The picture features former President Dwight D. Eisenhower and other heart patients discussing their conditions and the measures taken to get them back in the mainstream of life.

Cooperative effort • The United Bay Area Crusade featured a half-hour TV documentary film on all San Francisco and Oakland stations during prime time on different days. All the talent and time for the film was donated. Stations involved in the presentation were KRON-TV, KGO-TV, KOED-TV [educational], KPIX-TV, all San Francisco, and KTVU (TV) Oakland-San Francisco.

Celebration • Harold R. Krelstein (r), president and director of Plough Broadcasting Co., was honored last week at a dinner marking his 25th anniversary with that firm. Mr. Krelstein began his radio career in 1934 with Harry S. Goodman Inc., New York radio produc-
**FINANCIAL REPORTS**

**Ampex earnings reach record levels**

Record sales, incoming orders and earnings after taxes for the second quarter and first half were made by Ampex Corp., Redwood City, Calif., in periods ended Oct. 31, William E. Roberts, president, announced last week. New products were introduced at the rate of more than one a week during the first six months of the fiscal year, including several tape systems, core memories and magnetic tapes for computers, a new line of Selexso automatic food sorting machines and a new tape for use with studio model Ampex Videotape recorders.

Three months ended Oct. 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per</td>
<td>$0.21</td>
<td>$0.19</td>
</tr>
<tr>
<td>share</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>$36,525,000</td>
<td>$34,122,000</td>
</tr>
<tr>
<td>Earnings</td>
<td>1,808,000</td>
<td>1,734,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Six months ended Oct. 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per</td>
<td>$0.35</td>
<td>$0.33</td>
</tr>
<tr>
<td>share</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sales</td>
<td>$69,982,000</td>
<td>$65,991,000</td>
</tr>
<tr>
<td>Earnings</td>
<td>2,228,000</td>
<td>2,052,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>9,244,310</td>
<td>9,209,095</td>
</tr>
</tbody>
</table>

**Hargis may lose tax-free status**

One of the controversial organizations that places so-called right-wing programs on radio-TV last week complained that the Internal Revenue Service has threatened its tax-exempt status and vowed to carry its fight into the courts if necessary.

Rev. Billy James Hargis, director and founder of Christian Echoes National Ministry Inc., Tulsa, Okla., which produces The Christian Crusade series of radio-TV shows, said the IRS has started proceedings to lift the foundation’s tax-exempt status because of “political activities.” Rev. Hargis said that if the organization loses its appeal “we will file lawsuits against every left-wing group with tax-exempt status who violated the IRS code during the past campaign.”

The IRS before a congressional subcommittee last September said it was investigating 24 groups using mass media to promote causes (Broadcasting, Sept. 7) to determine if the groups should remain tax-free. If not, the foundations would have to pay taxes and contributors could not deduct their donations. Each investigation is being conducted separately, and the number of groups under scrutiny varies, but the IRS told the subcommittee that one of the organizations then in the appeals process was Life Line Foundation Inc. of Dallas, producer of Life Line, a daily 15-minute radio program. Life Line is still appealing.

Mr. Hargis said the IRS action “may well be evidence of a beginning reign of harassment and persecution for those who hold opposite views to the administration in Washington.” The IRS (whose files drop the word “national” from the foundation’s name) does not comment on individual tax cases, but its usual process in revoking foundations’ tax-free status is to have the district director’s office send a letter to the organization notifying it of the proposal. Mr. Hargis said he received such a letter. In such cases a foundation can opt for a conference at the district director’s office, and if rebuffed there appeal for a conference with IRS in Washington.

**Four Star shows profit**

Four Star Television has returned to a profitable operation in the first quarter of fiscal 1965, after a loss last year, Thomas J. McDermott, president, and George A. Elber, executive vice president, told stockholders in an interim report.

For the 13 weeks ended Sept. 26, 1964:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per</td>
<td>$0.15</td>
<td>$0.33</td>
</tr>
<tr>
<td>share</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gross income</td>
<td>$4,341,389</td>
<td></td>
</tr>
<tr>
<td>Net income before taxes</td>
<td>182,437</td>
<td></td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>98,437</td>
<td></td>
</tr>
<tr>
<td>Total shares outstanding</td>
<td>665,000</td>
<td></td>
</tr>
<tr>
<td>Comparable figures for last year are not available as the company has not previously reported on a quarterly basis.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Collins reports profit**

Collins Radio Co., Cedar Rapids, Iowa, last week reported a profit of $780,000 on sales of $63 million for the three-month period ended Oct. 30, off slightly from the same period last year. Per share profit of 35 cents, however, was described as representing a rate nearly double that of the last half of the firm’s fiscal 1964.

**GT&E hits high**

General Telephone & Electronics Corp., parent company of Sylvania Electric Products Inc., has reported higher revenues, sales and net income for the third quarter and first nine months of 1964 than in those periods in any other year.

Nine months ended Sept. 30:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per</td>
<td>$1.12</td>
<td>$0.93</td>
</tr>
<tr>
<td>share</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Consolidated revenues</td>
<td>$1,283,735,000</td>
<td>$1,111,264,000</td>
</tr>
<tr>
<td>and net sales</td>
<td>1,283,735,000</td>
<td>1,111,264,000</td>
</tr>
<tr>
<td>Consolidated net income</td>
<td>97,539,000</td>
<td>79,584,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>88,675,000</td>
<td>85,691,000</td>
</tr>
</tbody>
</table>
Cox buy of WIIC (TV) approved

$20.5 million price is highest paid for single TV station; may hasten action on part of FCC to come up with new rules on multiple-ownership

The FCC last week approved the Cox Broadcasting Corp. purchase of WIIC(TV) Pittsburgh in a sale that sets another record for bigness—the $20.5 million Cox will pay is the most ever paid for a single television station in the U.S.

Commission approval—on a 4-2 vote—was given despite continuing expressions of concern by commissioners about the trend to bigness on the part of licensee corporations. Acquisition of Pittsburgh's channel 11 station gives Cox its fifth VHF station—the maximum number allowed by commission rules.


The WIIC sale tops by some $8 million the previous high paid for a television station—the $12.36 million that Cox itself paid for KTVU(TV) Oakland-San Francisco last year. In 1962 however, the Hearst Corp. paid $10.6 million for the remaining 50% interest in WTAE(TV) Pittsburgh.

Bartley's Dissent • Commissioner Bartley wrote a dissenting statement reaffirming his view that the commission should not approve station sales unless it determines that improved service to the public will result. He said he could not make that judgment regarding the Pittsburgh sale without a hearing.

Commissioner Cox didn't issue a statement. But he is known to be wary of approving sales to large multiple owners simply because the rules permit it and he has expressed the view that unless the commission acts, no policy prevents it. A relative handful of multiple owners will own all the VHF stations in the major markets.

Chairman Henry and Commissioner Loevinger are also understood to have expressed similar concern. But they are said to feel the commission cannot alter the practice it has followed without a change in its rules.

The staff recommended approval of the sale on the basis of the practice the commission has followed. It noted the commission approved the sale by Transcontinent Television Corp. of 11 radio and television stations to three multiple owners, Taft Broadcasting Co., Midwest Television Inc. and Time-Life Broadcasting Inc., for $38.5 million (Broadcasting, Feb. 24), the largest transfer of broadcast properties in history. The staff also cited the acquisition by Capital Cities Broadcasting Corp. of five stations from Goodwill Stations Inc. for $15,141,330 (Broadcasting, Aug. 3).

But one outcome of the action last week appears to be increased pressure on the staff to complete a proposed revision of the multiple-ownership rules. One source said the staff may come up with a proposal in "two or three weeks."

Pressure on Staff • The staff for months has been working on a revision of the rules which now limit licensees to seven AM's, seven FM's, and seven TV's, provided no more than five of the TV's are VHF's. And two months ago it provided a draft proposal to alter the basis for ownership limits from number of stations owned to the size of the population served—not only by a licensee's stations but by the newspapers in which the broadcaster owns interests. (Broadcasting, Sept. 21). In many cases, licensees would not be permitted to own as many stations as at present.

WIIC, which went on the air in 1957, represents a valuable addition to the Cox properties. It is one of three stations (all VHF) in Pittsburgh, which...

Radio station staffs getting larger: TV employment keeps steady

The size of fulltime radio station staffs has grown during the past year. According to a nationwide survey for the 1965 Broadcasting Yearbook which will be published in December, 52.2% of radio stations relying have fulltime staffs of 10 or less persons. In the survey for the 1964 Yearbook, 65% of radio stations had staffs of 10 or less.

Employment at television stations remained relatively steady. This year's survey shows that 28.6% of TV stations have staffs of 25 or less, compared with last year's 27.7%.

TV stations with 101 or more employees: this year—13.8% last year 12.1%.

In the table, groupings of fulltime staffs have been made. The figures in parentheses are cumulative to that point.

<table>
<thead>
<tr>
<th>Number of employees</th>
<th>TV stations</th>
<th>Radio stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 5</td>
<td>16.6%</td>
<td>13.9%</td>
</tr>
<tr>
<td>6-10</td>
<td>5.0% (6.6)</td>
<td>38.3% (62.2)</td>
</tr>
<tr>
<td>11-15</td>
<td>5.0% (11.6)</td>
<td>22.4% (74.6)</td>
</tr>
<tr>
<td>16-20</td>
<td>7.7% (19.3)</td>
<td>10.7% (85.3)</td>
</tr>
<tr>
<td>21-25</td>
<td>9.3% (28.0)</td>
<td>5.8% (91.1)</td>
</tr>
<tr>
<td>26-30</td>
<td>6.9% (35.5)</td>
<td>2.2% (93.3)</td>
</tr>
<tr>
<td>31-35</td>
<td>4.6% (40.1)</td>
<td>1.5% (94.8)</td>
</tr>
<tr>
<td>36-40</td>
<td>4.6% (44.7)</td>
<td>1.0% (95.8)</td>
</tr>
<tr>
<td>41-45</td>
<td>8.0% (52.7)</td>
<td>0.5% (96.3)</td>
</tr>
<tr>
<td>46-50</td>
<td>5.9% (56.6)</td>
<td>0.7% (97.0)</td>
</tr>
<tr>
<td>51-55</td>
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<td>0.6% (97.9)</td>
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<td>96-100</td>
<td>1.3% (86.2)</td>
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A plea for broadcasters to join in a sort of Peace Corps in reverse was one of the highlights of the final 1964 regional conference of the National Association of Broadcasters, Nov. 16-17, in Richmond, Va. The sharp verbal conflicts between proponents and opponents of community antenna television and pay TV that had begun with the first of the regional meetings also continued in Richmond.

Jack W. Lee—general manager of WAZA-AM-TV Huntington, W. Va., vice president of Capital Cities Broadcasting and planning board for designation of an in-state radio or television operation and its appropriate counterpart in a foreign country,” Mr. Lee said. The end results of such a program, he contended, would be to strengthen the prospects of free broadcasting abroad and to promote world understanding. He said “this is no easy goal. We offer no commodities, no equipment, no handouts, no lend-lease to our fellow broadcaster across the water. Skill, knowledge and know-how are what we offer.”

NAB Help • Mr. Lee said “our State
Hartford operations put RKO's pay potential and NAB's position. "He said it is not for the government to determine what is broadcast and said "when it is attempted, it is they, not us, who should be made to feel guilty, for it is they who are tampering with our freedom."

Pinto's Points - Leading off the discussion of CATV and pay TV, John H. Pinto, vice president of RKO General Phonevision Co., New York, a division of RKO that owns an experimental pay-TV operation in Hartford, Conn., said theater owners "terrorized" California voters in winning the abolition of pay TV in that state.

"Mr. Pinto spoke on "purpose, potential and position—our purpose, your potential and NAB's position." He said RKO's pay-TV experiment was to help put its money to work and said that Hartford operations have proven that pay TV won't cripple free broadcasters. Pay TV, he said, will bring people "back to the box" as a supplement to free television and will compete primarily with entertainment outside the home, such as theaters.

Sports programming, Mr. Pinto said, may go to pay TV by default if the price competition continues to escalate. He cited the network bidding for National Football League rights in particular. He doesn't believe pay TV will ever take commercials because the "extra small dividend" wouldn't be worth the sales resistance it would engender.

As to "your potential," Mr. Pinto told the assembled broadcasters that they should get into pay TV. Even those who stay out of the field will benefit from a "new vigor" in the industry, he said, and some broadcasters may want to get in "partially"—through selling time to a pay-TV operation or running a television station as half pay and half free.

"Disgraceful" NAB - In "this vital test case" concerning the California pay-TV vote, Mr. Pinto said, the NAB's position was "disgraceful." The NAB had been protecting the right of free enterprise, he said, but instead it found it easier to hold onto the old rather than to accept the new. "When people understand it pay TV, they want it," Mr. Pinto said, and it can benefit the public and industry alike.

M. William Adler, a CATV operator and consultant who was the panel's CATV expert, said CATV started to meet a public need and its problems should be resolved according to the public interest.

"CATV has never been the sole or even the major factor in the closing of any TV station," Mr. Adler said. People will pay for more programs and better reception, he said in pointing at the success of CATV systems. Mr. Adler said it is now technically possible for CATV's to carry 18 television channels and 40 FM's. Their potential limit for TV channels is 35, he said.

"Broadcasters ask "Should I get into CATV?" Mr. Adler said. "Your answer must be yes. ... Come on in, fellows, the water's fine."

Wilson C. Wearn, executive vice president of Southeastern Broadcasting Corp., Greenville, S. C., said he thought Mr. Pinto is "unwittingly deceiving you." Pay TV is "inevitably the enemy of free television," Mr. Wearn said, and if it is successful it will have enormous impact on free television.

He said it is up to the public, not broadcasters, to decide the fate of pay TV, and the public has already spoken "emphatically" in California. That vote actually was unfortunate, he said, because Subscription Television Inc. would have broke anyway. But if the public wants pay TV, he said, broadcasters have to get into the field.

Problem or Opportunity - Turning to CATV, Mr. Wearn said "it's up to us whether we see it as a problem or an opportunity." He said he backed the NAB's Future of Television in

our responsibility to each client goes beyond that of merely informing

Blackburn feels that the would-be buyer or seller should arm himself with more than just facts. Equally as important: the protection of a broker with an unquestioned reputation for reliability. Blackburn's good name is worth more than any single commission.

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• announcr • the following sale of station interests was reported last week subject to FCC approval:

• Wsar Fall River, Mass.: Sold by K&M, whose principal owner is Frank Miller Jr., owns the Fall River Herald News and Schenectady (N. Y.) Union Star. Mr. Knight's other stations are Wfmt Fitchburg, and Wsrs(fm) Worcester, both Massachusetts; Whab-am-fm Portsmouth, Wtsv-am-FM Claremont and Wtsw-am-fm Manchester, all New Hampshire. Wsar, founded in 1921, is a 5 kw fulltimer on 1480 kc. Broker: Blackburn & Co.

• APPROVED - The following transfers of station interests were among those approved by the FCC last week (For THE RECORD, page 83):

• Wicc(tv) Pittsburgh: Sold by the P-G Publishing Co. and the H. Kenneth Brennen family to Cox Broadcasting Corp. for $20.5 million (see page

BROADCASTING, November 23, 1964
America Committee in advocating government regulation of CATV. Some broadcasters have the "foolish attitude" that CATV should be regulated because it can hurt broadcasting, Mr. Wein said, but the only valid reason for regulation is to protect the public interest.

G. Richard Shafto, president of Broadcasting Co. of the South, Columbus, S. C., and a member of the Future of Television in America Committee, stated the committee's views of CATV. He said the opinions of the committee, which started with one member in CATV and now has four, are gradually changing.

Mr. Shafto said he has noticed a more tolerant attitude toward pay TV and CATV by the NAB's board of directors and staff as well. During the past year, he said, the committee has concentrated on CATV, and he mentioned the committee's belief that CATV should be federally regulated. He reiterated his attack on the NAB's Fisher report on CATV's impact on television stations that he made at the regional meeting in Detroit (BROADCASTING, Nov. 16). CATV's shouldn't be allowed to originate programs other than time and weather, he said, although the committee expects "tremendous" resistance from the National Community Television Association on that point.

Douglas A. Anello, NAB general counsel, called Mr. Adler's presentation "cynical," referring to the 35-channel potential of CATV. Local stations are necessary, Mr. Anello said, arguing against a "satellite system" across the country. People are not solely interested in entertainment but also in "expression." He called for an "overall look-sea" to discover how wired and wireless service can "melt together"—and the premise of the inquiry should be, he said, that CATV can indulge in no program origination.

Lee and CATV - FCC Commissioner Robert E. Lee, the conference's last speaker, outlined a "damn the torpedoes, full speed ahead" attitude toward regulation of CATV. He called CATV "the most pressing problem" now before the commission. After much thought, Mr. Lee said, he has "concluded" that he is willing to "take the giant step of assuming jurisdiction over CATV—both wired and over-the-air." The courts will decide if he is wrong, he said.

Too often the FCC doesn't act promptly, and on CATV the commission must act soon. "Some firm decisions, even if they don't please all of you, are better than the indecisions that have been a part of our history," Mr. Lee said.

He expressed the opinion that the FCC has the legal right to assume jurisdiction over CATV, but admitted that Congress might accuse the commission of usurping its authority. He said he has no objection to legislation "if we can get it quickly," but advanced the opinion that Congress is traditionally far from swift.

Mr. Lee said broadcasters should be encouraged by the FCC to get into CATV and said the commission should not be concerned with broadcast ownership of CATV, even in the same community. He told the assemblage that his thoughts on CATV were tentative and subject to revision. "Don't hold me to it," he said.

Mr. Lee also revealed that the reapplication of 14 AM stations are currently being challenged by competing filings at the FCC (CLOSED CIRCUIT, Nov. 16) and warned the broadcasters to "keep this in mind" while running their own stations.

Whittle Down Campaign Time - At the opening session of the conference, Ben Strouse, WWDC-AM-FM Washington, proposed a resolution asking the board of directors of the NAB to study the past presidential campaign with a view to recommending to the major political parties that they shorten their campaigns.

Although no vote was taken at the meeting, Vincent T. Wasilewski, NAB executive vice president, assured Mr. Strouse that the board would consider the proposal. Mr. Strouse argued that the present length of campaigns was established in days of slow communica-

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64).

* WADC Akron, Ohio: Sold by Allen T. Simmons and family to Harrison M. Fuerst and others for $1,350,000. Buyers also have interests in KVA San Francisco and KKEY Turlock, Calif. WADC is a 5 kw fulltimer at 1350 kc and was founded in 1925.

* KDON Salinas, Calif.: Sold by John B. Rushmer and associates to Sheldon F. Sackett for $238,334. Mr. Sackett, through other companies, also has interests in community antenna television systems in Idaho, weekly newspapers in northern California and owns Kois Coos Bay, Ore. KDON, started in 1935, is on 1460 kc with 5 kw fulltime.

* KGBC Galveston, Tex.: Sold by Lenore C. Bradner to Edgar B. Taylor, Aaron R. Schwartz, Edward J. Walsh Jr. and Pete S. Miller for $210,750 and $5,000 per year for three years for covenant not to compete. Mr. Taylor also owns KMBC-FM Alvin, Tex. KGBC is on 1540 kc with 1 kw day and 250 w night.
The big shake-up at ARB

Seiler resigns as director to form new group
after Dick is named president of ratings firm

James W. Seiler, director of the American Research Bureau, Beltsville, Md., and vice president of its parent corporation, C-E-I-R Inc., Arlington, Va., resigned his posts last Monday (Nov. 16). The move followed by hours a C-E-I-R announcement that George Dick had been appointed president of ARB (see page 10).

