Networks point to shorter-funnier shows next season. p27
NAB could wind up with more than one man on top. p58
CATV operators take aim at ABC's regulatory plan. p40
FCC decides payola is worth another look. p60

Today's successful national advertisers put their media money where their markets are. They sell on target without waste with Spot Television. Check the national advertisers registering the strongest sales gains today. You'll find more and more of them using Spot TV on these outstanding stations.
...AND THEY LOVE LORETTA, TOO. They love her versatility, her preference in drama, and her taste in leading men — (a love that’s verified by ARB, Nielsen, Trendex, and TVQ Reports) — and they’ll love you too when you invite Loretta Young into your market 250 times!

That’s how many half-hour dramas are now available as Loretta Young Theatre moves into syndication for the first time. Loretta’s troupe includes Hugh O’Brian, John Hodiak, Gary Merrill, Ralph Meeker, Eddie Albert, and top female stars — Joanne Dru, Diana Lynn, Teresa Wright, Merle Oberon, Nina Foch, and many others. If you like to be loved . . . call NBC FILMS 30 Rockefeller Plaza/Circle 7-8300
KTRK-TV CHANNEL 13 HOUSTON

BROADCASTING, November 30, 1964
WGAL-TV bags the *entire* market

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

WGAL-TV
Channel 8
Lancaster, Pa.

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

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.
Critical importance of FCC's 1% rule on multiple ownership and cross-ownership of broadcasting properties is reflected in latest Wall Street estimate that nearly $1 billion is now invested by mutual funds in broadcasting and broadcast-oriented properties. These exclude such companies as Westinghouse and GE, which are primarily in businesses other than broadcasting, but include RCA (which owns NBC) and American Broadcasting-Paramount Theaters, as well as CBS Inc.

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

CATV-NAB showdown

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

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

Ford status

Status of FCC Commissioner Frederick W. Ford was unchanged last week as he awaited word from “Texas White House” on his resignation as well as return to Washington of Chairman Oren Harris (D-Ark.) of House Commerce Committee with whom he wants to consult before formally announcing his acceptance of presidency of National Community Television Association. Thus it’s likely Mr. Ford will be on hand this week and attend Wednesday commission meeting, as he did last week. It’s expected, however, that commissioner will formally leave by mid-December.

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

Foreign trade

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

Saturday baseball

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

Proponents of baseball project laid plans out for three TV networks in New York last week and called network interest “exceedingly good.” Baseball men say they’re still open on price but have told networks plan can’t be considered a bargain-counter enterprise. Plan now calls for national game with blackout only in cities of participating teams. Major leagues meet in Houston this week and any network decision will have to come before meetings end. Networks say they are considering plan, but are wondering if they would have to take loss first year to put in high enough bid.

Search for angel

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

Translators vs. CATV’s

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

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

Under one roof

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

MORE ADULT WOMEN

listen to WIBG Radio 99

6 AM to Midnight
than any other
Philadelphia Radio Station

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

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

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THE DURBINE WEEKLY OF TELEVISION AND RADIO

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BROADCASTING, November 30, 1964
When the Redskins make news an ALL-PRO LINE-UP tells the fans about it on WMAL

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

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

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

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

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

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

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

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

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

KALI and WDBQ fined $5,500 by commission

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

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

KALI, which had received notice from commission on July 1 of apparent liability of $4,000, was fined for "willful and repeated" violation of rules that require station to originate majority of its programing locally.

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

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

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

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

WFPF has 30 days to contest action or pay forfeiture.

FCC clears stations in program inquiry

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

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

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

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

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

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

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

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

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

MCA buys music firms

MCA Inc., already active in TV program production and distribution and in motion picture making through Universal Pictures, is moving into another entertainment field—music publishing.

MCA has acquired assets and worldwide copyrights of Leeds Music Corp. and Duchess Music Corp., both New York. These companies will operate under name of Music Corp. of America.
Week's Headliners

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

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

For other personnel changes, see FATES & FORTUNES.

WEEKLY ARBITRONS

**7:30**
- ABC Ozzie & Harriet
- CBS Ecumenical Council Special
- NBC Virginia

**8:00**
- ABC Patty Duke
- CBS Local
- NBC Virginia

**8:30**
- ABC Shindig
- CBS Beverly Hillbillies
- NBC Virginia

**9:00**
- ABC Mickey
- CBS Dick Van Dyke
- NBC Wednesday Night Movie

**9:30**
- ABC Burke's Law
- CBS Tara Williams
- NBC Wednesday Night Movie

**10:00**
- ABC Burke's Law
- CBS Danny Kaye
- NBC Wednesday Night Movie

**10:30**
- ABC Scope
- CBS Danny Kaye
- NBC Wednesday Night Movie

*Arbitron Ratings & Share*

**Thursday, Nov. 26**

**7:30**
- ABC Flintstones
- CBS Munsters
- NBC Favorite Songs Special

**8:00**
- ABC Donna Reed
- CBS Perry Mason
- NBC Favorite Songs Special

**8:30**
- ABC My Three Sons
- CBS Perry Mason
- NBC Dr. Kildare

**9:00**
- ABC Bewitched
- CBS Password
- NBC Dr. Kildare

**9:30**
- ABC Peyton Place II
- CBS Bailiffs of Balboa
- NBC Hazel

**10:00**
- ABC Jimmy Dean
- CBS Defenders
- NBC Kraft Theater

**10:30**
- ABC Jimmy Dean
- CBS Defenders
- NBC Kraft Theater

Revocation of WCLM(FM) license upheld by FCC

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

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

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

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

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

NATRFD becomes NAFB; elects vice presidents

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

FCBA to hear Shapp


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

Roy Roberts to retire at start of new year

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

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

Agency executive dies

Funeral arrangements were being made in New York last Friday (Nov. 27) for George Crandall, 66, former director of press information for CBS. He died on Wednesday (Nov. 25) in Houston from complications resulting from major surgery. At his death Mr. Crandall was executive V. P. of Swan & Mason, New York advertising agency.

Weekly Arbitrons show close race

Close running of TV networks in Arbitrons for seven-day period ending Thursday (Nov. 26) gave CBS-TV 17.4, NBC-TV 17.2 and ABC-TV 15.6 in average ratings; 7:30-11 p.m. EST. NBC fared best on Wednesday (Nov. 25) with five half-hour wins to CBS's two (NBC averaged 20.9, CBS had 19.5 and ABC 13.1 that night). On Thursday, CBS had three half-hour wins, and ABC and NBC two each, with averages for that night showing ABC with 15.4, NBC and CBS with 14.5.

Wednesday, Nov. 25

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Program</th>
<th>ABC Share</th>
<th>CBS Share</th>
<th>NBC Share</th>
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<tbody>
<tr>
<td>7:30</td>
<td>ABC</td>
<td>Ozzie &amp; Harriet</td>
<td>15.0</td>
<td>14.2</td>
<td>14.4</td>
</tr>
<tr>
<td>8:00</td>
<td>ABC</td>
<td>Ecumenical Council Special</td>
<td>8.6</td>
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<tr>
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<td>ABC</td>
<td>Virginia</td>
<td>22.1</td>
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<tr>
<td>10:00</td>
<td>ABC</td>
<td>Virginia</td>
<td>14.2</td>
<td>13.9</td>
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<tr>
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<td>Virginia</td>
<td>14.9</td>
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<td>27.5</td>
<td>27.2</td>
<td>26.9</td>
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</tbody>
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BROADCASTING, November 30, 1964
Welcome

KTLA

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

exclusive national representative

Effective December 1
49 ONE-HOUR SCIENCE FICTION ADVENTURES

Ready to Start on Your Station in January

JUST RELEASED AND ALREADY SOLD...

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

WNEW-TV
KTTV
WGN-TV
WXYZ-TV
KTPT
WTM-TV
KSTP-TV
WTTV
KCTK
WTCT
WTNB-TN
WTN
WWL-TV
WSJV-TV

THE OUTER

a Daystar-Villa di Stefano-UA production

EDDIE ALBERT • VERA MILES • SIR CEDRIC HARDWICKE • JANET BLAIR • MACDONALD CAREY
JUNE HAVOC • BARBARA RUSH • GENE RAYMOND • WARREN STEVENS • HARRY GUARD
5-Month 35-Market Study reveals: "THE OUTER LIMITS" averages 23.8 rating and 35.7% share.

<table>
<thead>
<tr>
<th>Market</th>
<th>Rating</th>
<th>Share</th>
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<tbody>
<tr>
<td>ATLANTA</td>
<td>18.3</td>
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<tr>
<td>BAKERSFIELD</td>
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<tr>
<td>BALTIMORE</td>
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<tr>
<td>BIRMINGHAM</td>
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<tr>
<td>BOSTON</td>
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<tr>
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ARB Nov. 63—March 64
Mondays 7:30-8:30 pm EST.

555 Madison Avenue, New York, N. Y. 10022

UNITED ARTISTS TELEVISION

RALPH MEEKER • MIRIAM HOPKINS • ROBERT CULP • SIDNEY BLACKMER • CLIFF ROBERTSON
LOLLY NOLAN • SIGNE HASSO • GARY MERRILL • RUTH ROMAN • NICK ADAMS and other stars.
Dramatic News for Radio Stations!

THEY’RE BACK!

The most successful dramatic programs in the history of radio return to

Double your audience!
Double your long term sales!

Pepper Young’s Family — Highest rated programs of its type for 22 years.
Big Sister — Longest sponsored program of its type for 20 years.

Now available for the first time for local sponsorship. All our scripts are NEW with modern up-to-date situations. Our RECORDING FACILITIES are the most complete in New York to guarantee the ultimate in production quality. This complete package is the greatest profit potential ever offered any station.

Take advantage of these proven programs: Build your sales. Build your audience. Build the EXCLUSIVITY OF YOUR STATION.

Nation wide publicity for Dramatic Programming...

1. July ESQUIRE
2. August 14th LIFE
3. August 22nd NEW YORKER
4. August 30th NEW YORK TIMES
5. September 4th TIME

Call or write now...

MODERN DRAMA PRODUCTIONS, INC.

Fourth Floor
Statler Office Building
Boston, Mass. 02116 Phone 423-5577

DATEBOOK

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

Indicates first or revised listing.

NOVEMBER

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

DECEMBER

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

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


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


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


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


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


JANUARY


Jan. 18—Retail Advertising Conference. Reed Pasternak, head of his own agency in Flint, Mich., will discuss "How to produce effective TV commercials at a sensible cost." Walter Tower inn, Chicago.


Jan. 28—Comments are due on FCC’s notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.
Are you like one of Solomon's wives?

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

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

Our T.V. stations are important to us because we will never represent more than fifteen. We believe in the compact list so that we can give each of our stations the maximum of personal interest, effort, time and attention. We think these are the basic essentials of good representation.

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


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


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 rule-making regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.


MARCH


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

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

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

JUNE
June 12-13 — Annual Georgia Association of Broadcasters summer convention in conjunction with annual GAB engineering conference. Speakers tentatively scheduled: FCC Commissioner Frederick Ford and Paul Comstock, government affairs vice president of National Association of Broadcasters; Holiday Inn, Callaway Gardens, Pine Mountain.

June 13-16 — Management conference of National Advertising Agency Network. Whiteface Inn, Lake Placid, N. Y.


Please Note!

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

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

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

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

Why Not?

After all, Broadcasting is THE Businessweekly of Television and Radio.

1735 DeSales Street, N.W.
Washington 6, D. C.
John Tillman’s award-winning on-the-spot news and Kevin Kennedy’s early and late evening reports are Television News Programs that penetrate... inform... enlighten. Gloria Okon and Marilyn Grey, the only television weather girl personalities in New York add a special vitality of their own to comprehensive weather reporting. Programming that keeps people more than informed is one of 20 Different Worlds of Entertainment this year that give WPIX TV/11 the scope, quality and appeal of a network. WPIX TV/11, New York’s One-Station Network.
MONDAY MEMO

Radio-TV proves an ideal salesman for Mogen David

“Hitch your wagon to a star!”
The star, of course, is the Star of David, symbol of the Mogen David Wine Corp.

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

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

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

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

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

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

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

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

Our first television theme, an appeal to tradition, was developed as a result of motivation research conducted by our advertising agency, Edward H. Weiss & Co., Chicago. One of our oldest slogans and one that is still effective is "The wine like Grandma used to make." Recent campaigns have been built around the idea that "Any time is Mogen David time" and "Mogen David goes with everything."

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

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

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

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

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

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

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

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

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

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

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

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

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

Bernard Wiernik became president of Mogen David Wine Corp. in late September. He first joined the company in 1946 as Midwest sales representative and before assuming his present post he was vice president in charge of sales and advertising and executive vice president. It was under his direction that Mogen David became the first member of the wine industry to use network television as part of its sales program. He recently rejoined Mogen David after a short period with C.V.A. Co.
Quality by any measurement is on the record at WELI.
The station with the adult purchasing power audience in New Haven.
The station that makes New Haven a better buy.
5000 Watts; 960 KC.
OPEN MIKE

A bell ringer with Avon

EDITOR: We would like very much to reprint the cartoon in Broadcasting Nov. 2. Reproduction will appear in our employee publication, Avon and You, probably in the December issue.

(Permission granted)

Drawn for Broadcasting by Sid Hix

“There’s no trouble getting in. I just ring the bell and say ‘Avon calling!’”

Says tune was changed

EDITOR: I get quite amused at the inconsistency of many broadcasters. Last year they were up in arms about the proposal by the FCC to limit the number of commercials, etc. They hollered free enterprise and governmental intrusion.

Recently in California some of these same broadcasters put up good money to help defeat a proposal there to permit pay TV. This, too, is an adventure in free enterprise, a business if you please. I don’t blame the TV boys for opposing pay TV but I do question their sincerity about free enterprise. I believe if somebody wants to invest in this field and somebody else is willing to pay for TV programs, he should not be denied this privilege in a free enterprise system.
—A. Lincoln Faulk, president and general manager, WCKB Dunn, N. C.

International reading habit

EDITOR: Though you in the U. S. think of Broadcasting as a domestic publication, it seems to me to be read in every country in the world.

I have run across Broadcasting not only in many cities of Australia, but in Singapore, Africa, Jamaica and Trinidad.

You do a great job of covering radio and television news in your country, as well as presenting the highlights of broadcasting news from all parts of the
..."Distinguished achievement in broadcast journalism"

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

Professor Richard Yoakam
Indiana University
Here's the Answer
To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

EMPLOYERS REINSURANCE CORPORATION
21 West 10th, KANSAS CITY, MO.
NEW YORK, 11 John San Francisco, 220 Montgomery
CHICAGO, 17th W. Jackson — ATLANTA, 34 Peachtree, 3-1

BOOK NOTES.


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


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


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

Waiting for ink to dry

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

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

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

Thanks

Editor: As president of the Hamilton County Tuberculosis Association . . . I want to thank you very much for running the Christmas Seal ad in the Nov. 16 issue. I'm sure I speak for other radio-TV folks active in their associations.

—Walter H. Stamper, commercial manager, Wapo Chattanooga, Tenn.

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301 West 43rd St., New York 36, N.Y.
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Rochester.

FLINT, MICH.
BRIAN QUINTON

In Rochester, N. Y.

JEAN SHEPHERD

Los Angeles'

JOE PYNE

KEEP YOUR EYE ON THE NEW WHEC

WHEC / ROCHESTER, N. Y.

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JEAN SHEPHERD

Los Angeles'

JOE PYNE

KEEP YOUR EYE ON THE NEW WHEC

WHEC / ROCHESTER, N. Y.
Jubilant winners of WFBM 40th anniversary contest

You may recall that we ran a somewhat unusual contest announcement in this publication some time ago. "Have a little fun at our expense," we invited. "Tell us why you don't give a hoot about our 40th anniversary."

Pausing only to point out that we are the best broadcast buy in the prosperous Mid-Indiana market, we offered $100.00 for the most devilishly clever reply. Pictured above are the happy winners, Chet and Connie Dippel of Fullerton, California, shown with their faithful dog Gogi "Freckles" Dippel.

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

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

As for us, we want to thank everyone who entered our contest. And we certainly don't feel that we need any thanks, even from the Dippels. Surely those three happy faces are reward enough!
IF YOU'RE LOOKING FOR
CHOOSE FROM THIS
"Four Star"

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

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

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

...AND FOR YOUR LATE
NIGHT FEATURE SLOTS
SPECTACULAR SHOWCASE
An exciting group of Feature Films for tele-
vision. Based on legend and myth, we feel
they're the very best of the Spectacular-
Epic type and are of the scope and magni-
tude that attract big numbers for stations.
17 titles . . . 14 color.

ALSO IN DISTRIBUTION: TARGET: THE CORRUPTORS / THE TOM EWELL SHO
PRIME TIME PROGRAMMING*...

Gallery" OF QUALITY PRODUCT

THE DETECTIVES
This series is currently winning top ratings, shares and homes. Its action, suspense and the superb talents of ROBERT TAYLOR make this one of television’s finest law-enforcement series. Its 57 half-hours and 30 hours can be converted into 127 half-hour or 63 one-hour episodes by using custom ROBERT TAYLOR bridges.

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

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

*or even fringe time programming
SUCCESSFUL ADVERTISERS CHANGED THE SIGNS

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

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

The Communicana Group Includes:

WSJV-TV  WKJG-TV

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
Shorter and funnier in 1965-66

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

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

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

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

- Continuing interest in half-hour situation comedies—many of them with so-called fantasy "gimmicks" after the success of ABC-TV's Bewitched, and CBS-TV's The Munsters.
- A new interest in westerns, some contemporary, some traditional.
- Talk of fewer one-hour shows, particularly for placement between 8:30 and 10 p.m.
- A reliance on theme material from well-known movies and best-selling books. Several agency men see the success of the twice-a-week Peyton Place on ABC-TV as pivotal in this respect.
- Continued interest in "big name" live variety shows, with CBS-TV the leading proponent of this category.

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

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

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

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

Fewer Long Shows • Despite a number of pilot projects in work in this format, most agency men questioned saw a definite decline in one-hour drama following mediocre success for this category thus far in the current season. There was general agreement that half-hour vehicles in comedy and comedy-fantasy formats would continue to dominate nighttime schedules.

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

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

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

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

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**ABC-TV new orders for '65 total $12 million**

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


GE bought into Valentine's Day, Burke's Law, Ben Casey and Sunday Night Movie.

