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Auto makers lead radio's network-spot list. p40

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... and, IN PENNSYLVANIA, it's

**WJAC-TV**

Find out why, in the big Johnstown-Altoona Market--the apple of 415,100 TV homes is WJAC-TV!
To reach the core of America's 43rd ranked TV market--you must advertise in Johnstown-Altoona
... Pennsylvania's famous million dollar Market in the Middle.

CALL HARRINGTON, RIGHTER & PARSONS, Inc.
FOR A SPECIAL HARD CORE STUDY PRESENTATION.
WHAT'S THE SCORE

in the new ball game in St. Louis
we've been talking about?

THE SCORE ON TOTAL VIEWERS:
(SIGN-ON TO SIGN-OFF)

KTVI . . . . . . . . . . . . . . . up 7% over last year
STATION "B" . . . . . . . . . . . down 5.1%
STATION "C" . . . . . . . . . . . up 6.6%

THE SCORE ON HOMES:

6:30-10:00 P.M.

KTVI . . . . . . . . . . . . . . . up 19.3% over last year
STATION "B" . . . . . . . . . . . down 5.8%
STATION "C" . . . . . . . . . . . up 7.9%

4:00-6:30 P.M.

KTVI . . . . . . . . . . . . . . . up 14.8% over last year
STATION "B" . . . . . . . . . . . down 15.2%
STATION "C" . . . . . . . . . . . up 8.3%

*Source ARB, Nov. 1964
and Oct./Nov. 1963
more of everything...

KRLD-TV offers:

34.1% GREATER METRO SHARE OF AUDIENCE than the second highest rated station in the market.
23,300 MORE HOMES per average quarter hour
32,500 MORE VIEWERS per average quarter hour

Yes, you get more of everything your client requires with a Channel 4 schedule. And at the lowest CPM in the 4-station Dallas-Fort Worth market.

Get your message most efficiently to the largest, best-informed, most loyal television audience in the great Southwest. See your ADVERTISING TIME SALES representative.

*ARB, Nov. '64
Sign-On to Sign-Off
Monday thru Sunday

KRLD-TV
THE DALLAS TIMES HERALD STATIONS
Channel 4, Dallas-Ft. Worth
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts
Everything at once

There's good chance all three television networks will introduce their new 1965-66 programming during same week next fall. ABC-TV, which hit the air on other networks last fall, is setting its premieres for week beginning Sept. 12 or 13. NBC-TV, which spread current season's introductions over longer period, is planning one-week launching and is thinking of Sept. 13 week. CBS-TV, which generally follows one-week pattern, is undecided about date, according to officials, but there is speculation it won't risk giving others rating advantage by letting them get off first, and hence CBS, too, may settle on Sept. 13 week.

Political news

New insight may be gained into TV's role in politics in fourth Roper study for Television Information Office on public's attitudes toward TV and other media and institutions. Elmo Roper & Associates' annual study for TIO is now being tabulated with results expected to be made known some time in March. Last year's inquiry found top-entertainment TV as also number one in news. Political question was added this year.

Not with a bang

FCC may shift emphasis from rulemaking to policy statement in effort to deal with loud commercial problem. At least that seemed to be thinking at commission meeting last Wednesday, during discussion of draft notice of proposed rulemaking submitted by staff. Because problem is largely subjective—there is no device to measure loudness—there is feeling that enforceable rule can't be written. Policy statement would give broadcasters affirmative responsibility to reject objectionable commercials.

Policy statement would be accompanied by new rules dealing with matters that do affect loudness and can be measured, such as modulation and compression. For instance, rules would be changed to permit reduction in modulation below present 8.5% minimum necessary to reduce loudness.

New entries

Front runner as of last Friday for still unannounced Fred W. Ford vacancy on FCC was Curtis B. Plummer, executive director of commission, former Chief of Broadcast Bureau and veteran staff engineer, but there was still notion that no one but LBJ knows, and he wasn't saying.

There were reports last week also of two additional prospects: John F. Patt, of Cleveland, recently retired chairman of Goodwill Stations and one of country's best known broadcasters; Gerald C. Gross, secretary-general, International Telecommunications Union, former FCC assistant chief engineer, whose Geneva term expires in September but who is eligible for retirement from international organization now, having reached 60. Mr. Patt, 59, is life-long Republican; Mr. Gross an independent originally from New York. Mr. Gross is recovering from minor surgery at Doctors Hospital in Washington.

The lineup

Some pretty big radio names are being tossed about as possible successors to William K. McDaniell, resigned head of NBC radio network (Broadcasting, Jan. 11). NBC authorities aren't talking, but among those being mentioned in speculation last week are—in alphabetical but otherwise meaningless order—Edmund C. Bunker, president of Radio Advertising Bureau; Robert F. Hurleigh, president of Mutual; Stephen B. Labunski, VP and general manager of WMCA New York; Robert R. Pauley, president of ABC Radio; Kevin B. Sweeney, former West Coast broadcaster and former RAB president.

What to do with CATV

FCC special meeting on community antenna television on Jan. 29 will be first in number of such sessions commission will hold this year on what it considers its most important policy question for 1965. Dr. Martin Seiden, economist, is working on and hoping to complete special report on CATV and pay TV and their relationship to television in time for meeting. Other policy items will also be up for review—cross-CATV-TV ownership, "leapfrogging" of TV signals by CATV's, proliferation of cable companies, ABC's plan for limiting distance stations' programs can be relayed, among others. Meeting, originally set for Jan. 28, was last week set back one day.

By time of its Jan. 29 CATV consideration, FCC will have heard whether there's any hope that broadcasters and community antenna interests can get together on federal regulation they'll jointly support. Television board of National Association of Broadcasters will meet Jan. 24 in attempt—which as of now promises to be no more than that—to devise NAB policy on CATV regulation. NAB's special committee split on subject last week (see page 60). Board of National Community Television Association will meet Jan. 25 to work on its regulatory proposals. Chances are there'll be divisions within NCTA too.

Cooke's fourth

Acquisition of fourth CATV entity by Jack Kent Cooke, West Coast investor, is contemplated in agreement reached with Wentronics Inc., operator of systems in Casper, Wyo.; Perryton, Tex.; Moab, Utah; Gallup, N. M.; Independence, Kans.; Berlin and Ocean City, Md., for approximately $4.1 million. Systems serve approximately 13,000 subscribers, with potential of 18,000. Acquisition is by American Cablevision Co., subsidiary of Jack Kent Cooke Inc., from Gene W. Schneider and associates, who own Wentronics.

Refining the pitch

It was on-the-job training week at Television Bureau of Advertising last week. Executives and staff from President Norman E. (Pete) Cash down took 30-hour sales-presentation training course, 12 noon to 6 p.m., Monday through Friday. Course was conducted by representatives of Sales Analysis Institute Inc., Barrington, Ill., and centered on sales techniques institute developed. Purpose: to help TVB get its sales material across more effectively to members, advertisers, agencies.

Lawyers' lawyer

With Fred W. Ford installed as president of National Community Television Association (despite lack of formal announcement from White House of his resignation as member of FCC) changes are in prospect. One early manifestation is expected to be participation of Max D. Puglin, former FCC general counsel (he resigned May 1, 1964), in NCTA legal-legislative affairs, possibly as special counsel. He's held in highest regard by Mr. Ford and was his attorney-negotiator in executing Mr. Ford's two-year contract (at $50,000 per year plus expenses) as NCTA head.

Although Mr. Ford is expected to bring to NCTA one or two members of his personal staff, this presumably will not affect status of other staff executives. NCTA's staff counsel (since March 1961) is Robert D. L'Huereur, who is expected to remain.
Special this month on red spots.

As a matter of fact, all our color spots are "special" on WFGA-TV. Because we don't charge extra for color. WFGA-TV was built in 1957 as an all-color station, and we televise everything possible in color...news, station breaks, feature programs, movies, even promos. This is an excellent place to test your color commercials, by the way; we've had over six year's experience. Now don't fret if your present commercials are black and white...we'll be happy to air them for you. But next time around, remember that it doesn't cost you a cent extra to be in color in Jacksonville; and we'll use film, tape, slides...whatever you send. See your Peters, Griffin, Woodward "Colonel" about WFGA-TV, the Southeast's most colorful station.
WEEK IN BRIEF

Color television, after fairly quiet early years, is reaching noisy puberty. It may overtake black-and-white as main ad form within three years as sponsors edge more and more into hues and tints. See...

HOW SOON WILL COLOR DOMINATE?... 31

Future of Television in America Committee is plugging problem of CATV regulation in lap of NAB's TV board. Committee meeting in New York produced nothing more than continued variance of opinions. See...

EVERY MAN FOR HIMSELF... 60

Henry offers several thoughts on equal-time regulations. Favors reform of Section 315 giving broadcasters more leeway in campaign coverage and cutting down enormous cost of conducting campaign. See...

HENRY AGAINST 315 REPEAL... 76

NAB code authority finding movies with sex angles are taking liberties in commercials and subscribers are concerned. Bell wants movie makers to get together with code to curb problem before it gets out of hand. See...

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Congress is slowly shifting into gear and when it gets rolling several subcommittees of House and Senate Commerce Committees may find they have been left behind. House Democrats get assignments, GOP hasn't acted. See...

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General Motors, Ford and Chrysler are 1-2-3 among radio spenders for first half of 1964, RAB figures show three auto makers paid $221.1 million of $113.1 million spent by top 75 advertisers. See...

ELITE CUSTOMERS OF RADIO... 40

Major battles of news gathering forces continue to be waged in Pennsylvania. Fight with Philadelphia Bar Association goes on. Politics plays havoc with live coverage of legislature's opening session. See...

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New York City finds CATV hearings can become involved. Board of estimate session with six applicants runs far into night. Fred Ford makes appearance as NCTA president, disagrees with city's limits on applicants. See...

BATTLE FOR CATV GETS HOTTER... 61

Presidential inauguration will be expensive proposition to cover. Radio-TV expect to spend more than $2 million on quadrennial project. Networks will have more than 900 people involved in coverage. See...

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BROADCASTING, January 18, 1965
NEW BANNER
FOR SAVANNAH

We're pleased to announce the appointment of the George P. Hollingbery Company as exclusive national sales representatives for WSAV-TV.

We're flying the Hollingbery banner effective February 1st.

Clearly...SAVANNAH'S PREFERRED CHANNEL STATION

It's 3 in Savannah

WSAV-TV

SAVANNAH, GEORGIA
Group owners seek hearing order review

Multiple owners of television stations in top 50 markets are scheduled to ask FCC today (Jan. 18) to rescind or postpone indefinitely Dec. 18, 1964 action which requires hearing whenever owner of VHF outlet in top 50 cities seeks to buy another V in top 50 markets.

Document is being filed in behalf of over 20 multiple broadcast owners by committee of three lawyers, named to act for them: W. Theodore Pierson, Ernest W. Jennes and Thomas J. Dougherty. Authority for lawyers to act came after one-day meeting of group owners in Miami earlier this month (BROADCASTING, Jan. 11).

In detailing grounds for relief, lawyers will stress that FCC’s action in imposing so-called “interim” policy is violation of practice of hearing from affected parties before changes in policy are made. Although commission says policy requiring hearings on transfer applications is procedural, group owners’ lawyers claim it is “substantive.”

Chides FCC • Document to be filed today criticizes commission for advocating hearing without realizing that, in practice, this debar group owners from buying or selling VHF stations in top 50 cities, makes them “untouchables” to prospective sellers and “places a cloud” on multiple ownership.

Group asks FCC to justify its apparent belief that group ownership in top markets is undesirable from standpoint of competition, diversification of viewpoints and programming.

“We believe that, given the opportunity, we could establish that multiple ownership of stations in the top 50 markets not only does not lessen effective competition or diversification of programming and viewpoints but that such circumstance of ownership tends toward achievement of optimum conditions.”

The group says it is ready to submit data following study alone or jointly with FCC on question of competition and diversification.

Deadline is extended in financial inquiry

FCC has extended for 30 days deadline for comments in its inquiry and proposed rulemaking concerning duopoly and multiple ownership rules as they affect publicly-held broadcast companies. Deadline, which had been Jan. 22, is now Feb. 23. New deadline for replies is March 23.

Extension was granted at request of Insurance Securities Incorporated (ISI), which had asked 90-day postponement.

Commission, at same time, indicated administrative conference may be held on issues, which involve technical violation of rules by mutual funds and other investment houses that own 1% or more of two or more broadcast groups.

Order noted that counsel for number of publicly-held companies have said they would request conference. Counsel feel that opportunity for face-to-face meeting with commissioners that conference would provide would be helpful.

Plymouth adds to sports coverage with PGA tour

Plymouth will sponsor more sports on TV during 1965 than any previous year, it was reported Friday (Jan. 15) by William A. Hammond, merchandising manager, Chrysler-Plymouth Division of Chrysler Corp.

Mr. Hammond said major emphasis will be on golf shows and announced Plymouth, through N. W. Ayer & Son, Detroit, has signed with Sports Network Inc. to co-sponsor 13 Sunday afternoon 90-minute shows of professional Golf Association tour starting Feb. 14. Station lineup is still being set but total could run to 150 or more. Other Plymouth buys include NBC-TV Sports in Action on Sunday afternoons in first quarter.