Also resigning from the research firm, which is one of two making national television measurements, were five members of the ARB top management team: John Landreth, general manager; James Dunn, assistant general manager; J. Ralph Crutchfield, station sales manager; Jim Rupp, manager of market reports, and Jack L. Gross, manager of the New York office.

On Tuesday, the Seiler group announced it was forming Media Measurement Inc., with Mr. Seiler as president and the other principals as vice presidents and directors. MMI, which will do "research in the media field," according to Mr. Seiler, will be based in the Washington area and have a New York office.

Mr. Seiler said that he was currently negotiating with several firms regarding a possible tie-in. These firms, he said, had computer availability and if those talks fell through, he did not foresee any difficulty in getting computer capacity from an outside firm.

MMI, he said, has some ideas, but no immediate plans for bringing new products to the market. Design and development of the product, which could be in either broadcast or print, Mr. Seiler noted, was the immediate concern. MMI would probably bring a new product out in about a year. Mr. Seiler anticipated having more details of the new firm's projects by early December.

New Horizons • The appointment of Mr. Dick by the C-E-I-R board of directors was described by C-E-I-R President Herbert W. Robinson as a move to "give the division greater autonomy and broader scope." Mr. Dick, who had been executive vice president of C-E-I-R and a member of its board, will continue on the board. Mr. Dick is now giving "100% of my time to ARB."

Mr. Dick said last week that ARB's current product manager organization concept will serve as the basis for continued growth. "There will be no delays," Mr. Dick emphasized, "in meeting ARB's production schedules, either for current television audience reports on the many new research projects planned. Radio audience measurement, for example, will proceed as planned to begin in January."

The new ARB president cited two men who would play "increasingly important roles" in ARB management: R. R. Ridgeway, director of operations "and a key ARB member for nearly a decade" and M. J. McCarthy, who has been administrative manager for the past five years. A number of key sales personnel will also assume increased responsibility, Mr. Dick said.

The resignations of Mr. Seiler and the other MMI principals was surprising to Dr. Robinson. "We are mystified," he said, "as to why they would want to leave. We were rather sad that Mr. Seiler wanted to leave." He said that new three-year contracts had been offered to the men with a "management incentive plan" linked directly to ARB profits and total C-E-I-R profits.

Mr. Dick said he "wanted these men to stay," but wouldn't speculate on why they left.

Opinions in Air • There had been reports during the summer that ARB would become an independent publically owned corporation (Broadcasting, Aug. 31). A plan of this type was favored by the Seiler group. However, under the plan announced last week ARB will be a wholly owned subsidiary of C-E-I-R and the measurement firm will have its own board of directors.

ARB was founded by Mr. Seiler in 1949 and merged with C-E-I-R in June 1961 with ARB stockholders, including Mr. Seiler, getting 62,000 shares of C-E-I-R stock. C-E-I-R was then selling over the counter at 65; last Thursday (Nov. 19), it was selling for 8.

Mr. Seiler said he still had 20,000 C-E-I-R shares of his original 30,000 and could not sell the remaining stock until June 1966, according to the provisions of the merger.

The basic three-year contract between Mr. Seiler and other principals of the
Expanding
LBJ interests

Texoma buying KLFY-TV
and Capital Cable takes
over TV Cable of Austin

President Lyndon B. Johnson's
connection with the broadcasting
industry through the family-owned
Texas Broadcasting Co. was highlighted
in two developments last week.

In one, the FCC was asked to
approve the purchase of KLFY-TV
(Column 10) Lafayette, La., by
a company in which Texas Broadcasting
has an interest (CLOSED
CIRCUIT, Oct. 12). Texoma
Broadcasting Co., the proposed
purchaser, would pay $2,559,000,
according to the application filed with
the commission.

In the other, the Austin, Tex.,
community antenna television com-
pany in which Texas Broadcasting
holds a 50% stock purchase option,
took over its only competitor,
under the terms of an agree-
ment reached in June (BROADCASTING,
June 29).

The agreement providing for the a-
quition of TV Cable of Austin Inc. by
Capital Cable of Austin Inc. ended a
dispute involving the conditions the
FCC had imposed on the use of micro-
waves. As in all such cases, the com-
mission required that TV Cable refrain from
duplicating the local station—and in one-
station Austin, that is KTBC-TV, owned
by Texas Broadcasting.

Capital Cable, which doesn't use mi-
crowave and is therefore beyond FCC
jurisdiction was free to carry programs
when it pleased. TV Cable said this
gave Capital an unfair competitive ad-
vantage and sought to have the condi-
tions removed, but without success. The
CATV's brought in the three San An-
tonio stations.

Johnson Ownership * President John-
son's wife and two daughters own
83.6% of Texas Broadcasting, but their
holdings were placed in trust soon after
the Johnson became President last year.
Nevertheless, the Johnson family con-
nection with the Austin CATV dispute
drew national attention to the con-
troversy.

The Texas Broadcasting involvement
in the KFLY-TV acquisition is through a
29% interest in KWTX Broadcasting Co.
That firm owns 80% of the proposed
purchaser, Texoma. The other 20% is
owned by M. N. Bostick, who also holds
12.47% of KWTX. The remaining own-
ership of KWTX is divided among eight
individuals.

Texas Broadcasting, whose principal

original ARB Corp. and C-E-I-R ex-
pired last June 30. Since that time, ru-
mors regarding the status of ARB had
been flowing continually.

The proposal of Mr. Seiler and the
other ARB principals for stock "at ap-
praised market value" in a publically
owned corporation with "reasonable" options,
was to have been considered by
the C-E-I-R board last Tuesday. How-
ever, the resignations preceded the con-
sideration.

Jobs There * C-E-I-R said that Mr.
Seiler and the other principals had been
offered an opportunity to stay with the
company under the new structure.
"There was no thought, when Mr. Dick
was named, of replacing anyone," ac-
cording to Ray Hannon, director of
communications for C-E-I-R. Mr. Han-
on added that, "their positions were
not only intact but reassured."

The board's action in creating the
ARB presidency. Mr. Hannon said,
did not in time, intent or fact have any
influence on any other position. It
was done to make ARB a bigger thing
and increase its stature in the eyes of
the shareholders and financial commu-
nity."

He said had Mr. Seiler remained,
the only change would have been that Mr.
Seiler would have reported to Mr. Dick
and not to C-E-I-R directly as has been
policy to now.

Mr. Seiler noted that he and the
other principals had been offered raises
and were told there would be "an at-
tempt to set up an incentive plan."
However, he said that profit-sharing had
been offered by the company last year
but nothing came of it.

Varied Feelings * He referred to a
"basic difference in philosophy" be-
tween ARB and C-E-I-R and said "we
never felt really at home with C-E-I-R,
since the companies were run on dia-
metrically opposed principles."

There are differing opinions about
ARB's worth to C-E-I-R at the time
of the 1961 merger.

C-E-I-R, in announcing Mr. Dick's
appointment, said that ARB was "in se-
rious financial difficulty when it was ac-
quired by C-E-I-R... and it is now a
multimillion dollar enterprise."

The feeling of Mr. Seiler is that C-E-
I-R was not in good financial shape
when it acquired ARB and that it has
been ARB's financial position that has
bolstered C-E-I-R.

In 1960, prior to the merger, ARB
reported sales of $3,195,000 (BROAD-
CASTING, May 29, 1961). Sales for ARB
in fiscal 1963 were $3.5 million and
in fiscal 1964, ended Sept. 30, about $5
million, according to Mr. Seiler.

C-E-I-R's gross income for fiscal 1963
was $16.6 million and for 1964 $16,-
359,955, according to the firm's an-
nual report.
properties are KTBC-AM-FM-TV, has interests in five other stations through KWXT Broadcasting. That firm, whose board of directors includes three representatives of Texas Broadcasting, owns 100% of KWXT-AM-FM Waco, 50% of KBTX-TV Bryan and 75% of KNAL Victoria, all Texas, and 80% of KXH-AM Ardmore, Okla., which is licensed to Texoma.

The Capital Cable take-over of TV Cable was consummated last week when a $600,000 down payment was made, according to George Morrell, vice president of Midwest Video Co., Capital's parent company. Mr. Morrell declined to state the total purchase price, but said it was "substantially lower" than a $1,750,000 figure quoted in a press report. Earlier accounts put the figure at $1,500,000.

Preparations for the take-over were underway for months, and two weeks ago the two CATV systems were linked.

Mr. Morrell said there was no precise count of the number of subscribers Capital had after acquiring its competitor, but he put the total "in excess of 5,000."

The purchase did not require FCC approval because no commission licenses were involved. Since the combined system was to rely on Capital's all-wire operation, there was no need for TV Cable's microwave authorizations. Consequently, these were turned back to the commission before the take-over.

1-2%—all add up in FCC book

Support of review board gives licensees hint to keep wary eye on stock

Large broadcast-licensee corporations were put on notice last week it might be well to review changes in the ownership of their stock to determine whether a transfer of control had occurred without anyone being aware, and informing the FCC.

The notice came in an FCC order affirming—by a 5-0 vote—a review board decision in the Boston channel 5 case. In that proceeding, WHDH-TV is seeking license renewal in the face of three applicants seeking new stations on the channel.

The board, acting on a petition by one of the new applicants, Boston Broadcasters Inc., added issues to the hearing to determine whether an unauthorized transfer of control of WHDH-TV had taken place and, if so, whether WHDH-TV has the character qualifications to be a licensee.

The board noted in its decision that 52 per cent of the station's parent corporation, the Boston Herald-Traveller, had changed hands since 1954, when WHDH-TV got its original grant. The board added that commission regulations specify that a transfer of control takes place when "50% or more of the stock passes out of the hands of stockholders who held stock at the time of original authorization."

Pro Forma • The commission order, which denied a WHDH-TV application for review of the board's action, was brief and gave no indication of the commission's rationale. This is customary in orders denying review.

But denial of review is generally taken to mean that the commission believes the question involved is not of great importance or that the board has merely followed established policy.

WHDH-TV in its appeal maintained that transfer of control is required only when individuals or a group having some connection among them "gains or loses affirmative or negative (50%) control."

The station added that individuals buying or selling stock in a licensee corporation in amounts to that do not involve control "cannot possibly know whether any of the shares in any given transaction might be a share which brings to 50% the amount traded over a given period. Neither can the corporation know."

WHDH-TV said the board's interpretation raises questions as to whether "a large number of commission licensees are guilty of violating" the law requiring notice of transfer of control. The station quoted stock transfer records of nine corporations over a 10-year period to show that control of each of them had changed.

Commission sources said privately last week this might be the case. But if it is, they added, it only means that licensee corporations should be more alert to any transfer of control that occurs and to report it.

The commission itself is expected to keep better track of ownership control through the use of its new computer.

FCC extends mutual fund comment deadline

The FCC last week extended for 60 days—to Jan. 22, 1965—time for filing comments on its inquiry and proposed rulemaking into ownership of publicly held broadcast companies by mutual funds and other investment houses. Reply comments in the proceeding are now due Feb. 21, 1965.

In a joint petition filed two weeks ago by 15 corporate broadcast licensees and supported last week by CBS, the group had asked that the deadline be extended for 90 days in order that comments might be prepared in a form that would be meaningful and helpful to the commission (Broadcasting; Nov. 16).

Also, the Insurance Securities Inc., in requesting a 30-day extension, said it would be impossible for the organization to prepare adequate comments by Nov. 23—the former deadline—in view of the complicated nature of the securities business and the involved information requested.

In announcing the extension last week, the commission said that the importance of the problem involved is such that there should be no undue delay in arriving at a solution, and that an extension of 60 days appears to be appropriate under the circumstances.

WDKD gets reprieve until early January

E. G. Robinson, Jr., owner of WDKO Kingstree, S. C., who failed in his latest effort to reverse the FCC's decision to revoke the station's license, has been given until Jan. 12, 1965, to cease operations.

Mr. Robinson's appeal last month
to the U.S. Supreme Court to review the case was denied (BROADCASTING, Oct. 19). That having failed, the station was allowed, by law, to operate for an additional 30 days, or until Nov. 22, before going off the air.

In announcing its decision last week, the FCC said it granted Mr. Robinson the additional time to allow for the orderly winding up of the affairs of WDED, and to provide time for any interested party to apply for the facility.

Earlier this month, Santee Broadcasting Co. and Collins Corp. of Georgia applied for the facility, and in separate petitions asked the commission to waive its rules to grant one or the other temporary operating authority when Mr. Robinson ceases operations so Kingstree will not lose the service of its only broadcast station (BROADCASTING, Nov. 2).

In its action last week, the commission waived its rules and accepted the Santee and Collins applications for the 1310 kc facility and said it would place the two applications at the top of its processing time to permit prompt consideration with such other competing applications that may be filed by Dec. 14.

Two broadcasters form CATV group

Two western broadcasters last week announced the formation of Western Slope Electronic Systems Inc., a new firm to develop community antenna TV systems in Grand Junction, Delta and Montrose, all Colorado.

The announcement was made by Rex Howell and George Hatch, each of whose broadcasting operations will own 50% of the CATV enterprise.

Mr. Howell is principal owner of KREX-AM-FM-TV Grand Junction, KJFL-TV Durango and he owns 51% of KREY-TV Montrose and 50% of KGLN Glenwood Springs, all Colorado.

Mr. Hatch is a principal in the A. L. Glansom family stations and is vice president of Community TV Inc., Salt Lake City, Utah, which owns CATV’s in the Rocky Mountain states.

**NBC-WBC have no agreement**

They deny RKO assertion that an understanding exists on network affiliation for Boston TV

NBC and Westinghouse Broadcasting Co. have denied that any understanding exists between them regarding future network affiliations for Westinghouse-owned WBZ-TV Boston.

They also asked the FCC in separate pleadings to deny a petition by RKO General Inc. and promptly grant their applications for an exchange of NBC's Philadelphia stations, WRCV-AM-TV, for WBC's KYW-AM-FM-TV Cleveland. This would undo the exchange the two parties made in 1956.

RKO has asked that action on the transfers be deferred pending a court decision on its appeal from the FCC decision in the drawn-out and increasingly complex Philadelphia channel 3 case (BROADCASTING, Nov. 9).

In asking for a delay, RKO said assurances should be obtained from the two parties that no agreement exists regarding a network affiliation for WBZ-TV, which already is affiliated with NBC.

RKO contended that testimony in the Philadelphia channel 3 hearing indicated that such an agreement does exist. RKO said that if this were the case, its chances of gaining an NBC affiliation for its stations in Boston would be harmed.

NBC, which is required by a court order to dispose of its Philadelphia stations, had originally planned to swap them for RKO's Boston stations, WNAC-AM-TV and WRKO(FM). A complicating factor in that effort was the attempt by Philco Corp. to wrest channel 3 Philadelphia from NBC. The network was seeking renewal of its license on that facility preparatory to the swap with RKO.

**Surprise Decision**

But the commission in a surprise decision renewed NBC's Philadelphia licenses on the condition that the network trade the stations for WBC's Cleveland properties (BROADCASTING, Aug. 3). The commission said the network had coerced Westinghouse into making the original swap. This contention also formed the basis of the Justice Department's antitrust action that led to the order requiring NBC to vacate Philadelphia.

RKO, in its appeal to the U.S. Court of Appeals, argued that the commission had erred since a possible Cleveland-Philadelphia swap was not an issue in the Philadelphia channel 3 case. RKO also said the decision runs counter to the law prohibiting the commission from considering any party but the one chosen by a seller in an assignment or transfer case.

In responding to the implication that an agreement exists regarding an affiliation, WBC said, "Westinghouse does not have any agreement or understanding with NBC with respect to network affiliations in Boston, other than the agreements on file with the commission."

**NBC's Assurances**

NBC disputed RKO's right to demand any assurances. But "to dissipate any erroneous inference," NBC added, it "unhesitatingly represents that Westinghouse has no such assurance from NBC."

NBC also said it would be unnecessary to delay the swap or to make approval of the applications subject to a court decision on RKO's appeal. The grant would be subject to such a decision in any event, the network said.

Westinghouse in addition challenged RKO's standing in the proceeding. WBC noted the commission held that when NBC cancelled its exchange agreement with RKO in order to enter into an agreement with WBC, NBC lost standing in the case.

NBC, WBC and the commission have not yet filed responses to RKO's court appeal.
Ford's move to NCTA imminent

Formal announcement of resignation from FCC to accept trade association presidency expected momentarily; annual salary will be $50,000

In a very short time—possibly a matter of days—FCC Commissioner Frederick W. Ford will leave the commission to become the new president of the National Community Television Association for an annual salary of $50,000 (CLOSED CIRCUIT, Nov. 2, 9, 16).

The NCTA's board of directors, meeting in Washington last week, agreed to conditions of employment previously discussed by its selection committee and a representative of the commissioner—Max D. Paglin.

The contract proposal as agreed to in principle originally offered $35,000 annually but recently was sweetened to $50,000. It is for two years and includes a renewal option.

Mr. Ford has had no direct dealings with either the selection committee or NCTA board members. Mr. Paglin, former FCC general counsel now in private communications practice in Washington, acted in behalf of the commissioner.

Must Tell LBJ • Timing of an official announcement and the exact date when Mr. Ford would leave the commission and join the NCTA were uncertain late last week. The White House and key members of the Senate and House Commerce committees were to be informed first.

However, an announcement was imminent, barring an unexpected development, and NCTA directors hoped Mr. Ford would be able to announce his resignation by Dec. 1 and assume office by Jan. 1.

The NCTA has wanted Mr. Ford for more than a year, and for a while this spring it looked as if he would be going over (BROADCASTING, April 20). He had already told Republican leaders in Congress that he wasn't interested in reappointment after his term ended June 30, but he changed his mind and accepted a seven-year appointment, at President Johnson's request.

Had he resigned, Mr. Ford would have left the President in a ticklish spot: Mrs. Johnson and their two daughters own Texas Broadcasting Co.; the President would have had to name a commissioner to the FCC—this in an election year when these broadcast interests already were a campaign issue.

Even after Mr. Ford accepted the new FCC appointment, however, the NCTA board refused to give up hope that he would eventually head the association. The presidential post has been kept open since the resignation last year of William Dalton, NCTA's first fulltime president (BROADCASTING, Aug. 26, 1963).

No Answers • The board and Mr. Ford have remained uniformly silent to all inquiries about this. Mr. Ford has refused to discuss it, as he did again last week. The board, in Washington for a two-day meeting (see page 73), offered only a chorus of "no comment."

Mr. Ford, 55 and a Republican, has been in federal service since 1939. He was FCC chairman in 1960, the period immediately following the investigations into payola, quiz-show rigging and experte contacts conducted by the House Legislative Oversight Committee.

In June, when the Senate Commerce Committee considered his nomination by President Johnson, Mr. Ford was described as "a credit to public service, a credit to the FCC, a credit to the government," by Senator John O. Pastore (D-R. 1), chairman of the communications subcommittee (BROADCASTING, June 22).