Advertisers who invested more than $1 million on the ABC-TV nighttime schedule are Consolidated Cigar Sales Co. (Papert, Koenig, Lois); John H. Breck (Young & Rubicam); Procter & Gamble Co. (Benton & Bowles); Joseph Schlitz Brewing Co. (Leo Burnett Inc.). Other orders reported by ABC-TV were from Pepsi-Cola, Clairol, Van Camp Sea Food, Standard Brands and Chrysler Corp. (Dodge and Plymouth).

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

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**Average nighttime ratings among various demographic sub groups**

<table>
<thead>
<tr>
<th></th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total U. S.</td>
<td>20.0</td>
<td>19.0</td>
<td>17.7</td>
</tr>
<tr>
<td>Age of head of house</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Under 35</td>
<td>23.1</td>
<td>17.3</td>
<td>18.4</td>
</tr>
<tr>
<td>35-49</td>
<td>24.9</td>
<td>18.5</td>
<td>18.1</td>
</tr>
<tr>
<td>50-64</td>
<td>16.0</td>
<td>19.1</td>
<td>17.2</td>
</tr>
<tr>
<td>65 and older</td>
<td>10.2</td>
<td>23.3</td>
<td>16.5</td>
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<tr>
<td>County Size</td>
<td></td>
<td></td>
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<tr>
<td>A</td>
<td>22.0</td>
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<td>17.5</td>
<td>21.6</td>
<td>17.5</td>
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<tr>
<td>D</td>
<td>15.9</td>
<td>20.5</td>
<td>16.1</td>
</tr>
</tbody>
</table>

Source: NTI, October 1, 1964, all sponsored programs, Sunday-Saturday, 7:30-11 p.m.
SHORTER AND FUNNIER IN 1965-66 continued

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

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

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

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

ABC-TV

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

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

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

Western Entry * Pilot for a western
entry, Legend of Jesse James, will be
shot in color by 20th Century-Fox and
will star Chris Jones, a new actor from
Buck Houghton for 20th Century as a
one-hour series or as a two-part entry
in the style of 20th's Peyton Place; and
The Big Valley, a western produced by
Four Star Television and starring Bar-
bara Stanwyck.

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

CBS-TV

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

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

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

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

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

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

Shows with scripts already in or
being written and ultimately destined
for CBS screening rooms include:
The Love Birds, a half-hour situation
comedy from Desilu with Dorothy
Loudon the star.

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

The Bravos, an hour drama of the
post-Civil War West to be produced by
MGM-TV with Jack Lord the star.

Pilot writer is Adrian Spies; David
Victor, the producer.

Replacement * For the People, hour

This is all in the day's work for Her-
cules in ABC-TV's 'Hercules' series.
With Gordon Scott in the lead role
and Albert Band as the producer-di-
rector, the pilot is being produced in
color by Joseph Levine's Embassy Pic-
tures with scenes in Italy and Yugo-
slavia.

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

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

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

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

28 (LEAD STORY) BROADCASTING, November 30, 1964
drama that went into production last week at Plautus Productions as a planned mid-season replacement for Mr. Broadway (Saturday 9-10 p.m.) and possibly a carryover to next season. Bill Shapner is in the leading role as a young district attorney in Brooklyn. Herbert Brodkin is executive producer.

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

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

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

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

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

A review of NBC-associated pilot projects shows a wide assortment of possibilities for the CBS-TV network next year are Barbra Streisand and Robert Goulet. While the network was silent about how they would be used program sources indicated there was a good possibility both would be seen, possibly in network specials with other name stars.

One half-hour comedy under consideration at NBC-TV is 'Kissin' Cousins' based on the film of the same name. The MGM-TV production would star Edd Byrnes and Pamela Austin. The plot centers around a U.S. Air Force unit in a mountain community. Producer is Sam Katzman.

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

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

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

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

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

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

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

L'il Abner, described as real people moving in a Dogpatch setting.

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

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

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

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

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

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

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

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

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

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

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

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

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


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

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

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

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

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

Swinging Plot—Screen Gems—Ford Motor is financing the half-hour pilot of Gidget, based on several feature films and dealing with a surfing team. It stars Don Porter and Sally Fields. General Foods has financed the half-hour pilot of a situation comedy, Sybil and Lioness, starring Suzy Parker and Wilfred Hyde-White, and reportedly still another GF pilot is a fantasy-comedy starring Tammy Grimes who plays a ghost.

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

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

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

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

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

New drama series

Esso Theater, U.S.A.—a series of 13 one-hour dramas performed by repertory companies in 13 cities, will be telecast in New York and several other eastern cities starting next February. The series will present a different play each week and each program will be repeated several days after the initial showing. The series' sponsor, Standard Oil Co. of New Jersey, has not yet purchased time for the series.
There's ACTION on the screen—ACTION in the ratings—and ACTION with the sponsors... The most pre-sold adventure hero of all time is the mightiest kid attraction on the air-waves. Sensational success stories in city after city! Ask us for the details... 130 five-and-a-half minute cartoons in B/W or COLOR.
Ford dealers use Wolper 'image-builders'

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

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

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

JWT regional offices were able to secure time periods ranging from 7-10 p.m. in 47 markets and 6:30 p.m. slots in the remaining four.

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

Similarly, Albert J. Oliva, president of the New England FDA, reported that his group endorsed the idea of a "high-level" program with commercials that were both businesslike and friendly. He said that in the past his dealer group participated mainly in news and weather shows, and pointed out that the present effort provides a "wonderful opportunity for community involvement" on the part of schools, PTA groups, and civic organizations.

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

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

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

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

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

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

Business briefly...

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

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

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

The Admiral Corp., Chicago, through
Welcome to Megacity 70-75

...the tenth largest consumer market in America

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

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

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

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

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

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


Approaches to use in fighting higher cost

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

There is a trend toward making advertising more imaginative, memorable and persuasive, the newsletter said, adding that "this thrust will gather force." Higher costs of media will accelerate research to refine copy testing techniques; to predetermine risks in buying TV programs; to pretest commercials and to probe deeply into consumer actions and reactions to advertising, Grey pointed out.

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

Agency appointments...

- International Milling Co., Minneapolis, names D'Arcy Advertising, Chicago, effective Jan. 15 as agency for its consumer and bakery flours and mixes now handled by Wade Advertising, Chicago, and for its recently acquired Kretchmer Wheat Germ Corp., formerly handled by Maxon Inc., Detroit. Total all-media billing involved is $1.5 million.
- Interstate Bakeries Corp., Kansas City, Mo., has named Doyle Dane Bernbach, Los Angeles, for its Blue Seal bakeries in Oakland and Sacramento, both California. Honig-Cooper & Harrington, San Francisco, continues as agency for Interstate's Weber's Bread division in Southern California.
- Whirl-a-Dent Inc., San Gabriel, Calif., names Boylhart, Lovett & Dean, Los Angeles, to help direct market planning, promotion and advertising for their new electric denture cleaning unit.
- Gino's Drive-In restaurants appoints Lewis & Gilman, Philadelphia, to handle advertising and promotion. Chain operates 48 units in Delaware, Maryland and Pennsylvania.
- Fladell Advertising Associates, New York, has been named to handle the Market Training Institute's student enrollment advertising in New York and New Jersey. The institute, which has a network of business and secretarial schools, plans to include radio and TV in its media plans.

Rep appointments...


Progresso buys Sheen

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

BROADCASTING, November 30, 1964
Cool Mule!


Now a top TV Star!

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

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

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

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

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

Seven Arts
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, IL, Orchard 4-5105
DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Rovel Woods Drive, Sherman Oaks, Calif., State 8-8276
TORONTO, ONTARIO: 11 Adelaide St. W., EMpire 4-7193

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

Will start a third group of account execs in N. Y.

office; mid-America group added to East and West

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

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

In all, PGW has announced seven newly appointed account executives and several promotions within the company. Among changes and additions:

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

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

In the changes, Jonathan F. Abel, formerly with Croxley Broadcasting (now Broadcast Communications Group), replaces James R. Seferf in PGW's Detroit office and Mr. Seferf moves to New York.

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

Michael F. Mullins and Kenneth R. Better, who have been with PGW for three years, have been moved up to account executive status.

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

Also in advertising...

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

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

Finis • Northrup, King & Co., Minneapolis seed firm which uses some farm radio-TV, and Gardner Advertising, St. Louis, announced last week that their four-year association will end effective Jan. 1. A new advertising agency has not been named yet for the Northrup, King account.

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

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

ARB details plans for radio survey

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

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

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

The others will be surveyed in April and September.

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

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

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

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

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

NOTE: You needn't settle on just one option. TELEVISION's subscription service department can handle all combinations.
What makes a good commercial?

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

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

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

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

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

At DDB the director is considered the "most important talent" to look for in a production house, Mr. Trevor said, but pointed out that agencies must remember that some cameramen function more effectively in one particular area (for example, in fashion photography) than in others. Similarly, an agency must seek out a production company with talented directors, set designers and prop men.

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

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

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

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

Pulse plans new audience analysis

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

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

Schwerin says it is showing comparative superiority of product

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

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

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

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

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

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

Since the basic commercial length is 30 seconds in Britain and 60 seconds in the U.S., Schwerin concluded "the difference in standard length appears to make no difference," and added: "We venture the guess that if—by some miraculous decree—all U.S. television commercials were given a maximum duration of 30 seconds, everyone would adjust to the new state of affairs very quickly with no loss in effectiveness or sales."

The 'chaotic' condition of radio salesmanship

Radio salesmanship is in so "chaotic" a condition that many times, instead of making the sale, it keeps the sale from being made, H. Peter Lasker, president of Broadcast Communications Group, told the Pittsburgh Radio and Television Club last Tuesday (Nov. 24).

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

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

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

Renault wine enters TV

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

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

Timebuyers' poll set on SRDS directory

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

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

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

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

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

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

Attending the meeting last week: Vincent T. Wastiewski and Sherrill Taylor, NAB; Edmund C. Bunker and Miles David, RAB; Abe Voran, WQAL-FM Philadelphia, NAFMB, and Albert Moss and Harvey Harkaway, SRDS.
Death threat seen in ABC plan

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

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

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

The network said such steps were necessary to "meet the basic threat to free television" represented by regulated CATV's. These proposals go beyond outstanding FCC rulemakings to require microwave-fed CATV's to protect local stations by carrying their signal and retraining from duplicating their programs. ABC said those measures are inadequate.

But the National Community Television Association said the ABC proposals would kill CATV. "The very existence of a cable system "depends on its ability to meet the public demand for television reception not otherwise available in adequate quantity or quality," NCTA said.

If a CATV's ability to perform this service was "destroyed or significantly impaired," NCTA added, "the destruction of a great portion of the industry would inevitably follow."

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

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

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

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

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

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

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Group owner sets up central billing system

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

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

New accounting system uses Kodak Cavalcade Copier to make duplicate copies of financial data.
Yes . . . the Radio Programming Report scheduled for Broadcasting's Dec. 14th issue . . . is almost at hand. Advertising deadline is Dec. 5th.

To enable radio to sell more national time, the Radio Programming Report will bring to national agencies and their advertisers a most comprehensive feature on the various formats employed in all sections of the country. Tables will show exact percentages of stations in various sections using "top 40", country & western, talk, jazz, standards et al. Broadcasters and advertisers will state reasons why a specific programming format is successful in one market and not another. Same rates, same space units prevail as for the regular issues. Contract advertisers earn frequency discounts. Otherwise, one time rates prevail; (inch $50; 2 inches $90; 3 inches $125; 1/6 page $155; 1/3 page $280; 1/2 page $400; 2/3 page $150; page $680). AAAAColor ranges from $120 a page to $80 for a third page. Now is the time for action. Reserve your space today!
stations’ service.

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

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

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

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

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

Antennavision Service Co., Inc., licen-

censee of common carrier point-to-point

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

Federal libel law sought by Rogers

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

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

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

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

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

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

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

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

Some kind of guidelines should be established, Representative Rogers said, and both criminal and civil penalties should be prescribed. "Without such penalties the communications industry could be materially affected," he said.

A presently unanswered question, the congressman explained, is whether a broadcasting station is responsible for libel uttered over its facilities. "I don't think they ought to be responsible for matter broadcast over their station over which they have no control," he said.

And, he continued, libel laws should not distinguish between public officials and private citizens. "Why should it be possible to lie about a political candidate and not someone else?" he asked.

Representative Rogers referred to a benchmark libel decision by the U. S. Supreme Court (Sullivan vs. New York Times) holding in effect that statements about a public official wouldn't be considered libelous unless found to be malicious.

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

Antitrust suit filed against Ohio newspaper

A civil antitrust suit has been filed against an Ohio newspaper and its owners by the Justice Department. The suit charges that the newspaper deliberately sold advertising and subscriptions below cost and at a loss to drive
TELEVISION'S NEWEST MAJOR PRODUCER AND DISTRIBUTOR
AMERICAN INTERNATIONAL TELEVISION, Inc.
RENOWNED FOR ITS MERCHANDISING KNOW-HOW
proudly presents

The Adventures of Sinbad Jr

130 brand new five-minute swashbuckling, action-packed, seafaring cartoons in glorious color with full animation

Pre-sold for TV viewing March 5, 1965 to the entire Metro Media
New York/Los Angeles/Washington
Kansas City/Peoria/Decatur
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and also available now from AI-TV.....

EPICOLOR'64 AMAZING'65 EPICOLOR'65
40 top-notch action-filled spectacles
20 features with all the exciting elements of the best in science fiction
20 powerful adventure features in color

and ALAKAZAM THE GREAT, full color, full length feature cartoon

and coming in '65

20 spine-tingling suspense features, THRILLERS FROM ANOTHER WORLD

AMERICAN INTERNATIONAL TELEVISION, Inc. 165 West 46th Street, New York, N.Y. Circle 5-3035
The Number Of Newly
Reported Cases Of TB
Has Increased.

Respiratory Diseases
Are The Most Frequent
Causes Of Illness.

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

15-minute transcribed programs starring:
MITCH MILLER, JIMMY DEAN,
TENNESSEE ERNIE FORD, ANDRE PREVIN,
LENA HORNE, BOBBY RYDELL,
CHET ATKINS, BOBBY DARIN,
CONNIE FRANCIS, BOBBY VINTON

5-minute transcribed programs starring:
MITCH MILLER, JIMMY DEAN, LENA HORNE,
BOBBY RYDELL, BOBBY VINTON

Transcription of All Time Greatest Hits,
featuring outstanding artists.

Transcription of 26 Celebrity Spot Announcements.

Transcriptions of 21 Recording Artists' Announcements for Disc Jockey Shows.

HENRY FONDA, JIMMY DURANTE,
BETSY PALMER (all three available in
1 minute spots and 20 and 30 second variations)
ELI WALLACH (movie trailer)
THREE DOCUMENTARY SPOTS (1 Minute,
with 20 and 30 second variations)

Plus SLIDES, TELOPS, FLIP CARDS and POSTERS,
GREYED AND COLOR.

Produced by
NOWAK ASSOCIATES, N. Y., VISION ASSOCIATES, N. Y.,
WARNER BROS., Hollywood, Cal.

58th ANNUAL CHRISTMAS SEAL CAMPAIGN NOVEMBER 16th through DECEMBER

For network use: Contact Milton Robertson,
Director, Radio-Tv, Films
National Tuberculosis Association
1790 Broadway, New York, N. Y. 10019
Circle 5-8000.

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

The government said that the Lima News for six years had sold advertising and subscriptions at a loss in order to drive the Lima Citizen, founded in 1957, out of business. Over the six-year period, the government said, losses by the News exceeded $6 million but were covered by Freedom Newspapers' profits from other newspapers. Freedom Newspapers, based in Santa Ana, Calif., owns 78% of the Lima News and publishes or has interests in eight other newspapers in the West and Southwest. The Lima Citizen ceased publication on Jan. 7. Four days before its demise, the Justice Department said, the News agreed to pay the Citizens Publishing Co. and nine principal owners $862,000 on their promise not to compete for five years in the newspaper business in Lima or in any other community where Freedom Newspapers operates a newspaper.

Comments sought on Nebraska TV move

The FCC has asked for comments on a proposal by Wichita Television Inc., licensee of KOMC-TV (Ch. 8) McCook, Neb., to shift that channel to Oberlin, Kan. Wichita said that KOMC-TV was established and is now being operated by Kansas interests and that Nebraska has shown little interest in establishment or continued operation of the station.

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

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

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

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CBS completes N. Y. move

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

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

The center, on 111th Avenue between 56th and 57th Streets, is built around a core of six large TV studios. Broadcasts ranging from news bulletins to musical comedies can be developed and produced there. The facility contains 495,628 square feet of floor space, more than the area of 10 standard football fields.

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

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

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

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

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

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

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

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

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TV replacing radio in the hot seat—Hurleigh

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

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

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

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

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

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

**Microwave applicant attacks WHNT-TV case**

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

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

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

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

**More aid to ETV**

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

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

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

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

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

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

Big Saving * WFGA-TV allows WJCT to use its tower, Mr. Rebman said, which "has saved WJCT nearly $500,000 for a comparable facility. In addition, they have allowed us to house our transmitter in their building and have paid our power bill for transmission for six years."

Mr. Rebman noted that during its first two years on the air, the ETV used the studio facilities and personnel of both stations, which also promote the ETV's annual fund drive with promotion spots in good time slots.

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

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

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

WMHT said WAST has given it $1,000 and WRGB has donated $3,000 annually since 1953. WTVN gave the ETV a used UHF transmitter and used microwave equipment. WAST also gave used microwave equipment, and WRGB donated cameras and lets the ETV use its tower and transmitter building. "We would not be on the air today," the ETV said, "if it were not for the cooperation of the commercial stations in our area."

WMHT also expressed a belief, however, that commercial outlets would find it in their best interests to aid ETV even more.

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

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

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

**BROADCASTING, November 30, 1964**
Who Says Excess-Crew Laws Are Necessary?

not the people!

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

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

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

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

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

This vote for progress by these four states is a clear call for similar action by the 12 states which still retain musty, out-of-the-past excess-crew laws on their statute books.
so loaned WCET personnel, programs and promotion time. WLWT also leases its Mount Olympus TV building and tower to WCET for $1 a year for use as studio, offices, transmitter and antenna site. The commercial outlets, the ETV said, has also turned commercial taping and spot commercial projects toward the station, helping it to substantially supplement its income.