Ads are not exempt in cigarette bill

Word following introduction of cigarette labeling bill Friday (Jan. 15) by Senator Warren C. Magnuson (D-Wash.) was that hearing would be held soon, possibly within month.

As offered (see page 45), bill failed to contain wording of early draft that gave strong protection to cigarette advertising by prohibiting restrictions on it. While protection would have delighted broadcasters, advertising people and manufacturers, Senator felt it best not to go that far.

Other pending legislation is at opposite extreme: Senator Maurine B. Neuberger (D-Ore.) would require health warnings in advertising as well as labels. It’s thought Senator Magnuson’s version, while facing some opposi-

Milwaukee Braves offering rights in Atlanta

Broadcasters and advertisers in Atlanta are being sounded out on possibility of carrying some Milwaukee Braves games on southeastern network this year. Braves will move to Atlanta in 1966, but, contrary to reports, team as yet has no radio-TV commitments. When move was announced last year, it was rumored that multimillion dollar broadcast contract, with sponsors already locked up, was part of package.

Braves representatives in Atlanta say airing games in South this year could boost 1966 ticket sales. Idea of network reportedly has been favorably accepted, but no contracts have been signed. In Milwaukee, it’s understood, sponsors are not knocking down doors to back Braves on radio-TV this season. Rights were held by Schlitz last year, but brewery has since picked up Houston Astros for three years at 5.3 million.
WEEK'S HEADLINERS

Frank J. Shakespeare, VP and assistant to president, CBS-TV, appointed senior VP-New York for network. Mr. Shakespeare joined CBS Television Spot Sales in 1950 as account executive and in May 1954 became general sales manager of wcbs-TV New York and three years later, general manager of wxlx(TV) Milwaukee (station then CBS owned). In 1958 he was made general manager of wcbs-TV and six months later, VP, CBS Television Stations Division. He became assistant to James T. Aubrey Jr., CBS-TV president, in 1962, in newly created post, which reportedly will not be continued. As senior VP, Mr. Shakespeare assumes responsibility of key areas of network operations in New York. John T. Reynolds is senior VP-Hollywood, for network.

Douglas L. Smith, advertising and merchandising director of S. C. Johnson & Sons, Racine, Wis., since 1955, has joined Lennew & Newell, New York, as senior VP with responsibilities for management and account planning. In 1964, he was chairman of board of directors of Association of National Advertisers. Prior to joining Johnson, Mr. Smith was with BBDO in New York as account supervisor; with Swift & Co. and with Melamed Hobbs Agency, Minneapolis.

Roger H. O'Sullivan, senior VP and director of Avery-Knodel Inc., Chicago, elected executive VP, and Robert J. Kizer, senior VP and director of television sales at Avery-Knodel, New York, named administrative VP. Mr. O'Sullivan has been with company since 1947, serving in all administrative and sales capacities in mid-western division. Mr. Kizer, who joined Avery-Knodel in 1956 as salesman, had formerly been with Procter & Gamble Co., and National Time Sales.

David A. (Sonn) Werblin, president of MCA-TV and vice president of MCA, has resigned. He had been with company for more than 30 years. Mr. Werblin is also president of the New York Jets football team, and will devote more time to this enterprise.

For other personnel changes of the week see FATES & FORTUNES

TV futures mean $18 million for MGM

MGM reports net income up over 100% in first quarter operations over same quarter of 1963. Company said TV contracts outstanding for features and shorts at close of fiscal quarter (Nov. 26) represent aggregate future installment payments of $18,471,466. Of this amount $11,891,196 is due within one year and included in current assets. 12 weeks ended Nov. 26:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Gross Revenues</th>
<th>Net income</th>
<th>Net income from tv programs and commercials</th>
</tr>
</thead>
<tbody>
<tr>
<td>1964</td>
<td>$6.60</td>
<td>36,559,000</td>
<td>2,500,000</td>
<td>27,000</td>
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<tr>
<td>1963</td>
<td>8.25</td>
<td>37,065,000</td>
<td>885,000</td>
<td>179,000</td>
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</tbody>
</table>

Jenkins called in Baker case

Walter W. Jenkins, former aide to President Johnson, has been notified that he will be called to testify before Senate committee Jan. 25 relating to charges, already denied, that he pressured Maryland insurance agent to buy time on Johnson family TV station as "kickback" on sale of large life insurance policy to Mr. Johnson, then senator (Broadcasting, Jan. 27, 1964). Agent later sent stereo phonograph to Mr. Johnson through Robert G. (Bobby) Baker, who, like Mr. Jenkins, was aide to Mr. Johnson.

Lancaster OK's cables

Two Lancaster, Pa., broadcasters have received permission to establish community antenna television systems there for annual payment of $500 to city, Bernard Zimmerman, city attorney, acknowledged Friday (Jan. 15).

First applicant was Television Community Services Inc., headed by Clair R. McCollough, president and general manager, WCAL-AM-FM-TV Lancaster. Peoples Broadcast Co., WLBN-AM-FM Lancaster, later applied and city council approved both requests at same time, attorney said.

Let us do wiring: N.Y. Bell to CATVers

New York City closed hearings on applications of six companies for community antenna television franchises at 11 p.m. Thursday (see page 61) but not before eleventh-hour statement by Empire City Subway Co. that perhaps underground wires for systems should be installed, owned and leased by New York Telephone Co. Empire City is wholly owned subsidiary of New York Telephone Co. Empire owns and leases duct lines under Manhattan and Bronx Streets. These are ducts which New York CATV applicants hope to lease for installation of their own underground cables.

Leopold Oberst, VP of Empire City, also general plant manager of New York Telephone Co. for Manhattan area, said city should consider telephone company installation of lines in interest of minimizing traffic disruptions associated with cable laying and to conserve "limited underground space."

Rates Ready = He said phone company has just completed study on furnishing underground channels for CATV purposes and that it is in a position to discuss proposed rates with the applicants. If telephone company handled operation, he said, CATV channel for the larger part could be "integrated into existing plant, reducing need for new space and new construction.

Proposition met immediate opposition from Teleprompter's President Irving Kahn, who questioned late entry of phone company into proceedings.

Board of Estimate withheld decision on franchise grants and set no date for determination.
SUGARFOOT

HAWAIIAN EYE

THE GALLANT MEN

SURF'SIDE 6

77 SUNSET STRIP

MAVERICK

CHEYENNE

BRONCO

THE ROARING '20'S

BOURBON STREET BEAT

THE DAKOTAS

ROOM FOR ONE MORE

LAWMAN

WARNER BROS. ONE-FEATURES

WB CARTOONS-SERIES '64

WARNER BROS. TELEVISION DIVISION

666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

BROADCASTING, January 18, 1965
What makes a great salesman?

America became a gum-chewing nation because of a soap salesman. William Wrigley, Jr. made himself well known as a premium distributor by offering gifts to jobbers who bought his soap products. One of the most popular premiums was chewing gum. When the cry for gum surpassed the demand for soap, he wisely changed course. It was a momentous decision, for Wrigley was just the man to bring salesmanship to a product few adults had even thought about twenty years before.

A firm believer in doing things on a big scale, Wrigley contracted for $1 million in advertising during the panic of 1907 and practically doubled sales within a year. Twice he mailed free gum to every name listed in every telephone book in the country! His outdoor sign along the Trenton-Atlantic City railway tracks was nearly a mile long. For years two sticks of Wrigley gum were sent to as many American children as possible on their second birthday.

Because William Wrigley thought big, chewing gum emerged as big business. “Thinking big” accounts for the great selling ability of the Storer stations, too. Responsible management and operating efficiency are part of the story. So is programming keyed to individual audience attention and respect. Your message means more on a Storer station! In Philadelphia, Storer’s great salesman is WIBG, an important station in an important market.
On Christmas Day, KNUZ began transmitting on Vanguard 1. Another first for Houston and KNUZ. Vanguard 1 is fully transistorized with single-tube final amplifier. This means wider response ± 1.5 db., 20 - 16,000 cycles.

Let KNUZ make you first in the Houston market.
Get on the first team!

Be more than just a number on the squad

You would be on the first team if we were your T.V. representative. Because our station list is limited, we have no other team but a first team. With us you get first team treatment. That means first and last call on our interest, effort, time and attention.

On our first and only team you and your station would be important. Your good points, your advantages, your station's individual personality would stand out in an exclusive light. You and your station can and should be far more than just another unit on a long, long list — or just another number on the Squad.

Make the first team. Let us tell you how.

PAUL H. RAYMER COMPANY, INC.
Station Representatives Since 1932
NEW YORK  CHICAGO  DETROIT  ATLANTA  DALLAS  SAN FRANCISCO  HOLLYWOOD

BROADCASTING, January 18, 1965
CBS has 3 of the 5 most popular nighttime programs (no other network has more than 1)

7 of the 10 most popular nighttime programs
(no other network has more than 2)

11 of the 20 most popular nighttime programs
(no other network has more than 6)

all of the 11 most popular Monday-Friday daytime programs

...and

8 of the 10 top weekend daytime programs as well

CBS

the most popular schedule in all television!
A briefcase to hold all the Crosley Broadcasting patents. Since the day WLW Radio went on the air in 1922, the men of Crosley have contributed outstanding inventions to radio and television transmission and have secured hundreds, of patents in research, developmental and experimental broadcast work. The standing of a broadcasting corporation is unquestionably reflected and judged by the caliber of its engineering and scientific personnel. To an audience this means quality. To an advertiser this means audience.

Crosley Broadcasting engineering is just another achievement of the WLW stations which has placed them among the most watched, most heard, most talked about stations in the United States. And...
What this world needs is dodo the kid from outer space!
Introducing the most animatred character original, irresistible.

ANTENNA EARS, who possess cosmo-moppey the one-and-only astral-normically reared... super-personically reared a science-fiction pixie... ever created... animated character.

AND BY
MINUTE CARTOONS IN COLOR
FALL PROGRAMPING 104 FIVE
AVAILABLE WORLD-WIDE FOR
SERIES OF CARTOONS... NOW
OF OUR TIME: A FABULOUS
STELLAR TELEVISION EVENT
START OF PRODUCTION ON THE
JOSPEH E. LEVINE ANNOUNCES
SO-O-O-O-O... SUPER-SHOWMAN
r-r-rocket feet... and the amazing power of r-r-reversible viewing!

He can look through the TV camera and watch you watching him!

PRONOUNCED $DOUGH-DOUGH$
dodo has many fun-tastic, far-out friends, like Professor Fingers, Compy the Computer Bird, How & Why, the inquisitive twins ... a Martian moose, a cosmic cow, space pig, a moon sheep and an electronic duck! They are creations of a unique talent team: LADY ROBINSON, American-born radio and TV writer, who was the first to recognize what was missing from kid programming. She has answered the need with these fascinating and unusual cartoon concepts. HALAS & BATCHelor, leading animators, who have won many international awards and produced scores of famous cartoon features, including the remarkable "Animal Farm." The complete facilities of their massive, ultra-modern studios in London are geared to the production of "Dodo." ROBERT MAXWELL, Member of Parliament and leading science book publisher. He is co-producing the series with JOSEPH E. LEVINE, a major show business force whose name has become internationally synonymous with entertainment. Mr. Levine adds his "plus" to the project: the Embassy brand of showmanship, which made "Hercules" a household word and which guarantees an all-out, all-shout campaign for "Dodo."

SHOWMANSIIIP AND MERCHANDISING VIA EVERY MASS MEDIA, WITH MULTIPLE LICENSING OF DODO PRODUCTS, WILL MAKE YOUNG AND OLD VIEWERS EVERYWHERE ALL AWARE THAT DODO WILL DO IT.

$dodo$

means dough! dough!
dough! dough!
dough! dough!
dough! dough!
dough! dough!
daugh,t dough!
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& Television Society. Senator John O. Pastore (D-R. I.) will speak.

April 26—Louisiana Association of Broadcasters meeting, Lafayette.

April 29—Spring meeting of Oregon Association of Broadcasters, Village Green motor hotel, Cottage Grove.

April 30—Spring meeting of Mississippi Broadcasters Association, Buena Vista hotel, Biloxi.

April 30-May 1—Kansas Association of Radio Broadcasters meeting, Hutchinson.

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.

May 3-5—Spring meeting of Kentucky Broadcasters Association. Speakers include FCC Commissioner Lee Loewinger. Brown hotel, Louisville.

May 4-5—Spring meeting of Missouri Broadcasters Association. University of Missouri, Columbia.

May 6-8—Meeting of Iowa Broadcasters Association. Fort Des Moines hotel, Des Moines.

May 6-8—Spring meeting of Montana Broadcasters Association, Executive motel, Missoula.

May 7—Annual meeting of International Radio & Television Society, New York.


May 12—Spring meeting of New Jersey Broadcasters Association. Woodlawm, Rutgers University, New Brunswick.


May 18-18—Spring meeting of Pennsylvania Association of Broadcasters. Nittany Lion Inn, University Park.


May 17-19—First convention of Advertising and Marketing International Network. AMIN is successor to Continental Advertising Agency Network and embraces North and South America, and West Indies, Detroit.

May 20-22—Spring meeting of Alabama Broadcasters Association, Montgomery.

May 20-22—Annual convention of South Dakota Broadcasters Association, Winner.

May 22-23—Illinois News Broadcasters Association's 10th anniversary spring convention and news clinic. Topics include coverage of trials and ethics in news and election coverage. Ramada Inn, Champaign-Urbana.