In his only public statement about why he changed his mind about leaving the FCC, Commissioner Ford told the committee that he "was flattered to have the President offer a seven-year term to me and I accepted."

The commissioner made no commitment, however, to serve out his new term.

Spoke to NCTA • Later that week Mr. Ford delivered the keynote speech before the NCTA annual convention in Philadelphia. He told the cable system operators that CATV must play an integral role if the country is to achieve its goal of a competitive, multiservice television system.

Their industry, the commissioner said, "has demonstrated that it has the capacity, desire and ability to furnish that additional service in the public interest." He also expressed concern about CATV's impact on existing television stations, especially in one-station markets. The NCTA conventioneers cheered lustily, and many indicated that they believed patience would bring its reward—Mr. Ford as president.

In addition to his $50,000 salary plus expenses, Mr. Ford will draw federal retirement compensation understood to be about $11,000 for his combined 24 years of civilian and military service. He was honorably discharged from the Air Force as a major.

It is expected he will bring with him to the association Emma Burke, his secretary since 1951.

Mr. Ford was born Sept. 17, 1909, in Bluefield, W. Va., was educated in that state and practiced law there. He began federal service in 1939 and became a second lieutenant in the Army Air Force in 1942. After the war he returned to the Office of Price Stabilization and joined the FCC general counsel's office. He was first chief of the Broadcast Bureau hearing division.

In 1953 he joined the Department of Justice Antitrust Division and in 1957 was nominated FCC commissioner by President Eisenhower from the post of assistant deputy attorney general to fill a vacancy left by George C. McNaughtey.

Policy matters occupy NCTA

Biggest is shaping of proposed legislation to authorize federal regulation of CATV

The National Community Television Association board of directors, a new president within their grasp after a 15-month quest, took stock during a two-day meeting in Washington last week (Nov. 16-17) and prepared to meet the dual challenge of growth and federal regulation.

The board expects FCC Commissioner Frederick W. Ford to become NCTA president soon (see page 72) and approved terms of his two-year contract at $50,000 annually.

The board also reviewed major policy matters facing the community-antenna-television industry. Foremost is the shaping of proposed legislation to authorize federal regulation, said Bruce Merrill, NCTA board chairman. The association has progressed from a policy of actively seeking legislation two years ago, nearing agreement with the FCC recently until it now faces new factors in the shaping of the legislation, Mr. Merrill said.

The National Association of Broadcasters, with whom the NCTA is seeking agreement on legislative proposals in conjunction with the FCC, is demanding that CATV operators be prohibited from owning stations. Mr. Merrill agreed. CATV is basically a reception service, he went on, but is not intended to forever bar itself from doing something it might possibly want to in the future.

The NCTA and the CATV industry are facing a period of rapid expansion. The association has 593 member systems and is in "healthy shape" adding members right along, Mr. Merrill said, "but we don't feel we're getting our share of the new people in the field." Upwards of 1,400 CATV systems are estimated by the association to be in operation.

To meet this challenge, and to increase services to its members, to the public and communities seeking information about CATV, the board last week approved hiring two additional staff members, one to work in information, the other in membership. More clerical help will be hired, too.

CATV Impact & AT&T • Also reviewed at the meeting were the NAB's Fisher report on the economic impact of CATV's on TV stations and a recent AT&T policy statement on CATV. The Fisher report, was filed with the FCC last month (Broadcasting, Oct. 26). Mr. Merrill commented, "I'd be very much surprised and/or disillusioned if the FCC puts much weight in it." The report purported to show a specific dollar figure could be assigned for each CATV subscriber as a loss to a local TV.

The AT&T statement "doesn't apparently affect anybody now—but it could in the future," Mr. Merrill said. Bell System telephone companies (controlled by AT&T) have begun a renewed effort to lease channels for CATV's (Broadcasting, Oct. 19). AT&T said telephone companies would cooperate with CATV firms where possible by renting pole space for cables, but to only one CATV in any community. Where more than one CATV has been authorized, the telephone companies will offer Bell's own CATV service.
FCC approves KBGO transfer of control

Despite "repeated technical violations" of its transfer of control rules and other alleged misconduct, the FCC last week waived its three-year ownership requirement and granted transfer of control of KBGO Waco, Tex., from Joyce Monroe and Horace Jackson to Charles McDonald and Frank B. Tirey Jr. KBGO has been on the air since Oct. 17, 1962.

With approval of the transfer, Messrs. McDonald and Tirey, president and board chairman, respectively, of KBGO, now own 76.52% of the outstanding stock, with the balance distributed among five other stockholders.

At the same time, however, the commission informed KBGO that it had incurred an apparent liability of $1,500 for repeated failure to observe the transfer of control rules.

In a series of informal complaints filed last year, WACO Waco, asked the FCC to deny KBGO’s transfer application, which was filed in October 1963, alleging that the station had violated a number of the FCC’s rules.

Another Foe • Last December, KWTX Broadcasting Co. (WXTX-AM-TV Waco), also requested the application be denied and a hearing be held. KWTX Broadcasting is owned 29.05% by the Texas Broadcasting Co. (KTBC-AM-TV Austin), which is 83.5% owned by President Johnson’s family.

In its decision, the FCC said that the challenged actions of KBGO, considered either separately or in combination, did not raise any public interest question of sufficient gravity to warrant a hearing or licensee revocation proceedings as requested by WACO. The commission said, however, that it was clear that KBGO repeatedly failed to observe the FCC’s transfer of control rules. The violations, the FCC stated, were technical in nature and did not constitute an attempt to misrepresent or conceal actual ownership and control, since all actions were subsequently reported.

K-Six gets VHF in Laredo, Tex.

The FCC last week granted a construction permit for a second VHF in Laredo, Tex., to K-Six Television Inc. It also dismissed a petition by Southern Operating Co. (KONS-TV Laredo) that would have designated the application for hearing.

The commission said that K-Six plans to rebroadcast a major portion of its programs from KXTV(TV) Corpus Christi, Tex., a primary CBS-TV affiliate. Southern’s major contention was that Laredo could not support another VHF. But the FCC held that Southern’s allegation was “too generally stated, speculative and not sufficiently related to the conclusions drawn.” K-Six Television is controlled by Corpus Christi Broadcasting, licensee of KSIX Corpus Christi.

FCC gets comments on CATV regulation

Interest was generated last week to ABC’s petition to the FCC asking institution of rulemaking to regulate the carrying of TV signals by community-antenna-TV systems (Broadcasting, Oct. 19).

Among those supporting the proposal, as well as favoring the adoption of a broad set of rules to regulate the operations of all CATV systems, was Springfield Television Broadcasting Corp., owner of UHF TV stations WNLI and WJLB-TV Worcester, both Massachusetts; WKEF Dayton, Ohio; and WRLF Greenfield, Mass.-Brattleboro, Vt.-Keene, N. H.

Springfield said that the problem of reaching equitable arrangements between CATV systems and the broadcast licensees is not new. The FCC’s record of not regulating CATV’s, Springfield said, is based on its findings that cable systems do not come within its jurisdiction over common carriers or within its authority to regulate broadcast facilities.

Assuming, however, that this is so, Springfield said, the Communications Act is “not so narrow and restricted” as to preclude the FCC from exercising jurisdiction over cable companies. Its purpose is to regulate “interstate and foreign commerce in communication by wire . . .” and this applies, the company said, “to all persons engaged within the U. S. in such communications.”

Also supporting ABC’s proposals were Duhamel Broadcasting Enterprises, licensee of KOTA-TV Rapid City, S. D.; and KDHU-TV Hay Springs, Neb.; Jefferson Television Co., licensee of KRCO(TV) Jefferson City and KMXO-TV Sedalia, both Missouri, and Aroostook Broadcasting Corp., licensee of WAGM-TV Presque Isle, Me.

Opposition to the ABC statement came from Mel’s TV Inc., Guerneville, Calif.; Atlantic Coast Cable Corp., Atlantic City, and Columbus TV Cable Co., Columbus, Miss.

Connecticut may set strict rates for CATV

The first round of the Connecticut Public Utilities Commission’s hearing on 22 applications for community-antenna-TV franchises approached the end last week with PUC members indicating they may be stricter on rates than many applicants had thought.

A further hearing on the direct presentations of the applications of Ducci
Sterling N.Y. CATV hearing delayed again

Sterling Information Service’s bid to offer community antenna television service to New York City was delayed again last week as the city’s board of estimate decided to hold over the Sterling petition for a Dec. 3 hearing.

The board was to have taken one of two steps, either closing the hearing pending the preparation of an actual contract under which the company would operate or authorizing temporary operation by Sterling until such a contract was ready.

While action on the Sterling proposal was again delayed—the matter had been continued originally from an Oct. 22 hearing—another petitioner, Teleprompter request, filed after Sterling’s, was also set last week for a Dec. 3 hearing date.

Five different petitions for CATV operation in New York are now wound up in the city’s municipal machinery. These include RKO General Inc., CATV Enterprises and Teleglobe Cosmotronics (Broadcasting, Nov. 16). Petitions of the last three were referred last week by the board of estimate to the city franchise bureau. These three petitions might also be put up for hearing on Dec. 3.

The board of estimate said its decision to delay the Sterling proceeding was to allow the bureau of franchises further time to study the matter.

PROGRAMING

ABC News plans several shifts

Dropping weekend, adding weekend TV news shows, searching for new format for early evening news

The ABC News television operation will undergo major changes in personnel, format and scheduling, it was revealed last week. Eventual format for its regular evening news program may involve switching between two newsmen stationed in New York and Washington after the manner of NBC-TV’s successful Huntley-Brinkley combination.

Elmer W. Lower, ABC News president, informed the board of governors of the Affiliates Advisory Board, of regrouping measures at the board’s meeting in Montego Bay, Jamaica.

The network will drop Ron Cochran as its early evening news anchorman Feb. 1, 1965. A replacement has not been named but among those mentioned is Peter Jennings, who joined ABC several months ago, from the Canadian Television Network (CTV). Mr. Jennings, 26, would conform to what one ABC News representative described as a new "accent on youth." Should the network adopt the team format, it was suggested the Washington representative might be ABC News commentator Howard K. Smith, already stationed in that city.

It was reported that no problems had arisen between Mr. Cochran and the network, but that considerable pressure had come from affiliates for a new evening news format.

At the same affiliates board meeting it was announced that the network’s late-night news strip—Bob Young and the News, (Monday-Friday 11-11:10 p.m.)—would be discontinued Jan. 1. New weekend news programming will be instituted Feb. 6: 15-minute newscasts Saturday and Sunday at 11 p.m.

Other changes announced:
- Introduction of a news syndication service for affiliates, involving closed-circuit feeds of footage to stations who desire extra news material from the network. The service will be inaugurated Feb. 1.
- Formation of a permanent election unit to be directed by Arnold Snyder. Mr. Snyder was the network’s representative on the board of managers of Network Election Service in the Nov. 3 election.

Also meeting in Montego Bay were representatives of ABC-owned television stations. They discussed possible plans for further development of shows created locally noting the ABC-TV scheduling this fall of Shindig and The Les Crane Show.
CBS-TV to drop
'Mr. Broadway'

CBS-TV's series about a public-relations man, Mr. Broadway, has been cancelled after its Dec. 26 presentation. A network spokesman said last week that a proposal to continue the program on an interim basis for at least two more segments had been turned down by the show's star, Craig Stevens.

No replacement has been named for the Saturday (9-10 p.m.) program, but one report suggested the gap would eventually be filled by For the People a new program to be produced by Herbert Brodkin. Mr. Broadway is a Talent Associates-Paramount production.

NBC-TV said last week that Procter & Gamble, current advertiser in the Bill Dana Show (Sunday 8:30-9 p.m.) will also sponsor a new western titled Branded effective Jan. 24 as the replacement show (AT Deadline, Nov. 16). The P&G agency is Leo Burnett.

N.J. court outlaws
statements to newsmen

The New Jersey Supreme Court last week outlawed statements to the news media by prosecutors, policemen and defense lawyers before and during criminal trials if the statements could possibly prejudice jurors.

The court said the lawyers could be chastised under the codes of professional ethics and policemen can be disciplined by superior officers if their statements constitute conduct unbecoming a policeman. Possible punishment for news media publicizing such statements was not dealt with in the court's decision, however.

The appeal of a murder trial prompted the ruling. The appeal cited, in part, possibly prejudicial news stories read by jurors prior to their hearing of the case. The court upheld the conviction but decided to prohibit prejudicial statements.

Hoover blames police,
not media in Dallas

There has been "extreme and unwarranted criticism of the press" in connection with Jack Ruby's killing of Lee Harvey Oswald in a Dallas police station before a television audience, J. Edgar Hoover, director of the Federal Bureau of Investigation, said last Wednesday (Nov. 18).

Mr. Hoover criticized the Dallas police for allowing reporters to be present in the basement of the Dallas jail when Oswald was being removed.

The Dallas police had been told by the FBI, he said, that the federal bureau had received a tip that Oswald's life was in jeopardy. The police were advised to move the prisoner at night and not in public view.

Oswald was shot and killed while being walked through the jail basement among a crowd of reporters and before live TV cameras.

Asked about the Dallas situation during an unusual joint interview conducted by women reporters in Washington, Mr. Hoover said, "In Dallas it got out of hand...producing some things that were unwarranted and wrong."

His comments on "unwarranted criticism" included the Warren Commission report on the assassination of President Kennedy, which itself criticized behavior of news media and police (Broadcasting, Sept. 28).

Radio series sales...

Anniversaries in Sound (Triangle): WSGO Oswego, N. Y.; WMBS Uniontown, Pa.; WSBN Nashua, N. H.; WGBL Port Washington, Wis.; WMRT Marion, Ind.; WGTG Greenville, WPLB Fayetteville, both North Carolina; WOHI East Liverpool, Ohio, and WLM Wilmingon, Del.

30 Hours of Christmas (Triangle): WBAI Wilkes-Barre, Pa. and WOHI East Liverpool, Ohio.

Window on Washington (Triangle): WGBL Port Washington, Wis.

Jimmie Fidler in Hollywood (Jimmie Fidler): WMPL Hancock, Mich.; KAY

Little Rock, Ark., and CHWO Oakville, Ont.

The First Christmas (Woroner Productions): WSGN Birmingham, WHIB Selma, WDK Dothan, WABB Mobile, all Alabama; WKHM Jackson, WPFK Battle Creek, WKFR Dearborn, all Michigan; WLEC Sandusky, Ohio; WSVI Harrisonburg, Va., and WLH Lowell, Mass.

July 4, 1776 (Woroner Productions): WKHM Jackson, WPFK Battle Creek, WKFR Dearborn, all Michigan.

Film sales...

Century I (20th Century-Fox TV): WNAC-TV Boston; WCPO-TV Cincinnati; WFGA-TV Jacksonville, Fla.; WREC-TV Memphis, and WGHP-TV High Point N. C. Now in 78 markets.

Century II (20th Century-Fox TV): WNAC-TV Boston; WCPO-TV Cincinnati; WOC-TV Davenport, Iowa; WFGA-TV Jacksonville, Fla., and WREC-TV Memphis.


Tarzan (Banner Films): WBAV-TV Green Bay, Wis. and WCIA-TV Champaign, Ill.

I Search for Adventure (Banner Films): WCIA(TV) Champaign, Ill.

Program notes...

From Mexico • Three TV stations owned by Metropolitan Broadcasting Co. will present live coverage of the inauguration of President-elect Gustavo Diaz Ordaz of Mexico on Dec. 1 (12-1 p.m. EST). The telecast, scheduled on WNED-TV New York, WTTG-TV Washington and KTTV(LA) Los Angeles, is the first time that a foreign presidential inauguration will be carried live in this country.

New flight • The Air Force Systems Command, Andrews Air Force Base, Washington, has released its latest 13-week series of Take a Giant Step five-minute radio programs describing the activities of the command on aerospace projects.

TAC adds programs • Eight half-hour documentaries have been added to the library of Television Affiliates Corp., raising the number of informational-cultural shows available to TAC subscribers to 180. Programs were obtained from WGN-TV Chicago; WMHM-TV New Haven, Conn.; WNAC-TV Boston, and WXYZ-TV Detroit.
Air safety is factor in spacing waiver

The FCC's concern over air safety tipped the scales in favor of a television station seeking a new location for its transmitter that would leave it short-spaced to a co-channel station. The commission vote was 3-2.

WAOW-TV (formerly WCWT) (ch. 9) Wausau, Wis., sought authority to increase the height of its antenna from 1,020 to 1,209 feet and to relocate its transmitter from 15 miles northeast of Wausau to four miles southwest of that community.

The proposed site, on Rib Mountain, would leave WAOW-TV 175.8 miles from a co-channel station KMSP-TV Minneapolis, while the mileage separation required by the rules is 190 miles. In addition, KMSP-TV has applied for a move in of its own, which would further reduce the separation to 168.6 miles.

However, Rib Mountain is already the tower site for Wausau's other television station, WSAU-TV (ch. 7)—and federal and Wisconsin aeronautical authorities endorsed the idea of placing both towers in one location. They said it's in keeping with their policy on tall towers.

Improved Service Cited The station in its application said the move would enable it to provide optimum coverage to the area. The station also said the new location represents the closest site to Wausau which, in accordance with aeronautical safety considerations, would permit the proposed tower height.

Chairman E. William Henry and Commissioners Rosel H. Hyde and Lee Loeb voted for the majority approving the grant. The order, which was released Nov. 13 and which denied objections to the short-spacing raised by the Association of Maximum Service Telecasters, conditioned the grant on WAOW-TV using a directionalized antenna to protect KMSP-TV.

Dissecting to the grant were Commissioners Robert T. Bartley and Kenneth A. Cox. Commissioners Frederick W. Ford and Robert E. Lee were absent.

The commission majority said that the grant would result in a "second competitive television service to areas of substantial population." But a major factor in the decision was the majority's concern over air safety.

"We believe that the air safety factors and the position of the Federal Aviation Agency and the Wisconsin Aeronautics Commission in respect thereto are entitled to great weight," the commission said.

"Air safety is a vital public interest consideration which must be weighed by the commission in any matter in which it is a factor," the majority continued. "The steady increase in authorizations of new broadcast stations and increases in tower heights of existing stations have required the commission to devote more attention to the problem of air safety, and to attempt to reduce the number of potential hazards to air navigation, where feasible."

Commission moves KFMB to 760 kc

The FCC last week gave KFMB (5 kw fulltime) San Diego, a fulltime, Class II station, permission to move to a new frequency—760 kc, the clear channel on which WJR (50 kw) Detroit has long reigned alone at night.

The channel is one of 13 that the commission has marked for duplication. But the decision to locate KFMB on the frequency with its current power is an outgrowth of the U.S.-Mexico Radio Agreement of 1961.

Mexico under the agreement preempted class I-A operation on 540 kc, the frequency now occupied by KFMB. As a result, the FCC was obliged to find a new location for the station.

The commission decided on 760 kc, amended its rules to permit an unlimited live class II station to operate on that frequency, and in October 1961, the station filed an application for the move. KFMB, licensed to Marietta Broadcasting Inc., when the proceedings began, is now licensed to Midwest Television Inc.

Goodwill Stations Inc., which owned WJR when KFMB applied for the move, had opposed the proposed frequency switch. But Capital Cities Broadcasting Corp., which acquired the Detroit station in September, dropped the opposition.