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

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

Educational KUSD-TV Vermillion, S.D., said KELO-TV Sioux Falls has contributed an audio console valued at $2,500 and cites several stations that pick up some of the ETV's programs. Educational KAET(TV) Phoenix (like KUSD-TV, licensed to a university) said KATV-TV donated an antenna system and tower, valued at $50,000, to the ETV before it went on the air. KATV and KOOL-TV have cooperated in programs (the ETV, and KTVK(TV) has added the station to their station lineup as an educational service to the schools. The Carbon- dale ETV is a university station and noted generally good relations with commercial outlets.

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

"For the past six years," Mr. Rhodes said, "four Michigan commercial stations have contributed close to $1 million in time and services to the schools of central and northern Michigan. WNET-TV Bay City-Saginaw, WJRT(TV) Flint, WTVJ(TV) Cadillac and WTVJ- TV Sault Ste. Marie have each contributed one hour a day, five days a week over this period to the Central Michigan ETV Council for instructional teleclasses for public and parochial schools."

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

"WZTV-Grand Rapids also present instructional teleclasses, enabling WMBS(TV) Oneida ETV to extend its school programming to the southwestern part of the state.

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

Changing hands

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

- WMAK Nashville, WAKY Louisville, Ky.; KMTV Little Rock, Ark., and KSEE Shreveport, La.: 43% of station sold by Harry C. Feingold and group to Lehman Bros., C. E. Unterberg Tobin, J. C. Bradford Co., and William E. Allen for almost $450,000 (see page 49).

- WICC-AM-TV and WJJZ(FM) Bridgeport, Conn.: 26.6% interest sold by John A. Hill (23.8%) and others to parent corporation for $370,000. Transaction will give Kenneth M. Cooper 66% control (he now owns 47%). Earlier in year, announcement says, $2,150,000 was offered for stock of stations; seven of 11 stockholders declined offer. Wicc, founded in 1926, operates fulltime on 600 kc with 1 kw day and 500 w night. WJJZ(FM) is on 99.9 mc with 9 kw, WICC-TV, after operating on channel 43, suspended operation.

- WNYY Pensacola, Fla.: sold by John Drees and John C. Smith to Atlantic States Industries Inc. for $225,000. Atlantic States, which is headed by Robert Price, owns WTSO Brattleboro, Vt. WNYY, on 1,230 kc, operates fulltime with 1 kw day and 250 w night.

APPROVED: The following transfers of station interests were among those approved by the FCC last week (For The Record, page 78).

- WALA-AM-TV Mobile, Ala.: Sold by W. O. Pape to Roywood Corp. for $2.6 million, and subsequent sale of WALA by Roywood to Leon S. Gilbert and wife for $248,000. Roywood Corp. is owned principally by Edgar B. Stern Jr. and family, (WDSU-AM-FM-TV New Orleans). Mr. Gilbert has 21% interest in Katz St. Louis. WALA, founded in 1930, operates fulltime on 1410 kc with 5 kw. WALA-AM, on channel 10, is affiliated with NBC.

- WACO-AM-Waco, Tex.: 50% in-
terest sold by Wendell Mayes to R. E. Lee Glasgow for $275,000. Mr. Glasgow, half owner, now will be 100% owner. Waco went on the air in 1922, operates fulltime on 1460 kc with 1 kw.

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

New TV stations

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

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

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

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

WITF(TV) (ch. 65), Community Center Building, Corner Chocolate and Cocoa Avenues, Hershey, Pa. On the air with program test granted Nov. 13. South Central Educational Broadcasting Council, licensee, Dr. Woodrow W. Brown, president and Lloyd Kaiser, general manager. Board of directors is comprised mainly of local school superintendents. Station is equipped with RCA antenna and transmitter with power of 240 kw visual and 126 kw aural. Information received regarding plans of other holders of construction permits includes:

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


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

*Indicates educational station.

Bankers buy interest in LIN Broadcasting

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Ch. 23 applicants ask reconsideration

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

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

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

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

Now it will definitely apply for Rosenberg; it said.

GE name change costs bundle in FCC fees

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

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

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

Total cost: $2,918.
Ride with The New Q—the greatest sound ever to hit Chicago radio.


There's nothing still about the station, either. WMAQ is swiftly becoming *the* radio station in Chicago to be reckoned with. Because we're moving fast. And because we're proving you don't have to be "bad" to succeed in Chicago radio.

Restless? Tired of the treadmill? Looking for action? Hop on our kilocycle.

*Ride with The New Q. It's the Chicago thing to do.*
CATV's pass 1,400—still going

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

The community antenna television industry is growing so rapidly that even its trade association is unable to say exactly how many CATV's are operating in the U.S. Broadcasters are flocking into the business so fast that it is believed one in five communities where CATV applications are being pursued have one or more broadcasters knocking on the door. Almost all major group station owners are in CATV.

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

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

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

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

Developments reported last week:
- Connecticut: Federal Communications Commission hearing continued last week (see page 44).
- Quincy, Ill.: City council tabled a petition that would deny permission for operation of CATV or pay TV. Greg Cable Vision, Nashville, Tenn., is applicant.
- Mayfield, Ky.: Charles Stratton, general manager, wesco Mayfield, requested city council permission to operate CATV business after non-exclusive patent had been awarded earlier to Mayfield Cablevision Co.
- Muskegon, Mich.: Milton Maitz, Mt. Clem- ent, Livonia, Mich. and doing business as Community Antenna TV Service, applied for a CATV permit and were opposed at city council by representatives of local TV dealers and servicemen.
- Wildwood, N. J.: FCC grants applications of South Jersey Television Cable Co. for microwave facilities to service community antenna television systems in Wildwood, North Wildwood and Wildwood Crest, N. J.
- Asheville, N. C.: Application filed by Rochester Liberty Corp., Gloversville, N. Y., subsidiary of Schine's Chain Theaters Inc. operating CATV's as antenna systems Inc.

Raleigh court ruling could ripple entire CATV pond

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

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

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

Southeastern Cablevision Co., with ownership related to WRAL-TV Raleigh, contends that the ordinance is legal and only authorizes a nonexclusive privilege—the right to establish a CATV enterprise. Southeastern, the survivor of three initial applicants, has petitioned the Wake county superior court to be made a party to the proceeding which it directed against the city itself.

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

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

Ticklish Question: Exclusivity—and a serious question whether a city has the legal authority to grant it—is one reason that existing and newly developing CATV's are being advised to be careful about the kind of ordinances they seek conveying authority for CATV in their communities. In most instances these firms are asking city councils to write nonexclusive ordinances, not because they relish competition but because of a nagging feeling that the grant of a city franchise offers a ripe issue to CATV opponents, as it did in Raleigh.

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

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

N.J. UHF and CATV settle their problems

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

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

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

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

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

Glen Flats, N. Y.—City council refused to consider further CATV applicants until expiration Friday (Dec. 4) of application of Massena TV Cable Corp. (see page 54).

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

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

THE MEDIA BROADCASTING, November 30, 1964
In 1965 Pulse scans 100 top markets for the third time—to provide most comprehensive analysis of radio listening households to date

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Connecticut PUC won't allow CATV 'inducements'

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

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

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

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

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

Educators show quiet concern with CATV

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

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

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

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

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

N. Y. phone company plans CATV activity

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

According to Sterling F. Higley, president of Chenor, the company will engage in acquiring and operating CATV systems. Mr. Higley is president of the New York State CATV Association and president of Valley Video Inc., Nor-
A little girl's toys tell a story

Her playthings will turn into real things as she grows up. Soft animals. Children of her own. All the electric helpers a woman needs to run her home.

And as sure as little girls grow up, there will be new, exciting electric servants to keep young ladies looking—and feeling—young. And plenty of low-priced electricity, too.

You as a customer are a big part of the reason for all this. Your interest in new things keeps the electric companies working hard to fulfill your wishes, while their many new ideas make electricity an ever-better bargain.

That's business management at work—customer and company teaming up to raise America to new heights of prosperity, with plenty of opportunity for everyone. It's what happens naturally when people do what they can for themselves in a healthy and vigorous economic climate.

All over America you can see this progress. In more than 300 electric light and power companies a vital part of our nation's growth is moving forward through investor ownership and business management. And every day, these companies are proving that this way of doing things serves you—and your future—best.

You've got good things going for you with service by Investor-Owned Electric Light and Power Companies*

*Names of sponsoring companies available to you through this magazine.

Watch for ELECTRIC SHOWCASE—a new series of TV special attractions, starring Gordon and Sheila MacRae. Inaugural show, "Winterland on Ice," featuring the Shipstads and Johnson Ice Follies and the Good Time Singers, Sunday, December 27, 7:30 P.M., E.S.T., ABC-TV.

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

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

UHF-TV opposes Triangle's CATV

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

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

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

Triangle's system "could to a certain extent retard our long-term audience . . . but we feel their intention is not to operate a conventional CATV at all" but to establish a pay-TV enterprise, said Leonard Stephens, vice president of Philadelphia Television Broadcasting Co., a firm planning to reactivate channel 17, WPHL-TV.

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

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

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

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

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

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

Triangle Publications Inc. owns, among other publications, the Philadelphia Inquirer and Daily News (two of the city's three daily newspapers) and TV Guide. Its broadcasting arm includes in addition to the WFMJ stations, a CATV in Binghamton, N. Y.; a CATV application in New Haven, Conn.; WFBG-FM-TV Altoona and WLYH-TV Lancaster-Lebanon, both Pennsylvania; WNEF-FM-TV Binghamton; WNHC-FM-TV New Haven, Conn. and KFRE-AM-FM-TV Fresno, Calif. The parent company, Triangle Publications Inc., is owned by Walter H. Annenberg and family.

Sixth applicant files bid for N. Y. CATV

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

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

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

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

Broadcast Bureau opposes Kaiser request

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

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

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

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

Kaiser, which was the first to file for channel 38 in September 1962, has
Loevinger explains his pay-TV views

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

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

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

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

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

"Several speakers had appeared on the program preceding me and had warned the audience about the threat of pay TV. Most of these presentations involved the familiar process of extrapolating from the TV audience through the figure of an assumed pay-off to a projected pay-TV revenue in the multi-billion dollar range. The argument then proceeded to the conclusion that this tremendous sum of money will attract all good programming to pay TV and conventional, or free TV, will be destroyed.

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

"On this basis I said I think that the possibilities of pay TV are nothing like those suggested by the speakers who said it would destroy conventional TV and are in fact, relatively limited. On the basis of studies which I have seen, it appears to me that pay TV is a practical possibility only in a limited number of areas of concentrated urban population.

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

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

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

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

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

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

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

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

The Rotation • Under the new-leader plan that was taking shape in some quarters last week, a rotational system would be set up for the top NAB job. A broadcaster would be picked to serve for one or two years during which he would take leave, without loss of corporate benefits, from his regular position. As chief officer of the NAB he would be provided living accommodations in Washington, a car, chauffeur and liberal expense account. The theory is that over the years a number of outstanding broadcasters with leadership qualities would acquire experience in the political and regulatory ways of Washington.

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

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

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

Board Plans • On the preceding day, the executive committee met to appraise headquarters operations and the status of various NAB projects preparatory to drawing up a preliminary agenda for the Palm Springs board meetings. At those sessions the selection of a new NAB leadership will be the most important item.

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

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

KQCY transfer approved but fine must be paid

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

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

The station has 30 days to contest the action or pay the forfeiture. KQCY, on 1370 kc, is a 500 w daytimer.

Media reports...

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

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

1—NEWSPAPERS: For a distinguished example of a news or feature story or series in a United States newspaper of general circulation published daily, Sunday or at least once a week.

2—MAGAZINES: For a distinguished example of an article or series in a United States magazine of general circulation published weekly, monthly, quarterly or at other regular intervals.

3—EDITORIAL: For a distinguished example of editorial writing in a United States newspaper of general circulation published daily, Sunday or at least once a week.

4—RADIO: For a distinguished example of reporting on medicine or health on a United States radio station or network.

5—TELEVISION: For a distinguished example of reporting on medicine or health on a United States television station or network.

The awards will not be given for work, however excellent, that involves primarily the relaying of medical knowledge to the medical profession and to allied professions. Members of the medical profession, medical associations and their employees are not eligible.

AWARDS AND PRESENTATION

The award in each of the five categories will consist of $1,000 and an appropriately inscribed plaque. The awards will be presented at a time and place to be selected by the Awards Committee.

GENERAL RULES

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

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

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

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

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

6—Awards will be announced April 15, 1965.

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

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

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

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

JUDGING OF ENTRIES

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

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

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

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

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

But payola never really stopped—or so the FCC has been told over the years by a string of complaints. And there were so many tips, including some from broadcast licensees, that the commission staff urged the commission to provide subpoena powers so that a meaningful investigation could be conducted (CLOSED CIRCUIT, Nov. 23).

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

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

Generally, licensees, over whom the commission has authority, don’t have the evidence. Record manufacturers or other businessmen and station employees have the facts—and unless subpoenaed they don’t feel obliged to cooperate with the commission.

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

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

Children learn ‘lost art’—radio acting

ABC Radio’s new syndicated drama series, Theater Five, has encountered a problem: during the years when radio drama was in limbo, child actors with training in microphone techniques apparently became extinct. Up to now the series, which was introduced last summer, has gotten around the shortage by having children’s parts taken by adults. Now the series has stopped production of scripts calling for child actors, and ABC Radio has set up a Children’s Acting Workshop in cooperation with New York’s Professional Children’s School in an effort to cure the shortage. Here, Theater Five Director Ted Bell coaches three students in the workshop, whose classes run 90 minutes a week for four weeks—or as long as necessary to get promising youngsters ready to perform on the series. Five 25-minute episodes of Theater Five are produced each week. ABC Radio officials say the series has been sold to more than 60 stations.

The ‘lost art’ of radio acting is being learned at ABC Radio’s Children’s Acting Workshop by Randy Gaynes (r), veteran TV, Broadway and motion picture actor, age 11, and by nine-year-old Doree Sitterly (l) and Doreen Ann Schneider, age 11. ‘Theater Five’ director Ted Bell observes their progress. Master Gaynes’s credits include a year in Broadway’s ‘Oliver,’ four ‘Naked City’ TV appearances and several TV specials.
The marital conflicts that destroy families and break up millions of American homes are realistically dramatized in this revealing, emotion-packed television series now available in your market.

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444 MADISON AVENUE, NEW YORK 22, NEW YORK, TELEPHONE: PLAZA 3-6106
Lead, lead, who's got the lead?

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

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

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

In the 7 p.m.-12:30 a.m. period on election night, NBC had a rating of 23.6 and 51 share, CBS's rating was 16.1 and 35 share and ABC had a 6.5 rating and 14 share.

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

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

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

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Total Rating</th>
<th>Total Audience</th>
<th>6-11</th>
<th>12-17</th>
<th>18-34</th>
<th>35-49</th>
<th>50 plus</th>
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<tbody>
<tr>
<td>1</td>
<td>Bonanza (NBC)</td>
<td>40.2</td>
<td>17.3</td>
<td>9.2</td>
<td>3.1</td>
<td>2.9</td>
<td>2.5</td>
<td>2.1</td>
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<tr>
<td>2</td>
<td>Gomer Pyle USMC (CBS)</td>
<td>35.2</td>
<td>14.3</td>
<td>7.5</td>
<td>2.8</td>
<td>2.5</td>
<td>2.2</td>
<td>1.8</td>
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<tr>
<td>3</td>
<td>Theodora and Alice (CBS)</td>
<td>31.2</td>
<td>13.5</td>
<td>6.7</td>
<td>2.3</td>
<td>2.0</td>
<td>1.8</td>
<td>1.5</td>
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<td>4</td>
<td>Red Skelton (CBS)</td>
<td>28.7</td>
<td>12.8</td>
<td>5.7</td>
<td>2.1</td>
<td>1.8</td>
<td>1.6</td>
<td>1.3</td>
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<tr>
<td>5</td>
<td>Flipper (CBS)</td>
<td>27.0</td>
<td>11.7</td>
<td>5.1</td>
<td>1.9</td>
<td>1.4</td>
<td>1.2</td>
<td>1.1</td>
</tr>
<tr>
<td>6</td>
<td>The Hit Parade (CBS)</td>
<td>26.1</td>
<td>11.1</td>
<td>4.9</td>
<td>1.7</td>
<td>1.3</td>
<td>1.0</td>
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</table>

CBS has slight lead in Arbitron report

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

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

During the five nights from Friday to Tuesday, CBS had 15 half-hour wins, NBC 12, ABC 8. The Nielsen ratings covering the two-week period ending Nov. 8 and including election night also were disclosed last week (see separate story, this page).
Color used to sell farm shows

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

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

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

Careful pre-planning of such promotion is vital, she pointed out, along with thorough follow-ups to let prospective agencies and advertisers know what the station has been doing. KWT's annual state fair exhibit, an authentic ranch house where farmers may obtain information and get their own personal, registered cattle brands, has helped build the station's total service image, Miss Tjaden reported.

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

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

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

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

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

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

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

Jess Marshall, Farm and Industrial Equipment Institute, Chicago, planned to explain the extensive resources of his organization in the collection and dis-
semination of agricultural marketing information for farm broadcasters. He said his group now has monthly retail sales data on farm equipment for every state as well as informational news letters, all available for the asking.

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

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

SDX report lists news problems

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

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

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

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

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

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

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

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

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

DOD Causes Concern * In an over-all review of Washington and other news centers, the committee said that the information policies of the Department of Defense "continued to cause more concern." White House news conferences, called with a minimum of advance notice and held often in a "cozy" atmosphere, has caused a "vague uneasiness ... to be felt among some Washington correspondents."

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

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

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

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

Critics keelhaul television again

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


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

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

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

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

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

Program notes . . .

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

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

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

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

Return run • Indianapolis 500-mile auto race will be telecast again via closed circuit to theaters and sports arenas by MCA-TV on May 31, 1965. MCA-TV arranged the first closed-circuit telecast of the event last May 31.

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

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

Film sales . . .


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


Superman (Wolper): KCBD-TV Lubbock, Tex., and WKBV-TV Peoria, Ill.


Cinema 88 (Walter Reade-Stirling): WCIK(TV) South Miami-Miami and won-TV Chicago.