JUNE


of National Association of Broadcasters, Holiday Inn, Callaway Gardens, Pine Mountain.


June 16-18—Spring meeting of Virginia Association of Broadcasters. The Cavalier, Virginia Beach.

June 16-18—Annual convention of Public Utilities Advertising Association will consider “Image Building for Utilities.” Atlantic City, N. J.

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


OPEN MIKE®

No reply, no schedule

EDITOR: Checking services and ad agencies seeking information on what competing schedules have been run on a station could save themselves and stations time and aggravation by changing their system slightly and still arrive at their desired end.

They could use a “negative confirmation” plan. That is, if there is no reply from a station, say in a month, it would mean no such schedule has been run.

The present system of second and third requests is complicating what should be simple.

In the negative confirmation method, the stations which run the schedules submit answers to the questionnaires. The others throw the questionnaires into the waste basket—Quentin C. Sturm, WMEL Philadelphia.

That Christmas bombing

EDITOR: As you probably know, we had quite a Christmas here [Saigon, South Vietnam].

Some unusual things have happened to me in my short career in broadcasting but this is the first time I’ve been blown out of a station. We joked about the explosion some—saying that if the Viet Cong don’t like our programing, the least they could do would be to tell us before going to such forceful ends—but the humor is strained because we all consider ourselves lucky to come out of it alive.

Armed Forces Radio Service is located on the ground floor of the Brink Hotel and our back wall is no more than 50 feet from where the charge was placed. Fortunately, there was a storage area filled with metal packing crates between us and the charge.

It absorbed the brunt of the blast, keeping damage within the station itself to a minimum. There was quite a bit of glass broken and many wires burned by fire but we have hopes of making some material improvements to the plant.

I’m told we will get everything we need just so long as we don’t go over the budget—Lieutenant Sturges Dorrance, Armed Forces Radio Service. (Lieut. Dorrance is the son of Dick Dorrance, president of Dorrance & Co., advertising agency.)

They also believe in caution

EDITOR: My heartiest congratulations on your Jan. 4 editorial, “The rush to Uncle’s arms.” The editorial was very well written. It was sound and your taking a stand on this issue [the extent and nature of CATV regulation] is but one of the many reasons that BROADCASTING is a great magazine. I challenge ABC or any broadcaster to repudiate your statements.—Bill Daniels, Daniels & Associates, Denver, Colo.

EDITOR: Your editorial on CATV and the pitfalls of protective government control was an excellent exposition of the dilemma in which broadcasters and CATV system operators find themselves.—John F. Dille Jr., president, The Communicana Group, Elkhart, Ind.

BOOK NOTE

“100 Books on Advertising,” edited by Dean Earl F. English, University of Missouri School of Journalism, Columbia, Mo., and compiled and annotated by Robert W. Haverfield, associate professor of journalism. Available free of charge on request from the school.

The eighth edition in a series, this 33-page booklet lists 65 new books and several others that have been revised since the seventh edition in November 1960. The compilation is designed for the student and the professional advertising practitioner but a few of the titles are of an advanced and specialized nature. Sections within this booklet include publications on advertising copy, biographies, history and ethics, legal aspects and psychology.
How to build the finest FM station in easy, economical steps

STEP 1: Start with Collins A830-2 10-watt Direct FM Exciter — an ideal independent unit for educational stations or other low-power applications. For stereo, add Collins 786M-1 solid state stereo generator for guaranteed 35db stereo separation.

STEP 2: Add Collins 830B-1A 250-watt Amplifier or Collins 830D-1A 1,000-watt Amplifier — the exciter mounts inside either cabinet. You’re all set for both stereo and monaural transmission with vastly improved bass response, extremely low distortion and high signal-to-noise ratio.

STEP 3: To the 250-watt Amplifier, you can add Collins 830E-1A 5-kw Amplifier or 830F-1A 10-kw Amplifier —

STEP 4: To the 1,000-watt Amplifier driver, you can add either one or two Collins 830F-2A 10-kw Amplifiers for an output power of either 10-kw or 20-kw — Diplexed amplifiers for 20-kw output provide a redundancy feature not available with a single PA. If one should become inoperative, the other 10-kw amplifier remains in service.

This is Collins easy, economical method of matching your equipment to your FM station growth. Interested? Contact your Collins Sales Engineer today!

COLLINS RADIO COMPANY
Broadcast Communication Division, Dallas, Texas
"The best is yet to be"

No quiet seat on the sidelines for this forward-looking couple. They’re vitally concerned with their families, their community, and the world around them, and they count on their favorite television station to keep them involved with the future.

You don’t have to live in Columbus to recognize the remarkable rapport that exists between this station and its viewers, but it helps. The tough-minded businessmen who watch local television every day know just how their commercials are handled and can keep a close check on their effectiveness. It isn’t surprising, therefore, that Central Ohio’s largest department store, bank, automobile dealer, dairy, and six other leading firms have been continuous advertisers on WBNS-TV for 15 years.

It takes a lot of hard work and professional know-how to build and maintain this kind of reputation, but we wouldn’t have it any other way. We were born and raised in Central Ohio, we have no other irons in the fire, and there’s nothing more important to us than earning the continued respect and confidence of our neighbors.

Only then can we be sure that WBNS-TV is the station where seeing is believing.
Hamilton Beach carves sales record with television

It was enough to turn seasoned appliance merchandising men gray. When Hamilton Beach brought its field salesmen into Racine, Wis., last year to discuss fall plans, it told them that the company had thrown out nearly every tradition in the small appliance selling rule book.

For the old, tried—and sometimes not too successful—promotions, Hamilton Beach was substituting a real blockbuster. And television was expected to supply the selling power.

The product, of course, was Hamilton Beach’s sensational electric carving knife. But Hamilton Beach was not the first to bring out an electric knife. Twenty-four manufacturers had shown them at the Housewares Show last July.

Unique Feature • But it was obvious, even then, that the Hamilton Beach product was excitingly different. Unlike many models in which the motor is housed in an awkward handle with the thickness of a baseball bat, the Hamilton Beach knife is styled with a slim, graceful grip with the motor unit counterbalanced below the hand. It is better looking than its competitors and easier to use. Even though it was not yet in production, the Hamilton Beach knife was clearly a hot item.

It is customary among many companies in the small-appliance industry to advertise an entire line during the gift-buying season. New products are introduced gradually into omnibus ads while their potential is estimated.

Consumer campaigns for Christmas selling often start in mid-October and build up through November to help the retailer clear his shelves. Many manufacturers also set aside large budgets for local co-operative advertising. Why did Hamilton Beach defy tradition?

The daring new strategy was the decision of Edward P. Reavey Jr., newly appointed Hamilton Beach marketing director. He reported on the job during the July Housewares Show and took a good hard look at competition. Then he decided: 1. Hamilton Beach would go all-out on the electric knife, canceling all other product promotions. 2. It would aim at dominating every market it entered. 3. When the holiday buying season ended, Hamilton Beach must be the leader in the electric knife field. 4. The electric knife must pull the entire Hamilton Beach line behind it, boosting sales of other items.

Beating the Clock • These were bold decisions, especially since Hamilton Beach had not yet begun production. Only hand-made models existed. Also, time was running out.

These decisions were announced to our agency account group at Clinton E. Frank Inc. the first week in August. A complete marketing plan had to be ready for a September 4 sales meeting, less than a month for a job that normally takes three. How were these goals met?

Spot studies by our research department showed high acceptance of the Hamilton Beach knife. The distinctive styling and easy handling made a hit with everyone who saw and tried it.

Our creative people also recognized the sales appeal of the styling and the basic copy theme, “the knife with the hole in the handle,” was developed. Here was a case of identifying a product and telling it simply and well.

Then the advertising approach was further refined with emphasis on a single competitive feature of a single item in a broad product line. This was a startling approach because electric knives were not yet an established product category, having been available in limited distribution for less than a year.

Role of TV • There was no doubt from the start that television would be the workhorse. TV gives immediate consumer impact, demonstration and the broadest reach of prospects in our key markets.

Saturation campaigns were set for each of the top 22 market areas in the nation (based on appliance sales) and a single 60-second commercial was used throughout. It showed the man of the house making a batch of his turkey carving chore and then it relieved his embarrassment and awkwardness by providing him the electric knife with the hole in the handle. We used a double strength schedule during the first and second weeks of the five-week effort.

A small budget also provided four-color printed materials as merchandising tools. But television provided the main thrust in terms of both dollars and total exposure. The campaign was controlled by the manufacturer and its agency; thus the Hamilton Beach name never got lost in dealer ads which often include competitive lines.

Despite a peak effort at the factories (remember, the knife did not go into production until September), it was a complete sell-out across the board. At the outset, salesmen lacked demonstration knives and sold from photographs.

But the plans for consumer advertising in each market convinced dealers to order all the merchandise they could get, even though their normal Christmas buying had been completed two months earlier. In one major market the entire distributor allocation was gone in two hours. With only 10 days the entire planned production was sold.

The campaign broke the week before Thanksgiving and by December 19 it was over. We were confident we had a tiger by the tail, but the results astonished us all. The dealer could have sold double their allocations.

TV Sells ‘Futures’ too • Christmas shoppers actually refused competitive models and put their names on waiting lists for the knife with the hole in the handle. Gift certificates for Hamilton Beach knives for future delivery were rushed out and sold by thousands. The factory even ran out of invoice forms.

This high impact program helped sales of all items in the Hamilton Beach line. Heavy television exposure created new awareness of the Hamilton Beach name which traditionally has been best known for mixers and blenders. It opened new distribution through dealers who recognize the power of TV.

There’s no doubt: television means “action” to Hamilton Beach.
EXCLUSIVE
IN BALTIMORE TV
. . . LATE EVENING MOVIES ON CHANNEL 2
7 NIGHTS A WEEK!

Night after night—movie lovers stay with Channel 2. They know there's always a good show featured—including many First Runs—selected from Baltimore's finest film library.

Choose a night—or nights—as the perfect showcase for most any product or service!

BIG PROMOTION!
BIG AUDIENCES!

Heavy multi-media schedules plus on-air promotion build Channel 2 movie audiences throughout the nation's 12th largest market.

In Maryland Most People Watch Movies on
WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
Imagine! Two important publications like these leaving out essential information.

They know that media buyers depend on them for market facts when they're placing advertising.

Yet both of these publications leave out the retail spending of military personnel at on-base post exchanges and commissaries.

Now three large military installations—Fort Bragg, Pope Air Force Base, and Seymour Johnson Air Force Base—are right in the heart of our coverage area. The combined income of the military personnel at these bases is more than $127,000,000 annually.

According to conservative estimates, about half of this money is spent at PXs and commissaries. Yet it's not shown in any data reporting source.

So you can understand why we feel like lashing someone.

We asked the guys at Sales Management and Standard Rate and Data why they didn't include these vital figures.

"Impossible," they said. "The figures just aren't available."

Excuses, excuses.
How soon will color dominate TV?

Majority of agency opinion gives it good chance to take over leadership from black and white in two or three years; many see '64 as pivotal

The top-billing agencies in U. S. television are stepping up their clients' investments in color TV at a moderate but consistent rate that holds out promise for color to overtake black-and-white as the dominant advertising form in two to three years.

This optimistic but measured view of color TV prospects emerged from a sampling by Broadcasting of executives at the leading television advertising agencies in the country, whose aggregate billing in the medium is approximately $1 billion.

As the industry swings into 1965, with more than a decade of color experience behind it, authorities could point back to 1964 as a pivotal year. It was a million-plus set sales year, far outstripping other sales peaks and calculated to generate considerable new momentum for this year, they pointed out. They added that some national advertisers who have shied away from color are considering the medium for the first time in earnest and many local advertisers are planning to participate in a growing number of community color promotion projects.

Time Table • Though agency executives held the unanimous opinion that color TV advertising will grow, as it has been doing for the past few years, there was less agreement on how rapid the rate of expansion will be and how long it will take color to draw even with or out-distance black-and-white TV advertising.

The strong majority view, however, was that within two to three years at least half of the commercials in television would be in color. These adherents felt there would be a continuous growth in set circulation over this period and a corresponding expansion in color programming, which on a network basis is presented predominantly by NBC-TV. They voiced the opinion that both ABC-TV and CBS-TV would enlarge their color outputs as set ownership rose and

more and more advertisers expressed interest in color.

A smaller segment of agency officials were reluctant to pinpoint the future course of color TV. They agreed the medium would grow, but declined to be specific, insisting it was too risky to prognosticate. Some contended there never would be a "breakthrough," but a gradual, modest expansion pattern.

Among those officials who ventured an opinion, the prevailing view was that color TV would become compellingly attractive to advertisers when set ownership reached the 25% level. There were a few who mentioned that a 10% set ownership would be sufficient to attract sponsor support.

Color Interest • Agencies with clients in color on a consistent basis appear to be primarily those with clients in the automotive, cigarette and institutional fields, though there are others in additional categories. Those advertisers with heavy schedules on NBC-TV were more likely to be in color than those whose investments were concentrated on CBS-TV and ABC-TV, which offer limited color exposure.

Advertisers active in color today often recognize that it is not altogether a strictly economical buy, some agency officials observed. Often they will use color commercials for sales meetings and sometimes it can be justified for purely competitive reasons, they pointed out. It is only in certain special situations, they added, that color can be a rationale for a media purchase.