Continuing opposition was maintained by John Poole Broadcasting Co., licensee of KGIM (740 kc) Avalon, Calif. Poole, contending the move would result in interference between KFMB and KGIM (10 kw daylight) said it was entitled to a hearing on the proposal.

The commission acknowledged that 2 mv/m and 25 mv/m overlap would occur, and in approving the KFMB frequency change it waived the rules concerning overlap of that amount.

But the commission said that Poole had accepted renewal of KGIM's license on Feb. 27, 1963, with the knowledge that KFMB would be moved to 760 kc.
Mario Donna, formerly with Carson Roberts and Foote, Cone & Belding, named head of art department at Campbell-Ewald, Los Angeles, Bruce Nicolsen, with Campbell-Ewald, San Francisco, moved to creative supervisor in Los Angeles.

Robert H. Bolte, with William Esty Co., named assistant media buyer; Frances M. Flentge, with Procter & Gamble, market research analyst; John Henry Urban, with Richard K. Manoff, market research analyst, and Holland R. Melson Jr., design director with Gallery of Modern Art, art director, all for Gardner Advertising in New York. Ralph Franklin, research supervisor, promoted to associate research director in charge of marketing research section; Ralph Hartnagel, account executive, transferred to creative division as promotion supervisor on all accounts; Martin Berutti and Richard Tucker, senior analysts, promoted to marketing research supervisors, and Anthony Pozsonyi, with Clayton Davis & Associates, named art director, all in Gardner's St. Louis office.


Sherman E. Rogers, VP and creative director, Post-Keyes-Gardner, Chicago, appointed senior VP and director of all creative services of Chicago, New York and Denver offices of Buchen Advertising. Mr. Roger's headquarters will be in Chicago.


Robert W. Allen, account executive and acting eastern sales manager for CBS Radio Spot Sales, New York, named sales manager at WOR-AM-TV Boston, succeeding Gene Mitchell, named director of sales.


Frank Livermore, formerly with KLAC Los Angeles, named business manager of KTV(TV) that city. Succeeding him as business manager of KLAC is William Chapman, of WTVH(TV) Peoria, Ill. Rex Kalin becomes business manager of WTV(TV) Decatur, Ill. All stations are owned by Metropolitan Broadcasting division of Metromedia Inc.

Wilhelmus B. Bryan, advertising manager at 20 Mule Team products department of United States Borax and Chemical Corp., Los Angeles, appointed to newly created position of director of marketing services. Other appointments in department: Richard M. Miller, assistant advertising manager, advertising manager; James C. Campbell, manager of marketing research, to newly created post of director of stuff operations; Elizabeth J. Clements, with Marplan, McCann-Erickson research group, suc-

TVB chooses board


Six board members whose terms expire this fall were re-elected to two-year terms: Messrs. Tipton and Chapin, and Lawrence M. Carino, WJIB-TV Detroit; A. James Ebel, KOLN-TV Lincoln, Neb.; Mrs. Mary McKenna, Metromedia Inc., New York, and George Whitney, KFMB-TV San Diego.
ceeds Mr. Campbell as manager, and Joseph S. Santley, with ABC, appointed publicity manager.

Thomas G. Hagan, director on General Electric housewares account, and Allen Hodshire, director on Gillette account, appointed corporate senior VPs and co-directors of creative activities at Maxon Inc., New York. Appointments are effective in December when Maxon's two New York offices are consolidated.


Royce S. Burgher, merchandising and marketing manager at Swift & Co., Chicago, joins Doyle Dane Bernbach as marketing supervisor.

Raymond B. Healy, sales development manager of Ladies' Home Journal, joins Liggett & Myers Tobacco Co., New York, as media coordinator in advertising department.

Ted Stromberger, western region senior VP of Fuller & Smith & Ross, and president of Stromberg, LaVene, McKenzie, Los Angeles until its merger with FSR in 1959, has resigned effective Jan. 15.

John Ruhaak, with Biddle Co., Bloomington, Ill., joins Leo Burnett Co., Chicago, as account executive.

Joseph A. Wall, with advertising department of Allstate Insurance, White Plains, N. Y., named national advertising manager for Nationwide Insurance Co., Columbus, Ohio.

Herbert M. Reitman appointed advertising manager of The Englander Co. Inc., Chicago, subsidiary of Union Carbide Co.

Dorothy Arrigo, copy supervisor, elected VP of Kudner Agency, New York.

William B. Peavey, general sales manager of television division, New York; R. John Stella, manager of Chicago office and TV division there, and William L. Wallace, manager of Los Angeles office and over-all manager of west coast radio operations, named VPs of Adam Young Inc., station representatives.

Mike Keenan, associate media director, named manager of media operations, new position, for Fuller & Smith & Ross, New York. Malcolm Gordon, media supervisor, succeeds Mr. Keenan as associate media director. Ted Paszkiewicz, assistant media buyer, promoted to media buyer.

Leon Miles, group product manager with Shulton Inc., Clifton, N. J., joins BBDO, Chicago, as supervisor on Alberto-Culver account. Other appointments at BBDO: Craig Wiese, with Post-Keyes-Gardner, and Al Levally, with Leo Burnett, copy supervisors, and Mal Edmunds, with Burnett, commercial producer in radio-TV department.


Richard Ferrelli, creative director of Louis Baker Inc., New York, joins creative department of Street & Finney, that city, on Colgate-Palmolive account.


James J. Tommaney, research account supervisor at D'Arcy Advertising, New York, appointed director of research for C. J. LaRoche & Co., New York.


John D. Meyer, on United Delco and Florists' Telegraph Delivery Association accounts, Detroit, Robert A. Brown, San Francisco, and Dean Lierle, New York, named VP's of Campbell-Ewald. Donald Wright, account executive, named account supervisor, Detroit.

Philip Anderson, with Kudner Agency, succeeds Mr. Campbell as manager, and Joseph S. Santley, with ABC, appointed publicity manager.

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More election returns

- Senator Howard W. Cannon (D-Nev.), member of Senate Commerce Committee, re-elected by 48 votes, but recount is expected after certification of results Wednesday (Nov. 25).

- Lester L. Wolff, chairman and founder of Co-Ordinated Marketing Agency, New York advertising firm, elected to represent New York’s Third Congressional District (Nassau county), unseating Representative Steven D. Derouanian (R-N.Y.).

- Lowell Thomas Jr., TV commentator, and son of commentator, lost second try to unseat Representative Ralph J. Rivers (D-Alaska), losing by 1,750 vote margin.

- William L. Armstrong, managing director and owner of KSOO and KOCI-FM, both Denver, elected to Colorado Senate. He was elected to state House in 1962 and, before buying Denver stations in 1959, was with Storz and Balaban station groups.

- Robert Fiore, Sam Price, account executive. Wayne Knight, WAGM director of operations, named sales production coordinator for WAGM-AM-TV, newly created position.

- William Casey, Michael Chappell and Monte Ghertler, copy supervisors at Papert, Koenig, Lois, New York, elected VP’s. Robert Flore, Sam Scalii and Kurt Weilts, art directors, also elected VP’s.

- James Hoffman joins Blair Television Philadelphia, as account executive. He was formerly with Container Corp. of America, that city, servicing national accounts.


- George Ramos, formerly with WTAC Flint and WNEI-TV Bay City-Saginaw, both Michigan, joins sales staff of WJRT (TV) Flint.


- Betty McDermott, formerly director of consumer service for Western Growers Association and home service director of Southern Counties Gas Co., both Los Angeles, joins Edward J. McElroy, Los Angeles agency, as home economics advisor.

- James Creed, on sales staff of KDEF Albuquerque, N. M., named account executive for KRAK Sacramento, Calif.

- Michael Bloebaum, on copy staff, promoted to associate producer in radio-TV production department of D’Arcy Advertising, St. Louis.


- Saul Kampf, treasurer of Ritter, Sanford, Miller & Kampf Inc., New York, joins Dunwoodie Associates Inc., Garden City, N. Y., as senior VP.


- Joan Z. Baldwin, assistant sales manager and assistant manager of WFLM-FM Ft. Lauderdale, Fla., named sales representative for WFPX-FM New York.


- Jeraldine Freed, with KHOM-TV Hannibal, Mo., Quincey, Ill., named sales promotion manager of WICS-TV Springfield, Ill.


- Charles E. Reilly Jr., assistant to publisher of TV Guide, joins Young & Rubicam, New York, as assistant to Michael J. O’Neill, VP and director of corporate relations.


- James G. Mitchell, assistant business manager at KPIX-TV San Francisco, named account representative at KRON-TV that city.


THE MEDIA


Donald B. Pearce appointed assistant treasurer of National Association of Broadcasters, replacing William L. Walker, new director of NAB’s department of broadcast management (BROADCASTING, Nov. 9). Mr. Pearce was with Ernst & Ernst, national accounting firm, for more than five years. He will assist Everett E. Revercomb, NAB secretary-treasurer.

John E. Donofrio, general manager of WFFM Providence, R. I., named VP of Charles River Broadcasting and general manager of WCRW Providence.

Keith L. Mealey, chief engineer, appointed station manager of KPRR-TV Fresno, Calif., replacing Leslie H. Peard, who resigned. Stephen Weber named to succeed Mr. Mealey.

PROGRAMING

B. Donald (Bud) Grant, manager, nighttime program operations for NBC-TV New York, named manager, daytime program operations.

Robert Jameson and Wallace Dunham, on production staff of WCPO-TV Cincinnati, named production manager and chief director respectively. Vera Schulte appointed assistant to program director of WCPO-TV.
Richard Lewine resigns as producer of ABC-TV's late-night _Les Crane Show_. Daryl Duke, Canadian producer and most recently producer of _Steve Allen Show_ when latter was programed by Westinghouse Broadcasting Co., replaces Mr. Lewine. Mr. Lewine resigned because of motion picture commitment.

Kent P. Coughlin, operations supervisor for ABC-TV production services, named assistant national program director for ABC Radio, New York.

Donald S. Hillman, formerly with NBC-TV and N. W. Ayer & Son, New York, appointed VP of sales and creative development for Coastal Film Service Inc., New York.

Ron Lyons, formerly with KGWW Oakland, Calif., and KXKL San Francisco, joins KROY Sacramento, Calif., as program director.

Carter Ringlep, southwestern division manager of CBS Films and head of its Dallas office since 1953, will retire at end of year. He joined CBS in 1941 in CBS Spot Sales office, St. Louis, became general sales manager of KMOX St. Louis, and later put in charge of KMOX's all-night operations.

Alan Lansburg, producer-director of _Men in Crisis_ elected to VP of Wolper Productions, Hollywood.

Jules Weill, long associated with television and theatrical motion pictures, appointed VP of Beth Brown Enterprises in charge of West Coast office of New York-based program packager and distributor.

Bob Carlson, commercial director with Group Productions Inc., joins VPI of California Inc., Hollywood, on freelance basis.

William C. Ross, program and production manager at WTAR Norfolk, Va., named radio operations manager for WAVY Portsmouth-Norfolk, Va.

Frosty Harris, with KRLA Pasadena-Los Angeles, joins WHB Kansas City, Mo., as disk jockey.


Arthur Joel Katz, executive VP of Plautus Productions, New York, named producer of new series, _For the People_, being produced for CBS-TV and scheduled for airing later this season.

Joe Perkins, on announcing staff of WTAR-TV Norfolk, Va., since 1953,
Ampex Corp., named eastern regional professional audio and video newly created position. WABC wGH operationica, Mr. Mihalic, formerly Detroit plant manager of Radio Corp. of America, named head of manufacturing operation of Jerrold Electronics, Philadelphia, a subsidiary of Jerrold Corp.


Roy Raymond, sales engineer for professional audio and video products at Ampex Corp., named eastern regional sales manager for industrial products division of Sony Corp. of America, New York.

Frederick J. Wills Jr., manager of Raytheon Co.'s plant in Quincy, Mass., promoted to operation manager of semiconductor operation. He replaces Clyde R. Rockwood, resigned.

William F. Garmon, director of manufacturing at Interstate Electronics Corp., Anaheim, Calif., appointed to newly created post of chief manufacturing engineer at Altec Lansing Corp., Anaheim, subsidiary of Ling-Temco-Vought Inc.

Harold A. Brinkman, with KGO-TV San Francisco, joins engineering staff of KRON-TV San Francisco.

BPA chooses Vaden

H. Taylor (Bud) Vaden (c), advertising and promotion director, Triangle Stations, Philadelphia, elected president of Broadcasters Promotion Association at last week's meeting (see page 56) succeeding Clark Grant, WOOD-AM-TV Grand Rapids, Mich., who by new by-laws amendment becomes chairman of nominating committee. Casey Cohlmia (l), WPAA-AM-TV Dallas-Fort Worth, elected first VP of BPA and Judd Choler (r), KMEX-TV St. Louis, elected second VP.

FANFARE

Hank Jones, with CBS-TV's The Entertainers and Repertory Workshop, and Martin Hoade, NBC-TV producer and director of Eternal Light, The Catholic Hour and The Southern Baptist Hour, named to board of governors of New York chapter of National Academy of Television Arts and Sciences. Mr. Jones fills unexpired term of late Hank Sylvern, and Mr. Hoade, unexpired term of Herbert Sussan, Screen Gems Inc., who moved to West Coast.

ALLIED FIELDS

A. Ross MacGregor, manager and part owner of Lakehead Videon community antenna television system, Port Arthur, Ont., joins staff of Daniels & Associates, Denver, in operational and financial management.

Richard Lindheim, of CBS-TV, Eve Pohlo, of The Los Angeles Times, June Thompson, of Lockheed California Co. and Richard Racer, of ABC Radio all Los Angeles, join Audience Studies Inc., research division of Screen Gems, Los Angeles, as project directors.

John L. Thayer, director of TV production at Monroe F. Dreher Advertising, New York, moves to RTV International New York consulting firm, as director of program services.

INTERNATIONAL

Yoshinori Maeda, president of Japanese Broadcasting Corp., named first president of Asian Broadcasting Union, at group's first meeting in Sydney, Australia (Broadcasting, Nov. 16).

Burt Avedon, VP and general manager, KMEX-TV Los Angeles, UHF Spanish station, leaves position Nov. 30 to become director of European marketing for Colgate-Palmolive Co. Before joining KMEX-TV two years ago, he had been with Kenyon & Eckhardt as head of Mexico City office and later as head of Los Angeles office. Joe Rank, with John Blair & Co., station representative firm, Los Angeles, succeeds Mr. Avedon at KMEX-TV.

Eric Riel, United Press International regional executive, Los Angeles, named general manager of UPI of Canada Ltd., Montreal. He succeeds Frank Eyrl, appointed Continental European manager of UPI.

Jack Singer, network manager for ABC International Television Inc., promoted to manager of programing.

Gerry St. Denis, head of Publicite-Chanteclair Ltd., Montreal, named vice-president and director of French marketing and creative services of McConnell-Eastman Co. Ltd., Montreal agency.

Jacques Marchand joins Molson Brewery Quebec Ltd., Montreal, as advertising manager.

L. M. Nichols appointed VP of finance, and E. J. Delaney VP of sales, of CFTO-TV Toronto.

Ken Hutson named sales manager of...
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Nov. 12 through Nov. 18 and based on filings, authorizations and other actions of the FCC during that period

The following includes data on new stations, changes in existing stations, ownership changes, hearing case, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced, ant.—antenna, aur.—auroral, CATV—community antenna television, CH—critical hours, CP—consulting engineer, Cara.—carried, cert.—certificate, cw.—critical wavelength, dis.—distance, E.—east, ERP.—effective radiated power, K.—kilometer, mc.—megacycles, mod.—modulation, N.—night, Sh.—special hours, SAA.—special service authorization, STA.—special temporary authorization, tr.—transmitter, uhf.—ultra high frequency, un.—unlimited hours, vis.—visual, w.—watts, ———educational.

New TV stations

ACTIONS BY FCC

Modesto, Calif.—Redesher Broadcasting Co. Granted CP for new TV on uhf channel 18 (494-500 mc); ERP 2,100 kw vis., 1,800 kw aur. Ant. height above average terrain 1,806 feet, above ground 620 feet. P.O. address Box 338, Ceres. Estimated construction cost $112,600; first year operating cost $60,000; revenue $83,000. Studio and trans. locations both Modesto, Geographic coordinates 37° 35' 05" north latitude, 121° 40' 30" west longitude. Type tran. RCA Tvu-18, type ant. RCA Tvu-20, Legal counsel, lawyer, engineer. March 27. Principal: Al Lapin Jr., Mr. and Mrs. Jack R. Caldwell, William R. M. Caldwell, Riverside. Application filed.

Owensboro, Ky.—Regional Television Corp. UHF channel 56 (722-728 mc); ERP 3.62 kw vis., 1.58 kw aur. Ant. height above average terrain 924 feet, above ground 348 feet. P.O. address Box 338, Ceres. Estimated construction cost $112,600; first year operating cost $60,000; revenue $83,000. Studio and trans. locations both Owensboro, Geographic coordinates 38° 21' 05" north latitude, 81° 23' 30" west longitude. Type tran. RCA Tvu-18, type ant. RCA Tvu-20, Legal counsel, lawyer, engineer. March 27. Principal: Al Lapin Jr., Mr. and Mrs. Jack R. Caldwell, William R. M. Caldwell, Riverside. Application filed. 

Principal: Corpus Christi Broadcasting Inc. (96.9%); Maj. and Mrs. Van M. Kennedy (each 16.4%); Guy L. Warren (33.3%), Cecil E. Burney (4.0%); others. Mr. Kennedy has 51.87% and Mr. Burney has 25% interest in KXED, Corpus Christi, through Corp. Christi Broadcasting, Inc., licensee of KXED-TX (Corpus Christi, Tex.). Action Nov. 18.

APPLICATIONS

San Bernardino, Calif.—Marbore Broadcasting Inc. UHF channel 18 (494-500 mc); ERP 2,100 kw vis., 1,800 kw aur. Ant. height above average terrain 1,900 feet, above ground 104 feet. P.O. address 8300 Wilshire Boulevard, Beverly Hills, Calif. Estimated construction cost $465,000; first year operating cost $300,000; revenue $350,000. Studio location San Bernardino: trans. location Valley View Park. Geographic coordinates 34° 14' 03" north latitude, 117° 18' 29" west longitude. Type tran. RCA Tvu-30J, type ant. RCA Tvu-30J. Legal counsel Welch and Morgen; consulting engineer George C. Davis, Davis, Minn.; engineer. March 27. Principal: Al Lapin Jr., Mr. and Mrs. Jack R. Caldwell, William R. M. Caldwell, Riverside. Application filed.


Department of Finance, California

by his widow, Emily; son, Waldo Jr.; and daughters, Mrs. Marie Jackson and Mrs. Priscilla Straub.

Bill Thompson Jr., 38, news director of wrrva-tv Richmond, died Nov. 13 in Richmond of cancer. He joined wrrva in 1946 and was named to manage news film department when wrrva went on air in 1956. Mr. Thompson was president of UPI Broadcasters Association of Virginia at time of his death. He is survived by his widow, Jean, and son, Kenneth.

Harold A. Smith, 52, VP and assistant to president, Needham, Louis & Brorby, Chicago, died at Highland Park (III.) hospital Nov. 7 following heart attack two weeks previous. He had been with agency six years and before that for dozen years had been with NBC Chicago. He is survived by his widow, Vera, and three children.