Astro Boy I and II (NBC Films): KVOO-Tulsa, Okla.; cklw-TV Windsor, Ont.-Detroit; KJH-TV Los Angeles; wvue(TV) New Orleans and kutv(TV) Salt Lake City.


Radio series sales . . .


FM 10G by GATES

Broadcasting's new 10,000 watt FM Transmitter designed and manufactured utilizing the "Value Analysis" technique resulting in greater reliability and higher performance standards.
RCA shipping new TV tape models

The first commercial shipments of two advanced types of RCA television tape machines, the TR-3 tape player and the TR-4 recorder-reproducer, were announced last week by the RCA Broadcast and Communications Products Division.

The compact, transistorized units are in volume production, and at least 70 machines will be delivered before year's end, according to RCA. Initial shipments have been made to broadcast stations in the United States and Canada, to the U. S. Army and Air Force and to other domestic users.

The TR-3 reproduces previously recorded video tapes in the same manner that a projector screens films. It can be used for broadcasts of tape shows or for previewing tapes elsewhere.

The TR-4 is a complete recording-playback system contained in a 33 by 22 by 66-inch cabinet. Like the TR-3, it has inherent color capability and will accept other accessories, including automatic timing control and electronic splicing.

FM wants fine dropped

Findlay Publishing Co., licensee of WFLM(FM) Fort Lauderdale, Fla., has asked the FCC to cancel a $500 forfeiture imposed last month for failing to maintain modulation levels within the prescribed limits.

In a petition for reconsideration filed Nov. 20, Findlay said that new equipment recently purchased will help correct the problem of overmodulation. It also pointed out that WFLM's chief engineer at the time the violations occurred was discharged when the station learned of his inexperience.

Since February 1961, WFLM was notified seven times by the commission for not maintaining proper modulation levels.

New ground station opens in Sweden

The ninth ground station for satellite communications, at Rao, Sweden, was inaugurated Nov. 26, Thanksgiving Day, with a special recorded TV program beamed from the United States.

The station, a joint effort of Sweden, Norway and Denmark, is another link in the terminal space stations for satellite communications on earth. Other ground stations: United States, Britain, France, Germany, Italy, Brazil, Japan and Spain. Rao is about 225 miles southwest of Stockholm.

The 10-minute program was beamed to Relay 1, over the Atlantic, by the National Aeronautics & Space Administration's ground station at Mojave, Calif. The program consisted of an interview of Robert C. Seamans Jr., associate NASA administrator, by Arne Thoren, Swedish television correspondent in New York, and remarks by the ambassadors of Sweden, Norway and Denmark. The program was seen by about 5 million TV viewers in the three countries via a network pickup at the Rao station.

Production, sale of receivers up from '63

Sales and production of television and radio surged in September, with 839,863 monochrome TV sets and 1,297,571 radio sets (excluding auto radios) sold to distributors, and 875,895 monochrome TV and 2,193,840 radio sets produced.

During the month, 176,757 color sets and 205,407 FM sets were manufactured, according to the Electronic Industries Association.

For the nine months of 1964, 5.4 million monochrome TV and almost 7 million radio sets (excluding auto radios) have been sold to distributors: 6,768,677 TV's, including 1,007,274 color sets and 13,821,995 radio sets, including 1,277,494 with FM have been manufactured.

The EIA figures:

<table>
<thead>
<tr>
<th>Period</th>
<th>TV (with color)</th>
<th>Radio (with FM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-Sept. 1964</td>
<td>5,402,301</td>
<td>6,980,845*</td>
</tr>
<tr>
<td>Jan.-Sept. 1963</td>
<td>4,758,191</td>
<td>6,816,451</td>
</tr>
</tbody>
</table>

PRODUCTION

<table>
<thead>
<tr>
<th>Period</th>
<th>TV (with color)</th>
<th>Radio (with FM)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-Sept. 1964</td>
<td>6,788,677</td>
<td>13,821,995**</td>
</tr>
<tr>
<td>Jan.-Sept. 1963</td>
<td>5,188,815</td>
<td>12,836,955</td>
</tr>
</tbody>
</table>

*Excluding auto radios.
**Includes 6,209,840 auto radios, compared to 5,430,684 for same period last year.
***There was no color count last year.

No blackout in tunnel

Chesapeake Bay Bridge-Tunnel spokesmen last week claimed they have the first in-tunnel connection that allows motorists to listen to their car radios while in a tunnel. The system consists of AM antennas at each end of two tunnels connected to amplifiers to boost the signals they receive, plus ceiling antenna cables running the length of the tunnels. The bridge-tunnel, called the world's longest, is a 17.5 mile span between Virginia Beach and Virginia's eastern shore.

The system was developed by the Communications Products Department of General Electric, Lynchburg, Va.

Technical topics...

Bright idea = Westron Corp., New York, has announced production of a powerful, compact floodlamp—the Westron quartz lamp, a 400-watt quartz iodine bulb mounted in a seven-ounce aluminum screw-in base designed to fit ordinary light sockets and fixtures built to accommodate R-40 or PAR lamps. A multifaceted polished aluminum reflector gives the beam a medium spread. According to Westron, its new lamp produces more light than seven 150-watt incandescent bulbs. Rated life of the bulb is 2,000 hours.

New set = Sylvania Electric Products, New York, has introduced a new color TV set with its "color bright 85" picture tube, which the company claims is more than 40% brighter than standard tubes. The new 21-inch set has a suggested retail price of $498.15.

New headset = A headset designed for TV studio use is now available from Roanwell Corp., New York. The 106100 binaural boomman's headset features circumaural, foam-cushioned, noise attenuating earcups and a 15-foot retractable cord. Frequency range is 300-3,500 cps; impedance is 275 ohms and sensitivity is 113 db at 1,000 cps.
Petry seminar attended by promotion managers

Promotion campaign successes ranging from audience build-up and trade-paper advertising to merchandising, contests, get-out-the-vote drives and contract-getting sales presentations were described at the 10th annual seminar conducted by Edward H. Petry & Co. for promotion executives of Petry-represented stations. Executives from 28 radio and TV stations attended the seminar, held in Chicago Nov. 16 during the Broadcasters Promotion Association convention (Broadcasting, Nov. 23). Robert L. Hutton Jr. and William H. Steese, Petry vice presidents in charge of promotion for TV and radio respectively, were co-moderators of the session, which featured reports by station executives on their “most successful promotion of the year.”

These speakers included Don Peacock, WBL-TV Baltimore; Al Brassard, W2AR-TV Providence, R. I.; James G. Hanlon and E. Boyd Seghers Jr., WONAM-TV Chicago; John Burpee, WLWC (TV) Columbus, Ohio; Mary Neal, WTRF-TV Wheeling, W. Va., and Bob Kost, KSST Minneapolis-St. Paul.

Feb. 1 deadline set for Polk entries

Radio-TV applicants for the George Polk Memorial Awards, sponsored by the Long Island University Department of Journalism, have been asked to submit their material by Feb. 1, 1965. Award categories include foreign, national, metropolitan, magazine and radio or TV reporting, as well as endeavors in community service and news photography. Journalists should enter any outstanding work published, broadcast or telecast during 1964. Radio and TV entries may be in the form of disk, tape or film.

Material is to be filed with The Curator, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

NAB code to issue second merit award

Howard H. Bell, code authority director of the National Association of Broadcasters, last week announced the opening of the second annual competition for an award of merit to be given to the state broadcaster association that is judged to have made “the most signal contribution to the radio or television code during the past year.” The code authority decides the winner.

The deadline for entries is Feb. 15, 1965, and the award will be presented at the NAB’s 1965 convention in Washington March 21-24. In announcing the start of the award derby, Mr. Bell also thanked the state groups for their aid in advancing the codes.

The South Dakota Association of Broadcasters won the award last year for being the first state to reach 100% in radio code members. It is believed that the Georgia Association of Broadcasters is a front-runner for the award this year as a result of its successful drive for radio code members in that state.

‘Hollywood Palace’ to go on the road

From television to fairs, exhibitions, arenas and musical tents. That’s the outlook for The Hollywood Palace, the variety program on ABC-TV (Saturday, 10-11 p.m.), which will be adapted for road shows, beginning July 1965.

A two-hour package following the format of the TV program is being devised by Nick Vanoff and William G. Harbach, producers of the show, and Elroy O. Stacy, vice president in charge of special events for General Artists Corp. Mr. Stacy estimates that as many as five separate packages with different talent will be on the road at the same time at the height of the fair season. The road show will travel under the title of “The Hollywood Palace,” and will use talent which has appeared or will appear on the TV program.

Stars to push sales of Christmas Seals

Continuing a now established custom, many of the nation’s leading entertainers are voluntarily appearing on radio and TV on behalf of the Christmas Seal campaign of the National Tuberculosis Association.

According to the association last week, Henry Fonda, Jimmy Durante and Betsy Palmer will be on TV during December urging viewers to buy the seals. They will be joined in a similar appeal on radio by such stars as Dean Martin, Lena Horne, Bobby Darin, Connie Francis and Bing Crosby.

In addition, many other stars will appear in local programs sponsored by some of the 1,900 affiliates of the association.

Drumbeats ... 

Faithful listeners • Sports Radio Inc., New York, is distributing a pocket-sized, transistor radio with a tuning device that permits switching to a pre-selected station. The device is designed so that...
MGM shows profit for fiscal year

Metro-Goldwyn-Mayer Inc. last week announced net earnings of more than $7 million for the fiscal year ended Aug. 31, compared to a net loss of more than $17 million during the previous fiscal year.

The upswing in earnings was attributed to increases in production and distribution of motion pictures. The company also has established increased residual costs for motion pictures distributed last year against the pictures' subsequent release to television. Increased residuals on each picture released in 1963-64 enlarged the company's net profits during 1964 by $950,000.

Robert H. O'Brien, president of MGM, reported that the company has a backlog of post-1948 features that have not yet been released to television. The backlog is increased each year by new production, and will enable MGM "to carry on the marketing of pictures in both the theatrical and television markets indefinitely," Mr. O'Brien said.

Fiscal year ended Aug. 31:

<table>
<thead>
<tr>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.83</td>
</tr>
<tr>
<td>Revenues</td>
<td>171,350,900</td>
</tr>
<tr>
<td>Net income before taxes</td>
<td>17,384,000</td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>7,280,000</td>
</tr>
</tbody>
</table>

Filmways net income up 16% over last year

Filmways Inc., New York, has reported that its net income for its fiscal year ended Aug. 31 was 167% over that of the previous year and increased earnings were across the board. Filmways attributed its fiscal friskiness in large part to its "unique" position of having "four successful network programs on the air."—The Addams Family (ABC), The Beverly Hillbillies, Petticoat Junction and Mr. Ed (all CBS). The firm also announced that its annual stockholders' meeting will be held Dec. 18 in New York.

Year ended Aug. 31:

<table>
<thead>
<tr>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income per share</td>
<td>$0.53</td>
</tr>
<tr>
<td>Revenues</td>
<td>13,691,830</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>977,934</td>
</tr>
<tr>
<td>Net income</td>
<td>327,434</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>650,816</td>
</tr>
</tbody>
</table>

Rollins revenues up 214% in six months

Rollins Broadcasting Corp. last week announced record revenues and earnings for the six months ended Oct. 31, with revenues up 214% and net earnings up 63% over the same period last year.

The firm's board of directors also voted a 3-for-1 split of both common and class B common stock. The split, if approved, will be effective Feb. 14, 1965, on stock outstanding Jan. 25, 1965. The board wants to declare quarterly dividends of 5 cents a share on the new common and 2 1/2 cents a share on the class B common stock. The board last week declared its regular quarterly dividend of 12 1/2 cents on common and 6 1/4 cents on class B common, so the new dividend on the split stock would amount to a 20% jump to 15 cents on common and 7 1/4 cents on class B common. The dividends declared last week are payable Jan. 25, 1965, to stockholders of record Dec. 24. The firm's stockholders at a meeting Jan. 25 will vote on the split and on changing the company's name to Rollins Inc. O. Wayne Rollins, president of the corporation, said that the name change "will represent a more meaningful portrayal of the company's operations." Rollins acquired Orkin Exterminating Co. last summer and recently expanded its cosmetics business.

Six months ended Oct. 31:

<table>
<thead>
<tr>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.81</td>
</tr>
<tr>
<td>Revenues</td>
<td>13,794,413</td>
</tr>
<tr>
<td>Net income</td>
<td>791,659</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>591,797</td>
</tr>
</tbody>
</table>

Screen Gems reports record 1st quarter

Screen Gems Inc., New York, last week announced record earnings during the first fiscal quarter ended Sept. 26. Earnings increased 12% over the first quarter of the previous fiscal year.

At last week's stockholders meeting, shareholders approved an increase in authorized stock to 7 million shares from 3.5 million shares. Also approved was an option of 5,000 shares for Jackie Cooper, the actor and director who is vice president in charge of Screen Gems' West Coast production studios.

Three months ended Sept. 26:

<table>
<thead>
<tr>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.18</td>
</tr>
<tr>
<td>Gross income</td>
<td>57,162,444</td>
</tr>
<tr>
<td>Net income before taxes</td>
<td>1,107,000</td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>577,000</td>
</tr>
<tr>
<td>Based on 3,173,000 shares outstanding.</td>
<td></td>
</tr>
</tbody>
</table>

Financial notes . . .

- The board of directors of Walt Disney Productions, Burbank, Calif., has declared its regular quarterly cash dividend of 10 cents per share and its annual stock dividend of 3%. Both are payable Jan. 1, 1965, to stockholders of record Dec. 3.
- Trans-Lux Corp., New York, last week announced a regular quarterly dividend of 15 cents per share on common stock payable Dec. 10 to stockholders of record on Dec. 4.
FATES & FORTUNES

BROADCAST ADVERTISING


Ira Sturtevant, VP, Foote, Cone & Belding, New York, appointed to newly created position of manager of copy department. In addition to new responsibilities, Mr. Sturtevant will continue as copy group head on various General Foods and Menley & James brands, Savarin Coffee and Angostura bitters.

D. D. Fuller Jr. joins Dancer-Fitzgerald-Sample, New York, as VP and account supervisor. He was account supervisor of C. J. LaRoche & Co., New York, and before that VP and account group head, BBDO, that city.

Richard F. McGear, assistant sales manager, appointed general sales manager of KNX Los Angeles, and CBS Radio Pacific Network. He succeeds Jim Ingraham, named general manager of KRLC San Francisco (see page 71).

Jay Whalen, with whn New York since 1962, appointed national sales manager.

Wilson Selbert, VP and copy group head of J. Walter Thompson, New York, appointed creative supervisor and member of editorial board.

Murray Klein appointed senior VP for creative department at Smith/Greenland Co., New York. Sandi Butchiss named creative director and Michael Mangano named copy chief at Smith/Greenland.

Robert O. Archer Jr., account executive at Klau-Van Pietersom-Dunlap, Chicago, joins Buchen Advertising, that city, as account executive.

Chester R. Zemany, radio account executive at WAVY Portsmouth-Norfolk, Va., named sales coordinator at WWVX Virginia Beach, Va.

Frank J. Martin, associate media director of Maxon Communications Inc., New York, named VP.

Edwin J. Howard joins Blair Radio, New York, as account executive. He was New York state district sales manager for Mill & Factory magazine.

Kermit S. Imbrey, with Maxon Inc., joins Street & Finney, New York, as account executives on Colgate-Palmolive.

James K. Hill, market research and client contact on Foremost Dairies ac-

count at Guild, Bascom & Bonfigli, San Francisco, joins Boisford, Constantine & McCarty, San Francisco, as account executive on California Canners & Growers account.

Terry M. Saidel joins N. W. Ayer & Son, Hollywood, as media director of Los Angeles region Plymouth Dealers Association account.


Paul Bertelotti, formerly with Bauer-Black Co. and General Mills, joins MacManus, John & Adams, Chicago, as research associate.


Gene K. Foss, marketing VP of Grove Laboratories Inc., St. Louis, appointed VP, marketing of Golden Dipt-Meletio Corp., that city, subsidiary of DCA Food Industries.

Ed Walthers, VP and account supervisor at Boisford, Constantine & McCarty, San Francisco, joins Compton Advertising, that city, as creative director.

William R. Proctor Jr., on Nestle account, and Ross H. Tompkins, on Men-

nen account, appointed VP's of Warwick & Legler, New York.


August T. Lerch, senior writer-producer on Rheingold beer account for J. Walter Thompson Co., New York, joins Post-Keyes-Gardner, Chi-
cago, as copy group supervisor. He will be assigned to Old Milwaukee beer account.

Paul H. Klein, VP and copy director of Bishopric-Green-Fielden Inc., Miami, named creative director of agency. Rals-
tone Prince, formerly film producer for Florida Development Commission, ap-
pointed radio and television director for Bishopric-Green-Fielden.

Richard C. Anderson, VP in charge of administration, Young & Rubicam, Chicago, transfers to New York office as head of media relations division.

William C. Bren-
nan, with Lennen & Newell, joins New York office of Needham, Louis & Bor-
bye as senior writer. James F. Joiner, with Young & Rubicam, joins NL&B there as art director.

John O. Leonard, with MacManus, John & Adams, Chicago, joins Need-
ham, Louis & Borby there as TV-radio producer. Bruce T. Morgan, with Sidney Clayton & Associates, joins NL&B as assistant art director.

Alice Dech Brooks, with Arndt, Prest-
ton, Chapin, Lamb & Keen, New York advertising agency, joins Erwin Wasey, Ruthrauff & Ryan, that city, as account executive.

John Fenster, account executive at WQXR New York, appointed eastern

More than a decade of Constructive Service to Broadcasters and the Broadcasting Industry

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET NEW YORK, N. Y.

ELDORADO 5-0465

BROADCASTING, November 30, 1964
sales manager of Prestige Representation Organization, New York radio sales representatives.

Nicholas Wedge and Louis Emmanuel, copy supervisors, named VPs of BBDO New York.

Daryl Laub, Midwest television performer, joins KEVE-AM-FM Golden Valley-Minneapolis, as account executive.

Frank Havore appointed sales promotion manager of KNBS Los Angeles. He had served in similar positions with KTTV(TV) and KNBC(TV), both Los Angeles.