Several factors have limited the growth of color TV advertising, it was pointed out. The perennial roadblock has been the comparatively small number of color receivers, and subsidiary considerations have been the extra cost of producing color commercials and programs and the lengthier production schedules. The key, however, is sufficient set circulation.

More Commercials • Despite the

Color TV receivers total nearly 3 million

Color receivers in use in the United States stood at 2,860,000 on Jan. 1, 1965, NBC reported today (Jan. 18) in its first quarterly report on color set circulation.

Hugh M. Beville Jr., NBC's vice president in charge of planning, said this total represents an increase of 1,240,000 color sets in one year's time, or a 77% gain over the estimated 1,620,000 color sets in circulation at the beginning of 1964. Mr. Beville also forecast a rise in U.S. color set circulation to nearly 5 million sets by the end of this year, or a growth of approximately 2 million in 1965.

Brigadier General David Sarnoff, board chairman of RCA, said last week more than 2 million color TV sets would be sold in 1965.

NBC said its figures were developed from a "variety of industry sources" and from results of "periodic special NBC surveys." Mr. Beville explained that the estimates take into account such factors as color set production; factory, distributor and retail inventory, and also scrappage. He said that as a result the total color circulation represents a "realistic estimate" of the number of color sets actually in use throughout the country.
HOW SOON WILL COLOR DOMINATE TV? continued

roadblocks, it was agreed that the prod-
cution of color TV commercials is on the upswing. Several commercial pro-
duction companies reported that for 1965 their color schedule will rise by 15
to 20% over 1964.

Perhaps the most authoritative esti-
mate in this area came from the Film
Producers Association of New York,
whose members account for a large ma-
A spokesman for FPA said after a
week that in 1964, approximately
18% of the commercials produced by
its members were in color, as compared
with 15% in 1963. He added that in
the first half of 1965, there are strong
indications that this figure will rise to
at least 20%.

Agency officials indicated they at-
tempt to “sell” clients on the use of color
when they consider it desirable from a
marketing standpoint, but they observed
there had to be compelling reasons to
support the added costs of color.

The cost factor in producing color
commercials points up the complexity
of the subject. There were variations
in estimates of costs of commercials—
sometimes wide ones—as against com-
parable black and white ones. Estimates
of color’s extra cost ranged from a low
of 10% to a high of 40%, with most
of the estimates in the 10 to 20% range.

Some explanations were offered for
the range in color commercial produc-
tion estimates. Authorities noted that
in the change-over from black-and-white
to color, so-called “typical” commer-
cials can add substantial costs if sets are
elaborate, special lighting is needed, cos-
tuming is required. In addition, a client
with scant experience in color who pro-
duces fewer commercials of this type is less likely to achieve economies in
cost than the color-active advertiser.

Color Costs • A detailed analysis of
the costs of “going to color” was ex-
plored in a recent newsletter issued by
the Eastman Kodak Co. It stressed that
a “typical” black-and-white commercial
can be produced in color for an addi-
tional 10% on the average. (This figure
was challenged by several agency execu-
tives, who claimed it was “too low” on
the whole, and noted that the source was
not a disinterested one since it was a
major supplier of color raw stock.)

The Kodak newsletter quoted David
S. Parlour, senior producer of J. Wal-
ter Thompson Co., as saying that “color
adds costs only in certain areas,” such
Development

as in color raw stock, optical negatives,
costuming and sets, but not in talent,
music, location rental and recording
color TV advertising at present ap-
ppears to be concentrated on network TV

for the most part, though agencies re-
ported that there was some spot TV
spending, depending upon the require-
ments of their clients. Several men-
tioned that from time to time purely
local advertisers have used color adver-
sing for special campaigns and that
this type of promotion is expected to in-
crease in 1965 as color-conscious sta-
tions step up their activities.

Here are highlights comments from
BROADCASTING’s sampling:

Big Percentage • Byron McKinney,
director of commercial production for
J. Walter Thompson Co., estimated that
30-35% of its commercials are in color.

It is acknowledged by most authorities
that JWT, the largest agency in the
world, is the number one producer of
color commercials, for such clients as
Ford Motor Co., Eastman Kodak and
RCA on a regular basis and Scott Pa-
per and Champion Spark Plugs occa-
sionally.

Mr. McKinney felt it was difficult to
predict when most of the agency’s com-
mercials will be in color, pointing out
that some of its large clients are still
remaining with black and white. He
added: “It could be, say, in five years,
but who really knows how fast color TV
will grow?”

Lee Currlin, vice president in charge
of programing at Benton & Bowles, New
York, predicted color would become a
major factor in TV advertising in an-
other “two or three years.” He said that
once color homes reach 10% saturation,
or some 5 million homes can receive
TV in color, the advertiser will take
serious cognizance of the medium.
Current estimates place color penetra-
tion at 5%.

Mr. Currlin saw no drawbacks in col-
ors compared to black-and-white, other
than “lack of penetration or circula-
tion.” He said there’s no shortage of
color programing, NBC-TV having pro-
gramed “heavily in color in the night-
time for some time” and that CBS-TV
and ABC-TV could be expected to col-
orcast more of their programs once cir-
culation increased.

No Regular Color • Benton & Bowles,
which handled an estimated $97 million
in TV billings last year, has no clients
using color in their commercials on a
regular basis. Three top B&B clients,
Procter & Gamble, General Foods and
Philip Morris, are not color TV users,
and the percentage of both total com-
current and clients’ programing in color
is negligible. There has been some ir-
regular use of color by a few clients of
the agency.

Mr. Currlin noted that it has taken
10 years to come up to about two million
color sets in use, but that in one year
the increase has been nearly another
million. This acceleration can be ex-
pected to continue with all major set
manufacturers now in color. A price
breakthrough may soon be realized, he
said.

Color charges, wherein a network
doesn’t absorb the extra cost over black
and white, are nominal, Mr. Currlin
said, and thus do not appear to be a
drawback in the use of tinted TV.

An official of Young & Rubicam said
that a consensus of the agency’s media
and commercial production departments
was that in about two years, more than
half of the commercials produced at
Y&R will be in color.

15 Clients • Currently, approximately
5 to 10% of Y&R commercials are in
color, produced for 15 clients. The

cost of “going to color” adds from 15 to
20% to a commercial’s budget, Y&R
stated.

“The main objection to using color at
this time,” the spokesman said, “is the
added expense of color without a suffi-
cient number of sets to warrant the
investment.”

Leonard S. Matthews, executive vice
president of Leo Burnett Co., Chicago,
offered the observation that as more
and more UHF stations become opera-
tional, marketing factors may emerge
that will support additional color pro-
grams and commercials. Intensified com-
petition, he indicated, may well spur
an expansion in color at both UHF and
VHF stations to meet the development of
fragmentized audiences.

He said the big push to color may be
expected when set ownership exceeds
the 25% level. Approximately 4% of
Burnett’s commercial production cur-
ently is in color with its list of color
clients totaling 10. They include Kel-
logg, Pillsbury, Philip Morris, Motorola,
Star-Kist, Green Giant, Sunkist Lemons,
Commonwealth Edison and Santa Fe
Railroad (the last two are local adver-
Mr. Matthews said that color commercial production adds from 10 to 30% to the cost, depending on the complexity of the commercial. He listed the limited number of sets, extra production costs and longer production schedules as impediments to the growth of color TV advertising.

Five major N. W. Ayer clients are consistent users of color commercials, according to Samuel Zurich, vice president, radio-TV commercial department. Plymouth and American Telephone & Telegraph—two of the agency's largest accounts—are especially committed to color. Three other substantial accounts use color occasionally, according to Mr. Zurich.

One-Fourth — Mr. Zurich observed that approximately 25% of Ayer's commercials are now produced in color, with some clients insisting on only color commercials in color shows.

"We don't pay extra for color commercials on color programs," Mr. Zurich said, "but we do if we run color in programs normally produced in black and white. Counting production costs and any additional network and station charges, the average color commercial is 10-20% more expensive than its black-and-white counterpart."

The main drawback in the current color picture, in Mr. Zurich's opinion, is CBS-TV's seeming reluctance to program more color shows. However, he saw this situation as likely to change because of advertiser pressure on the network.

Mr. Zurich estimated that by as early as 1966, half of the commercials produced at Ayer would be in color.

Richard A. R. Pinkham, senior vice president in charge of media and programs at Ted Bates & Co., estimated color could be in three million homes by the end of 1965. There simply aren't enough color homes at this point, he feels, for the agency to promote the use of color to its clients. When color penetration reaches one-quarter to one-third of television homes he indicated Bates might begin actively pushing the use of commercials and suggesting color show purchases.

In 1964 Ted Bates ordered 92,600 commercial prints, of which 700 were in color—less than 1%. Four Bates clients have color commercials but one of these is not currently using them.

Four for Color — The agency has these four color-conscious clients participating in five daytime and seven nighttime color shows but none qualifies as a "sponsor" of any of these programs.

Only one of Bates' color users places spot TV color commercials.

Mr. Pinkham said, as did officials at other agencies, that color commercial prints are not fully suited to black-and-white presentation: that they tend to give a slightly fuzzier picture when shown in black-and-white. This, several agency men noted, is one reason color commercial production has not grown more rapidly.

John L. (Jack) Owen, vice president and director of broadcast, Foote, Cone & Belding, New York, advised: "Don't look for a breakthrough" in color TV. He felt "breakthrough" is misapplied in a situation where "a steady continuing growth is the apparent pattern."

He was highly optimistic about color's future and estimated within three years FC&B will be producing half its commercials in color. At present four of the agency's clients are using color in "an important and regular way" in both commercials and programing. Color commercials amount to approximately 20% of FC&B's total commercial output.

The agency reports no extra charges for placing color announcements orcolor program buying but estimates production expenses for commercials themselves add 25% to the cost of black-and-white production.

Mr. Owen expressed concern that producers of color programs may, in some instances, be concentrating on color production techniques to the neglect of the black-and-white audience which far outnumbers its color counterpart.

He cited uses of color in which full understanding of a program's story line depended on audience recognition of color and suggested that in such cases color is getting ahead of itself.

One-Fifth Color — Richard Needham, executive vice president of Needham, Harper & Steers, Chicago, said six clients now use commercials in color, rep-
Color television families bigger, richer and view more

A slide presentation on color TV's status, entitled "Close-Up on Color Television," is kept up-to-date by NBC-TV for potential color TV advertisers and their agencies. It summarizes moves by manufacturers in color TV set production, details the number of stations equipped for color and concentrates in the main on color TV as an advertising medium.

The presentation asserts that, among other "dimensions" of color TV advertising, the color factor already has an effect on ratings, and because NBC colorcast charges are the same to the advertiser as in black-and-white programs, the subsequent cost-per-thousand is lower.

Chart above is based on studies by R. H. Bruskin Associates for NBC, indicating that on the average, color TV homes tend to be those with larger families and higher family income than black-and-white TV homes (BROADCASTING, Nov. 16, 1964). They show color homes view more than non-color homes.

Also released to BROADCASTING was a full compilation of network advertisers regularly using color commercials during 1964. Some of these advertisers were listed in the presentation. They included also some color commercials which may have been carried on other networks. In the list:

Automotive advertisers including General Motors (Buick, Chevrolet, Pontiac), Chrysler Corp., Firestone, Ford, Humble Oil-Esso, Zerex; several major tobacco companies including Reynolds Tobacco (Camels, Winston and Salem), American Tobacco (Carlton, Montclair, Lucky Strike and Pall Mall), Consolidated Cigar, P. Lorillard (Kent, Newport), General Cigar (White Owl), and Liggett & Myers (L & M), and a corporate group made up of Alcoa, ATT, Walt Disney, Georgia Pacific, Hallmark, Insurance Co. of North America, Kaiser Aluminum, Mutual of Omaha, Reynolds Metals, Savings & Loan, Shell Oil, Sperry-Hutchinson, Union Central and Xerox.

A longer list in the food and household products area: Allen Products (Alpo), Anheuser-Busch (Buschweiser), Campbell Soup, Carnation, Colonial Coffee, Florida Citrus, Frito-Lay (Fritos), General Mills (Green Giant), Dow Chemical Co. (Handi-wrap), Hawaiian Punch, Heinz, Kleenex, Kraft, Libby, McNeil & Libby, Listerine, Miles Laboratories, Miller Brewing, Ocean Spray, Pepsi-Cola, Derby Foods (Patan Pan peanut butter), American Cyanamid (PINE sol), Scott paper, Star Kist, Scotch growers. Still other advertisers include: Borg-Warner, Bruce Wax, Celanese, Chemstrand, Corning, Dupont, Encyclopedia Britannica, F & F throat lozenges, General Electric Appliances, Gillette, Hasenfeld Brothers (Hasbro Toys), Heinz, General Electric Hotpoint, Jaymar, Eastman Kodak, Masonite Corp., Mattel, Mohawk Carpets, Polaoid, RCA, Revere cameras, Sergeant's spray, Singer, U. S. Time Corp. (Timex), United Airlines, Upjohn, Westclox, Wolverine shoes and Zenith.

Of these advertisers, 26 use color commercials in daytime programs, more than 60 are in nighttime shows and about 17 of the total use color commercials in shows telecast in black and white.