Eldon Smith, 58, president of kket (TV) Los Angeles, died Nov. 11 of cancer at his home. Mr. Smith became president of Community Television of Southern California, licensee of non-commercial educational TV station, in April 1963, two months after his retirement as vice chairman of board of Security First National Bank of Los Angeles.

Steve Phillips, 42, died after heart attack Nov. 10 in New York. He was director of Announcer Training Studios, New York, and also was on-air TV commercial spokesman. His widow, former Moya Diane Moyeran, has been active as commercial spokeswoman. He also leaves sons Christopher and Adam Phillips.

Summer P. Ahlbum, 50, VP for public information of Radio Free Europe Fund Inc., died Nov. 13 at his home in New York after heart attack. He is survived by his widow, Joanne, and three children.

Mr. Abbot

Negotiators For The Purchase And Sale Of Radio And TV Stations

Appraisers • Financial Advisors

New York—60 East 42nd St., New York, 17, N. Y. • MU 7-4242

West Coast—1357 Jewel Ave., Pacific Grove, Calif. • 4F 5-3164

Washington—711 14th St., N.W., Washington, D. C. • DI 7-8531

EDWIN TORNBERG & COMPANY, INC.

New AM stations

ACTION BY FCC

Brooktnell, Va.—Lester L. Williams. Granted CP for new AM on 1230 kc, 250 w, unli., P.O. address Box 471, Rocky Mount, Va. Estimated construction cost $14,000; first year operating cost $2,000; revenue $2,000. President: Lester L. Williams (100%). Mr. Williams is 50% owner of WYTI Rocky Mount and WODY Bassett, both Virginia. Action Nov. 12.

APPLICATIONS

Cechran, Ga.—Blackley County Broadcasting Co. 1450 kc, 1 kw, D. P. address Box 18, Cechran. Estimate construction cost $11,937; first year operating cost $3,200; revenue $3,000. President: John Hauser, Mr. Huflet 14.5%. Mr. Huflet is 50% owner of WOHT Cechran. Action Nov. 10.

Newberry Broadcasting Co. 1450 kc, 250 w, D. P. address Box 82, Newberryville, Mich. Estimated construction cost $18,533; first year operating cost $42,000, revenue $50,000. Principal: T. B. Schrader. Mr. Schrader owns oil and gas distributing company in Carsonville. Action Nov. 12.


New FM stations

ACTION BY FCC

Brunswick, Ga.—Golden Isles Broadcasting Co. Granted CP for new FM on 106.7 mc, channel 264, 26.4 kw. Ant. height above average terrain 306 feet. P.O. address Box 877, Brunswick. Estimated construction cost $11,937; first year operating cost and revenue not given. Principals: Charles J. Thormquet (50%), John B. Greene (10%), Roy G. Fongerald (50%), Jefferson H. Heeter (10%), Robert E. Benwell (9%), Isaac M. Allen (9%), and Central Assurance Co. (30%). Golden Isles is licensed to litigants. Mr. Thormquet has 25% interest, through de- bentures, of KLEM Logans, Iowa. Action Nov. 10.


APPLICATIONS

Escondido, Calif.—Palomar Broadcasting Co. Granted CP for new FM on 107.0 mc, channel 311, 1 kw. Ant. height above average terrain minus 56.4 feet. P.O. address 316 Hale Avenue, Escondido, Cal. Estimated construction cost $11,000; first year operating cost $9,000; revenue $12,000. Principals: J. B. A. Allen, Alan B. and Nancy Skuba (both 50% jointly). Application for review of issuance is pending. Action Nov. 13.

Noblesville, Ind.—White River Radio Corp. Granted CP for new FM on 97.1 mc, channel 141, 3 kw. Ant. height above average terrain 50 feet. P.O. address Box 317, Noblesville. Estimated construction cost $34,450; first year operating cost $27,000, revenue $28,000. Principals: Roland Hansen (51%), Mrs. Charles Whitford (15.6%), Glenn A. Moller (15.6%), Walter R. Jordan (7.1%), Robert E. Albridge (2.1%) and Paul Geeke Sr. (2.1%). Mr. Hansen has 51% interest in local station. Action Nov. 13.

Spencer, Iowa—Iowa Great Lakes Broadcasting Co. 107.9 mc, channel 309, 100 kw, Ant. height above average terrain 311.5 feet. P.O. address Box 15, Spencer. Estimated construction cost $42,850; first year operating cost $15,000; revenue $20,000. Principals: Ben B. Sanders (55.4%), William K. Sanders, Charles W. Sanders and Louise C. Sanders (each 6.25%). Iowa Great Lakes is licensee of KICD Spencer. Action Nov. 10.

Olive, Illinois—Vesey Illinois-Broadcasting Co. 107.7 mc, channel 307, 1 kw, Ant. height above average terrain 33 feet. P.O. address Box 380, Dexter, Mo. Estimated construction cost $5,145; first year operating cost $10,300. Principals: Jerome B. Zimmer and Lionel D. Speidel (both 50%). Action Nov. 15. Mr. Speidel and Mr. Speidel each have 50% interest in KZJM Cape Girardeau. Mr. Zimmer has 50% interest. Mr. Speidel has 50% interest in KZIX Dexter. Action Nov. 16.

Lovington, N. M.—Lea County Broadcasting Co. 107.1 mc, channel 398A, 3 kw, Ant. height above average terrain 27 feet. P.O. address Box 877, Lovington. Estimated construction cost $14,000; first year operating cost $20,000, revenue $30,000. Principals: Iva L. Walker (1%), Edwin E. Worley (1%) and Hoyt Caldwell (1%). Mrs. Worley is also administrator of the station. Action Nov. 10. KOKZ-LOVE Lovington: 100% of KOXX Austin, and 100% of KWBA Tyrone, N. M.

Tabor City, N. C.—Tabor City Broadcasting Co. 106 mc, channel 298, 1 kw, Ant. height above average terrain 160 feet. P.O. address Tabor City. Estimated construction cost $1,000, first year operating cost $6,000, revenue $6,000. Principals: Isadore Kramer, Fred Speidel, and Mrs. Speidel (each 10.5%). Messrs. Kramer and Soles each have 50% interest in WYMB Manning, S. C. Ann. Nov. 12.

Existing FM stations

ACTION BY FCC

KRFM (FM) San Jose, Calif.—Waived Sect. 156.54(b) of rules relating to expiration of permitted facilities. Action Nov. 12.

BROADCASTING, November 23, 1964
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
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<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W. Washington 37, D. C. 296-6400</td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash. 4, D. C. Phone District 7-1205 Member APOCB</td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS RADIO &amp; TELEVISION</td>
<td>527 Munsey Bldg. Sterling 3-0111 Washington 4, D. C. Member APOCB</td>
</tr>
<tr>
<td>COMMERCIAL RADIO EQUIPMENT CO.</td>
<td></td>
<td>Everett L. Dillard, Gen. Mgr. Edward F. Loretz, Chief Engr. INTERNATIONAL BLDG. DI 7-1319 WASHINGTON 4, D. C. Member APOCB</td>
</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>CONSULTING ENGINEERS</td>
<td>1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. Member APOCB</td>
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<tr>
<td>GAUTNEY &amp; JONES</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>930 Warner Bldg. National 8-7157 Washington 4, D. C. Member APOCB</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td></td>
<td>1302 18th St., N.W. Hudson 3-9000 WASHINGTON 4, D. C. Member APOCB</td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>INFOWD POST OFFICE DALLAS 9, TEXAS MEleone 1-8300 Member APOCB</td>
</tr>
<tr>
<td>Lohnes &amp; Culver</td>
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<td>Munsey Building District 7-8215 Washington 4, D. C. Member APOCB</td>
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<tr>
<td>GEO. P. ADAIR ENG. CO.</td>
<td>CONSULTING ENGINEERS Radio-Television Communications-Electronics</td>
<td>901 20th St., N.W. Washington, D. C. Federal 3-1116 Member APOCB</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS Associate</td>
<td>George M. Sklom 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) Member APOCB</td>
</tr>
<tr>
<td>SILLIMAN, MOFFET &amp; KOWALSKI</td>
<td></td>
<td>1405 G St., N.W. Republic 7-6646 Washington 1, D. C. Member APOCB</td>
</tr>
<tr>
<td>JULES COHEN &amp; ASSOCIATES</td>
<td></td>
<td>9th Floor, Securities Bldg. 729 15th St., N.W. 393-4016 Washington 5, D. C. Member APOCB</td>
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<tr>
<td>HAMMETT &amp; EDISON</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>Box 68, International Airport San Francisco 28, California Diamond 2-5208 Member APOCB</td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td></td>
<td>9208 Wyoming Pl. Hiland 4-7010 KANSAS CITY 14, MISSOURI</td>
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<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>8200 Snowville Road Cleveland 41, Ohio Phone: 216-516-4386 Member APOCB</td>
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<tr>
<td>WILLIAM B. CARR</td>
<td>Consulting Engineer</td>
<td>AM-FM-TV Microwave P. O. Box 13287 Fort Worth 18, Texas Butler 1-1551</td>
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<tr>
<td>MERL SAXON</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>622 Hoskins Street Lufkin, Texas Neptune 4-2424 Neptune 4-9558</td>
</tr>
<tr>
<td>RAYMOND E. ROHRER &amp; Associates</td>
<td>Consulting Radio Engineers</td>
<td>436 Wyatt Bldg. Washington 5, D. C. Phone: 347-9061 Member APOCB</td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>Box 220 Coldwater, Michigan Phone: BRoadway 8-6733</td>
</tr>
<tr>
<td>JOHN H. MULLANEY and Associates</td>
<td></td>
<td>A Division of Multronics, Inc. Multronics Building 5712 Frederick Ave. Rockville, Md. (a suburb of Washington) Phone: 301 457-4666 Member APOCB</td>
</tr>
<tr>
<td>OSCAR LEON CUELLAR</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>AM-FM-TV 250 W. Santa Maria, P.O. Box 11276 Phone (Area Code 602) 294-7000 Directional Antennas Design Applications And Field Engineering Tucson, Arizona 85706 Member IEBE</td>
</tr>
<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>445 Concord Ave., Cambridge 38, Mass. Phone TRowbridge 6-2810</td>
</tr>
<tr>
<td>JAMES F. LAWRENCE, JR.</td>
<td>FM and TV Engineering Consultant</td>
<td>Applications and Construction Precision Frequency Measurements TELETRONIX ENGR. CO. 308 Monterey Rd., S. Pasadena, Cal. Phone 213-682-2792</td>
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**Service Directory**

BROADCASTING, November 23, 1964
Ownership changes

**ACTIONS BY FCC**


**KLYM-FM-TV Denver and KOA-TV Pueblo, Colo.** — Granted acquisition of positive control of licensee corporation, Metropolitan Television Co., from Bob Hope (85.5%), Martin Gang (2.5%), Violet Gang (1.5%), James L. Spower (10.1%) and Norman R. Tyre (1.8%) to William Grant (15%), Hendrie Investment Co. (34.7%), Thomas F. Campbell (8.5%), Arnold M. Gurley Jr. (6.5%), Orting Newton Jr. (7.6%) and others. Consideration $8,194,880. Action Nov. 12.

**WQMG-FM** Greensboro, N.C. — Granted transfer of control of licensee corporation, Multimedia Broadcasting Co. (97.5%), to Lee J. Hill (50.1% before, 95.5% after) through sole of stock by corporation to Ralph L. Price (49.4%) and D. L. Pennington (1.5%) for consideration $25,000. Mr. Price is 96% owner of Multimedia Broadcasting and 69% of Greensboro along with other non-broadcast holdings. Action Nov. 13.

**WADC Akron, Ohio** — Granted assignment of license from Allen T. Simmons Inc., owned by Allen T. Simmons (166%), and Nina Simmons for Martin (82.5%), Stanley M. Fisher (19%), and Arnold Katinovsky (5%), Joseph Adams (3.7%) and others. Consideration $1,300,000. Mr. Simmons had 6% interest in KVQ Colorado Springs, Colo., and 31.33% interest in KCEY Turlock, Calif., which he sold in 1959. Mr. Katinovsky has 10% interest in KVQ San Francisco. Action Nov. 13.

**KOKL Omak, Wash.** — Granted assignment of license from Omak Broadcasting Corp., owned by Time Publishing Co., which is owned by Robert B. Wilkins (27.7%) and Southwestern Operating Co., owned by Robert F. Wilkins (15%), to Fred J. Wilkins (27.7%) and Robert Wilkins (15%) for consideration $45,000. Mr. Wilkins is manager of Omak- Thompson Publishing Corp., which owns two newspapers. Action Nov. 13.

**WCHS West Chester, Pa.** — Granted assignment of license from Greater Westchester Broadcasting Co., owned by K. Theodore Maliec and Charles Mead (60%) and the Ortho TV Co. (40%), to the Ortho TV Co. (100%) and Robert H. Riddle (90%) for consideration $86,000. Mr. Riddle is manager of Delaware Television, which operates WZTV-TV in Petersburg. Action Nov. 13.

**KMPF-FM** Dallas — Granted assignment of license and SCA from W. B. Carver to Century Broadcasting Corp., owned by Howard Grafton (27.4%), George A. Collins (37.4%), George A. Rafel (27.4%), Anthony C. Ehit (9%) and others. Consideration $5,000. Century Broadcasting is seeking assignment of license of KMPF-FM Crestwood, Mo. Mr. Grafton is central division manager for Century Broadcasting Corp., Chicago. Mr. Collins is attorney. Action Nov. 13.

**K6C Galveston, Texas.** — Granted assignment of license from Lenore C. Bradner to Harcover Broadcasters Inc., owned by Edgar B. Taylor, Aaron Robert Schwartz, Edward J. Walsh Jr. and Pete A. Miller (each 20%). Consideration $2,790 and $15,000 for covenant not to compete for three years with in 50-mile radius of Galveston. Mr. Bradner has 24% interest in Bay Area Broadcasting Co., applicant for new for in Dickinson, Tex., and has 95.6% interest in Alvin Broadcasting Co. (2.51% K6H-FM Alvin, Tex. Mr. Walsh is director of Alvin Broadcasting. Action Nov. 13.

**KRE-A-M** Tulsa, Tex. — Granted assignment of license from Forest Capital Broadcasting Co., owned by Lucille Buford (100%), Marshall H. Pengra (15%), Richard M. Kirkham (12.5%), Robert Buroff (7.5%), Gerald Buroff (7.5%), Geoffrey Buroff (7.5%), John Lenox (6.5%), and Hudson C. Collins (0.3%) to Forest Capital Communications Corp., owned by same individuals at same 20% financial consideration. Action Nov. 13.

**KFWA Merle** Texas. — Granted assignment of license from Community Broadcasting Co., owned by Keith Hode (100%), to J. J. Seagraves (66.75%), and others for no financial consideration. Action Nov. 13.

**APPLICATIONS**

**KDOT Scottsdale, Ariz.** — Seeks acquisition of positive control of licensee corporation, Scottsdale Broadcasting Co., owned by Donald L. Sweeney (75%) and Binnie L. Sweeney (25%). Sweeney Investment Co. (43%) before, 86% after) in Phoenix. Consideration $1,300,000. Mr. Sweeney also acquire 35.8% of Arizona Airlines Inc. (14% of Scottsdale) from Community Broadcasting thus making its holdings of firm 76.12%. Consideration $18,772. Ann Nov. 15.

**KHGS Tuscon, Ariz.** — Seeks transfer of control of licensee corporation, Grabet Inc., from Fred L. Vance (66% before, none after) to William G. Scott (none before, 66% after). Consideration $20,000. Mr. Scott is attorney and has no non-broadcast interests in Arizona and California. Action Nov. 9.


**KJAO Jackson, Miss.** — Seeks assignment of license from Radio Station KJAO, owned by Cloyd O. Kendrick and Hugh A. Reynolds, to Radio Station KJAO, owned by Raymond L. Kandel (30.5%) and Marlene Kandel (69.5%) for consideration $180,000. Mr. Kandel has 33.5% interest in WMRN Montgomery, W. Va. Action Nov. 12.

**KJXX Kansas City, Mo.** — Seeks assignment of license from Telesound Broadcasting Corp., owned by Nancy Lytle (54.4%), John L. Humphreys (14.7%), Newton E. Schlundt (13.1%), Robert B. Collins, William R. Green Jr. and Charles L. Gardner (each 11.3%) to Gene E. Baskin (90%) and one associate (10%). No financial consideration. Action Nov. 9.

**Knga Gallup, N.M.** — Seeks assignment of license from Radio Station KVKA, owned by T. Sydney Lathrop, to Radio Station KJHA, owned by Raymond L. Kandel (50%) and Marlene Kandel (50%) for consideration $390,000. Mr. Kandel has 33.5% interest in WMON Montgomery, W. Va. Action Nov. 12.

**KWAG Summerville, S.C.** — Seeks transfer of control of licensee corporation, Radio Station WAG, owned by Summerville Inc., to Hamilton (100% before, none after) to S. E. Felkel (95%) before, 100% after). Consideration $67,000. Ann. Nov. 9.

**KFV-AM-FM Fort Worth, Tex.** — Seeks assignment of license from Telesound Broadcasting Inc., owned by Sid W. Richardson (58.0%), Gene L. Cagle (19.5%), Perry R. Bates (9%), and others, and KJTL-AM-FM West, owned by Pyrometer Company of America Inc., (44%) and others, and KJTL-AM-FM West, owned by Mr. Richardson (58%) and Winfield (42%). Consideration $11 million. Mr. Richardson is chairman of Pyrometer Co. Mr. Wilson is vice president and director of Texas State Network, and director of TKC-AM-TX Amarillo, both Texas. Action Nov. 17.
Hearing cases

INITIAL DECISIONS

- Hearing Examiner Walter W. Guenther issued supplemental initial decision looking toward granting application of North Central Video Inc. to change operation of KXVW to 600 kc W.S., D, to 5 kw-LS, 1 kw-W, DA-2, subject to condition imposed in Feb. 30 initial decision preventing further increase in nighttime facilities pending final decision in Doc. 14469.-2. Motion to reopen and to reconsider initial decision denied. Action Nov. 18.

- Hearing Examiner Millard F. French issued initial decision looking toward granting application of Nevada Broadcasters' Fund Inc. for new TV channel on 12 channel in Boulder and vicinity, subject to condition imposed on Feb. 12. Application allowed. Action Nov. 18.


- Hearing Examiner Elizabeth S. Gold issued initial decision looking toward granting applications for new FM's in Cleveland and vicinity, subject to condition imposed on Feb. 25. Application allowed. Action Nov. 18.

- Hearing Examiner Presley C. Kincaid issued initial decision looking toward granting application for new FM's in Columbus, Ohio, subject to condition imposed on Feb. 25. Application allowed. Action Nov. 18.

DESIGNATED FOR HEARING

Southern Newspapers Inc. and Radio Hot Springs Corp., AR, so designated for consolidated hearing applications for new FM's on channel 26 (91.3 mc)--Southern AR District, for consolidated hearing applications for new FM's on channels 26 and 27 (91 and 91.5 mc) -- Southern AR District, and for consolidated hearing applications for new FM's on channel 27 (91.5 mc) -- Southern AR District. Action Nov. 18.