Mary M. Begtzes, formerly media supervisor at Edward H. Weiss & Co. and supervisor of estimating at Leo Burnett Co., Chicago, joins media department of MacManus, John & Adams that city.

John S. Coffey, VP, named director of marketing services at Weightman Inc., Philadelphia advertising agency.

Betty Koven, administrative manager of West, Weir & Bartel, Los Angeles, named comptroller of Eisaman, Johns & Laws Advertising, that city.

Hank Malfa, account executive at Warwick & Legler, New York, and Stanley Turk, pharmaceutical editor of Chain Store Age, drug editions, named account executive and merchandising executive, respectively, at Cunningham & Walsh, New York.

John Holmes appointed television art director with McCann-Erickson, San Francisco.

John Cabrera, on art staff of Doyle Dane Bernbach, New York, joins art staff of Fladell Advertising Associates, that city.

Sally Vandiver, account executive with Lennen & Newell, Los Angeles, appointed advertising and PR director of Van de Kamp's Holland Dutch Bakers.

Joseph B. Kenelley, director of advertising and public relations for National Technical Schools, Los Angeles, joins Koblitz Co., Los Angeles agency, as account executive. Tack Shigaki and Shirley Tait Cox named art and media directors, respectively.

Fred R. Jones, with Lilienfeld & Co., Chicago advertising agency, joins Geyer, Morey, Ballard, that city, as account executive.

Walter L. Purcell, director of community services, DeKalb county, Ga., joins George Crumbley Advertising, Atlanta, as executive VP for PR and business counseling.

John M. Peters, head of own talent booking and management firm in Binghamton, N. Y., joins WFBG-FM Altoona, Pa., as sales representative.


Mrs. Margaret Ingram, formerly with Campbell-Mithun, named art director, and Mrs. Shirlee Finney, regional manager for Tupperware Home Parties, assigned to community relations at Ball & Davidson, Denver advertising agency.

Dennis R. Israel, air-personality, appointed account executive at WYDF Flint, Mich.

George W. Fee, account executive at WFLA Tampa, Fla., named local sales manager.

William Ganley joins Harold H. Segal & Co., Boston broadcast representatives, as account executive.

THE MEDIA

Walter E. Bartlett, VP-TV of Crosley Broadcasting Corp., elected president of Ohio Association of Broadcasters, replacing Mrs. Marianna Campbell, WJEN Gal-lipolis. Other new officers: Reggie Martin, WSPD Toledo, first VP; Collis Young, WCOL Columbus, second VP.

Hayes Steward, commercial manager, KTRAM Phoenix, elected president of Metropolitan Phoenix Broadcasters. Other officers elected: Jack Willis, general manager, KHEP, VP and John Crowley, station manager, KPHO, secretary-treasurer. Named to board of directors: John Redfield, general manager, KIEF, Jim Titus, general manager, KCAK, Bob Zimmerman, station manager, KDKX Glendale, and retiring President Jim Ross, station manager, KKOY.


Allen G. McLellan, account executive at WAYY-TV Portsmouth-Norfolk, Va., appointed executive VP and general manager of WYKE Virginia Beach, Va.
R. E. (Pat) O'Brien, at one time general manager and part owner of KIUP Durango, Colo., returns to station as general manager.

James Ingraham, general sales manager of KNX, Los Angeles, appointed general manager KFRC, San Francisco. He had been with KNX since 1958 and account executive for Don Lee Broadcasting from 1952 to 1958.

Reverend Bill Mansdoerfer, named manager of KEAR(FM) San Francisco, non-commercial station. He will continue as director of communications for Family Radio Inc., owner of KEAR.

David A. Moss, manager of WHWH Princeton, N. J., elected VP and general manager of station.

David H. Polinger, appointed VP of Friendly Frost Inc., Fresh Meadows, N.Y., in charge of broadcast division. He joined Friendly Frost in 1961 as general manager of WFTFM(FM) Lake Success and WOLI-FM and WQMF both Babylon, all New York.

H. Stewart Corbett Jr., lending officer with Trust Co. of Georgia, named business manager of Cox Television Corp., Atlanta.

Tony C. Malara, sales manager at WVVNY and WCNY-TV Watertown, N. Y., named director of radio for Watertown operation of broadcast division of Watertown Daily Times. Mr. Malara joined stations in 1957 as announcer and moved to sales department in 1961.

Donald V. Tavener, president of WQED(TV) and WQEX(TV) both Pittsburgh educational stations, elected president of Eastern Educational (Television) Network and re-elected to board of trustees. He succeeds Hartford N. Gunn, general manager of WGBH-TV Boston, named chairman of EEN.

Walter L. Rubens, station and commercial manager of KFDM-AM-FM Beaumont, Tex., named president and general manager of KOBE Las Cruces, N. M.

Harry T. Swanson, with Louis Quinn Associates, Los Angeles, named director of development at KCET(TV), Los Angeles educational station.

Bee Baxter, VP of industrial communications, EMC Corp. St. Paul, appointed director of development for WTHS-TV Miami.

PROGRAMING

Roy O. Disney, president of Walt Disney Productions, Los Angeles, elected to additional position of chairman.

Other appointments: Don B. Tatum, VP, elected to board and executive committee; Spencer C. Olen elected VP and general attorney, talent properties, copyrights and patents, and Richard T. Morrow, named VP and general attorney, corporate and finance.

Edward Layton Doyle, assistant program director of WAZ Boston, named program director for WH-TV Des Moines, Iowa.


Fred Sayles joins WNJU(TV) Lindenhurst-Newark, N. J., as director of New Jersey programing for ch. 47 station which expects to start operations in spring. Mr. Sayles has done children’s programs on stations in New York area.

Michael Mindlin Jr., who joined Filmways Inc., Hollywood motion picture and TV production company as advertising and publicity director last January, elected VP. He had worked abroad in production publicity assignments for several U. S. motion pictures before joining Filmways.


Win Opie, formerly with Steve Allen Show and Maitnee Theater, named director of ABC-TV’s Les Crane Show.

Joe Landis, producer-director for KNXT(TV) Los Angeles, named to produce 1965 Repertoire Workshop series, a joint effort of five CBS-owned television stations.

Paul Robinson, formerly national promotion manager for London Records, named regional field manager, radio and TV artists relations for RCA Victor records, New York.

Jules Weil, western division manager at J. Arthur Rank division of Universal
Sarnoff wins award

Robert W. Sarnoff, chairman of the board, NBC, has been chosen recipient of 1964 award for distinguished service in field of communications by Committee of Arts and Letters of University of Texas, Austin.


Robert J. Shafer, director of news, WRCV-AM-TV Philadelphia, for past three years, named manager of news, West Coast, at NBC. He replaces Arthur Wakelee who had been temporarily in post at Burbank, Calif., for past nine months.

Stan Burford joins KSFO San Francisco as helicopter reporter and newsman.

Paul M. Weyrich, with Milwaukee Sentinel, joins WISN-TV Milwaukee as reporter and announcer. Sue Riorden, promotion writer for WTMJ Milwaukee, named reporter and writer for WISN-TV.


EQUIPMENT & ENGINEERING

Bill M. Reynolds, national radio key accounts sales manager for Admiral Sales Corp., named manager-special accounts for Sylvania Home & Commercial Electronics Corp., marketing subsidiary of Sylvania Electric Products, New York. Patrick J. Marrinan, director of marketing research for Lord Baltimore Press, divi- 

sion of International Paper Co., named marketing research specialist-consumer markets for Sylvania Electric Products.

Dr. Sam Mabuchi, president of Panasonic Corp., subsidiary of Matsushita Electric Industrial Co. Ltd., named VP and head of newly formed product engineering division of Sony Corp. of America, New York. New division will research and develop future products for consumer and industrial fields.


Oliver Bjerke, West Coast Manufacturer's representative, joins Sarkes Tarzian Inc., Bloomington, Ind., as regional manager for six western states for broadcast equipment division. His headquarters will be in Santa Clara, Calif.

John F. Jordan, sales manager of NARD  Microwave Corp., Plainview, N. Y., named marketing manager, with responsibility for product sales, distribution and advertising.

Frederick J. Cudlipp, manager of professional products at CBS Laboratories Inc., named manager, professional products division of Harvey Radio Co., New York electronics distributor.

Louviere H. Stanz, chief engineer, WBZA-TV Binghamton, N.Y., elected VP of WBZA-TV Inc.


FANFARE

John C. Burpee, promotion manager of WLWC-TV Cincinnati, promoted to director of public relations and advertising for Crossley Broadcasting Co., owner of WLWC. He joined WLWC in 1961 from WJAR-TV Providence.
Clay killed in Congo

George Clay, African affairs editor for NBC News, killed Nov. 24 in an ambush near Stanleyville in Congo while covering movements of Congolese mercenary troops marching towards Stanleyville. He joined NBC News as correspondent in 1960 and worked for several news organizations in Africa before that time.

H. Hayhurst Ltd., Toronto agency.

William Steekel, VP of Standard Broadcast Sales, Toronto, named general sales manager of CKRN St. Catharines, Ont.

A. D. Wiebe named film production manager of CKPG-TV Prince George, B. C. Robert A. McGavin, formerly with CKEK-TV Victoria, B.C., and CHANTV Vancouver, B. C., appointed director of CKPG-TV.

Robert Lewis Shayon, radio and television critic for Saturday Review, appointed associate in communications for University of Pennsylvania's Annenberg School of Communications.

DEATHS

Roy W. Howard, 81, chairman of executive committee of Scripps-Howard Newspapers, died Nov. 20 at Doctors hospital, New York, after heart attack. Scripps-Howard Broadcasting Co. is licensee of WNOX(TV) Nashville, WNOX(TV) Memphis, WPRT(TV) Palm Beach, Fla., and WNOX Knoxville, Tenn. Among survivors are his widow, Margaret; son, Jack, president of Scripps-Howard Newspapers and Scripps-Howard Broadcasting Co., and daughter, Mrs. Jane Perkins.

Max Alexander, 56, co-owner, M & A Alexander Productions, TV program distributor, died at his Beverly Hills home of heart attack Nov. 22. Native of Germany, he came to U. S. at 16 to join Universal Pictures, founded by his uncle, Carl Laemmle. With his brother, Arthur, he formed movie producing company 33 years ago and their TV film distributing firm 15 years ago.

Edward Armour Byron, 59, creator of Mr. District Attorney and pioneer in radio drama, died Nov. 21 of cancer in Veteran's Hospital, West Haven, Conn. For many years head of Ed Byron Productions, he joined NBC in 1960 as account executive in special program sales department. He left NBC this year to help revive radio drama at ABC, New York, with series called Theater Five. Among survivors are his widow, Catharine, and two sons.

Richard King, 35, writer in ABC-TV promotion department in Hollywood, died Nov. 14 in San Bernardino County hospital of injuries sustained in traffic accident previous weekend. Mr. King formerly was assistant advertising director for television of Lever Brothers Co., Canada.

Improving Antenna Coverage

Three-wavelength, dual-polarized, all-weather antennas improve frequency coverage. GATES RADIO COMPANY, a Subsidiary of Harris-Intertype Corporation, Quincy, Illinois. 62302.
ITA reports its audience growth

Claims 62% of viewing time in homes able to receive both British networks was spent watching its shows

The average size of audience for Britain's commercial television network from 7:30 to 10:30 p.m. each day was 13.3 million in March 1964 compared with 12.5 million in March 1963 the Independent Television Authority reports for the year ended March 31, 1964. The most popular programs often had more than 20 million viewers.

According to figures provided by Television Audience Measurement Ltd., 62% of the time spent watching television in homes able to view both BBC-TV and the commercial network was devoted to the commercial network.

At the end of March 1964 over 51 million people, 97% of the population, lived in areas covered by ITA's 22 transmitters. Of these, over 39.5 million people had TV sets. The report shows the progressive increase in population coverage and in the number and proportion of homes with sets able to tune into network programs. Figures given were:

Cumulative Population Coverage

<table>
<thead>
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<th>Year</th>
<th>Thousands</th>
<th>% of homes</th>
<th>% of all homes</th>
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<td>24</td>
<td></td>
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<tr>
<td>1956</td>
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<td>1957</td>
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</tr>
<tr>
<td>March 1964</td>
<td>51,299</td>
<td>97</td>
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</tr>
</tbody>
</table>

GAB supports Lee idea

The Georgia Association of Broadcasters last week seconded a motion by Jack Lee, WSAZ-AM-TV Huntington, W. Va., that foreign broadcasters be placed for training in small American stations (Broadcasting, Nov. 23). Mr. Lee suggested this program be implemented at the local level by state associations of broadcasters, and GAB volunteered to be the first to take part.

The GAB noted that many programmers would have to be overhauled to make a success of the plan and said "we might have to get some special help" from the FCC. The GAB was the center of a small storm of controversy last year when it attempted to arrange an international conference with some of the same aims as Mr. Lee's proposal. The plan was scuttled after criticism from the National Association of Broadcasters (Broadcasting, Aug. 26, 1963).

World markets vs. national markets

Donald W. Coyle, president of ABC International Television Inc., last week urged television advertisers to think in terms of world markets rather than national markets.

Mr. Coyle predicted that a global communications network will emerge in the next five years. He said that the network will carry commercial television programs throughout the world.

The ABC International president made his comments in conjunction with the fifth anniversary of ABC International, which ABC says is the world's largest organization for international commercial television. It is affiliated with 53 independent ABC Worldvision stations in 23 countries.

ABC International serves its World-
vision member stations as program purchasing agent and international sales representative. It offers technical assistance, financial support and, if requested, counsel in program policy and administration.

The organization purchased more than $10 million worth of programs for stations outside the United States in 1963, and the total is expected to go higher this year, officials said.

Shortly after ABC International was created, associated stations formed the Central American Television Network, described as the world's first international commercial network. It represents 14 stations in Central America.

ABC International is a subsidiary of American Broadcasting-Paramount Theaters Inc.

**BBC plans local radio network for Britain**

BBC has drawn up plans for a local radio network throughout Britain with each station serving a small community. The corporation hopes the network will be authorized by the government in the near future.

This was revealed by BBC Director of Sound Broadcasting Frank Gillard, at the annual dinner of the Radio and Television Retailers' Association in London.

Local radio would soon be found as valuable and indispensable to community life as local newspapers, he said. Apart from its ability to interest and involve every citizen in daily issues of local life, the local station would become a key component in the educational system of a city or town.

BBC's hopes for government approval of its plans may well be based on the change of administration following the general election. Labor Party policy has opposed commercial local radio.

Another factor is that the 1962 Pilkington Committee report, which considered the whole broadcasting setup in Britain, came out in favor of a BBC-operated local radio system.

When BBC gave evidence on local radio to the committee in 1961 it said that its complete network would consist of between 80 and 90 stations with an average of 18 a year being constructed. It estimated that each would cost about $49,000 to build and annual operating costs would be about $78,400. Costs would probably be much higher now.

**Abroad in brief . . .**

**Adds firms** Fuller & Smith & Ross, New York, has acquired an interest in Foreign Advertising & Service Bureau Inc., an international advertising agency, and its affiliated public relations company, Communications Worldwide Inc. The companies will be known as FSR-Foreign Advertising & Service Bureau Inc., and FSR-Communications Worldwide Inc., and will operate as FSR's international arm.

**New view** CBFT(TV) Cheticamp, N. S., has started operations on channel 10 as the first French-language television station in that province. The station will carry programs, via microwave, from CRAFT(TV) Moncton, N. B., and will serve as a relay station for CBFT-1(TV) at Grindstone Island in the Magdalen Islands group in the Gulf of St. Lawrence.

**Agency bought** Baker Advertising, Toronto, has purchased Schneider, Car- don Ltd., Montreal. Harry Schneider is the new manager of Baker's Montreal office. The 29 Schneider, Cardon accounts, with an annual billing of $2 million, move to Baker.

**Building bids** Canadian Broadcasting Corp. has called for bids for construction of two television studios and offices for its new TV station at Quebec City. The two-story building was designed by the CBC's architectural and engineering staff.

**New rep** Granada TV Network, one of Britain's major TV companies, has appointed Informations et Publicite, Paris, as exclusive time sales representative for France, Benelux and West Germany.

**Diversification** Television Wales and West Ltd., the commercial TV company that covers southern Wales and western England, has bought 26% of the common stock of CAG Publicity Ltd., Cardiff, for 90,630 nonvoting TWW common 35 cents stock. Main business of CAG is renting billboards to advertisers.

5 stations, 2 agencies get awards for spots

Ckov Kelowna, B.C., and CJMT Chico-tim, Que., were awarded trophies at the Second Canadian Radio Commercials Festivals in Toronto for the best commercials written by English and French-language stations, respectively, in cities of up to 100,000 population. The festival was sponsored by the Radio and Television Executives Club and the Radio Sales Bureau, both with headquarters in Toronto.

CHUM Toronto and Ckwl Verdun, Que. (Montreal suburb) won trophies for stations in cities of over 100,000 population. Cklo Kingston, Ont., was the only winner in the public service commercials category.

McKim Advertising Ltd., Toronto, for English, and McCann-Erickson Canada Ltd., Montreal, for French, were the agency winners for the best commercials.

The festival audience heard and voted on commercials from a large number of Canadian stations, heard how prize-winning commercials were developed and produced, and also heard prize-winning U. S. commercials.
The powerful PR job TV can do abroad

SATTELITE ADVANCES DICTATE NEED FOR IMMEDIATE DECISIONS


Ever since the satellite, Echo I, made possible the first space phone conversation four years ago, the world has been talking about the possibilities of international television. Every day this new wonder of our world takes on more exciting aspects. But, thrilling as its technological, scientific and commercial aspects are, it has another that is infinitely more exciting—its potential as a force for promoting warmth and understanding among the people of the world.

I officiated as a judge of the last Miss Universe contest at Miami Beach. Now anything more widely divergent than international goodwill and international good measurements can hardly be imagined—but wait! One of the things that impressed me deeply, over and above the beauty, poise, and general excellence of the contestants, was their complete equanimity—their camaraderie, their acceptance of their differences, their appreciation of similarities.

There was a concentration of goodwill among them that was a source of wonder and delight to me.

Not only was this beautiful to see in Miami Beach, but it was imprinted also on the international mind. A friend wrote me of watching the contest in Tokyo—probably via video tape, since I am told it was not received by Telstar.

Next year, it will probably be!