Lennen & Newell, said his agency does not attempt to sell color to its clients in an aggressive way because they are aware of color's values. Color itself has no drawbacks, he said, but limited set circulation has impeded its growth. Approximately 20% of L&N's commercials currently are in color, he said, paced by those from Lorillard and Consolidated Cigar. He estimated that color adds from 15 to 20% to the production cost of a commercial.

The William Esty Co. reports only one client making commercials in color but this color business accounts for 10% of Esty's total commercial output. The agency estimates that color commercial production adds 30 to 40% to costs. Color print reproductions, it says, cost 200 to 300% more than blackand-white prints.

| Family Size 5+ | 26.6 | 28.3 |
| Family Income *10,000+ | 15% | 30% |
| Avg. Family Income | $6,468 | $8,305 |
| No. Min/Day Watching TV | 139 | 159 |

Source: AIM, JAN. 1966
If you sell 'em with sports, you come out a winner with WSOC. Television and radio of this station team up for the strongest local and regional sports programming in the Carolinas. Basketball fans see Davidson's top games on WSOC-TV; among them, live action from the Palestra in Philadelphia, Madison Square Garden in New York. WSOC Radio is originator for the Tar Heel Sports Network. It is one of the nation's largest, broadcasting over 60 Atlantic Coast Conference games with sixty-plus stations participating. For spot buying, your better buys are on Charlotte's WSOC stations. Ask us or H-R for avails.

Charlotte's WSOC TV • RADIO
Channel 9/NBC-ABC 930 kc/NBC
Represented by H-R

Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHB AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WBO AM-FM, Miami; KTVU, San Francisco-Oakland; WOG, Pittsburgh.

Broadcasting, January 18, 1965
Color: now on 79% of stations

Network color programs can be transmitted by 454 commercial TV stations; 162 can offer color film; 153 slides, but only 63 can produce own live color.

Over three-fourths of the commercial television stations on the air at the end of 1964 have facilities to carry colorcasts. Questionnaires from stations for the 1965 Broadcasting Yearbook show that of the 588 stations on the air as of Dec. 31, 1964, 467 or 79% can transmit color.

Of the 588 stations, 454 (77%) are equipped to carry network color programs. Color-equipped affiliates of the networks: ABC, 70; CBS, 161, and NBC, 211. (Several independent stations are also equipped to transmit network, or line-fed color programs.)

Of all TV stations, 162 (28%) are equipped for color film; 153 (26%) can show color slides; 63 (11%) can produce live color, and 54 (9%) can show color tapes.

The following table shows the type of colorcasts stations can carry (N-network, S-slides, L-live, F Film, T-tape).

### ALABAMA
- WAPI-TV Birmingham N
- WBRC-TV Birmingham N
- WMBL-TV Decatur N
- WTVY Dothan N
- WOVT-TV Florence N
- WAAY-TV Huntsville N
- WHNT-TV Huntsville N
- WALA-TV Mobile N
- WKGK-TV Mobile N
- WCIA-TV Montgomery N
- WSFA-TV Montgomery N
- WSLA Selma N

### ALASKA
- KOLK-TV Anchorage N
- KTUU Anchorage N
- KTVK Anchorage N
- KUlt-TV Juneau N T
- KVAL-TV Juneau N S F T
- KPLN-TV Juneau N S F T
- KULL-TV Juneau N T
- KIVA Juneau N

### ARIZONA
- KCOZ-TV Phoenix N
- KTVK Phoenix N
- KTVK-CA Phoenix N
- KTVK-Tucson Tucson N S F T
- KVOA-TV Tucson N T
- KTVB Tucson N T
- KZTV Tucson N T

### ARKANSAS
- KTVN El Dorado N
- KSFATF Ft. Smith N
- KARK-TV Little Rock N
- KTHV Little Rock N

### CALIFORNIA
- KBAK-TV Bakersfield N
- KERO-TV Bakersfield N
- KLYD-TV Bakersfield N
- KUBL-TV Bakersfield N
- KECC-TV Chico N F
- KEMI-TV Eureka N F
- KZTV Eureka N F
- KFRE-TV Fresno N S F
- KJRE Fresno N T
- KTHI Fresno N F
- KMPT Monterey N S F T
- KABC-TV Los Angeles N S F T
- KCOP Los Angeles N S F T
- KMPH Los Angeles N S F T
- KMMT Los Angeles N S F T
- KNTV Los Angeles N S F T
- KTVI Los Angeles N S F T
- KRKR-TV Redding N S F
- KCMO Sacramento N S F
- KOVR Sacramento-Stockton N S F
- KXTV Sacramento N S F

### COLORADO
- KXTV Colorado Springs-Pueblo N
- KDRT Colorado Springs N F T
- KTVB Denver N S F T
- KXID-TV Denver N S F T
- KOA-TV Denver N S F T

### CONNECTICUT
- WNAC-TV Hartford- New Britain N
- WTNH-TV Hartford-New Haven N S F
- WITC-TV Hartford N S F

### DISTRICT OF COLUMBIA
- WABC TV Washington N S F T
- WTOP-TV Washington N S F T
- WTTG Washington N

### FLORIDA
- WPGA-TV Jacksonville N S F T
- WAGA-TV Atlanta N S F T
- WJXR TV Atlanta N S F T
- WSB-TV Atlanta N S F T
- WDPB Augusta N S F T
- WDBD-TV Orlando N S F T
- WKDO TV Daytona Beach N S F T
- WJHG-TV Panama City N S F T
- WCTV Tallahassee N S F T
- WFLA-TV Tampa N S F T
- WTVG-TV St. Petersburg N S F T
- WSB-TV Palm Beach N S F T
- WPTV West Palm Beach N

### GEORGIA
- WALB-TV Albany N S F T
- WAGA-TV Atlanta N S F T
- WAGA-TV Atlanta N S F T
- WBFS-TV Atlanta N S F T
- WJBF Augusta N S F T
- WRLB-TV Augusta N S F T
- WRLB-TV Columbus N S F T
- WTVW Columbus N S F T
- WMMI-TV Macon N S F T
- WSAY Savannah N S F T
- WFTC-TV Savannah N S F T

### HAWAII
- KGMB-TV Honolulu N S F T
- KFHV Honolulu N S F T
- KONA Honolulu N S F T

### IDAHO
- KBOI-TV Boise N S F T
- KTVB Boise N S F T
- KID-TV Idaho Falls N S F T
- KTVF-TV Idaho Falls N S F T
- KLEM Lewiston N S F T
- KMTV Twin Falls N S F T

### ILLINOIS
- WCHU Champaign N
- WCHS Charleston N
- WBBM-TV Chicago N S F T
- WCFL Chicago N S F T
- WGN-TV Chicago N S F T
- WMAG-TV Chicago N S F T
- WTVI Chicago N S F T
- WTVI Decatur N S F T
- WTVI Moline N S F T
- WDEC Peoria N S F T
- WMBD-TV Peoria N S F T
- WGEM-TV Quincy N S F T
- WRGB-TV Rockford N S F T
- WTVI Rockford N S F T
- WHQG-TV Rock Island N S F T
- WICS Springfield N

### INDIANA
- WEHT Evansville N
- WFIE-TV Evansville N
- WTVU Evansville N S F T
- WANE-TV Ft. Wayne N S F T
- WKJG-TV Ft. Wayne N
For heads-up news coverage
LEN DEIBERT
wins hands down

WMAL audiences get immediate, complete and accurate coverage of metropolitan area news. Faced with the necessity of staying on top of news stories breaking in nearby Maryland and Virginia, as well as the District of Columbia, News Director Deibert puts in a busy day, assigning reporters, deploying mobile units and scheduling a helicopter. His alertness, thoroughness and dogged digging account for many exclusive news stories—and he's equally adept at delivering the news, whether it's before a WMAL-radio mike or a WMAL-TV camera.

A key member of our 25-man staff of news and public affairs specialists, Len Deibert provides the kind of heads-up local news direction that helps make WMAL-Radio and WMAL-TV the news authority in the Nation's Capital.
<table>
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<tr>
<th>State</th>
<th>Network/Station/Location</th>
<th>City/Area</th>
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<td>WNYS Syracuse</td>
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<td>WSVR-TV Syracuse</td>
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<td>NORTH CAROLINA</td>
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<td>WSOC-TV Charlotte</td>
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<td>WFMN-TV Greensboro</td>
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<td>WWAY Wilmington</td>
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<td>WJS-SJS Winston-Salem</td>
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<td>SOUTH CAROLINA</td>
<td>KXAR-TV Aberdeen</td>
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<td></td>
<td>KORN-TV Mitchell</td>
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<td></td>
<td>KRRS-TV Rapid City</td>
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<td></td>
<td>KEO-9-TV Sioux City</td>
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<td></td>
<td>KSOSO-TV Sioux City</td>
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<td>TENNESSEE</td>
<td>WDEF-TV Chattanooga</td>
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<td>WBCB-TV Chattanooga</td>
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<td>WOCT-TV Jackson</td>
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<td>WATE-TV Knoxville</td>
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<td>WIRT-TV Memphis</td>
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<td>WLAC-TV Nashville</td>
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<td></td>
<td>WSBN-TV Nashville</td>
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<tr>
<td></td>
<td>WSM-TV Nashville</td>
<td>N</td>
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</tbody>
</table>
The holiday telecast of 1,000 VOICES is presented yearly as a community project of WPTV, Palm Beach.

This unique presentation, which features a massed chorus of over 1,000 persons from 14 schools, is produced, both musically and technically, by the staff of WPTV and is telecast by all the television stations of the Scripps-Howard Broadcasting Company.

SCRIPPS-HOWARD BROADCASTING COMPANY

WCPO-AM-FM CINCINNATI • WMC-AM-FM-WMCT MEMPHIS
WEWS-(TV) CLEVELAND • WPTV PALM BEACH • WNOX KNOXVILLE
The elite customers of radio: auto makers

RAB spot report in first half of 1964 supplements earlier network findings, puts GM and Ford at top

Spot radio's top 75 advertisers in the first half of 1964 invested $83,748,000 in the medium, the Radio Advertising Bureau estimates in a report being made public today (Jan. 18).

Ford Motor Co. with $6,502,000 led the spot radio list, followed by Chrysler with $6,111,000 and General Motors with $5,270,000.

The report followed a few weeks a similar RAB study covering the top 75 network radio stations in the same six-month period. That report placed the network radio investments of the top 75 network radio users at $29,355,000 (Broadcasting, Dec. 7, 1964).

Thus the top 75 spot customers and the top 75 networks users—who are not necessarily the same—together invested $113,103,000 in radio during the six-month period.

As indicated by RAB's preliminary estimates in December, General Motors emerged as radio's No. 1 customer in the first half of 1964, spending an estimated $5,270,000 in spot and $2,842,000 in network for a total of $8,112,000. Ford, with $7,254,000 in network and spot, placed second as predicted.

Chrysler, which had been tentatively tabbed for fourth place in the all-radio list, edged into third when final estimates raised its combined spot-network spending to $6,747,000. Reynolds Tobacco, which had been expected to take third, actually was fourth with $4,933,000 in combined spending.

American Tobacco placed fifth on the combined list with $3,941,000, followed by Coca-Cola with $2,786,000; Anheuser-Busch with $2,630,000; American Telephone & Telegraph, $2,358,000; American Oil, $2,072,000 and Nestle, $2,067,000.

All figures in the RAB list are estimates of gross spending, before discounts and agency commissions. Edmund C. Bunker, RAB president, praised the stations and station-representation firms that "cooperated so completely in 1964" to make the estimates possible.

Mr. Bunker said additional spot and network reports would be issued regularly and would come out more quickly as the collecting procedures become established. The compilations are prepared for RAB by Peat, Marwick, Mitchell & Co., New York accountants.

Miles David, RAB administrative vice president, said quarterly spot and network estimates released several months ago were being used "effectively" as a major radio sales tool. The new report, covering a longer period of time, should have even greater sales effect, he said.