By order, commission designated application of Meredith for new UHF-TV station on channel 70 to serve Norfolk, Neb., by re-bringing the application for new station on channel 47 in Omaha; and (2) denied objections by People's Gas Light & Coke Co. and First National Bank of Omaha. Action Nov. 18.

By order, commission designated all applications of Ottumwa Area Translator System Inc. for new TV translators on channels 13, 24, and 32 in Ottumwa, Iowa, for consolidated hearing. Action Nov. 18.

By order, commission so designated application of Princeton for new TV translator on channel 47 to serve Lewistown, Mont., subject to condition imposed on behalf of existing station on channel 36 in Lewistown, Mont. Action Nov. 18.

By order, commission denied application by WYHTC Inc. for new TV station on channel 47 to serve Hollywood, Fla., subject to condition imposed on channel 12 in Hollywood, Fla. Action Nov. 18.

By order, commission so designated application of World of Knowledge for new TV station on channel 47 to serve San Diego, Calif., subject to condition imposed on channel 32 in San Diego, Calif. Action Nov. 18.

By order, commission denied application of KSHO-TV for extension of time to Dec. 15 to file repositioning report and application by Dec. 15 to file with the commission. Action Nov. 18.

By order, commission so designated applications of Rockland Broadcasting Inc., Teledyne Inc., and WQRN for new TV station on channel 47 to serve Medford, Mass., subject to condition imposed on channel 47 in Medford, Mass. Action Nov. 18.

By order, commission so designated application of Chauncey C. Howard for new TV station on channel 47 to serve Monticello, Iowa, subject to condition imposed on channel 32 in Monticello, Iowa. Action Nov. 18.

By order, commission so designated application of WDNZ for new TV station on channel 47 to serve Watertown, N. Y., subject to condition imposed on channel 32 in Watertown, N. Y. Action Nov. 18.

By order, commission so designated application of WMSV for new TV station on channel 47 to serve Nashville, Tenn., subject to condition imposed on channel 32 in Nashville, Tenn. Action Nov. 18.

By order, commission so designated application of Instant Communications for new TV translator on channel 47 to serve San Francisco, Calif., subject to condition imposed on channel 32 in San Francisco, Calif. Action Nov. 18.

By order, commission denied application by WLS-TV for new TV station on channel 47 to serve Chicago, subject to condition imposed on channel 72 in Chicago. Action Nov. 18.

By order, commission so designated application of WMSV for new TV station on channel 47 to serve Nashville, Tenn., subject to condition imposed on channel 32 in Nashville, Tenn. Action Nov. 18.

By order, commission so designated application of KSHO-TV for extension of time to Dec. 15 to file repositioning report and application by Dec. 15 to file with the commission. Action Nov. 18.

By order, commission denied application by Washington Times-Herald of new TV station on channel 47 to serve Washington, D. C., subject to condition imposed on channel 32 in Washington, D. C. Action Nov. 18.

By order, commission so designated application of World of Knowledge for new TV station on channel 47 to serve Hollywood, Fla., subject to condition imposed on channel 12 in Hollywood, Fla. Action Nov. 18.

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CLASSIFIED ADVERTISEMENTS
(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 20¢ per word. $2.00 minimum
- HELP WANTED 25¢ per word. $2.00 minimum
- $1.00 per inch. SITUATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENCIES advertising require display space.
- All other classifications, 30¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D. C., 20036.
- Articles, resumes or full page size ads submitted for forwarding service only. Phone when submitting copy. Phone, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly reserves liability for any responsibility for their custody or return.

RADIO—Help Wanted

Management
Immediate openings for manager-sales N.Y.S. Manager, 1st class Experienced, aggressive radio sales manager. Send resume to Box L-369, BROADCASTING.
Immediate openings for Manager-Sales in New Jersey area. Excellent opportunity. Send resume to Box L-369, BROADCASTING.
Manager-Strong on sales for New Jersey area, full time. Send resume to Box L-369, BROADCASTING.

Sales
If you can sell, if you want to make money, contact us. We need the biggest potential on the East coast Florida market today. Box L-176, BROADCASTING.
Salesman for established single market station. A chance to consider an announcer salesman who would like to concentrate on sales. This is a permanent position for someone who enjoys professional hometown radio. Immediate opening or we can wait until first of March. Good account list and good opportunity. Box L-270, BROADCASTING.

Southern California Multiple Group station needs several salesmen. Good salary plus percentage with active blue chip account. Good opportunity for advancement to management post. Box L-282, BROADCASTING.
Illinois-Iowa group needs salesman and salesman announces to manage branch studio. Send resume and photo to Box L-310, BROADCASTING.
Increased power necessitates increased territory. Contact in person or send resume, pictures, references, etc., to Commercial manager, KVON, Napa, California.

Only station in rapidly growing market of 75,000 offers tremendous opportunity to an outstanding salesman. Want a man who will become a part of our community and who has the stuff to make a good sales manager and, possibly, a general manager. Two particulars to Chuck Norman, President, WGNU, Granite City, Ill., Illinois.


Announcers

Announcers—(Cont'd)

Downstate Illinois middle-of-the-road fulltimer needed. Must have experience and polished, mature announcer with news background and writing ability. Rewards include top day, bonuses and vacation. Send call, experience and resume to Box L-177, BROADCASTING.

Country and western announcer with 1st phone license must be top professional. Well experienced in pop-country music also. Married dependable, 30-40 years old. Ready to settle in eastern community—good schools. Must have good communication skills. Station is in mid-west. Starting salary $140 or more if your experience will justify. Send full resume, complete background, credits and employment references, photo, tape. No drifter. This is a future, Box L-176, BROADCASTING.

Major market East—Top 40 personality at station that has “The Numbers.” Production ability a plus. Please send resume to Box L-280, BROADCASTING.

Experienced, versatile announcer for Pennsylvania-Sylvanian daytime. Give past experience salary expected and 7½" tape in reply. Box L-308, BROADCASTING.

Immediate opening for all around announcer for midday market. Send complete resume, photo and salary requirements to KPBM, Carlston, New Mexico.

Immediate opening for mature announcer with 1st phone. No experience. Excellent working conditions. Middle of the road music policy. 5000 watt NBC affiliate. Send photo, resume and tape to—Program Director, WBCB, 30 Goldfven Avenue, Battle Creek, Michigan.

Announcer who can write copy or copy writer who can announce. WBYB RADIO, Canton, Illinois. Good salary. Salary plus percentage with active blue chip account. Good opportunity for advancement to management post. Box L-284, BROADCASTING.

Adult format AM station needs experienced announcer, copywriter, 80,000 watt FM now under construction. $60 week to start. Must have experience in a major market. Send tape and resume to WMCN, Brunswicke.

Suburban Chicago, 1st class combo. Permanent position with growing organization. WEAW, Park Ridge, Ill., many other benefits.

Announcer, some station experience. For WELV, Elvireen, Iowa. Contact S. Lubin, WVOS, Liberty, N. Y.

Wanted—Top 46 personality for middle of the road station on Atlantic Coast. Sober—no smearers—small market send resume, and tape to WGOO, Georgetown, S. C.

Opening for staff announcer with first phone ticket. Good pay, good benefits and paid vacation. Wayne, Sussex, Delaware.

Nightmaim with good voice and production ability for quality sound station. Experience in copywriting desirable but not necessary. Work with professional staff. Send resume, tape, references and requirements. WSTP, Salisbury, North Carolina.

Maryland station needs announcer with 1st phone license immediately. Phone 301-388-3063.

Personalities and newsmen. 5 kw fulltime in 97th market expanding staff for middle road position. Excellent opportunity and good salaries for right people. Send auditions. Reply expected to Jon Holiday, WWOK, Charlotte, N. Carolina.


Announcers—(Cont'd)

Announcer for play-by-play and board shift. Must have experience in major market. Philadelphia. Good pay and opportunity in station of long standing. Box L-2100.

Open the door to announcing opportunities across the country. Write Personnel Employment Service, 4825 10th Ave. South, Minneapolis, Minn., 55417.

Make no mistake, the demand today is for announcers who can influence and motivate their audience. "Interpretive announcing," the nationally recognized copy role, voice acting, training system, available now in lecture format, $14.95. Broadcast Careers Institute, 4375 South 5th St., Minneapolis, Wisconson.

"Self-Confidence — Success or Failure!" Amazing manuscript! Positive thinking changes your life! $1.00. Hal Fisher, Consultant, 678 Medford, Patcho, New York 11772.

Technical

First Class maintenance man for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, BROADCASTING.

Immediate opening for engineer-announcer to station in Mid-South. Some experience desirable. Good salary. Send resume, particulars, to WGOO, Memphis, Tennessee.

I'm looking for a chief engineer-morning man for top AM-FM operation with veteran staff. Pay commensurate with experience. Sales opportunity. Prefer Southern family man who enjoys small-town living. Box L-294, BROADCASTING.

Have opening for engineer-announcer top East coast station. Send information to Box L-295, BROADCASTING.

Assistant chief wanted. Midwest market. Must have experience as engineer. Send resume to Box L-284, BROADCASTING.

First class engineer—Control operator. Good production opportunity. No announcements. 60 Watt station, rural area. Send resume to Box L-287, BROADCASTING.

Foreign Assignment—International consulting firm desires engineer with recognized training, practical experience radio & television in commercial or educational broadcasting to work in Eastern Africa. Teaching or training experience desirable. Send qualifications to Box L-314, BROADCASTING. (Carlton, Illinois.)

Chief engineer, that can do a creditable announcing job. 6 to midnight shift. Take complete control of transmitter, remote control. Good pay. Full time. Send resume to Box L-287, BROADCASTING.

Chief engineer needed for 500 watt station. You can work for us full time and still go to college. Since '55 our engineers have completed all their college work—some with Westinghouse, another at Oak Ridge, and current student has done well with a major U. S. industry. If you have the desires and ambition, contact us. Will forward our your training and experience to date plus references. Broadcast Engineers, Maurice K. Henry, Radio Station WMIK, Middlesboro, Kentucky.

Qualified chief engineer needed at once to maintain AM, FM & SCA equipment. Light air shift. Excellent engineer benefits and salary. Contact Manager, WNNJ—AM-FM. Newton, N. J.

Production—Programming, Others

Great opportunity for radio-TV newcomer. Top Midwestern stations need young, dedicated newsman. Radio experience, college education necessary. Box L-139, BROADCASTING.

Program director. Major market suburban. Midwest. Salary commensurate with ability. 1st class experience. Must be able to supervise and organize. Permanent position with company. Established FM and AM stations only. Box L-210, BROADCASTING.

Large Northeast market convenient to New York has opening for newswriter/reporter in 5 man newsroom. Must be creative, imaginative young man to develop abilities. Local news gathering, and writing of prime importance in this market of 1 million. Must have minimum 1 Year commercial experience. Air ability, experience to do serious reporting and commentary, special events too. Excellent salary. Only applicants submitting complete resume, aircheck, writing samples, photo and salary requirements considered. Mail replies to Box L-221, BROADCASTING.

50,000 watt clear channel radio station needs all around newswoman. Send resume and samples. Send tape, background resume, minimum salary, references etc. Experience required in air work, legwork, writing and editing. Only experienced newswoman who love news reporting. Box L-227, BROADCASTING.

A big ski country calls if you like to eat and drink and play. You are a capable announcer, can write and handle local sports programming, here's the job for you. You'll have plenty of fun while you work in the peninsula of Michigan. Please send background tape in first letter. Box L-297, BROADCASTING.

Newsman—Good opportunity for all around newsman. Send resume and samples. Must have several years experience in gathering news. Rapid advance- ment for man with administrative potential. Experience is no small time operation. We employ 50 people. Only applicants sending complete Biographical resume, aircheck, writing samples, salary requirements and photo will be considered. Box L-310, BROADCASTING.

Radio newsmen for suburban station. Minimum two years experience. Must be capable of writing and handling local news. Send resume and aircheck to WLNA, P.O. 188, Peeksskill, N.Y.

WPOP, Hartford, Connecticut. Top rated modern station. Immediate opening for experienced sales manager. Also music director or newsmen with 1st class tickets. No minimum. Send tape, resume to Jim Gearhart, P.D.

Situations Wanted—Management

Station manager-program director with ten years experience ready for general manager position. Active family man, 60 years old. Excellent references. Want to remain in East. Box L-139, BROADCASTING.

Young aggressive manager seeks position in small-medium market. Proven record: broke station from red to black in ten years; increased billing 60% in same period. Formerly chief announcer. Send good salary plus commission. Working presently available soon. Box L-174, BROADCASTING.

Currently sales manager ... same California station since 1958. 24 years radio, all phases. Age 44 married ... home owner. Desires position in small-medium market. No hurry, write Box L-209, BROADCASTING.

Manager—Cont’d

Manager of medium-size station for over 10 years. Age 28, family man, no floater, interested in solid medium. Radio experience, college education necessary. Box L-139, BROADCASTING.

Ager for programming director position in suburban market. Must be able to supervise and organize. Permanent position with large chain. Established AM and FM facilities. Box L-210, BROADCASTING.

Veteran Manager in South Carolina with proven salesmanship desires small market Southern station. Good announcer, can operate your station with small expense and show profit. Best references. Box L-302, BROADCASTING.

Nationally known, award-winning radio executive seeks stimulating, challenging job as station manager or program director. Anxio- ous to bring children up out of New York. Top experience and references long history of success. Box L-303, BROADCASTING.

Working manager 20 years experience, heavy sales, family, excellent references. Station solicit must move. $200 a wk minimum. Phone Mr. Kelly 704-256-3890 or Box L-304, BROADCASTING.

Pennsylvania Broadcast executive interested in moving to large market. Enthusiastic and willing to invest. Manager-sales manager position only. Proven record in Ohio, New York, but will answer and consider all inquiries. Eleven years sales. Box L-311, BROADCASTING.

Sales

Salesmanager 500,000 market. Sales increase 25% over last year. All phases broadcasting. Seeking management or sales management position. Prefer Group operation. Available with 2 weeks notice. Box L-73, BROADCASTING.

Sales ... Twenty years experience sales, management, announcing. Mature family man. Appreciate details. Box L-286, BROADCASTING.

Loyal, enthusiastic, trustworthy, creative, ambitious, seeker of challenge at that? Box L-273, BROADCASTING.

Announcers

Want-Jazz, commercial, Big Band sound, 1 year experience. Can do sports & news. Permanent. Box L-78, BROADCASTING.

Sports announcer—part-time—strong on play-by-play. Jersey, Conn. area only. Box L-152, BROADCASTING.

Three-in-one. Production man, jock, newsmans 3 years experience. Box L-184, BROADCASTING.

Top 40 dj, 1st phone, 4 years experience. Desires position in large major market. Box L-260, BROADCASTING.

Dj/announcer, five months experience, seeking top opportunity. Box L-294, BROADCASTING.


Announcer-first phone, 8 years experience, college, warm mature delivery, creative production. Like newsman-new-classical bias. Good background; seeks quality, good music operation in desirable ground. Box L-248, BROADCASTING.

Quality major market newsmans/announcer presently in top spot, desires move to station of similar size and ability. Box L-249, BROADCASTING.

Reliable married announcer desires adult format. Northeast station, 10 years play experience. Box L-250, BROADCASTING.

Newscaster, announcer and dj, bright personal- ity, excellent writing, and tight production. Resume, tape and photo available. Box L-261, BROADCASTING.

Announcers—(Cont’d)

7 years experience, can do top 40, news, play-by-play, even country. Station builder, married, references, college too. Looking for job with network or big market, board, director role. Let me help both of you. Box L-563, BROADCASTING.

Proven recipient—Start with presently em- ployed medium market top-40 job, add first phone, advanced experience, originality, ideas, mix thoroughly with versatility, maturity, and ambition. Then write Box L-254, BROADCASTING for most desirable results.

Top 49, degree, 1st phone, experience, family. 25. Desire move up. Possibility TV Box L-265, BROADCASTING.

Experienced announcer, dj, newscaster, 3rd class market. Married. Turn around; willing to relocate to grow. Box L-258, BROADCASTING.

Employed male ... M.A. English-radio. Experience: Commercial radio, educational radio, teaching. Desires college position. Box L-369, BROADCASTING.

Announcer, 21 married, 2 years experience in Virginia 3-station market. Desire relocation. Draft exempt. References good. Box L-266, BROADCASTING.

Top 40, ambitious young, creative deck, tight board ... some experience. Box L-274, BROADCASTING.

Vet., college grad., 3 years commercial and AFRO experience, seek enlarging, strong all phases, seeking staff position. Michigan, experience. Box L-272, BROADCASTING. West, Will travel. Available immediately. Box L-267, BROADCASTING.

Music director in major market, also can pull night shift. Need a good future. Box L-253, BROADCASTING.

Southeastern or Southern markets. Employed metropolitan market. Top references. Quality music only. Box L-280, BROADCASTING.

Young, experienced, single announcer some copy-writing, seeking position in Wis- consin station. $75. Box L-269, BROADCASTING.

Jock comedy team. Can sell, create comedy, do voices well! Box L-250, BROADCASTING.


First phone showman—10 years top markets. Relaxed style. Any format. Available Imme- diately. $150. Box L-294, BROADCASTING.


1st phone-announcer, family, vet., presently employed. $70 to 110. Box L-313, BROADCASTING.


Professionally trained staff announcer, Ne- gro, desires employment with middle of the road, West Coast station. Railroad, 975 North 35th, Milwaukee 8, Wisconsin.

Good voice, nice style, first phone. Consider area. Rex Simpson, 4017 Parkside Drive, Dallas, Texas.

All states, small station experience, 229- 4751, Fort St. Joe, Florida.

First phone, ten years experience, classical, better pops. No maintenance. Personal In- terest- BROADCASTING. Box L-259, Maryland.

Your lucky break Negro 1st phone, real swinging R&B. R&B. Call 212-51-6821.
Announcers—(Cont'd)


Third phone, broadcast endorsed, willing worker. Prefer small market. Weldon Allen, 2325 Lively Lane, Dallas, Texas.

Situations Wanted—Technical

First experienced class engineer, now working for a network affiliate. Has 6 yrs. of sales experience; interested in future. Quality board production, writing and early morning ability. Box L-193, BROADCASTING.

First phone-announcer-any area considered for good offer. Live 30'-70' TV. Arkansas experience. F. E. Box 247, BROADCASTING.

Studio engineer, second phone, maintenance and announcing. First phone. Christmas, Southwest. Box L-258, BROADCASTING.

First phone—little experience. Desires position at directional. No phone. Box L-263, BROADCASTING.

Experience with AM-FM TV-VHF operating engineer. Any area. First phone announcing. Box L-286, BROADCASTING.

First class engineer with nine years' experience on radio and TV. Desire position at present location. Installation experience includes a 5 million watt TV transmitter. College. Box L-312, BROADCASTING.


Production—Programming, Others

Free for all—resumes' concerning program and production director who is looking for Ohio or New England radio. Presently maintains free lance production agency. College and 7 years commercial radio experience. Married 1 child. Prefer pop music operation. Box L-281, BROADCASTING.

Radio engineer. Over 10 years experience seeks job in major market. College graduate. Accustomed to digging, writing and delivering the most affordable news. Box L-294, BROADCASTING.

Experienced Negro newcomer and other phoners. Will move for job. Now working large market area. Additional information on contact. Box L-308, BROADCASTING.