Interest or Indifference? • Are we excited enough over satellite communications and international television? I don't think so.

Consider not only its potential for the promoting of international goodwill, but also for combating international bad will. There is something about the intimacy of television that brushes away or diminishes the barriers of language and custom. Watching in the relaxed and private atmosphere of his own home, the viewer has a tendency to see even remote international figures in a personal light.

An illustration of this is the great impact made by Mrs. Khrushchev on the American television audience when she and the premier visited a year or so ago. The common denominator of TV reduced her from the status of an unknown quantity in human mathematics to the simplest and most understandable of human equations. She became, amazingly and suddenly, just a nice middle-aged housewife and mother.

Mrs. Jacqueline Kennedy, in a completely different way, was a great force for international goodwill with her dignity, her soft-spoken manner, and her diplomatic adeptness in any and all situations.

If we do not fully develop television’s international potential, we shall be overlooking one of the greatest opportunities presented to the world since the invention of the printing press.

President Kennedy, when signing the Satellite Communications Bill into law on Aug. 31, 1962, said “It promises significant benefits to our people and to the whole world. Its purpose is to establish a commercial communications system which will serve our needs and instant transmission of what is happening in France, Italy, Japan, England, or wherever earth stations are set up to receive the picture.

Telstar has been called by newsmen “a switchboard in the sky.” Through it, on Jan. 29, 1964, the U. S. networks carried an historic twenty-three minutes of TV coverage of the Winter Olympics at Innsbruck, Austria.

On Aug. 19 of this year, Syncom, the Hughes Aircraft satellite, was launched from Cape Kennedy. So named because it flies in synchronous speed with the earth's rotation, Syncom differs from Bell Telephone's Telstar I and II and RCA's Relay II, in that it is a high-altitude satellite—some 23,000 miles above the earth. It is Syncom that relayed the Olympic Games coverage in October between Japan and the United States.

It is estimated that by 1967 or 1968 we will have a workable satellite network. What shall we do with this magnificent tool? We can entertain and instruct, we can inspire and educate. Or we can fail so drastically in developing its “hands across the stratosphere” possibilities that we will become bogged down in transworld situation comedies, or their equivalent, programwise. The thought of a raucous laugh track being bounced off a satellite some thousands of miles above the earth, magnified billions of times and relayed back to earth, is almost more than the mind can bear.

An Immense Potential • Like Shakespeare's Gratiano, international TV can “speak an infinite deal of nothing,” or it can change and bless our world.

It is thrilling to think of viewing Olympic games from Japan, opera from La Scala, ballet from Moscow or London, via satellite. But as far as influencing our neighbors internationally is concerned, this type of event falls short of the real potential. The personal, individual impact simply is not there. Perhaps it can be transmitted through interviews with individual performers, but by and large it is the group or team image that dominates.

My conception of personal impact and projection of a national image would be something along the lines of an international College Bowl, where young people from universities and colleges around the world would meet and compete on an educational and academic basis. Or an international Meet the Press, or Person to Person, or Password. The possibilities are limitless.

Most of us are intensely global in our
thinking. Americans have seen the value of the personal touch in international matters demonstrated through such organizations as the Peace Corps, the exchange student programs, the sister city programs, and the comparatively new International Executive Corps, which sends retired business executives to assist, in an advisory capacity, small companies in the world's developing nations.

Through that "switchboard in the sky" we can hope to achieve what Arnold Toynbee envisioned at the launching of the first Telstar: "to expand the circle of everyone's personal acquaintances to a worldwide range," which, he reminds us, is "the very thing we most need in the dangerous chapter of history through which we are now passing."

Newton Minow, former chairman of the FCC, has spoken of the influence of satellite communications, specifically Telstar, in giving us "increased opportunities to improve the flow of information among all nations, to surmount the walls of ignorance and prejudice, and to use mass communications to avoid mass destruction." Instruction or destruction, inspiration or expiration—it's up to us.

Plans for a global network have been projected at meetings in London, Rome and Bonn. In America the Communications Satellite Corporation has been established by Congress "to develop and operate, in cooperation with foreign nations, a commercial system of communications satellites for telephone, telegraph, television, photographic and other media."

Unmeasurable Factors = There has been talk about the mental capacity of the average TV viewer, and if we are not careful we will find this slap-happy theorizing being resumed on a global scale. In my opinion, nationally or internationally, there is no average viewer, and there is no average taste, because viewers have moods, and tastes vary with moods.

You might as well say people like comedy on Mondays rather than on Sundays, as to say unequivocally that the average viewer likes one type of program better than another. When the businessman, whether in Hong Kong, Hollywood or the Bahamas, comes home weary from a day of tensions and frustrations, he may find light comedy to his taste when he relaxes in front of the TV set. The same man on the following night, who has perhaps been stimulated rather than exhausted by the day's experiences, may search the channels for something weightier than nuptial convolutions or hillbilly hilarity.

So just as I do not feel it is sensible to attempt to read the minds of viewers in my own country, neither do I believe you can catalog the international mentality. From Panama to Poland, from Nicaragua to Nigeria, people are people, subject to laughter, tears, and tantrums. Said Goethe, "If you inquire what the people here are like, I must answer 'The same as everywhere!'"

That is why the system of satellite communications, that "little star that harms nobody and contains the virtue of union and understanding," which is how the Vatican has described Telstar, can become the great common denominator of our world—if we will only let it and encourage it!

Scottish firm set to start chain of stations

A company has been formed to operate a chain of commercial radio stations in Scotland, if and when it gets government permission. Heading the company, which is called City and County Commercial Radio (Scotland) Ltd., is Sir Andrew Murray, a former lord provost of Edinburgh.

Options have been taken on studio buildings in Glasgow, Aberdeen, Edinburgh and Dundee. The company is ready to spend $560,000 to go on the air.

Managing director is T. V. Shields, a Glasgow publicity executive and former publicity manager of Scottish Television Ltd. He estimates time on the stations will cost $16.80 a minute.

FC&B buys Aussie agency

Foote, Cone & Belding has announced the acquisition of an Australian advertising agency: Briggs, Canny, James & Paramor Pty. Ltd. of Sydney and Melbourne. It's the third acquisition of a foreign agency within a year for FC&B following those of FCB Radar, Milan, Italy and FCB Balling, Copenhagen, Denmark.

The new agency, to be called B. C. J. P.-Foote, Cone & Belding, bills over $5.6 million annually. FC&B Board Chairman Robert F. Carney said the move represents another step in a long-range program to establish an international network of agencies.

International film sales


The Richard Boone Show (NBC International): Finnish TV; Montecarlo TV, Uruguay; Bayerische Rundfunkgesellschaft, Germany; Telepool GmbH, Germany; Sveriges Radio, Sweden, and WBN-NT (TV) Newfoundland.

Laramie (NBC International): Television de Colima, Mexico; WDR-Fernsehen, Germany; Telepool GmbH, Austria and Schweizerische Radio und Fernsehgeseellschaft, Switzerland.

40/64's, 30/61's and 30/62's (MGM-TV): CJON-TV St. John's, Nfld.

30/63's (MGM-TV): CHAN-TV Vancouver, B. C.; CJON-TV St. John's, Nfld.
As compiled by Broadcasting, Nov. 19 through Nov. 24 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, and routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aura.—aural. CATV—community antenna television. CH.—critical hours. CP.—construction permit. D.—day. DA.—directional antenna. ERP—effective radiated power. KBO—kilobycles. kW—kilowatts. LS.—local suspect. mc—megacycles. mod.—modification. N.—night. SCA—subsidiary communications authorization. SH.—specified hours. SSA—special service authorization. STA—special temporary authorization. Trans.—transmitter. UHF—ultra high frequency. uni.—unlimited hours. VHF—very high frequency. w.—watts. wmt.—educational.

New TV stations

**APPLICATION**

Boulder City, Nev.—Nev—Vegas Valley Broadcasting Co. VHF channel 4 (66-72 mc); 50,000 watts; 2,000 ft. above ground. Estimated construction cost $224,000; first year operating cost $114,000; second year $82,000. Principal: Ted Myers, Jr. (60%); and Rose Myers (40%). Miss. Myers has some business interests in Henderson and Las Vegas. Ann. Nov. 13.

Existing AM stations

ACTION BY FCC

**Aroeb, P. R.**—Aroeb Radio Corp. Granted to F. C. F. Radio Serv., Inc., owner of WCVB, Boston, for new AM station on 750 mc, 5 kw. Estimated cost $43,500; first year operating cost $20,000; second year $16,000. Principals: F. C. F. Radio Serv., Inc., and WCVB, Boston.

New FM stations

**ACTION BY FCC**

Monroe, La.—Empire Electric Inc., owners of WDNY, Granted to Mobile Broadcasting Inc., for new FM station on 90.5 mc, 250 watts. Estimated construction cost $41,000; first year operating cost $13,000; second year $11,000. Principals: L. E. Smith (40%); and L. E. Ricks (60%). Smith has some business interests in Monroe and the surrounding area. Ann. Nov. 13.

Estimating the cost of a FM station:

**Mr. Sheppard** is the engineer for Dept. of Army, NAVC, the general consultant to MR. H. A. Sheppard is the high school consultant. Action Nov. 18.

APPLICANTS


Natchez, Miss.—Natchez States Radio Inc. 1200 kw, 5 kw, D. P. O. address Box 546. Brookhaven, Miss. Estimated construction cost $37,000; first year operating cost $42,000; second year $35,000. Principals: W. S. Brazilian (40%); James D. Miller (40%); and Aubrey F. Felder (20%). Felder owns WJMB Broadcasting Co., Inc. Ann. Nov. 17.

Yadkinville, N. C.—Yadkin Broadcasting Inc. 1150 kw, 1 kw, D. P. O. address Yadkinville, N. C. Estimated construction cost $52,257; first year operating cost $36,000; revenue $46,000. Principals: Harry D. Dunnagan (50%); Calvin L. Grant (25%); and James L. McMillion (25%). Dunnagan is an attorney. Ann. Nov. 18.

items on the basis of applications for licenses to install certain stations which were filed during the period covered in this report.

**FOR THE RECORD**

**STATION AUTHORIZATIONS, APPLICATIONS**
Service Directory

COMMERCIAL RADIO MONITORING CO., PRECISION FREQUENCY MEASUREMENTS AM-FM-TV 103 S. Market St., Lee's Summit, Mo. Phone Kansas City, Laclede 4-3777

CAMBRIDGE CRYSTALS PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV 445 Concord Ave., Cambridge 38, Mass. Phone Thewbridge 8-2810

JAMES C. McNARY Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 Member APOOB

A. D. Ring & Associates 42 Years' Experience in Radio Engineering 1710 H St., N.W. 298-6850 WASHINGTON 6, D. C. Member APOOB

GUY C. HUTCHESON P.O. Box 808 Crestview 4-8721 1100 W. Abram ARLINGTON, TEXAS

WALTER F. KEAN CONSULTING RADIO ENGINEERS Associate George M. Skbon 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) Member APOOB

JAMES C. McIIARY Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 Member APOOB

HAMMETT & EDISON CONSULTING RADIO ENGINEERS Box 68, International Airport San Francisco 28, California Diamond 2-5208 Member APOOB

CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 Member APOOB

OSCAR LEON CUELLAR CONSULTING RADIO ENGINEER 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 AIEE

GUY C. HUTCHESON P.O. Box 808 Crestview 4-8721 1100 W. Abram ARLINGTON, TEXAS

WALTER F. KEAN CONSULTING RADIO ENGINEERS Associate George M. Skbon 19 E. Quincy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb) Member APOOB

MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas Neptune 4-4242 Neptune 4-9558

VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering 345 Colorado Blvd.-60206 Phone: (Area Code 303) 333-5562 DENVER, COLORADO Member APOOB

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan Phone: BROADWAY 8-6733

JOHN H. MULLANEY and ASSOCIATES A Division of Multronics, Inc. Multronics Building 5712 Frederick Ave. Rockville, Md. (1a suburb of Washington) Phone: 301-427-6666 Member APOOB

OSCAR LEON CUELLAR CONSULTING RADIO ENGINEER 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 AIEE

VIR N. JAMES CONSULTING RADIO ENGINEERS Applications and Field Engineering 345 Colorado Blvd.-60206 Phone: (Area Code 303) 333-5562 DENVER, COLORADO Member APOOB

TILLMAN, MOFFET & KOWALSKI 1405 G St., N.W. Republic 7-6646 Washington 5, D. C. Member APOOB

RAYMOND E. ROHRER & Associates Consulting Radio Engineers 434 Wyatt Bldg. Washington 5, D. C. Phone: 217-9461 Member APOOB

JAMES C. McIIARY Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 Member APOOB

JAMES C. McIIARY Consulting Engineer National Press Bldg. Wash. 4, D. C. Telephone District 7-1205 Member APOOB


CARL E. SMITH CONSULTING RADIO ENGINEERS 8200 Snowville Road Cleveland 41, Ohio Phone: 216-526-4386 Member APOOB

MERL SAXON CONSULTING RADIO ENGINEER 622 Hoskins Street Lufkin, Texas Neptune 4-4242 Neptune 4-9558

WILLIAM B. CARR Consulting Engineer AM-FM-TV Microwave P. O. Box 1328 Fort Worth 18, Texas BUTTER 1-1551

GUY C. HUTCHESON P.O. Box 808 Crestview 4-8721 1100 W. Abram ARLINGTON, TEXAS

E. HAROLD MUNN, JR. BROADCAST ENGINEERING CONSULTANT Box 220 Coldwater, Michigan Phone: BROADWAY 8-6733

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E. E. BENHAM & ASSOCIATES Consulting Engineers 625 Sunset Blvd., Suite 408 Hollywood, California HO 6-3227


Paul DEAN FORD Broadcast Engineering Consultant R. R. 2, Box 50 West Terre Haute, Indiana 47885 Drexel 8903

JAMES F. LAWRENCE, JR. FM and TV Engineering Consultant Applications and Construction. Precision Frequency Measurements. TELETRONIX ENGR. CO. 308 Monterey Rd. S. Pasadena, Cal. Phone 213-682-2792 for availabilities Phone: ME 8-1022

BROADCASTING MAGAZINE 1795 DeSales St. N.W. Washington, D. C. 20036 for availabilities Phone: ME 8-1022

BROADCASTING, November 30, 1964
ETV fund grant

Following grant for educational television facilities in New York:
- $81,701 to facilitate channels 25 in New York: total project cost $410,425.

Applications

Following applications for educational television licenses have been announced by Department of Health, Education and Welfare:

New York—Board of Education of City of New York; $105,100. Applications have various nonbroadcast business interests in West Virginia. Nov. 18.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner J. M. Nauman, Jr. issued initial decision in proceeding on applications for new daytime educational radio broadcasting licenses for WPFB (1550 kHz) North Attleboro, Mass., and WPMD (1460 kHz) Walpole, Mass., and for renewal of license of Dorien W. Johnson and Larry A. Tucker for WALS (1280 kHz) Walpole, Mass., on record with respect to issues 1 through 14, adopted findings and conclusions on issues, and transmitted partial record to Review Board pursuant to letter's Nov. 18.

■ Hearing Examiner J. G. Kyle issued initial decision looking toward denying, for interference reasons, application of KQDD for KQDD-FM; request to reopen record. Nov. 23.
CLASSIFIED ADVERTISEMENTS

(Payable in advance, checks and money orders only) (FINAL DEADLINE—MONDAY preceding publication date.)

• SITUATIONS WANTED 20¢ per word—$2.00 minimum • HELD WANTED 25¢ per word—$2.00 minimum.

• DISPLAY ads $20.00 per inch—STATIONS FOR SALE, WANTED to BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space.

• Announcements, 30¢ per word—$4.00 minimum.

• No charge for blind box number. Send replies to Broadcasting, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Virginia . . . medium market station going on the air in early ’65. Need experienced manager. First phone preferred . . . not essential. $4,500 salary plus commission and bonus. Real opportunity. If you are good—Reply. Box L-197, BROADCASTING.

Manager-strong on sales for New Jersey small market station. Send resume to Box L-308, BROADCASTING.

General manager for Midwest Top ten market. Must have experienced record of results on local, regional and possibly national level. Must fit into your present job at least four or more years and want a permanent future job. Full details and answers plus income required first reply. Join successful, stable operation loaded with talent and hard working, Box L-196, BROADCASTING.

Sales


Salesman for established single market station. Must consider announce with sales ability. Good salesman who would like to concentrate on sales as permanent position for someone who enjoys professional hometown radio. Immediate opening or we can wait until first of 1965. Good account list and good opportunity. Box L-270, BROADCASTING.

Illinois-Iowa group needs salesman and salesman manager to manage branch studio. Send resume and photo to Box L-310, BROADCASTING.

Increased power necessitates increased territory. Contact in person or send resume, picture to Paul Ramsey, Commercial manager, KVON, Napa, California.

Only station in rapidly growing market of 75,000 offers tremendous opportunity to an outstanding engineer. Must become a part of our community and who has the stuff to make a good sales manager and, possibly, General manager. Send particulars to Chuck Norman, President, WGNU, Granite City, Illinois.

Announcers

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-68, BROADCASTING.

Maryland station needs announcer with 1st phone. No maintenance. Box L-172, BROADCASTING.

Downstate Illinois middle-of-the-road full-time, layaway for a polished, mature announcer with news gathering and writing ability. Rewards include tcp pay, benefits, etc., etc., many other benefits. Pleasant, progressive community, congenial, professional—write fully to Box L-177, BROADCASTING.

Experienced, versatile announcer for Pennsylvania daytimer. Give past experience, salary expected and TV tape in reply. Box L-306, BROADCASTING.

Northern New Mexico 1 kw C&W needs DJ/sales, disc jockey and news director. Good future and advancement for hard workers. Box L-319, BROADCASTING.

Announcers—(Cont’d)

All around announcer. Experience a must. Middle west road, may have, with increases. Update, N. Y. Send tape and resume to Box L-336, BROADCASTING.

St. Paul Minnesota station needs announcer with 1st phone (no maintenance) we play happy music. $100-week salary to start. Send complete resume, if you desire—write Box L-301, BROADCASTING.

South Arkansas daytimer needs young, experienced, full time announcer with sales ability. Third ticket. Send resume, salary requirements, Box L-195, BROADCASTING.