Following is RAB's ranking of spot radio's top 75 spenders for the first half of 1964, with gross dollar estimates for each:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Estimated expenditure (in $000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Ford Motor</td>
<td>$8,502</td>
</tr>
<tr>
<td>2</td>
<td>Chrysler</td>
<td>6,111</td>
</tr>
<tr>
<td>3</td>
<td>General Motors</td>
<td>5,270</td>
</tr>
<tr>
<td>4</td>
<td>R. J. Reynolds Tobacco</td>
<td>3,941</td>
</tr>
<tr>
<td>5</td>
<td>American Tobacco</td>
<td>2,786</td>
</tr>
<tr>
<td>6</td>
<td>Anheuser-Busch</td>
<td>2,630</td>
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<tr>
<td>7</td>
<td>Coca-Cola</td>
<td>2,550</td>
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<tr>
<td>8</td>
<td>American Telephone &amp; Telegraph</td>
<td>2,200</td>
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<tr>
<td>9</td>
<td>American Oil</td>
<td>2,072</td>
</tr>
<tr>
<td>10</td>
<td>P. Lorillard</td>
<td>1,789</td>
</tr>
<tr>
<td>11</td>
<td>Carling Brewing</td>
<td>1,432</td>
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<tr>
<td>12</td>
<td>The Nestle Co.</td>
<td>1,345</td>
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<tr>
<td>13</td>
<td>American Motors</td>
<td>1,285</td>
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<tr>
<td>14</td>
<td>Falstaff Brewing</td>
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<tr>
<td>15</td>
<td>P. Ballentine Sons</td>
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<td>16</td>
<td>National Dairy Products</td>
<td>1,233</td>
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<td>17</td>
<td>Pepsi-Cola</td>
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<td>18</td>
<td>Delta Airlines</td>
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<td>19</td>
<td>American Home Products</td>
<td>1,165</td>
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<tr>
<td>20</td>
<td>The 'N' Mineral &amp; Chemical (A'cent)</td>
<td>1,161</td>
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<tr>
<td>21</td>
<td>F &amp; M Schaefer Brewing</td>
<td>1,115</td>
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<tr>
<td>22</td>
<td>Humble Oil</td>
<td>1,051</td>
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<tr>
<td>23</td>
<td>Kellogg</td>
<td>987</td>
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<tr>
<td>24</td>
<td>Equitable Life Assurance Soc.</td>
<td>978</td>
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<tr>
<td>25</td>
<td>Seven-Up</td>
<td>987</td>
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<td>26</td>
<td>Household Finance</td>
<td>962</td>
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<tr>
<td>27</td>
<td>Beneficial Finance</td>
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<td>28</td>
<td>Trans World Airlines</td>
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<tr>
<td>29</td>
<td>Colgate-Palmolive</td>
<td>904</td>
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<td>30</td>
<td>Campbell Soup</td>
<td>878</td>
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<tr>
<td>31</td>
<td>Liebman Breweries</td>
<td>875</td>
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<tr>
<td>32</td>
<td>Texaco</td>
<td>875</td>
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</tbody>
</table>
Yvette, a goldfish, is a full-time employee at Humble's Baton Rouge Refinery. Her job is to swim around in the waste water from the refinery, before it goes into the Mississippi River, to make sure it won't harm the fish that live in the river.

For more than 35 years, Humble has been developing new and more efficient methods to solve one of industry's most critical problems — preserving the purity of our air and water. Yvette is one of the least sophisticated and least expensive parts of our six-million-dollars-a-year program to prevent pollution.

To Humble, this investment in clear air and water is another opportunity to fulfill the responsibility of leadership.
Broadcasters warned: face facts

M-E's Johnson says radio-TV should reappraise itself; points out that competitive media are getting sharper

Smaller audiences of heavy-user prospects—targeted through more specialized programming—could mean much more to sponsors than merely big ratings as advertising costs go up, a Chicago agency executive pointed out last week.

"Broadcasters, and television in particular, are going to have to face the fact sooner or later that the size of an advertiser's audience and rating points are not the entire answer," M. Carl Johnson Jr., executive vice president for the central region of McCann-Erickson, told the Broadcast Advertising Club of Chicago Tuesday (Jan. 12).

"We still need to know a great deal more about the broadcast audience other than just how many hours a day the television set is turned on in the average household," he said, explaining, "What we also want to know is who really watches television, why do they watch, what do they really see, feel and hear?"

Mr. Johnson pointed out that the explosions of population and knowledge now underway mean "bigger markets with dramatically changing age patterns and better-educated people with higher-income levels."

Matched with this, however, he noted, is a communication explosion in which "the American public is being bombarded literally by thousands and thousands of advertising messages each week as new products and services are introduced." He estimated in Chicago alone there are 20,000 radio-TV commercials weekly.

Improvement Urgent • The ultimate problem for the sponsor, according to Mr. Johnson, "is that the most pressing demand in meeting the challenge of growth and change is through increasing advertising efficiency."

He felt that competition outside of broadcasting will affect broadcasters too in their battle for a share of advertising billings. Mr. Johnson said more and more magazines will offer a flexibility and efficiency of regional editions while new technology in newspaper color printing, combined with cost reductions, "will open up new opportunities for advertisers." He also thought newspapers "will begin offering small space, spot-type advertisements at great quantity discounts."

Agencies and advertisers realize it is going to be no easy task for broadcasters to come up with answers to the needs for deeper audience measurement, Mr. Johnson admitted, "but the challenge is clear. If this is too much of a load for the individual broadcaster, why not consider pooling resources with fellow broadcasters as other media are doing?"

Revlon picks radio for Wonder Line push

In its first large-scale radio advertising campaign since 1956, Revlon Inc., New York, will promote its Natural Wonder line of medicated makeup and skin care products through a spot effort in more than 50 markets.

The campaign will take the form of a "sweepstakes" in which listeners will be asked to obtain entry blanks at drug or department stores carrying the products. Prizes will include a three-day weekend in London for two, portable TV sets, stereo record players, transistor radios and electric hair dryers.

A Revlon spokesman said last week that the campaign will start in late winter but could not reveal the length of the radio promotion at this time. Agency for Revlon is Grey Advertising, New York.
These outstanding stations, selling the Greater Illinois Market are now proudly represented by

EDWARD PETRY & COMPANY, INC.
Ban called for on cigarette ads

Foote tells anniversary conference such an action should be a voluntary one by the tobacco companies

Emerson Foote, chairman of the National Interagency Council on Smoking and Health, called for suspension of all cigarette advertising at a council news conference last Monday (Jan. 11), anniversary of the surgeon general's report on smoking and health. The conference had been awaited like the Ghost of Christmas Future by the tobacco industry, which takes in $10 billion a year, and the advertising and broadcasting industries which get, respectively, $200 million and $193 million worth of business from the tobacco industry. In terms of new evidence in the continuing controversy, they had little reason for apprehension. By the close of business that night, cigarette stocks, depressed the preceding Friday in anticipation of the conference, showed strong gains.

Mr. Foote, who resigned as chairman of McCann-Erickson Nov. 30, 1964, said that it would be in the American tradition for the tobacco companies to voluntarily suspend cigarette advertising (CLOSED CIRCUIT, Jan. 4). Such action, he continued, would "improve their short term profit position—during which time conversion to other activities could be undertaken." No one on the council, a voluntary association of 17 public and private health and youth-oriented organizations, wants legislation to ban cigarettes or cigarette advertising. Mr. Foote said, but if a private ban is not instituted, then steps must be taken to require "a clearly worded warning message to appear in all cigarette advertisements and at the end of all cigarette commercials on television and radio." "Cigarette smoking is today responsible for at least 125,000 deaths each year in the United States . . .; maybe responsible for as many as 300,000 deaths per year in this country," he continued.

New Studies • Dr. Luther L. Terry, surgeon general of the U. S. Public health service, was on hand to reveal some new studies of the habit. The studies, however, were concerned with effects of last year's report and did not divulge new evidence supporting a causal-relationship theory, as the industry had feared they might.

Dr. Terry cited a PHS survey of last fall, based on 3,500 households, that indicated a decline in the number of male Americans smoking cigarettes from 59% in 1955 to 52% in 1964. Smoking among women has dropped two to three percentage points. He added that if "smoking habits had continued at the level of three years ago, there would be about 3.5 million more smokers than there actually are today."

The survey also showed that 69% of those polled cited cigarette smoking as something "a person might do that could cause lung cancer;" 70% agreed that it is "enough of a health hazard for something to be done about it;" 90% said they favored more public education on the health hazards of smoking; 80% opposed the practice of featuring athletes and celebrities in cigarette advertising (a practice now forbidden, in part, by the voluntary industry code); 80% believed a statement of tar and nicotine content should be required on each package (also forbidden by the industry code), and about 66% favored a compulsory warning on package labels and in advertising.

Another study of 10,000 senior medical, dental and osteopathic students showed that they had less tendency to take up, and greater tendency to give up cigarette smoking than the general male population of comparable age.

Dr. Terry attributed the decline in smoking to education through the mass communications media. "I doubt that any health message has ever reached so many in so short a time," he said.

The surgeon general reported "encouragement from a number of members of Congress" to renew the PHS request for $1.9 million to establish a national clearinghouse on smoking and health, deferred by Congress last sum-

**Agency appointments**

- Chock Full O' Nuts Corp., New York, which billed approximately $2 million last year (estimated $1.2 million in broadcast), last week appointed Monroe Greenthal Inc., New York, to succeed Garfield Advertising, that city, as its agency, effective immediately. Chock Full O' Nuts coffee is marketed in 18 states.
- The B. Manischewitz Co., Newark, New Jersey, last week announced Kane & Light Inc., New York, has been chosen to succeed Al Paul Lefton & Associates as agency on its food products line. Manischewitz, which bills approximately $250,000, will reportedly include radio in future plans.
- W. P. Fuller Paint Co., Fullerton, California, appoints The Wyman Co. Inc., San Francisco, to handle advertising for the corporation generally and its Technical Coatings division, in addition to other portions of the account placed last August.
- Northrup King & Co., Minneapolis, names Cooper, Strock & Scannell, Minneapolis, to handle its farm products advertising. Billing is over $400,000. BBDO, Minneapolis, continues to handle seed firm's consumer products advertising.
- G. Leblanc Corp., Kenosha, Wisconsin, and Nogales, Arizona, last week appointed Young & Rubicam as its advertising agency. The firm manufactures and distributes musical instruments.

**Smoking bill introduced**

**Magnuson would require tar and nicotine content on pack, no restrictions on ads**

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, proposed legislation last week that would require health warnings on the labels of cigarette packages.

Labels also would have to list tar and nicotine content. Violations could be penalized by fines up to $100,000.

For the most part, Senator Magnuson's bill represents what the tobacco manufacturers expected they'd have to accept in order to get the federal government into the smoking regulation area and generally preempt the regulatory field from state and local governments. This bill would largely do that, but its tar and nicotine requirements aren't what the tobacco manufacturers want, and they're expected to fight them.

The Magnuson bill requires this wording on labels: "Warning—continual cigarette smoking may be hazardous to your health."

It specifies that tar and nicotine content is to be determined by what is commonly called the Cambridge method, a technique that has been accepted by the Federal Trade Commission.

Pre-emption of the regulatory field for the federal government is specified with this language: "No other warning requirements shall be imposed on ciga-

**TVB supports figures on network billings**

The Television Bureau of Advertising last week supported the position of LNA-BAR that the October 1964 gross time billings for the TV networks contained no "error."

The report released two weeks ago showed NBC-TV ahead of CBS-TV as the top billing network for October 1964, the first time NBC-TV had been reported leading CBS-TV in years. The report showed NBC-TV with $32.5 million in October, as against CBS's $31.2 million. It also brought an immediate challenge from CBS (Broadcasting, Jan. 11).

Spokesmen for the Leading National Advertisers and Broadcast Advertisers Reports (LNA-BAR) had indicated they were making an analysis of the report but that no error had been made.

Harvey Spiegel, TVB's vice president and research director, said "the October report contains no errors and the figures were reported by the bureau as compiled by LNA-BAR." He noted also that the three networks a year ago had
agreed that "TVB would not release net time and production figures by individual network."

CBS officials at the time of their challenge on the October gross time billings reported by LNA-BAR made available net time and program billing figures for all three TV networks, January-September, and a separate compilation for October. They said last week that CBS would not release additional figures at this time.

Blue spots get red light

Movie commercials suffer heavy casualties at hands of NAB code

Movies may be better than ever, but the code authority of the National Association of Broadcasters is finding that radio and TV commercials of movies are more trouble than ever.

In the January issue of TV Code News, Howard H. Bell, code director, notes that the code is becoming "increasingly concerned over the acceptability" of some of these commercials (Closed Circuit, Jan. 11).

In its most recent decisions, the code examined 12 commercials for "Sex and the Single Girl" and found scenes in 10 of them to be unacceptable; found six commercials for "Goldfinger" acceptable with deletion of a character reference, and said spots for "Kiss Me, Stupid" were acceptable, but should not be placed near children's shows.

Mr. Bell said subscriber inquiries on movie commercials "have increased considerably in recent months" and the code position on the three films had "been requested by a large number of subscribers."

Increased Business • A spokesman said last week that the code had examined commercials for as many movies in 1963 and '64 as had been examined in all previous years. He added that there had been "a corresponding increase in subscriber inquiries."

Of the dozen spots examined for Warner Bros. "Sex and the Single Girl," Mr. Bell said only a 10-second and a 20-second commercial were found acceptable en toto. The other 10 contained one or more of four scenes or audio that were considered objectionable under code standards of good taste:

- "A girl being kissed as she is lying on a sofa, with her skirt well above the knee exposing the inner thigh."
- "Male and female performer seated together on a sofa in robes, with reference to the fact that they have 'no clothes on underneath.'"
- "A voice-over conversation in which a boyfriend's anticipation that 'tonight's the night' is frustrated by his girl friend's desire to see the movie first."
- "Quick-cut sequences containing a series of double meanings taken out of context, including a reference to a '23-year-old virgin.'"

Although some stations questioned use of the title, "Sex and the Single Girl," Mr. Bell, in a memo to subscribers, said there was "no code problem here" and suggested each subscriber make his own decision.

In the spots for "Goldfinger," a United Artists release, the code found three 60 and three 20-second spots acceptable with the deletion of a reference to "Pussy Galore," a character in the film.

One 60-second spot for "Kiss Me, Stupider," released by Lopert, a United Artists subsidiary, was judged acceptable, but the code recommended that as in the case for all "so-called 'adult movies' . . . . special care should be exercised in scheduling" so as not to be in or near programs for children.

Closers Ties • Noting that Warner Bros. had cooperated with the code in supplying its commercials, Mr. Bell said he hoped "a working liaison" between his office and the code office of the Motion Picture Association of America could be established "to solve clearance problems under radio and television code standards at an early stage, if not prior to actual distribution."