Woman—3rd phone with endorsement. Extensive professional experience with women's and youth programs; public relations; production and writing. Also TV commercials model; copywriter; daily half-hour radio show; at present newscaster, journalism major; author; active member N. Y. Women's Press Club. Desires News work primarily and/or any other program in small station. Box L-372, BROADCASTING.


TV local-regional sales manager wanted by 68-year-old man. Your chance to stake up to a big quality market in the center of the Piedmont crescent. Fine schools, living conditions excellent. Opportunities and good compensation. What is your record? Write: T. M. Box L-103, BROADCASTING.

Announcers

Mid-Atlantic AM-FM-TV station requires experienced, versatilie man for middle of the road AM-FM. Experience in recent TV sports shows. Strong production background helpful. You must send complete resume, tape and photo according to requirements. Box L-130, BROADCASTING.

Staff announcer for net-affiliated TV station in NY. Experience is key. Excellent opportunity for experienced man. Send complete resume and material to Box L-299, BROADCASTING.

Immediate opening—2nd man in news department. Wonderful opportunity for young man to work under the management of a top radio news chief, as well as general on camera work. Excellent compensation. Contact: Dave Allen, WSEE Telecasting, Glendale 5-7975, Erie, Pennsylvania.

Technical

Opening for a competent maintenance engineman with, studio and transmitter experience. Also need a good switcher and VTR operator. Must be able to run good board in a first class operation. Both men should have some school or technical background. Also needs a complete resume to Box L-229, BROADCASTING.

Midwest UHF has opening for engineer with first class license. Position requires operation of AM-FM-TV controls and transmission. Experience in TV or radio desired but others will be considered. Pat Finnegan, C. E., WLB-AM-FM-TV, Munife, Indiana.

Need three (3) experienced TV transmitters in a help build a three tower max. power VHF. Putting up new tower and transmitter. Only qualified stable men need apply. Call collect, East of Mississippi only, WYKE- TV, 627-7773. Ask for George Milller or Bob Snyder.

Wanted: Technically competent man with experience in FM and CCTV studio maintenance who would like to enter the educational broadcast field. New and growing CCTV installation. Opportunity to work on degree. Send resume to Department of Broadcasting, 14 Hyers Hall, University of Tennessee, Knoxville.

Production—Programming, Others

Here's opportunity for assistant director wanting quick advancement to full directorship. Qualification: 2 yrs. TV South West looking for a man with at least two or three years experience; with ability to supervise studio personnel. Invite inquiries from Southern states. Box L-113, BROADCASTING.

Central Florida television station needs experienced copywriter. Radio or TV experience. Pictures. Must resume & salary requirements, Box L-176, BROADCASTING.

Newscaster/newswriter for group-owned Michigan VHF. Edit and deliver station's evening TV news with the participation of the professional radio-TV news staff. Send resume, photos, audio tape, S.O.P. if available to Box L-243, BROADCASTING.

Producer-director—... fully experienced TV producer-director; full time position with established TV network affiliate in M.A., or work towards it preferred. Contact Otto Schlaak, Manager, WMVS, Milwaukee, Wisconsin.

Announcer-director. Modern television production center seeking top flight performer with production experience in both announcing and directing. Send complete resume, tape, picture. WSAV-TV, Savannah, Georgia.

ANNOUNCERS

TELEVISION—Situations Wanted

Management

Sales manager—San Antonio. Television—11 years. College graduate; $24,000. A high-caliber producer. Box K-183, BROADCASTING.

Announcers

Part time staff announcer, college student. Five years experience, $150 per week minimum. Box L-81, BROADCASTING.

TELEVISION—Situations Wanted

Technical

Chief Engineer, 12 years experience all phases of UHF engineering. Competent to plan, build and operate facilities economically. Management viewpoint, cost conscious. Box L-69, BROADCASTING.

Need a Chief engineer? Presently in charge of maintenance in a large metropolitan area station. 14 years experience. Box L-288, BROADCASTING.

Production—Programming, Others

Wanted: One progressive organization that can utilize 3 years' experience in film, floor switching and directing. Reply to Box L-85, BROADCASTING.

Production minded, operational 1st phone desires opportunity to gain experience. Box L-217, BROADCASTING.

Sports & newscaster—9 years TV, 4 years radio. Good writer-reporter. Box L-217, BROADCASTING.

What did Eisenhowe have to say about TV? This film pioneer developed many montage techniques that we take for granted. If you want a thoughtful director, experienced, professional, and creative, write Box L-291, BROADCASTING.

Experienced announcer-news caster-writer, college graduate, seeks AM or TV connection. Prefer Southwest. Box L-263, BROADCASTING.

Major market experience in TV and radio news. Good background and have video tapes and ratings to prove it. Presently with major VHF and seeking move in near future. Box L-363, BROADCASTING.

WANTED TO BUY—Equipment

We are interested in purchasing an R.F. Amplifier capable of carrying 4000 watts on 84 mc. Either a channel six or seven or eight or nine. We would be acceptable. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Wanted to buy, 5 kw transmitter. Send make, model, condition, asking price, etc. to WQK, Jacksonville, Florida, 32206.

Need microwave system and image orthicon camera. KPLC-TV, Box 1488, Lake Charles, Louisiana.

Equipment offers or proposals accepted for 10 kw FM station until December 7. David Eshelman, Geneva College, Beaver Falls, Penna.

Wanted GE audio Pre-amps, uni-level amp, power supply, VU panel and rack. Box L-299, Broadcasising.

Tower used self supporting 400 to 550' Blaw Knox H-21 or equal. WJWM-FM, 433 37th Avenue North, Nashville, Tennessee 37203.

Good used Automation system. Box L-301, BROADCASTING.

FOR SALE—Equipment

TV receivers, monitors, tubes, microwave, cameras, audio, Electro- find, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dish, new solid state microwave hardware, dipole, etc. $125.00 each. S.-W Electric Cable Company, WU- 222-1, Twelve-Fourth Streets, Oakland California, 532-3925.

BROADCASTING, November 23, 1964
FOR SALE

Equipment—(Cont’d)

Approximately 400 feet 1/8 inch transmission line, Cat 902, available for consideration. Box L-12, BROADCASTING.


Replace your outdated, bulky, inefficient 1 kw transmitter with our Collins 20V-2 single tube, high gain, high efficiency, 300 volt, push-pull, rectifier tube and transmitter. Complete with control, overload and rectifier tubes included. We want $10 kw. Asking $13,500, F.O.B., Denver. KFJM—Denver, 80206.


UHF television transmitter, 1 kw, channel 23 and channel 38 antennas and 1 kw 7/8 inch transmission line $12,000.00. Chapman, WCTN, Birming- ham, Alabama.

Make an offer: One Audiomation automation unit, complete with two music playback and one spot playback unit. Includes program switch, remote control, transmitter, and sufficient large reels on Mafencord. Used about six months. In perfect condition and ready to save you money. Write Box 169, Elk City, Oklahoma.

FOR SALE: RCA 44BX microphone, with stand excellent condition, just back from factory. $110.00. Box L-238, BROADCASTING.

GR model 1932-A noise & distortion meter for sale. mint condition. Need Nema-Clarke 120 or RCA WX-9 series AM-FM meter, will consider regardless of condition. Box L-241, BROADCASTING.

1 FM 3 kw transmitter, Federal RCA with Hartley circuit. Was in working condition when taken out of service 90 days ago. $500.00. Also A amp 14 inch playback tape unit $100.00 each. And 1 REL FM receiver model 100. Also 2 Ampex A-121 tape recorders $40.00 each. All as is and FOB ... Cal Goode, Manager, KZFM, Corpus Christi, Texas.


Western Electric 506-B-2 ten kilowatt transmit- ter in good operating condition, and two Collins four bay antennas tuned to 199.1 meg. Available as package, or sold separately, for best offer. Above items available on or about December 15th. Write or Wire: WRHS, 41-39 88th St., Woodside N. Y., N. Y. 11377.

BUSINESS OPPORTUNITIES

Managing partner—Radio. Seasoned radio man with 10 years experience, will buy $100,000 on terms for 10 to 50% interest in dominant money maker in Los Angeles area. Call X-48, BROADCASTING.

Investor will join with one or more radio men to buy and operate radio station. Give experience, money available, relocation possibilities. Box L-82, BROADCASTING.

Group purchasing g1 radio station in major city in the Southeast. Interested in high profit- able operation. High interest loan will be guaranteed by leading East Coast investment corporation. Box L-267, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring daily comment, introduction, and Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dopper, hooper, scoop- er, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.


Add 30% to your bill... with weekly ideas from the Brainstorm. Each issue con- tains 15 saleable ideas, $5.00 per month. Ex- clusive, Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

$200.00 quality MERCHANT JINGLES, $8.00 up. Why pay more, get less? Tailor-made for your local sponsor. Fast service, free lyric ideas. Free demo-tape! JINGKMASTER, 6000 Sunset, Hollywood, California.

New weekly comedy service strictly for dj's. Begins January 1st. None of the old jokes. 75 original jokes, di and topical lines. Send $1.00 for week's sample. FUNNY FACTORY, Box 184, Mt. Prospect, Illinois.

We can increase the audiences of some radio stations... for you. Box L-261, BROADCASTING.

INSTRUCTIONS—(Cont’d)

RCC First Class Radio Telephone License in (5) weeks—guaranteed — complete tuition $450.00. Room & board $100.00 per month begin Jan. 5 - Feb. 5 - March 16- April 20 - May 25. Call or write Radio Engineering Institute, 1336 Main Street In beautiful warm 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. Broadcast- ing Institute of America, Box 6071, New Orleans.

Help Wanted—Announcers

TOP TALENTED MAN

needed for all-night show. Great opportunity for energetic and creative personality who knows modern radio. You must have professional training and experience. Good results expected. Write:

RADIO Sales

Unusual opportunity for energetic man with prestige FM station in New England. Salary, commission, expenses and unparalleled opportunity. Must be college graduate. Write:

Box L-592, BROADCASTING

SALES MANAGER

Dynamic WARE radio in Ware, Mass-achusetts wants Sales Manager, Contact Dick Vaughan at Al Roberts, (area code 413) 967-5231.

Production—Programming, Others

RADIO-TV FARM REPORTER

Openings in Sacramento and Fresno. 1 to 3 years experience in farm radio or farm television preferred, but will consider agricultural journalism graduate or newscaster with farm background, Detail person or send detailed re- sume to:

PERSONEL DEPARTMENT

McClatchy Broadcasting Company
21st and Q Streets
Sacramento, California

By mail or phone.

Program Director—Personality

East Coast Top 15 market. We are Top 40 and Top Radio (Pulse & Hooper). This is an unusual opportunity with steady money for a creative personality who knows modern radio. You must have professional training and Production. Send tape and particulars.

Box L-279, BROADCASTING

91

BROADCASTING, November 23, 1964
IMAGINATIVE! COPY—PRODUCTION MAN NEEDED

Must be able to write motivating commercial that sells, able to create exciting and entertaining promotion, able to produce well, able to work hard in this highly competitive major market.

Box L-169, BROADCASTING

ASSISTANT PROGRAM MANAGER


Rush Resume to:

Box L-240, BROADCASTING

SALES PROMOTION MANAGER

For CBS Owned Radio Station in Top 10 Eastern market. Heavy experience in sales and audience promotion. Also general experience in research and merchandising. Skill in producing print pieces. Position requires man with ideas and expertise. Excellent five figure salary, benefits and future.

Interested and qualified men send resume and work samples to:

Box L-239, BROADCASTING

Situations Wanted—Announcers

50,000 Watt Personality

In upper bracket market desires relocation where talent, maturity and stability are needed. Currently doing traffic time show. Active in community. Have dependents. Want Radio and/or TV deal. No staff or booth. Professional 11 years. College. Experience harvest in music, interviews, audio-visual production. Knowledge all phases, including programming.

Reply:

Box L-296, BROADCASTING

To reach everyone in BROADCASTING and its allied fields,

You Can't Top A CLASSIFIED AD in

Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

TELEVISION

Help Wanted

Technical

Television/Field Broadcast Engineers

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

Production—Programming, Others

PROMOTION MANAGER

For Midwest Television station ranked in Top 50 markets. Should have experience in the job or as Assistant Promotion Manager and be strong in sales promotion. Send details and examples or work; material will be returned if desired.

Box L-275, BROADCASTING

Promotion/Publicity Director

Immediately opening for a man, age 27 to 32, to direct the promotion and publicity activities of an Ohio TV group affiliate. Job involves local station and network promotion, advertising and publicity, and sales promotion. College graduate with a minimum of three years directly related experience in television required. Starting rate to $16,000. An Equal Opportunity Employer. Send detailed resume of experience, education and salary growth to:

Box L-241, BROADCASTING

BUSINESS OPPORTUNITY

Radio Group Needs:

$5,000 to $15,000 plus financial backing for $30,000 worth of TV gear to open station with Network programming. Stock plus other security.

Box L-278, BROADCASTING

EMPLOYMENT SERVICE

CONFIDENTIAL NEGOTIATIONS

Radio & TV only. No one will know you are looking unless a firm offer is made. File with complete confidence. Office, talent, airtime, technical, management, production. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

FOR SALE—Equipment

ETV EQUIPMENT

Blonde Telecine NITI, TV console complete with 3 Vidicon cameras, monitor, audio and Chroma
d modulator. Excellent condition. Used 185 hours for demonstration. Original price $5900. Make offer. Box 66, Palmyra, Penn. or phone 717-
533-9501.

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. $775,000. Doing approximately $100,000.

FAR WEST. Doing approximately $600,000 gross. Asking one million dollars on terms.

In Hye & Associates Inc.

Television Brokers

440 East 62nd Street

New York City

TE 2-0362

FOR SALE—Stations

5,000 watt daytime—single station in fast growing small deep South market $15,000.00 down. Owners have other interests.

Box L-252, BROADCASTING

BROADCASTING, November 23, 1964
FOR SALE—Stations—(Cont'd)

Southwestern
daytime AM-FM in excellent growth market, 29% down. Principals only.
Box L-157, BROADCASTING

CONFIDENTIAL NEGOTIATIONS
For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.
Dupont Circle Building
Washington, D. C. 20036
Decatur 2-2311

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS
Negotiations Management Appraisals Financing
HOWARD S. FRAZIER, INC.
1724 Wisconsin Ave., N.W.
Washington 7, D. C.

PACIFIC NORTHWEST—5 kw showing profit since 1927—$175,000. Terms negotiable.
Charles Cowling & Associates
Confidential Station Negotiations
P. O. Box 1496, Hollywood 28, Calif.
Phone HO 2-1133

BOOMING SOUTHS PLAINS OF TEXAS
Single station market—Regional frequency—5 acres of real estate, equipment and building included. $57,000, terms or cash.
Box L-21, BROADCASTING

...continued

STATIONS FOR SALE

1. PACIFIC NORTHWEST. Full time. $150,000. Excellent terms.
2. MARYLAND. Major market. $30,000 down.
JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

BROADCASTING, November 23, 1964

...continued

ditions. Should parties continue to negotiate and come to terms different from those recommended, they should so notify board by Nov. 18. As the parties to accept board’s recommendations or to come to their own terms will nullify condition of local AM service to Saratoga Springs. Action Nov. 13.

ACTIONS ON MOTIONS
By Commission
- Commission granted petitions by Capital Cities Broadcasting Corp., et al., and Insurance Securities Inc. to extend extending time from Nov. 28 to Jan. 22. 1966, on file, to settle pending matter and receive in evidence certain supplemental exhibits; scheduled procedural dates; and hearing for Jan. 16.
- In proceeding on applications of Breckenridge, Co. and Cape Canaveral Broadcasters Inc. for new AM’s in Melbourne and Cape Canaveral, Fla., granted applicant’s joint request for continuation of Nov. 23 hearing to Jan. 25, 1965. Action Nov. 13.

2. Pursuant to motion made by Broadcast Bureau at Nov. 10 prehearing conference, continued Dec. 2 hearing to date to be specified by subsequent proceeding of application of International Panorama TV Inc. for new AM on channel 40 in Fontana, Calif. Action Nov. 10.

By Hearing Examiner Thomas H. Donahue
- On examiner’s own motion, continued Nov. 17 hearing to Dec. 17 in proceeding on applications of J. Nelson Broadcasting, Inc., and Telegraph-Herald for new FM’s in Du- quois, Illa., respectively, which pursuant to agreements reached at Nov. 9 prehearing conference in proceeding on AM application of Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., in Docket 15688, proceeded hearing dates, and hearing for Jan. 11, 1965. Action Nov. 10.

By Hearing Examiner Millard F. French
- Granted Bigbee Broadcasting Co. petition to extend time to Nov. 27 to file brief in reply to Broadcast Bureau’s opposition to petition for leave to dismiss application for new AM in Demopolis, Ala., in Doc. 14832; continued Nov. 17 hearing to date to be set by examiner’s own motion; and made certain corrections to transcript in proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc. for renewal of license of NBSO-TV Las Vegas, et al., in Docket 15006 et al. Action Nov. 10.

By Hearing Examiner Walther W. Guenther
- In view of pendency of petition by Bay Shore Broadcasting Co. to dismiss of application for new AM in Hayward, Calif., cancelled scheduled dates for further hearing. Action Nov. 12.

By Hearing Examiner Isadore A. Honig
- In proceeding on applications of Cumberland Broadcasting Corp. and People’s Broadcasting Corp., for new FM’s in Pikeville, Ky., in Doc. 14930; granted Cumberland’s petition for leave to amend application to refile sale on July 22, 1964, of entire lot 80, Pike County News, weekly newspaper published at Pikeville. Action Nov. 12.

By Hearing Examiner H. Gifford Irion
- Continued Nov. 16 prehearing conference to Nov. 20 in proceeding on applications of Pappagallo Television Corp. and Peoples Broadcasting Corp., for new TV’s on channel 49 in Columbia, S. C. Action Nov. 10.

By Hearing Examiner David I. Krausshar
- In Paterson, N. J., UHF-TV proceeding in Doc. 15089 et al., granted request by applicant to extend time to Dec. 1 to file joint petition for approval of agreement between applicant and Citizens Broadcasting Co. to convene on Dec. 15 as scheduled. Action Nov. 13.

By Hearing Examiner Forest L. McClennan
- Granted petition by Nelson Broadcasting Co. for right to amend financial projection in proceeding, and issued order of WBNR Inc. for new FM’s in Newburgh, N. Y., in Doc. 16869. Action Nov. 15.
- In proceeding on applications of Nelson Broadcasting Co. and WBNR Inc. for new FM’s in Newburgh, N. Y., denied, by Commission, request by Ra-Tel Broadcasters Inc. to quash subpoena duces tecum; and Nelson’s own motion, directed Nelson to exchange exhibits going to financial issue added Nov. 2 by Review Board, on or before Nov. 13. Action Nov. 9.

By Hearing Examiner Chester F. Naumowiz, Jr.
- In proceeding on application of TV channel 54 proceeding in Doc. 15460-1, granted broadcasting company’s request for rehearing and received in evidence certain supplemental exhibits; scheduled procedural dates; and hearing for Jan. 16.
- In proceeding on applications of Breckenridge, Co. and Cape Canaveral Broadcasters Inc. for new AM’s in Melbourne and Cape Canaveral, Fla., granted applicant’s joint request for continuation of Nov. 23 hearing to Jan. 25, 1965. Action Nov. 13.