Major Midwest group—kw needs third phone country music dj. Position offers 40 hour week, paid vacation, group hospital plan and retirement. Send complete resume, photo and tape to Box L-387, BROADCASTING.

Immediate opening for announcer. Send complete resume with photo and salary requirements to W. J. Abbott, KDFW, radio station, Kearney, Nebraska.

December 15th opening for experienced, afternoon announcer with first phone. Top equipment and facilities of progressive Radio-TV operation. Staff of 45, 5000 watts, CBS, good music, 10th largest growing market. Home of State University with hunting and fishing, and the best wages and opportunities. Send complete resume and tape immediately to KVJO, Missoula, Montana.

Announcer with third class license. Limited experience or training considered. Apply KXWM AM FM, Show Low, Arizona.

Immediate opening for mature announcer with 1st phone. No maintenance. Excellent working conditions. Middle of the road music policy. 5000 watt NBC affiliate. Send photo, resume, complete program Director, WBEC, 360 Golden Avenue, Battle Creek, Michigan.

Immediate openings for two announcers. Six months minimum experience. Rush tape to WBIL, Leesburg, Florida.

Adult format AM station needs experienced announcer. Overlay for 35,000 watt FM in under construction. $50,000 to start. Must have knack for good music. Send tape and resume to WCMX, Brunswick, Maine.

Newspaper/announcer, station strong on local news, pleasant community, company benefits. Send tape, photo and resume to Jerry Castor, WCSI, Columbus, Indiana.

Announcer, some station experience. For WKLY, Elkhartville, N. Y. Contact S. Lubin, WVOS, Liberty, Indiana.

Immediate opening for announcer with Third class ticket with broadcast endorsement. Call: Bob Shuffelberger, WGCH, Grayson, Ky. 47154.

Wanted—Top 40 personality for middle of the road station on Atlantic Coast—Sober—no screaming—small market—send resume and tape to WGGO, Georgetown, S. C.

Staff announcer for network affiliate in the Valley. Versatility and experience. Good salary required. Must be good at news and middle of the road. Must have voice to sell. Send resume, photo and audition tape to local radio station WHBY, Appleton, Wisconsin.

Quality big band, big coverage station requires good announcer who knows and likes non-rock popular music. $150 40 hr. week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine.

Announcers—(Cont’d)

Immediate opening board announcer. Net stations, WDBR, Atlantic City.

Immediate opening for announcer with first phone. No maintenance. Good music station with 2 kw. Phone or write: Don C. Wirth, WNAM, Neenah, Wisconsin.

Immediate opening for first phone announcer. Contact WSYD, Rutland, Vermont.

Newman called for military service. Need name replace. m. c. d. to WJID, Montgomery, WVVOX, New Rochelle, New York.


Morning announcer, first phone, wanted California-Nevada market. 1 kw, Box 853, Bajou, Calif.


Modern personality decals: "Up Your Ratings! Ideas Ink weekly 'Why Not Be Funny' service still open on an exclusive basis in your area. Write for free sample, write: Ideas Ink, Box 53322, New Orleans, Louisiana.

Technical

First Class maintenance man for Atlantic coast station. A real opportunity to take charge if you are good. Box L-71, BROADCASTING.

Have opening for engineer-announcer top Florida East coast group. Information to Box L-285, BROADCASTING.

Assistant chief wanted. Midwest market. AM-TV operation-VTR-RCA transmitter. Send resume to Box L-284, BROADCASTING.

Foreign Assignment—International consulting firm desires engineer with recognized training practical experience radio & television in commercial or educational broadcasting to work in eastern Africa. Teaching or training experience desirable. Send qualifications to Box L-314, BROADCASTING.

Tired of the City? Vermont station needs engineer-announcer. Must have good working knowledge of engineering and be willing to use it. Must also do a creditable announcing job during short air shift. Good salary for right man, many benefits. Desire family man who wants to live in Vermont permanently. Send resume to Box L-327, BROADCASTING.

$690 to start for young chief to take over large and growing technical operation. This is an opening for a Vice President in charge of engineering who will now do all the work himself and clear up our top emergency area engineers. Must have a degree and a few years chief experience. J. A. Shepherd, KWIX Radio, Moberly, Mo.

Wanted: First class engineer-car-shift work-transmitter permanent. Send resume reference to Box 7865, C. P. Rice, WLEE, Richmond, Va.

Immediate opening for engineer, 5 kw. 7 watt. Phone 606-474-514.
Production—Programming, Others

50,000 watt clear channel radio station needs alert, alive, experienced newsmen. Send tapes, background resume, minimum salary, references, etc. Phone experienced newsmen required in air work, legwork, writing and editing. Only experienced newsmen who love news reporting need apply Box L-236, BROADCASTING.

Newsmen needed. Experienced copy writer. That is capable of writing copy that sells. Must also be production minded in using a jingle of flair, humor, excitement, and aggressiveness demanded. Good salary with excellent fringe and many inplant benefits. Include full information plus recent photo. Write Box L-239, BROADCASTING.

Newsmen—Good opportunity for all around newsmen in New York metropolitan area. Must have 5 years experience in gathering and writing news. Rapid advancement for man with administrative potential. Excellent salary. This is no small time operation. We employ 50 people. Only applicants sending complete Biographical resume, air check, writing samples, salary requirements and photo will be considered. Box L-219, BROADCASTING.

Newsmen—Midwest: ...Dynamic, dedicated newsmen to write, edit, and air newscasts for major network. $150. Send tape and resume to Box L-322, BROADCASTING.

Newsmen—Midwest: ...Bright alert, ambitious newsmen grad for hard hitting operation...$155. Send tape and resume to Box L-243, BROADCASTING.

Newsmen capable of gathering, writing and broadcasting news and representing station at important meetings. Must also have limited shift on board. Send resume, recent photo and references. Box L-110, BROADCASTING.

Need sports director to take charge of and further develop sports department. Midwest. Satisfactory resume, photo & tape to Box L-368, BROADCASTING.

WPOP, Hartford, Connecticut. Top rated modern station. Immediate openings for experienced producers and experienced music announcer or newsmen with 1st class ticket. No maintenance. Send tape, resume to Jim Gearhart, PD.

Situations Wanted—Management

Pennsylvania Broadcast executive interested in making change. Young energetic and willing to invest. Manager-sales manager positions open in Pennsylvania, Ohio, New York, but will answer and consider all others. Seven years sales. Box L-311, BROADCASTING.

Happily employed, medium market—no hurry for substantial improvement or ownership option only—successful general manager 10 years. Box L-520, BROADCASTING.


Does your station need cost-conscious administration, sales management and development, stronger programming, solid promotions and better public relations? With a successful record of twenty years in commercial radio, I'm available January 1. Excellent references. Will consider any proposition from any responsible broadcaster in medium or small market. Box L-344, BROADCASTING.

Sales

All around experience. Station management-Sales management. Small and medium markets. Will consider all offers. Box L-339, BROADCASTING.

Sales manager—seeking manager or assistant manager opportunity. 11 years announcing, spot, sales, sales manager, college graduate, family & excellent character. Employed Southeast. Box L-330, BROADCASTING.

Professional radio salesman—age 38 12 years experience in radio sales and management. West Coast. If you need a good, creative, experienced pro, for a permanent situation, with five figure income potential, I'm your man. Available Jan. 1st. Box L-358, BROADCASTING.

Sales—(Cont’d)

Quality salesman-announcer. Currently employed by quality Midwest 5-K. Seeking quality depression, call any time. Wonder code 605-605-3134 before 3 p.m. CST or 605-382-6778 after 6 p.m. CST.

Announcers

Top morning, prograaing, prograa man seeks staff job in above departments. Box L-597, BROADCASTING.

Three-in-one. Production man, jock, newsmen. 5 years experience. Box L-184, BROADCASTING.

Music director in major market, also can pull night DJ. Trick; wants good future. Box L-383, BROADCASTING.

Jock comedy team. Can sell, create comedy, do voices well! Box L-269, BROADCASTING.

Bright happy sound, five months top forty No. 1 professional. Box L-316, BROADCASTING.

Avoid Christmas rush! Married, four years experience—medium market in West. Box L-313, BROADCASTING.

Newser, announcer, dj—Bright personality, experienced, family man. Will settle. Tapes and resume to Box L-318, BROADCASTING.

Hard working top 40 personality looking for permanent position in a good stable top forty operation. Would like late afternoon or evening shift. Should be crops West, or Southwest location. Available approximately January 1st. Presently employed. Air check and resume on request. Box L-541, BROADCASTING.

New England—first phone experienced announcer. Draft exempt, reliable. Prefer night shifts, will consider anything. Box L-304, BROADCASTING.

First AM announcer—Experienced, 38, if interested will call you collect. Box L-346, BROADCASTING.

DJ/or announcer. Authoritative newscaster, third phone, tight board, bright sound, personality, draft free. Ambitions dedicated to broadcasting and smooth delivery. Box L-328, BROADCASTING.

Attention—Arizona & California top Eastern night jock desires relocation by mid-January. Tapes upon request. Box L-559, BROADCASTING.

Stop . . . Metro New York City, N. J., L. I., Conn. Posts wide. Creative, funny, creative funny boy with real talent. Now at No. 1 major, desires to return home. Top 40, R&B, mid-road, news, can do 1st phone too yet. Box L-353, BROADCASTING.

Devay thoroughly experienced, reliable, responsible. Excellent high school background. Night show on large market station. Now doing successfully rated afternoon good music show. Box L-334, BROADCASTING.

Announcer, dj, married. 24, Mature in voice, 3 years experience on morning and afternoon traffic shows only. Sense of humor. Currently employed, ready to advance. Will travel. Audio tape and resume upon request. Minimum $120.00 per week. Box L-294, BROADCASTING.

Young dj with Top 40 experience ready for immediate position. Box L-342, BROADCASTING.

Girl dj. Experienced. Copy traffic too. AM or FM. Have third with broadcast endorsement. Box L-359, BROADCASTING.

Announcers—(Cont’d)

Top 40 dj with production experience. Wish to settle in large market with college. Have first shift and sight night shift. Box L-366, BROADCASTING.

Negro, dj, announcer, authoritative newscaster; faculty manageable, dependable, experienced. Box L-370, BROADCASTING.

Experienced radio announcer, 1st phone, College grad., 30, seeks permanent position, do evening. Excellent references. Box L-371, BROADCASTING.


Your lucky break Negro 1st phone, real swinging R&R. & Call 215-211-5-9921.

Experienced announcer, vet, college grad, married, now 1st phone. Prefer Midwest, but would relocate. 313-356-1211, or Kelly, 950 Anita, Annioch, Ill.

First phone-Electronics background broadcast school graduate wants first job. Small market-combo dj or beginning engineer. Have car will travel—No experience necessary. Available immediately. David Dinzart, 7636 Harbor Avenue, California, 5-6053.

Available now, with 5 years experience and news reports, play-play-by and dj. Desires Midwest. Box L-66, Gollehon, 1432 Poplar St., Huntington, Ind.

Situations Wanted—Technical

Chief engineer—10 years experience all phases of AM broadcasting 5 kw and directional antennas. Box L-349, BROADCASTING.

Experienced AM directional-FM multiplexing-strengthening-Muzak. Chief 12 years pre-service maintenance-construction. Experienced all phases. Will travel anywhere to sign contract. Box L-359, BROADCASTING.

Announcer, engineer, 8 years experience, 2 years AM chief, AM, 3 years college. Picture, tape, and resume. Box L-360, BROADCASTING.

Experienced chief engineer-dj $55. Phone 10-11 a.m., 6-7 p.m.: 302-OL 2-9308.

First phone through self-study, announcing experience, age 20, draft exempt. Available immediately 209-240-0851 or Box L-547, BROADCASTING.

Engineer—first class license: worked in radio as transmitter operator, studio engineer: Write William Thomas, Knapp, Weston, 231 Bland St., West Virginia.

Production—Programming, Others

Sports editor-journalism graduate. Capable in all phases. Available immediately for large market. Prefer West. Box L-335, BROADCASTING.

Step, look, listen to a successful program, production director who will enhance your staff with ideas unlimited. Presently maintaining free lance production agency—but desire full-time employment anywhere—college and 7 yrs. commercial radio experience. Married, 1 child. Box L-353, BROADCASTING.

Young man, 24, with previous experience, desires steady work as a radio or television station news writer and/or announcer. Box L-1842 Northbourne Rd., Baltimore, Maryland 21212.

TELEVISION—Help Wanted

Sales

TV local-regional sales manager wanted by 18-year-old CBS affiliate. Your chance to step up to a bit of the center of the rich Piedmont crescent. Fine schools, living conditions excellent. Opportunity and good compensation. What is your record? Tell us how you can better. Information will be kept 100% confidential. Enclose photograph if available. Ours is a strong NAB Station. Write: Sales Manager, WFMJ-TV, Greensboro, N. C.
TELEVISION—Help Wanted

Announcers

Staff announcer for net-affiliated TV station in major market. Salary open, excellent opportunity for experienced man. Send resume and audition material to Box L-369, BROADCASTING.

Immediate opening—2nd man in news department. Wonderful opportunity for young man to work with 1st rate news chief as well as general on camera work. Excellent compensation. Contact: Dave Allen, WSEE Television, Glendale 5-7175, Erie, Pennsylvania.

Technical

Opening for a competent engineering student with VTR, microwave, studio and transmitter experience. Also need a good switcher and VTR operator. Must be able to run good board in a first class operation. Both men should have some schooling and a 1st phone. Send complete resume to Box L-220, BROADCASTING.

Chief engineer for new UHF-TV station in Philadelphia. State resume, references and salary requirements. Box L-343, BROADCASTING.

WANTED: Technically competent man with experience in FM and CCTV studio and control room operations who would like to enter the educational broadcasting field. New and growing CCTV installation. Opportunity to work on degree. Send complete resume to Department of Broadcasting, 14 Hyers Hall, University of Tennessee, Knoxville.

Production—Programming, Others

Newscaster/newswriter for group-owned Michigan VHF. Edit and deliver station's evening newscasts as member of the professional radio-TV news staff. Send resume, photo, audio tape, SOP if available to Box L-343, BROADCASTING.

WANTED: The world's best undiscovered TV news producer—Discovery, recognition, opportunity, prestige, stardom, money (and hard work) await you in the award-winning news department of a major station in a large Eastern market. If you fall somewhere in between Sydney, Reese, Hunsley, Brinkley, Robert Stack, Westbrook Van Boerhuis and Brian Augustyn, you might be our man. If you have the intelligence experience, ability, energy, drive, judgment, talent, ambition, drive, desire, interest, and guts that come allonge on time in a thousand . . . Send us a SOP, a VTR or audio tape and sell yourself. If you feel too modest to answer this ad, please don't. Box L-369, BROADCASTING.

Producer-director: . . . fully experienced TV producer-director; full-time position with established ETV station. College graduate, M.A., or work towards it preferred. Contact Otto Schlak, Manager, WMVS, Milwaukee, Wisconsin.

TELEVISION—Situations Wanted

Management

Sales manager-salesman. Television-11 years; radio-13 years. College graduate; BS, A high school preparatory. Box K-163, BROADCASTING.

Sales

"Real help" radio man, top level management. Excellent opportunity on solid sales job. 10 years radio-8 years television experience in all phases. Willing to work at job. Box L-348, BROADCASTING.

FOR SALE

Equipment—(Cont'd)

Towers 133 ft., insulated, 4 legs, self-supporting, 30 lb. wind loading, perfect condition. McNaught, Rapid City, S. D. Phone 342-1074.


Roberts 90-1C and 192FT recorders, full-track mono less than 10 hours on each. Box offer over $750, KFBH, Box 320, Bozeman, Montana 59715.

Recording studio offers: Presto 8 DQ recording, $11,400; 177 VTRs, $78 cutter amplifiers, $90, 0D cutter heads $50.00, Fairchild 411, $600, Ampex 400 portable $295.00, Teleprompter $550.00. Much more. Box L-335, BROADCASTING.

Trade Mobile two way mobile unit federal base station for Collins cartridge machine. WAYE, Box 1397, Roanoake, Virginia.

Magnecorder 816 long tape decks, full reverberating good condition. Write for prices and details. Marion Automatic Music, 434 North Prospect St., Marion, Ohio.

Microphone, Altec 638A. Perfect condition, $135. SBI Productions, 59 Oviendo Court, Pasadena, Calif.

Complete cartridge set. Includes two Gates model M5944 playback units, one Gates model M5942 recording amplifier, wire, buffers and instructions, plus all schematics. Purchased new in June 1962. Box offer complete package, WOKJ, P.O. Box 3228, Jackson, Mississippi.

BUSINESS OPPORTUNITIES

Investor will join with one or more radio men to buy and operate radio station. Give experience, money available, relocation possibilities. Box L-42, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deaday comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooter, one liners exclusive in your market. Free sample. Low Publications, 2441, Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag files now in one edition. Covers years over 50. One Liners. Gags, sound effect bits, station breaks, ad bits, etc. . . . $7.50. Show Business Library, 1722 East 9th St., Brooklyn, N. Y. 11229.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 readable ideas. $2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.  "The Weekly Prompter" Radio Division, 451 West Lake Avenue, Glenview, Illinois.


INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 10 page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality instruction and labor-
INSTRUCTIONS—(Cont’d)

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. Tuition, 10 payments. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas, Texas.

Minneapolis now has Elkins’ famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946, Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 250 hours guided practice at school. Residency required. Enrolling now for classes starting January 19th through April 10. For information, references and reservations, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in 15 weeks—guaranteed—complete tuition $250.00. Rooms $10.00 per week. Classes begin Jan. 5 - Feb. 9 - March 16 - April 20 - May 25. Call or write Radio Engineering Institute, 1335 Main Street in beautiful warm Sarasota, Florida.


America’s pioneer. 1st in announcing since 1928. National Academy of Broadcasting 814 N. St. NW, Washington 1, D.C.


RADIO Help Wanted

Production—Programing—(Cont’d)

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

Production—Programing, Others

YOUR MAN IN EUROPE

Canadian, seeks radio, TV or Sales assignments abroad. All round Air and Sales experience. Own office & recording facilities. W. Lavergne, Vision, S. A., Calle Tuset 32, Barcelona, Spain.

TELEVISION—Help Wanted—Technical

Television/Field Broadcast Engineers

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

INSTRUCTIONS

News-oriented Midwest TV station, good market, excellent opportunity. Complete responsibility. Send tape or film, photographs, resume.