A similar agreement on feature film packages being offered to TV is also being sought, he said.

A Warner Bros. spokesman said last week that normally all commercials for new movies are prepared on the West Coast and cleared through the NAB code office there before release, and are released only when approved. He said they are usually cut or edited to fit code objections.

However, the code spokesman in Washington indicated that in the majority of cases the only way his office gets to see the commercials is when a subscribing station has a question and offers the print to the code office for judgment.

The spokesman said that code clearance prior to release was what his office was seeking. At one time, he said, one of the networks had tried to act as a clearing house for movie commercials, but it had failed for lack of cooperation.

Medical-dental taboo stronger

Added language to code spells out specifics for ads even further

After 18 months of judging commercials under the "man-in-white" rule, the television code of the National Association of Broadcasters has come up with a clarification of the rule to help solve problems created by "imaginative copy and video techniques."

The new language, published in the January edition of TV Code News, amplifies the code section on medical claims. It states:

"All references to physicians, dentists, nurses, hospitals or professional offices in the copy of commercials shall be supported by bona fide research, surveys, tests or claims that can be backed by medical or dental documentation. Third-person representations of professional advice or treatment are unacceptable. These restrictions do not prohibit advertising from advising the consumer to seek proper guidance and care."

Advertisers and agencies were urged by the code "not to depend on references to physicians, dentists and nurses to promote their products to the television public. This basic approach . . . is the key to effective implementation" of the rule.

The "man-in-white" rule went into effect July 1, 1963, and eliminated appearance of doctors, dentists and nurses and related professionals or actors depicting them—in advertising of health products. The rule also eliminated hospitals, medical offices, prescription pads and similar professional settings and props.

Removes Misconceptions • Designed to "protect the consumer public in the area of health from encouragement towards excessive self-diagnosis and self-medication," the rule "was intended to help counter creating the impression in commercials that products or services enjoyed widespread medical endorsement when such was not the case."

New Approach • The ruling, according to the code, "stands today as a working example of effective industry self-regulation." However, the new problems that have been created "continuously have to be met and resolved if the intent and thrust . . . are to be preserved."

Under the clarified section the code's unacceptable phrase list now includes:
You know you belong in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

Because WSJS Television's Golden Triangle comprises 3 metro city-33 county Grade A coverage that's the No. 1 market in the No. 12 state, being No. 1 in population, households and retail sales in North Carolina.

WSJS TELEVISION

WINSTON-SALEM / GREENSBORO / HIGH POINT
Represented by Peters, Griffin, Woodward
Question:

WHAT DOES AN AFFILIATION WITH CALIFORNIA OREGON TV MEAN?

Answer:

FIRST POSITION*
IN THE MARKET

KTVM 5M MEDFORD
First Again and First Always Since 1953

KIEM 3E EUREKA
First Again and First Always Since 1953

KRCR 7R REDDING
First For the First Time Since 1956

(KOTI 2k Klamath Falls is first again as always even against strong cable competition)

ASK ADAM YOUNG TO HELP YOU TAKE ADVANTAGE OF THESE FIRSTS!

*Nov. 1964 ARB 7:30-11 p.m.

Newspapers gain as TV’s ‘glamour’ dips

Newspaper advertising revenues gained about $4.1 billion in 1964, and the newspaper sales bureau’s activities are being “expanded greatly” to push the total even higher, Charles T. Lipscomb, Jr., president of the Bureau of Advertising, American Newspaper Publishers Association, said last week.

Mr. Lipscomb told the annual convention of the Newspaper Advertising Executives Association meeting in New Orleans that in 1964 newspapers’ national advertising revenues gained 10% to reach $840 million while local sales

“two out of three doctors recommend . . .”, “many doctors prefer . . .”, “tested in leading hospitals . . .” and “medically proved”; third-person approaches: “my doctor told me . . .” or “your dentist will tell you,” and endorsement by association: “doctors will be interested in this message . . .” or “doctors know about product X.”

The code has no objection to a spot advising the consumer “to seek proper medical guidance and care,” if a phrase is mentioned only once in a spot and two or more phrases are not tied in to create a misleading endorsement, such as using “ask your doctor about well-balanced meals” and “ask your doctor about product X.” Separate, they are permissible. Together, they are unacceptable.

In addition, the code says, these statements “should be removed from any performance/efficacy claims about the product . . . to avoid creating the impression that the product would be recommended by individual professionals . . .” If such phrase separation is not possible, the “ask your doctor” copy should not be used.

Although the code’s bans on medical props and settings remains intact, there is no objection to laboratory settings “representative of actual tests” or props like a thermometer that is common in home use and shown only as an “incidental device.”

Other circumventions of “man-in-white” pointed up by the code include phrases such as “professional dosage,” “prescription formula,” “medical plan” and “medically approved.” These phrases, the code says, “tend to equate over-the-counter products with prescription drugs.”

And, the code adds, if such words as “doctor” or “dentist” are unsupportable by copy, the use of “medical” or “professional” in their stead is just another attempt at getting around the ruling.

Newspapers gain as TV’s ‘glamour’ dips

Newspaper advertising revenues gained about $4.1 billion in 1964, and the newspaper sales bureau’s activities are being “expanded greatly” to push the total even higher, Charles T. Lipscomb, Jr., president of the Bureau of Advertising, American Newspaper Publishers Association, said last week.

Mr. Lipscomb told the annual convention of the Newspaper Advertising Executives Association meeting in New Orleans that in 1964 newspapers’ national advertising revenues gained 10% to reach $840 million while local sales
The Old North Church was built in 1723. From its steeple were hung the lanterns that signalled to Paul Revere the British route to Concord and Lexington. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH
RED, YELLOW, GREEN?
How do the signals read for 1965? Will it be another full-speed-forward year for the broadcasting business? Are there danger signs showing — and where — that call for caution?

What lies ahead for television? And for radio? What were the developments last year which have greatest likelihood of affecting their progress—favorably or adversely — during this year? What do leaders in broadcasting think about the prospects?

What’s the outlook for broadcast advertising, overall — and for the individual healths of network, spot and local business in TV and in radio? How about trends in programming, ratings, rates, commercials, agency buying methods, CATV? What kinds of new regulatory action are in sight that might affect broadcasting? What’s the climate in selling and buying of stations?

These are only some of the many questions that a special issue of BROADCASTING — aptly called "Perspective '65" — will encompass when it appears on February 22. Its many pages of carefully-assembled reports will not only evaluate 1964's accomplishments but also project the trends forward into the rest of 1965. Its contents will represent months of hard-work research by the largest, most competent editorial staff in the TV-radio business publication field.

"Perspective '65", in short, is an authoritative round-up of everything vital to those who must see ahead — and plan ahead — to a year more successful than the last one. "Perspective '65" will find a prominent place on the desks of advertisers, their agencies, and station management — not just during the week of February 22, but for many months of active reference thereafter.

This extra bonus of attentive readership and re-readership, plus extensive pass-along circulation — at no increase over BROADCASTING's regular rates — makes "Perspective '65" your most attractive advertising buy of the year.

Don't let the opportunity slip by. Time is short (with final-final deadline for plates on February 15). So reserve your space now. Wire or phone us collect — today — to make sure you'll be represented in "Perspective '65" with a prominent position.
NET head hits WNDT(TV)-Shell

White says identification is a 'commercial plug',
calls for an American broadcasters union

A sharp criticism of WNDT(TV) New York, noncommercial station, for presenting a series of five-minute news programs written under a public service grant from the Shell Oil Co. was voiced by John F. White, president of the National Educational Television network.

Mr. White made the criticism in a question-and-answer period, following a luncheon speech Jan. 13 at the Overseas Press Club in New York, in which he had proposed the formation of a North American broadcasting union.

In his attack on WNDT, Mr. White termed the courtesy identification which Shell receives at the beginning and end of each of two nightly news programs as "a commercial plug."

"I just don't think educational television has any right to read news headlines," Mr. White said. "It is not an educational television service. It is the same thing every commercial station does. It will get educational television in trouble."

Later, Mr. White commented that he thought it interesting that WNDT "began its five-minute news programs only when it got a grant."

John W. Kiermaier, president of WNDT, indicated puzzlement and surprise at Mr. White's criticism, but declined to comment.

International Group • Mr. White in earlier remarks termed as "just nonsense" the idea that American broadcasters cannot get together in an organization such as the European Broadcasting Union to speak as a single voice in international affairs.

Under the present circumstances, the network president said, "the image of American broadcasting around the world is largely the image of the American film salesman—and it's too low."

He also charged that the networks do not want an American equivalent to the EBU, and, as a consequence, "we're letting down the American image abroad."

Spokesmen for the international divisions of both ABC and NBC, in answering Mr. White's charges, insisted they would support a move to form a North American broadcaster's union to include Canada and Mexico. A CBS official said he felt the Inter-American Association of Broadcasters, which he said now represents the whole Western Hemisphere, serves this purpose.

Business briefly...

Quaker Oats Co., Chicago, plans a radio spot drive on southern and southwestern market stations starting in February for two new corn products, Quaker Golden Grits and Quaker Quick Golden Grits. The drive will run for an indefinite period. It was placed through New Chicago office of Glenn Advertising, Dallas.

Monarch Division of Consolidated Foods Inc., through W. B. Doner & Co., Chicago, is using radio in a three-market test for a major food product promotion centering on a "Mad Mad Diet," a theme in which menus involved are gourmet in style but low in calories. Cities involved are Pittsburgh; Grand Rapids, Mich., and Houston. Newspapers also are being used but the emphasis is in radio.

Frigidaire Division of General Motors, Dayton, Ohio, through Dancer-Fitzgerald-Sample, New York, will participate in the following ABC-TV programs during the second and third quarters of 1965: Wendy & Me, Shinag, King Family, Jimmy Dean Show, Voyage to the Bottom of the Sea, The Fugitive, Twelve O'Clock High, Hollywood Palace, Peyton Place, Combat and Broadway.

United States Rubber Co., through Doyle Dane Bernbach, both New York, will participate in NBC-TV's NBC Sports in Action, Sundays (4-5 p.m. EST).

Union Oil Co. of California, through Smock, Debnam & Waddell, Los An-

Spot TV to help introduce Lucky filters

The American Tobacco Co. will begin national distribution this month of a filter version of its Lucky Strike cigarette.

Spot television in more than 125 markets, in addition to continuing network television will be used in the advertising campaign for the new product.

Regular nonfilter Lucky Strikes will continue to be sold.

The filter cigarette will be in complete national distribution by March, according to American Tobacco Co.

A multimillion-dollar advertising effort will continue throughout the year.

Lucky Strike filters were test-marketed in six cities last summer in three filter variations. The company announced last August that it would introduce a charcoal-filtered Lucky Strike in a red package.

The new cigarette is king-size and will sell at popular filter prices.

The advertising will concentrate on the theme of "taste," with copy saying "New Lucky Strike filters put back the taste others take away."

The LS/MFT used on Lucky packages will stand for "Lucky Strike Means Flavor Tip," in addition to the traditional claim that "Lucky Strike Means Fine Tobacco."

BBDO is the agency for the new filter cigarette.
In November 1928, when Clarence E. Kefauver joined the Columbia Building Association, now Columbia Federal Savings and Loan Association, assets were $1,900,000. Today, the Association's assets are over $123,000,000. Kefauver, who has served as Secretary and then Executive Vice President, has been President of Columbia Federal for over 16 years. One of the reasons for the successful growth of the Association, according to Kefauver, is its continuous policy of conservatism, which has built up for it the strong confidence of thousands and thousands of savers. To these savers, Columbia Federal is known as Washington's "first insured savings association" by virtue of the fact that, in 1935, it received the first insurance certificate of accounts issued in the metropolitan Washington area by the Federal Savings and Loan Insurance Corporation. WWDC thanks Columbia Federal and its advertising agency, Robert M. Gamble, Jr., Inc., which has represented the Association for the past 12 years, for the privilege of sharing in this success story.
geles, is starting a weekday traffic time campaign on ABC Radio West today (Jan. 18), sponsoring participations in Don Allen’s morning newscasts at 8-8:10 a.m. and in Frank Hemingway’s News Sound at 5:30-5:45 p.m. PST on more than 50 stations in California, Oregon, Washington, Nevada and Arizona. Union Oil will use five participations a week, three on one program, two on the other, alternating from week to week.


The Jell-O Division of General Foods Corp., White Plains, N. Y., through Ogilvy, Benson & Mather, New York, is running a spot TV campaign in Connecticut, Ohio, Arizona and Oregon, introducing its new line of four-minute pasta products.

Parker Brothers Inc., Salem, Mass., through Badger & Browning & Parcher, Boston, started a Chicago-area spot radio and TV campaign last week for its Probe word game, and a spot TV campaign in nine southern states for its Rook card game. Both campaigns will run until mid-February.

Penick & Ford Ltd., through Grant Advertising, both New York, will start an intensive spot radio campaign this year in eastern seaboard states for its three new My-T-Fine puddings, continental French cherry vanilla, continental Swiss chocolate and continental Danish mocha, beginning Feb. 1.

The American Express Co., through Ogilvy, Benson & Mather, both New York, for its Travelers Cheques, both New York, for its Travelers Cheques, will participate in CBS Radio’s 7 p.m. News with Douglas Edwards for 30 weeks beginning today (Jan. 18). American Express will also participate, during the same period, in various CBS Radio Saturday news broadcasts.