By Hearing Examiner Sol Schildhause
- In Lorain, Ohio, TV channel 31 proceeding, granted Ohio Radio Inc. petition to extend time to be specified by certain changes in stock ownership and other necessary stockholder data. Action Nov. 10.

By Hearing Examiner Herbert Sharman
- Pursuant to request by Great Northern Broadcasting system, continued Nov. 13 hearing to Dec. 4 in proceeding on application and disposed petition by Cleveland Telecasting Corp. for leave to file petition for reconsideration of Oct. 22 action which denied petition for leave to amend application, and dismissed petition. Action Nov. 13.

- In proceeding on applications of Minnesota Radio and Television Co. and Minneapolis-Saint Paul Broadcasting Co. for point-to-point microwave radio service at WAII and WEMP, respectively, which granted applicant’s petition insofar as it requested certain procedural steps toward construction of CATV systems in Marshall and Montevideo have been undertaken: (2) reopened record for limited purpose of notifying steps toward construction of CATV systems in Marshall and Montevideo have been undertaken and amendment to application executed in accordance with Minnesota Radio and Television Co. and Minneapolis-Saint Paul Broadcasting Co.” Action Nov. 12.

By Hearing Examiner Elizabeth C. Smith
- In the Cleveland TV channel 15 proceeding in Doc. 15054-2, granted Cleveland Telecasting Corp. to file reply briefs. Action Nov. 12.

- In proceeding on applications of Midwest Broadcasting Co. to move WRKO-FM to new location in New Bedford, Mass., granted Broadcasting Bureau’s request for rehearing and request for rehearing in proceeding in Doc. 15070, 11070, 15204-1, issued memorandum under filing of objections for new location in Doc. 15071, and granted Midwest Broadcasting Co. request for leave to amend application to show re- location of Charles Morris and execution of additional subscriptions to capital stock. Proceedings were continued as shown in transcript. Action Nov. 9.

By Hearing Examiner Charles M. Tierney
- In undefined TV channel 7 proceeding in Doc. 15185-6, granted Community Broadcasting Corp. motion to extend time to Nov. 18 to file reply briefs. Action Nov. 12.


BROADCAST ACTIONS
by Broadcast Bureau
Actions of November 17
KEEZ-FM San Antonio, Tex.—Granted license to increase ERP; specify ant.-trans. and studio location.
Whitehead, Conn.—Granted mod. of license to reduce ERP to 42.7 kw, and change type ant. type.
KTVK-MTV Phoenix, Ariz.—Granted mod. of license to reduce ERP to 47.9 kw, and change type ant. type.
KJBA-TV Shreveport, La.—Granted CP to install auxiliary ant. system at main tower, and ant. location.
WBJA-TV Binghamton, N. Y.—Granted CP to replace expired permit to make changes in TV tower.
WYIC Hartford, Conn.—Granted CP to use existing tower or license to exist tower and add antenna to license for auxiliary use. CP.
KFCS(FM) Tacoma, Wash.—Granted CP to move ant.-trans. license, and ant. to new location.
KCPX-FM Buxton—Waived Sec. 73.207(a) and (b) of rules, and granted CP to change ant.-trans. license, and ant. to new location.
WMCM Memphis—Granted CP to install vertical radiation pattern.
WKRO-FM Boston—Waived Sec. 73.207(a) and (b) of rules, and granted CP to change ant.-trans. license, and ant. to new location.
WMCM Mass.—Reduced ERP to 7.9 kw; increase ant. height

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### SUMMARY OF COMMERCIAL BROADCASTING

Complied by BROADCASTING, Nov 18

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>3,975</td>
<td>60</td>
<td>4,035</td>
</tr>
<tr>
<td>FM</td>
<td>1,179</td>
<td>65</td>
<td>1,244</td>
</tr>
<tr>
<td>TV</td>
<td>549</td>
<td>38</td>
<td>587</td>
</tr>
</tbody>
</table>

### AUTHORIZED TELEVISION STATIONS

Complied by BROADCASTING, Nov 18

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>508</td>
<td>163</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>58</td>
<td>56</td>
</tr>
</tbody>
</table>

### COMMERCIAL STATION BOXSCORE

Complied by FCC, Oct 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Licensed (all on air)</td>
<td>3,948</td>
</tr>
<tr>
<td>CP's on air (new stations)</td>
<td>47</td>
</tr>
<tr>
<td>CP's not on air (new stations)</td>
<td>78</td>
</tr>
<tr>
<td>Total authorized (not in hearing)</td>
<td>4,025</td>
</tr>
<tr>
<td>Applications for new stations (in hearing)</td>
<td>176</td>
</tr>
<tr>
<td>Total applications for new stations</td>
<td>68</td>
</tr>
<tr>
<td>Applications for major changes (not in hearing)</td>
<td>244</td>
</tr>
<tr>
<td>Applications for major changes (in hearing)</td>
<td>36</td>
</tr>
<tr>
<td>Total applications for major changes</td>
<td>240</td>
</tr>
<tr>
<td>Licenses deleted</td>
<td>4</td>
</tr>
<tr>
<td>CP's deleted</td>
<td>0</td>
</tr>
</tbody>
</table>

*1 does not include seven licensed stations off air.
*2 includes three noncommercial stations operating on commercial channels.

to 810 feet: and install new trans. and new ant.

### ACTIONS OF NOVEMBER 12

Ottumwa Area Translator Ottumwa, Iowa—Allowed to Sec. 14 of FM Rules, set aside Nov. 4, action which granted CP for new VHF-TV translator on channel 33, ERP 513 kw vis. and 51.3 kw aur., and height 860 feet.

### ACTIONS OF NOVEMBER 10

KNTY-FM, Shreveport, La.—Granted CP to increase ERP to 49 kw; decrease ant. height to 265 feet; change ant.-trans. and studio location, and install new trans. and new ant.

### ACTIONS OF NOVEMBER 9

KMTV-FM, Fresno, Calif.—Granted licenses covering changes in main trans. and ant., and specify aur. ERP as 57.5 kw; and use of auxiliary ant. as second auxiliary ant. at main trans. and ant. site; condition.

### ACTIONS OF OCTOBER 1


### ACTIONS OF OCTOBER 8

KMTV-FM, Chicago.—Granted licenses covering changes for following TV's: WBBM-TV, Chicago; WGN-TV, Chicago; WLS-TV, Chicago; WTMJ-TV, Milwaukee; WBBM-AM, Chicago; WLS-AM, Chicago; WTMJ-AM, Milwaukee; WBBM-FM, Chicago; WLS-FM, Chicago; WTMJ-FM, Milwaukee; WBBM-TV, Milwaukee; WLS-TV, Milwaukee; WTMJ-TV, Milwaukee; WBBM-AM, Chicago; WLS-AM, Chicago.

### ACTIONS OF OCTOBER 7

KGO-TV, San Francisco, Calif.—Granted licenses covering changes in main trans. and ant., and specify aur. ERP as 103 kw; and reduce nighttime power in Antioch to 10 kw.

### ACTIONS OF OCTOBER 6

KFWB(FM)-TV, Los Angeles, Calif.—Approved changes in new translator station operations on channel 31, ERP 513 kw vis. and 51.3 kw aur., and height 860 feet.

### Fines


### Rulemakings

By memorandum order and notice of proposed rulemaking published June 19, 1964, the Commission commenced rulemaking on so-called “three-year rule” and granted transfers of control of the three-year rule to licensees. A new rulemaking was proposed to allow for orderly winding up of affairs of WXDQ (11), Springfield, Ill.; WBCD-TV, Broomfield, Colo.; WITF-TV, Anchorage, Alaska; and KSYT-V, Taos, N. M. for hearing. Action Nov. 12.

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By memorandum order and notice of proposed rulemaking published June 19, 1964, the Commission commenced rulemaking on so-called “three-year rule” and granted transfers of control of the three-year rule to licensees. A new rulemaking was proposed to allow for orderly winding up of affairs of WXDQ (11), Springfield, Ill.; WBCD-TV, Broomfield, Colo.; WITF-TV, Anchorage, Alaska; and KSYT-V, Taos, N. M. for hearing. Action Nov. 12.
Competition is the spice of broadcasting

Howard Lee Stalnaker—VP of Meredith WOW Inc. and gen mgr of WOW-AM-FM-TV Omaha; b. June 6, 1919, Des Moines, Iowa; Drake U., Des Moines, 1937-40, BA Drake, 1946; U. S. Navy, 1940-45; company pilot and member of methods department staff, Meredith Publishing Co., 1946; field sales mgr, promotion department, 1949; assistant promotion mgr, 1951-52; assistant to director of radio-TV, 1952-53; commercial mgr, Meredith's KPHO Phoenix, 1954; mgr of KPHO, 1955; mgr, KPHO-TV Phoenix, 1955-63; gen mgr of Meredith WOW Inc. (WOW-AM-FM-TV) Aug. 1, 1963; VP, August 1964; TVB sales advisory committee, 1960-62; TVB board, 1963; director, Nebraska-Iowa Electrical Council; chairman, educational TV committee, Nebraska Broadcasters Assn.; program adviser, Nebraska State ETV Commission; member—Omaha Chamber of Commerce area development committee, Omaha ETV Committee and Rotary Club community service committee; m. Martha June Major of Des Moines, July 8, 1942, children—Tom 20, Sally 14, Susan 12 and Jim 7; hobby—travel.

WEEK'S PROFILE

Consistent is an adjective which Webster defines as "possessing firmness or coherence," "solid," as well as "having agreement with itself or with something else" and also "congenial." If the subject is Howard L. Stalnaker, vice president of Meredith WOW Inc. and general manager of WOW-AM-FM-TV Omaha, "consistent" is an apt description of his character and also happens to be one of the most frequently used words in his vocabulary.

Consistency in programming, business policies and in serving listeners and customers is Mr. Stalnaker's principal thesis for success. He considers it the foundation stone in building long-term confidence and respect plus—among listeners and viewers—loyalty.

Mr. Stalnaker apparently never found it difficult to become a good salesman. "I just like people," he remarks.

Perhaps what he enjoys most is telling a joke on himself. Take the time he first joined Meredith Publishing Co. in 1946 as company pilot. He still loves to recall a top executive's assurance, "Howard, you'll go a long way with us—because you've got such a long way to go."

But his enthusiasm and drive in being very businesslike about business matters has helped carry him well up in the Meredith executive atmosphere. He has made his mark in book selling and merchandising and promotion during lay-over hours in the cities along his flying route. This was followed by promotions to field sales manager and assistant promotion manager of Meredith Publishing before moving into the firm's radio-TV division a dozen years ago.

Only Flaw—Mr. Stalnaker was manager of Meredith's KPHO Phoenix and later KPHO-TV there, before his promotion to the wow properties. He gave up his flying about 15 years ago. It was the only flaw in his consistency; an abrupt, shuttering break in view of the typical intensity with which he had long pursued this phase of his career.

It had began when young Howard was an underclassman at Drake University, Des Moines, Iowa, 1938. He joined the government's civilian pilot training course which was underway then as part of defense preparedness. By 1940 he had 275 solo hours and won his commercial license.

When he enlisted in the Navy in 1940 it naturally was a ticket to Pensacola, Fla., where he won his wings in 1941. His impatience for sea duty was sorely tried for a while as he served as flight instructor at Corpus Christi, Tex.

Then his papers finally came assigning him to the Pacific as a carrier-based pilot of a torpedo bomber. He soon earned 10 decorations and citations, including two Distinguished Flying Crosses, and became a lieutenant com-

mander at age 23.

But this attitude probably helps to explain another of his popular proverbs: "Underclaim and overperform." He feels this philosophy is equally applicable whether you are management hiring personnel or a broadcaster providing a program service to the public.

"Anybody can be a big success in broadcasting for one year," Mr. Stalnaker believes, "using gimmick programs and promotions or rubber rate cards." But these will never sustain an operation which is in business for the long haul, he says.

Despite his quiet nature, Mr. Stalnaker is very vigilant and outspoken in defense of broadcasting's reputation. He is proud of his profession and he doesn't mince words when it is appropriate to do so, even when social popularity might be at stake.

A good example happened while he served as manager of KPHO-TV. In line with his policy to always be personally involved in local affairs, Mr. Stalnaker found himself a target for criticism of radio-TV within the Parent-Teachers Association of Phoenix. Berated for broadcasting's "lack of cultural programs" at one meeting, Mr. Stalnaker took immediate action to counteract the criticism.

Damn the Ratings, Full Speed Ahead—He ordered KPHO-TV at considerable expense and effort to cover an entire program of the local symphony, which was aired in prime Sunday evening time with suitable promotion. At the next PTA session he polled those present only to find virtually all had tuned out the symphony and tuned to another channel.

"Don't you ever insult me or my children again," he admonished his fellow PTA members, "because I'm proud to be a broadcaster." Whereupon they elected him president, the first man ever to hold that distinction in Phoenix.

"Every man must have a sense of social responsibility," Mr. Stalnaker contends, "or he doesn't have any reason for living." He tries to implement this program in his supervision of the program services of WOW-AM-FM-TV as well as in his dealings with people.

A staunch supporter of the free enterprise profit-incentive system, Mr. Stalnaker still likes to point out a principle learned from his late father, the dean of Drake University's liberal arts college and chairman of its department of philosophy: "Anyone can make a lot of money in this world. But if you can leave it having made someone better somewhere, it has been worthwhile."

Whether it's selling or programming, "competition is the most fun in the whole world," Mr. Stalnaker says. He feels competition is stimulating too among the AM, FM and TV operations of the wow stations. Each can develop and serve an audience the other might not otherwise attract, he explains, especially FM.

Always concentrating on new ways to serve the audience and to make them feel a part of the wow stations, Mr. Stalnaker uses the same approach in reaching the sponsor. "The ingredients of making a sale," he says, "are when you find out what is important to your prospect."
The following editorial was published in Broadcasting on Dec. 2, 1963. It was the week after the assassination of President John F. Kennedy on Nov. 22 and the events that followed in four fateful days during which all regular programming was jettisoned.

In days of anguish—a lesson learned

The drums are silent. A heroic widow has retired to the privacy of her personal grief. Her two children, for whom a nation wept, are at last beyond the camera’s eye. It is the aftermath of an emotional experience unique in human history: the assassination of a President, the capture of his suspected murderer, the killing of the suspect, the state funeral, burial in the national shrine, the beginning of a new administration—all unfolding with the measured awfulness of a Greek tragedy in four agonizing days, all seen by an audience that stretched to every corner of the nation and beyond it to the world.

To watch it would have been unspeakably morbid if it had been presented with less solemnity and taste. As it was, the experience, for all its dreadfulness, was in a way ennobling. Never had so many been so intimately associated with great events. In those four terrible days television came of age, and radio reasserted its capacity to move to history where it happens.

The homogenizing force of television, which alone among the communications media can convey to people the presence of events as they occur, was never before more clearly demonstrated. The experiences of disbelief, of shock, of the wish for vengeance, of the depravity of a leader, of compassion for the family that survived and, finally, of grief and vengefulness in the recognition of the need for national continuity occurred in approximately the same order at approximately the same times to persons of all stations everywhere.

It is not over yet. Now begins the slow reaction that will take no one knows what shape. It is, however, a reaction that may be expected to stop short of extremes. Americans have had the venom wrung out of them by a catharsis like no other in their history.

For the record it is worthwhile to assess the cost, as is done elsewhere in these pages, of advertising revenues declined and extraordinary expenses incurred in the fantastic transformation of a whole broadcasting system to a specialized instrument of journalism for four whole days. Let it be noted here only that the cost was the least of the broadcasters’ concern when they made their decisions to abandon their normal schedules and devote their total energies to the momentous job at hand.

If their reaction seems out of character for money-grubbing businessmen, it may be recalled that this same broadcasting system consistently spends millions in unrecovered expense to report events of every magnitude, from man shoots to the actions of a city council. Were it not for the experience that broadcasters have acquired in the day-to-day practice of their form of journalism their coverage of the wholly unexpected events of Nov. 22-25 would have been impossible.

On no notice at all, giant network operations were created, intricate switching was arranged, cameras and crews were moved into position in cities a thousand miles apart, microphones were tied into lines, mobile units were deployed in a technical exercise of dazzling virtuosity. Meanwhile reporters, commentators, producers, writers, directors rushed into action all over the world. Out of all the frenzy came orderly programing in rational sequence.

It was not a job that amateurs could have done.

It was not a job that a marginal economy could have supported.

It was a job for professionals equipped with costly implements and backed by the resources of a broadcasting system that has grown big and stable on a program of fiscal responsibility.

The same broadcasting system stands ready to do as good a job on any other story, as long as it is allowed to grow, as it has grown, as a consequence of the natural interplay of private venture and public response.

It must now be discernible to anyone that broadcasting is uniquely responsive to its environment. If in an ordinary week its output of Ben Caseys exceeds its output of ballets or seminars in Elizabethan poetry or local live discussion panels on subjects of limited concern, no one ought to be dismayed. To dump the programs of mass appeal would cost broadcasters their contact with the mainstream of American life.

It was because they had swum in the mainstream and have learned to sense the delicate as well as violent changes in its currents that they were able to make and execute so drastic a decision as that of Nov. 22. Their response was immediate, their commitment total and their performance worthy of the commendation they have since received.

No government official had to tell the broadcasters what to do. No body of government officials could have told them how to do it. In a time when the trend of federal regulation has been running toward tightening editorial control, broadcasters made their own best case for editorial freedom.

Events in the swift year that has elapsed since President Kennedy’s death and the swearing in of Lyndon B. Johnson as his successor have validated the judgments we expressed. The public was kept informed as never before by the journalist work force of radio and television. The new President assumed the onerous burden of the nation’s highest office as a nation watched and listened. They saw him elected in his own right after a campaign waged largely on the air. It happened under the American system of broadcasting, by private initiative and in spite of the roadblocks of an unconstitutional Section 315 and a fuzzy, ridiculous and equally illegal fairness doctrine.

Drawn for Broadcasting by Sid Hix
“He spilled his drink on her dress. Do you realize we’re seeing liquor spots on TV?”

Broadcasting, November 23, 1964
If you won't do it for yourself, do it for the kids

Get KPRC-TV Houston

KPRC-TV is represented nationally by Edward Petry and Company
You certainly can’t do better than invest in the sound of NBC Radio’s “News on the Hour.”

Why is “News on the Hour” such a blue-chip proposition? Four good reasons:

“News on the Hour” has the finest personnel. Its list of regular correspondents is a Who’s Who in Broadcast Journalism — names like Chet Huntley, Frank McGee, Ray Scherer, Edwin Newman, Morgan Beatty.

“News on the Hour” has the finest facilities. Behind every broadcast stand the full resources of NBC News — the foremost organization of its kind in the world.

“News on the Hour” offers prestige — an unmatched record of scoops and newsbeats that has made NBC Radio the most listened-to network for radio news coverage.

Finally, “News on the Hour” offers economy. As an advertiser, you not only associate yourself with an enterprise of proven stature and success — you also reach more people for your dollar than with any other network news program.

“News on the Hour” airs 17 times a day — 7 a.m. to 11 p.m. — Monday through Friday. Next chance you get, get with the best.

It’s a sound investment.

NBC Radio Network