Box L-351, BROADCASTING

PUBLIC SERVICE DIRECTOR

Immediate opening for a person with both announcing and producer/director experience to create and participate in the community service programming of an outstanding group station. Midwest location. The person selected will be capable producer/director with prior experience in public affairs programming. Must present a good appearance and have had prior commercial announcing experience. He should be a college graduate. Staking salary $2700-$5000, depending upon experience. An Equal Opportunity Employer. Your first resume must include all details concerning age, education, prior experience, salary, plus marital and military status. Apply to:

Box L-354, BROADCASTING

TELEVISION—Help Wanted

Production—Programing, Others

NEWS DIRECTOR

MR. BROADCASTER

We have over 600 experienced applicants currently registered with us. If you are looking for any type of personnel from station manager to trainee, radio or TV, we have them in our file. We refer only qualified "Reference-checked" applicants to you.

Call or write:

C.B.I. Placements
Radio-TV Division
641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 524-0688

INSTRUCTIONS

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, drama and broadcast engineering, B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, production, directing, acting, voice and dramatic, sound, studio, engineering, transcription, broadcasting, film, television, radio, research, management, television, film, radio, theatre. Outstanding opportunities for students desiring professional competence in acting, directing, writing, radio and TV.

In Broadcast Personnel Agency, 327 Madison Ave., New York, N. Y. 10022

INSTRUCTIONS

EMERSON COLLEGE

303 Berkeley St., Boston 16
Continued from page 80

to extend time to Nov. 30 to file exceptions to initial decision of AM and FM application of Norristown Broadcasting Inc. (WNAI), Norristown, Pa. Action Nov. 25.

■ Granted petition by Danbury Enterprises Inc. to extend time to Dec. 8 to file exceptions to initial decision in proceeding on application and that of Boardman Broadcasting Inc. for Warren and Boardman, Ohio, respectively, in Doc. 18190–1. Action Nov. 20.

■ By supplemental decision in proceeding on applications of Sara Radio Inc. and Channel 9 Broadcasting Inc., N. Y., for interim operation on 900 kc in Barstow, Calif., in Doc. 15467–8, (1) granted request of Channel 9 and dismissed its application; and (2) granted Sara Radio Interchange's request on all hearings on applications, conditioned that term of interim authorization shall terminate on day following release of decision in pending proceeding for Charles County, Maryland, on frequency, or at such time as may be determined by Commission, or on June 1, 1968, whichever is sooner. Action Nov. 18.

■ By memorandum opinion and order granted joint petition by Sentinel Broadcasting Co. and Redwood Broadcasting Inc., applicants for new FM's in Lakeland, Fla., and approved agreement whereby Sentinel will purchase $3,000 in partial reimbursement of expenses incurred in connection with application in return for withdrawal; but dismissed application with prejudice; and granted application for new FM on channel 231. Action Nov. 18.

■ Requested by Broadcast Bureau to extend time to Nov. 25 to file exceptions to initial decision in proceeding on application of Berkley Broadcasting Inc. for new FM's in Berkeley, Calif., and accepted amendment.

■ By decision (1) granted applications of Coastal Broadcasters Inc. for new AM on 1440 kc, 1 kw, DA, D, in Herndon, Va., and Prince William Broadcasting Corp. to change operation of WPRW Manassas, Va., on 1460 kc from 900 w, D, to 15 kw, DA, un, each conditioned to no pre-sunrise operation with daytime facilities pending final decision in Doc. 16449, and added condition to WPRW and (2) denied application of Colchester Broadcasting Corp., for new AM on 1440 kc, 1 kw, DA, D, in Herndon, Member Berke- meyer dissent from report. Feb. 18 initial decision looked toward action. Action Nov. 18.

■ By decision, initial application of Mob- erty Broadcasting Co. to make changes in and ground systems of KOWX Mobility, Mo., continued operation on 1250 kc, 1 kw, 130 w, and 96, 50, 500, WA, Electrical Co. statement in support of joint reply, April 1 initial decision looked toward action. Action Nov. 18.

■ By memorandum opinion and order in proceeding on application of Dor- fen Broadcasters Inc. for new AM and FM in Lakeland, Fla., and accepted joint late filed joint reply, and (2) directed that examiner shall proceed to decision of issues 1 and 10 and prepare partial initial decision on matters, which decision can be transmitted to board, and all parties wishing to file exceptions to do so with board within 30 days after released partial initial decision. Action Nov. 18.

■ By memorandum opinion and order in proceeding on application of Marion Moore for new AM in Joshua Tree, Calif., in Doc. 16218–1, (1) granted by El-Desert Broadcasting Corp. (KDHJ), Twentynine Palms, Calif., to extend time to Nov. 30 to file written interrogatories in Remand proceeding of applications of Broadcasting Sales Inc. and Mid-Cities Broadcasting Corp. for new FM's in Los Angeles, Calif., and member Slone not participating. Action Nov. 17.

■ Denied application for new AM in Bakersfield, Calif., and Eastwood Broadcasting Inc. for new FM in Bakersfield, Calif.

■ By Chief Hearing Examiner and accepted amendment.

■ By decision (1) granted applications of Wayne Broadcasting Inc. and Western Broadcasting Co. to make changes in and ground systems of WYAM Palms, Calif., and accepted joint late filed joint reply, and (2) directed that examiner shall proceed to decision of issues 1 and 10 and prepare partial initial decision on matters, which decision can be transmitted to board, and all parties wishing to file exceptions to do so with board within 30 days after released partial initial decision. Action Nov. 16.

■ By memorandum opinion and order, denied appeals by Western Broadcasting Co. (KDAV), Lubbock, Tex., and Broadcast Bureau from examiner's Aug. 20 action which denied other appeals of written interrogatories in Remand proceeding of applications of Broadcasting Sales Inc. and Mid-Cities Broadcasting Corp. for new FM's in Los Angeles, Calif., and Eastwood Broadcasting Inc. for new FM in Bakersfield, Calif.

■ Denied application for new AM in Bakersfield, Calif., and Eastwood Broadcasting Inc. for new FM in Bakersfield, Calif.

■ By Chief Hearing Examiner and accepted amendment.

■ By decision, denied appeal by Pacific Broadcasting Co. for new AM in Bakersfield, Calif., and Eastwood Broadcasting Inc. for new FM in Bakersfield, Calif.

■ By Chief Hearing Examiner and accepted amendment.

■ By Chief Hearing Examiner and accepted amendment.

■ By decision, denied appeal by Pacific Broadcasting Co. for new AM in Bakersfield, Calif., and Eastwood Broadcasting Inc. for new FM in Bakersfield, Calif.

■ By Chief Hearing Examiner and accepted amendment.

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### SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, Nov. 24

<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>65</td>
<td>3603</td>
</tr>
<tr>
<td>FM</td>
<td>1,179</td>
<td>73</td>
<td>280</td>
</tr>
<tr>
<td>TV</td>
<td>548</td>
<td></td>
<td>180</td>
</tr>
</tbody>
</table>

**AUTHORIZED TELEVISION STATIONS**
Compiled by BROADCASTING, Nov. 24

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>508</td>
<td>163</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>58</td>
<td>114</td>
</tr>
</tbody>
</table>

**COMMERCIAL STATION BOXSCORE**
Compiled by FCC, Oct. 31

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>3,947</td>
<td>1,175</td>
<td>555</td>
</tr>
</tbody>
</table>

* Does not include seven licensed stations off air.
* Includes three noncommercial stations operating on commercial channels.

**Monticello for new AM in Monticello, Fla., (1) received in evidence executed and tendered affidavit as its exhibit number 2; (2) canceled Nov. 23, hearing, and (3) closed record. Action Nov. 17.

By Hearing Examiner Elizabeth C. Smith

**Authorized**

| Request
|-----------------
| New station on 1050 kHz, Champaign, Ill., for broadcast of KACB-TV. KACB-TV is a full-service television station located in Champaign, Ill. The application is pending.
| Permission granted.

By Office of Opinions and Review

**Authorized**

| Granted
|-----------------
| New station on 1050 kHz, Champaign, Ill., for broadcast of KACB-TV. KACB-TV is a full-service television station located in Champaign, Ill. The application is pending.
| Permission granted.

**Authorized**

| Granted
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**BROADCAST ACTIONS**
by Broadcast Bureau

**Authorized**

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**Authorized**

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| Permission granted.

**Authorized**

| Action
|-----------------
| New station on 1050 kHz, Champaign, Ill., for broadcast of KACB-TV. KACB-TV is a full-service television station located in Champaign, Ill. The application is pending.
| Permission granted.
Do unto talent what you'd want it to do for you

When World War II ended in 1945, combat infantryman Hal Golden was selected to study at the Biarritz American University in France. As an extracurricular activity, he joined the staff of the university radio station, WBtu, as an announcer—in both English and "fractured French."

"Though my French was atrocious," Mr. Golden recalled, "this experience whetted my desire to get into the broadcasting business. And it allowed me to build a conviction that talent of all kinds—acting, writing, directing and producing—must be nurtured and encouraged if the entertainment industry is to remain strong."

Today, as vice president and director of sales for MCA TV Ltd., Mr. Golden is responsible for overall supervision of the sales to stations of the company's large stock of syndicated programs. Though off-network series and feature films can, to some extent, fill the requirements of TV stations, Mr. Golden is concerned over the virtually choked-off supply of first-run entertainment syndicated series.

"I think this is where the encouragement of young, local talent comes in," he remarked. "It is next to impossible to produce the high-budget series that used to be the backbone of syndication five or six years ago. Today's market will not support them."

"But I think there's plenty of young talent at local TV stations that can be tapped by producers aiming at the syndication market. I think a good start has been made with the use by networkers and syndicators of such promising young entertainers as Les Crane, Regis Philbin, Lloyd Thaxton and Mike Douglas. These youngsters all started on local stations and today all of them have national exposure."

Mr. Golden noted that MCA TV currently is distributing the Lloyd Thaxton Show, which started several years ago on KCP(TV) Los Angeles. Convinced the program had potential for audiences beyond Los Angeles, MCA obtained syndication rights to the series and began a distribution drive several months ago. Mr. Golden reported that "sales already have been made in more than 60 markets and ratings at virtually all stations have increased for the periods in which Thaxton is slotted."

The acceptance of this series has spurred MCA to "seek out other hidden talent in the hinterlands," Mr. Golden observed. Company representatives in the field, he added, have been instructed to "look for program formats, writers, directors and performers" for potential development by MCA.

Plan for Future "With the advent of UHF television," Mr. Golden continued, "the need for new and fresh programming and talent will become even more acute. We feel that the time is ripe to plan for the future."

His preoccupation with the creative side of television, despite his current immersion in the business end, reflects Mr. Golden's early training and job experience. He worked as an announcer, actor and writer in Buffalo and James-town, N. Y., and New York City, before moving into TV program sales. He contends that the background he acquired in these facets of TV has helped him in his sales efforts because he has learned the creative needs of station operators.

Harold Golden was born in Niagara Falls, N. Y., on Aug. 4, 1924 and shortly after graduating from high school, he joined the U. S. Army. He was wounded while serving as an infantryman in Germany in late 1944 and was sent to a hospital in England. He served for several months as a photographer attached to the U. S. Air Force before his interlude at Biarritz.

As a student at Syracuse University, Syracuse, N. Y., he obtained his first professional training in the U. S. as a fledgling announcer at WHEN-TV in that city. He recalls that his classmates at Syracuse included such present-day TV-radio figures as Ed Bleier, vice president and general sales manager of ABC-TV; Marvin Shapiro, vice president and general sales manager of Television Advertising Representatives; Woody Benoit, senior vice president of Lencken & Newell, and announcers Dick Clark and Don Morrow.

After four years in the creative end of broadcasting, Mr. Golden shifted to the business side in 1953, joining Armand S. Well Advertising in Buffalo. He remained there until early 1954 when he moved to the sales staff of United Television Programs. Three months later UTP was absorbed by MCA. Mr. Golden remained in Buffalo for MCA and since then has been continuously associated with the company.

Well Staffed "Mr. Golden heads a staff of 15 salesmen, which he believes constitutes "the largest in the syndication field." MCA distributes more than 40 program series, largely of the off-network type.

Since sales today are made primarily to TV stations and not to the regional advertiser of earlier years, Mr. Golden observed, MCA has been active for more than five years in servicing station representatives with research data and program information.

"We were a pioneer in this type of sales activity," Mr. Golden stated. "And shortly we plan to introduce a new wrinkle. We intend to place advertising in consumer newspapers in New York and Chicago designed to attract the attention of agency buyers of some of our series. To the best of our knowledge, this is the first time that a syndicator has used this approach in its advertising."

It is Mr. Golden's belief that the abolition of option time has not helped the program syndicators. For the most part, TV stations still are ordering the network shows, and pre-emptions generally replace the network feature film segments, particularly when stations have access to their own feature film libraries.

WEEK'S PROFILE

Those broadcast billings

The dominance of television and radio in the advertising agency business is evident once again, but with a difference, in Broadcasting's 13th annual rankings of the top 50 radio-TV agencies, which were published in these pages last week.

The difference is that the evidence this year is even more overpowering than ever before. Examples: The median agency commitment to radio-TV in last year's top 50 was 55% of total billings; this year it is 59%. Last year one of the top 50 put at least 60% of their budgets into radio-TV; this year 23 did. Last year 10 agencies put 70% or more into broadcasting; this year 15 did. Last year no agency put more than 83% of its billings into TV and radio; this year two agencies exceeded 90%.

If you want to see what real growth looks like, go back to the first annual studies. In 1952, the top radio-TV investment was $40 million, which would rank 18th in 1964, and the 50th agency in 1964 would have been 16th in 1952.

Although television gets the bulk of these dollars, the figures contain a heartening story for radio, too. For they show that radio is gaining in importance at the top. This year's top 10 broadcast agencies, for example, invested $105.3 million in radio alone, a gain of 14% over the 1963 top 10's radio outlays.

We do not pretend that the leading agencies of 1964 would not also be leaders if there were no radio and television. The difference is one of degree, and a foolish figure of thought will demonstrate how big the difference really is. If their radio-TV billings were taken away—that's the foolish thought for the week—the total billings of 34 of the top 50 agencies would be cut in half, at least, and in some cases they would be decimated.

This relationship between agency size and liberal use of the broadcast media becomes more obvious each year. Television and radio may not be able to guarantee success in every instance; but it is increasingly clear that big success is not apt to be achieved without them—as hundreds of these same agencies' clients can happily testify.

Sandbagging radio

They're at it again with irresponsible pot-shotting at radio.

The fat December Reader's Digest (100 pages of advertising, with inserts, fold-outs, gate-folds, and mailing cards in multi-colored displays) runs a featured article titled "American Radio: An Insult to the Public?" The piece is condensed from the September 1964 Harper's.

The condensed article itself is inaccurate, mixed up, shallow and contradictory. But Reader's Digest's promotion of it is positively misleading. In its newspaper ads promoting newsstand sales, the Digest shouts about a "timely article" reporting that "from all parts of the country complaints pour into the FCC about the frequency, length and nature of radio commercials."

We wonder how an article printed in September in Harper's can be "timely" when it is condensed in the December issue of Reader's Digest.

Now about all those complaints. No statistics are cited; simply the generalized and wholly unsubstantiated comment of the writer that the FCC reported last year "an increasing number of complaints."

There are figures available from the FCC's own files. These were reported in Broadcasting last summer. They showed (Aug. 31, 1964, issue) that even though the public was solicited to complain about the performance of stations through announcements on the air and in paid newspaper advertisements (as required, albeit without justification, by the FCC at license renewal time) about five ten-thousandths of one percent of the public took the trouble to write in during the past year. And, when the lunatic or trivial were eliminated, there were only 35 unfavorable comments of all kinds considered worthy of a second look—or about one out of 1,800,000 of population. Is that the deluge of complaints from all parts of the country?

To nail down this brand of irresponsible commentary, let's turn to another passage in the article. It states that "more than one-third of the [535] members of Congress own radio or television interests. Our last count, based on FCC records, was 22 members of Congress holding varying interests, including those sitting as directors of non-commercial educational stations. Keep in mind that a false ownership report can cost a station its license.

It's nothing new for Harper's to waylay the broadcast media. The magazine, with its limited appeal is performce only minutely commercial. But for Reader's Digest, which is loaded commercially and claims over 15 million circulation monthly, to buy a warmed over, wholly irresponsible diatribe against a medium it has used to build its own circulation so it can sell more advertising is incredible business judgment and bad journalism.

It takes two kinds

For entirely different but equally important services in the elevation of the status of broadcast journalism, Ed Murrow and Bob Kintner were unsayable choices for special recognition by the Radio Television News Directors Association at its annual conference two weeks ago.

As a correspondent for CBS, Mr. Murrow became probably the most widely known voice on the air and a newsmen respected for his professionalism by journalists in all media all over the world.

Mr. Murrow made his contributions to broadcast journalism as a reporter, writer and personality. Mr. Kintner, as president of NBC, has made his as a corporate manager who has accorded news a position of significance that lesser managers have yet to recognize.

Broadcast journalism will flourish as long as it commands the services of skilled professionals who are respected and supported by company management. The best of both are exemplified by this year's winners of the RTNDA awards.

"Well, Him, at least we know there are 26 million dog lovers in this country."
When KSTP-TV says "Go out and buy it", people go out and buy it

Represented Nationally by Edward Petry & Co., Inc.

KSTP TELEVISION • CHANNEL 5 • NBC
100,000 WATTS • MINNEAPOLIS • ST. PAUL
HUBBARD BROADCASTING, INC.
"If this is such a great western Joe, how come everyone is watching Jack Lemmon and Glenn Ford in 'Cowboy' on WOOD-TV?"

WOOD-TV IN GRAND RAPS D KNOWS HOW TO USE FEATURE FILMS TO BUILD RATINGS AND LURE SPONSORS. IT'S OUT WITH THE OLD AND IN WITH THE NEW... LIKE COWBOY, IT HAPPENED TO JANE, THE MOUSE THAT ROARED, PAL JOEY, AND THE REST OF THE 60 NEWLY RELEASED COLUMBIA POST-'50 GROUP II FEATURES. DISTRIBUTED EXCLUSIVELY BY SCREEN GEMS