S&W Fine Foods Inc., through Foote, Cone & Belden, San Francisco, is sponsoring five spots a week on Frank Hemingway’s 7-7:15 a.m. newscast on 57 ABC Radio West stations in California, Oregon, Washington, Idaho, Nevada and Arizona in a 50-week campaign which started the first of the year. The broadcasts will promote the full line of S&W products, with heavy emphasis on S&W coffee. The company sponsored the Hemingway news on ABC Radio West last summer.


NBC net sales hit $435 million

Figure, made public for first time, said to be its highest with all divisions contributing to increase

NBC's sales and profits in 1964 were the highest in the company's 38-year history, officials said in a report being released today (Jan. 18).

NBC net sales were placed at more than $435 million, an increase of more than $33 million over 1963.

The figures were contained in NBC's annual report as reported by Robert W. Sarnoff, chairman of the board, and Robert E. Kintner, president. According to NBC sources, this was the first time that the company has made public its annual net sales figures.

The company reported that all operating divisions contributed to the increased profits and sales. NBC-TV enjoyed record profits during all four quarters of the year, extending to 13 the network's string of consecutive record quarters. The network also listed more national advertisers than any other network for the 16th straight year, the report asserted.

NBC Radio attained its highest sales figure since 1958. The NBC-Owned Stations Division increased profits for the seventh consecutive year. NBC Enterprises, operating division, had record operating profits and increased to 80 the number of countries to which it supplies television programing and services.

Color Record • The company logged approximately 2,200 hours of color television programing during 1964, and added 30 national advertisers using color commercials. A total of 197 network affiliates, many of which originate color programs in their local areas, carried NBC color programing. Approximately 70% of the nighttime broadcasting schedule was in color, and a record of 80 major advertisers broadcast color commercials on a continuing basis.

NBC estimated that more than 2,600,000 color television sets are in use in the U. S. (see color stories, pp. 36). According to the company, this figure is "the first in a series of quarterly estimates which NBC will release on a regular basis to supply broadcasters, advertisers, advertising agencies, rating organizations and other interested parties with authoritative and uniform figures on national color set growth."

A highlight of the company's year in the color field was the broadcasting in color of NCAA college football games. Colorcasting of comedy and variety shows was also increased.

NBC-TV reported 283 national advertisers combined to set new sales records for the 17-year-old network. Advertiser participation broke the previous record set in 1963.

Included in the roster of advertisers were 25 of the 27 product classifications using network television last year. NBC-TV said it was the leader in 15 categories.

Most Auto Ads • Automobile Advertising on NBC-TV was said to be al-
most double that of ABC-TV and CBS-TV combined. NBC-TV also claimed more than 50% of total television network sales in the following product categories: household equipment and supplies; industrial materials; jewelry, optical equipment and cameras; radios, television sets and phonographs; gasoline and other fuels; publishing; travel; consumer services; agriculture, and horticulture.

Kraft and the Gillette Co., charter sponsors on NBC-TV, entered their 18th NBC advertising season.


NBC-TV's participating sales programs, Today and Tonight, were said to have achieved their greatest single billing year. Today is 13 years old and Tonight is 11. A total of 85 advertisers participated in the programs.

The NBC Radio network completed its 38th year of operation during 1964.

As of Dec. 31, 198 stations were included in the radio network. News and informational programming were increased “substantially,” according to NBC. An estimated 75% of the schedule was devoted to news, sports and public affairs.

NBC Radio's best sales year since 1958 also included the highest fourth quarter profits since 1950, officials said.

The department consisting of the five NBC-owned television stations also reported record sales and earnings. National spot television billings on NBC stations were reported up almost 20%. National radio spot sales also were up during the fourth quarter.

Both the international and domestic activities of NBC Enterprises expanded last year, helping the enterprises division to its best year. Gross revenue and operating profits were described as an all-time high.

International Activity - Under what was said to be the largest single overseas activity undertaken by an American broadcasting organization, NBC International signed with the government of Saudi Arabia to build and provide management services for a 13-station television network in that middle eastern nation. The first two stations are nearing completion, and broadcasting is expected to begin in April. NBC technicians are training Saudi Arabians in network operations.

Under a similar project in Nigeria, plans were completed for the construction in Ibadan of a second station of the Nigerian television service.

NBC continued to provide management services for television stations in Barbados, Jamaica, Kenya, Nigeria and Sierra Leone.

Program distribution reached a new high as NBC International provided syndication of 101 film series and services for 300 stations in 80 countries, the report indicated.

NBC Films, a department of NBC Domestic Enterprises, increased to 40 its supply of series for syndicated distribution in this country.

NBC Merchandising, also a division of Domestic Enterprises, gave the Encyclopaedia Britannica an option to use selected NBC News specials for non-theatrical film distribution.

**CBS-TV Stations**

**Div. up 13% in '64**

The CBS Television Stations Division in 1964 had its most successful year with a 13% increase in net sales, Merle S. Jones, division president, announced last week. The division, consisting of the five CBS-owned television stations, CBS Television Stations National Sales, CBS Films Inc. and CBS's international television investments, is responsible for all non-network television activities of CBS-TV.

The five stations are WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis. They reported a combined increase in net sales of 12% over 1963.

National Sales, rep firm for the CBS-owned TV stations, reported a 17% increase in net sales. CBS Films raised net sales by 14%.

More than 11,000 programs and 40,000 announcements in the community service category were broadcast last year by the five stations, the report said. This was described as representing more than $23 million in broadcasting time and facility costs.

More than 415 editorials were presented during 1964, with equal time offered for opposing points of view.

The CBS stations' Washington news bureau expanded its activities during the year, providing more than 800 filmed reports from Washington on news events of special local interest.

The stations continued to provide television reading service lists designed to supplement television viewing. The lists were sent to 2,425 schools and libraries in the markets served by the five stations. The list service now covers 1.5 million students, CBS officials said.

The stations division also reported that CBS had interests or affiliation agreements in 18 communities outside the United States.

**RCA plans record capital spending**

RCA plans to spend a record $90-95 million on capital expenditures in 1965, the corporation announced last week. During 1964, approximately $83 million was spent on capital expansion and modernization.

The 1964 capital spending was $13 million higher than original estimates, reflecting “stepped up capital spending in the areas of color television, computers and worldwide communications,” according to Brigadier General David Sarnoff, chairman of the board of RCA.

General Sarnoff said that “color television, the fastest growing industry in America today,” will account for the largest single share of the projected capital expenditures. “This year's record capital spending is an expression of our confidence in the strength of the national economy and its growth prospects in the years ahead,” General Sarnoff said.

RCA plans to increase production of 25-inch, 90-degree rectangular tubes and to introduce commercially 19-inch rectangular color tubes. Production of 21-inch, 70 degree round color television tubes will be continued.

“We now anticipate that more than 2 million color television sets will be sold in 1965 and that the industry volume of color sales may exceed the volume in black-and-white sets for the first time in history,” General Sarnoff asserted.

**ITC may go public; reports '65 releases**

Independent Television Corp., New York, a subsidiary of Associated Television in Britain, is considering a move to offer stock in ITC to the public.

Michael Nidorf, ITC president-board chairman, said last week that for several months, "Wall Street has shown strong interest in underwriting the company and this is currently under consideration."

Mr. Nidorf noted for the first six months of the current fiscal year (through Oct. 31, 1964), net profit of ITC amounted to more than $500,000. He said it was possible that total net profit through the year ending April 30, 1965 would exceed last year's record-breaking $1,480,000.

He reported that in 1965 ITC intends to release in the U. S. five series, a group of one-hour specials and three separate packages of feature films. The
The music for "Prince", performed off Broadway last season, was written by a former South Bend resident. This musical was thus a natural for the local theater group to perform for the South Bend market television audience. Played before a full house, the entire show was taped by WSBT-TV, and telecast a few days before Christmas. The show was deemed highly successful, and well worth the efforts of many people.

And so was the effort put forth by the South Bend Community in 1964. Some mighty high hurdles were cleared last year with the results that 1965 has a bright, shining look.

There are five new industries in town... construction is at an all-time high... spendable income for 1965 is forecast at $702,552,000*! Take another look at South Bend, and when getting into this market get with WSBT-TV... the station with the local appeal for local selling.

*Sales Management, Nov. 1964.
just off the press*

1965 BROADCASTING Yearbook
"the one-book library of television and radio information"

Arranged according to five major index-tabbed groups, here's the treasury of individual directories you'll find in the giant 1965 BROADCASTING YEARBOOK:

1. TV Station Directory
2. TV Call Letters
3. TV Channels
4. TV Allocations
5. Advertising Agencies
6. AM & FM Radio Directory
7. AM Station Call Letters
8. AM Radio by Frequencies
9. Equipment Directory
10. Broadcast Product Guide
11. NAB Television Code
12. NAB Radio Code
13. Program Producers, Distributors
14. Talent Agents, Managers
15. Radio & TV Representatives
16. Network Executives
17. Regional TV Networks
18. Regional Radio Networks
19. Canadian TV Stations
20. Canadian TV Channels
21. Experimental TV Stations
22. Community Antenna TV
23. TV Applications Pending
24. Transfers of TV Ownership
25. Newspaper Ownership of TV
26. Group TV Ownership
27. FM Commercial Call Letters
28. FM Educational Call Letters
29. FM Frequencies, Channels
30. Caribbean, Mexican Stations
31. Canadian AM by Frequency
32. Canadian FM by Frequency
33. College Radio Stations
34. Canadian Board of Governors
35. International Radio Stations
36. Frequency Measuring
37. Station Applications
38. FCC Rules & Regulations
39. Major Awards, Citations
40. RCA Executives
41. Special FCC Services
42. Radio-TV News Services
43. Foreign Language Programs
44. Country & Western Stations
45. Negro Programming
46. Associations, Societies
47. Government Agencies
48. Radio-TV Attorneys
49. Consulting Engineers
50. Farm Directors
51. Major Trends, Events

subscription copies and advance orders being mailed during week of January 18

new ITC programming, in the U. S., which has been shown previously in the United Kingdom, includes Secret Agent, 32 one-hour segments; Gideon's Way, 32 one-hour detective-adventure episodes; Mr. Piper, 39 half-hour color programs for children; Stingray, 39 half-hour programs in color and The Saint, 32 hour programs, representing the second-year production of a series sold in 72 U. S. markets during its first-year cycle.

ITC also will release to the U. S. International Circus, three one-hour circus spectaculars with David Wayne as narrator. In the planning stages are four to six one-hour musical specials featuring Jo Stafford. In the past year ITC has sold a series of nine Jo Stafford specials in the U. S.

Mr. Nidorf added that ITC shortly will offer these groups of first-run feature films: "8 For Action," a group of eight sea dramas and Indian adventures; "Intrigue 10," ten action-adventure films and "International Showcase," described as "a group of outstanding blockbuster foreign films in color with big American star names."

He also said ITC has completed the pilot of a half-hour situation comedy series titled Home Sweet Home.

Time Inc. revenues increase 15% in '64

Time Inc., board chairman Andrew Heiskell and James A. Linen, president, said last week that the corporation's 1964 revenues will be approximately 15% greater than revenues in 1963. The estimate was presented at a meeting of the New York Society of Security Analysts.

The two corporation officers said that, allowing for a variation of about 10 cents a share either way, earnings in 1964 were expected to be about $4 a share compared with the $2.18 registered in 1963.

Mr. Heiskell and Mr. Linen also presented the following estimate of the corporation's financial standing: During the 10 years 1955 through 1964, Time Inc. has increased its long-term debt from $8 million to $60 million, net current assets from $50 million to $105 million, net property and equipment from $10 million to $110 million, deferred income—mostly prepaid subscriptions—from $37 million to $65 million, and stockholders' equity from $45 million to $135 million.

Time Inc.'s Broadcast properties are KLZ-AM-FM-TV Denver; KOGO-AM-FM-TV San Diego; KERO-TV Bakersfield, Calif.; WBBM-AM-FM-TV Indianapolis, and WOOD-AM-FM-TV Grand Rapids, Mich. Time Inc. also has holdings in TV production companies abroad.
Ketchum, MacLeod & Grove Inc., Pittsburgh, billed $52 million for 1964, up 15% from 1963. The figure is reportedly the best in the history of the agency, which ranked 29th in billing nationally in 1963.

The firm's New York office will move from 733 Third Avenue to 90 Park Avenue in April, an expansion made necessary by a three-fold increase in business over the last four years.

Edward T. Parrack, president, attributed the growth to "the increased demand for total communications services."

Taft reports big jump in profits

Taft Broadcasting Co. last week reported a doubling of earnings and declared a quarterly cash dividend of 15 cents a share, payable March 15, to stockholders of record Feb. 15.

The board of directors voted to recommend a two-for-one common stock split, to be voted on by stockholders at the annual meeting in July. The split would increase authorized shares to 5 million.

For the nine months ended Dec. 31, 1964, profit before federal taxes on income was $6,768,860, up from $3,436,382 for the prior year's first nine months. Earnings per share for the same period were $2.04 vs. 99 cents and net income after federal taxes on income rose to $3,346,386 from $1,618,016, up 107%.

Quarter ended Dec. 31, 1964:

<table>
<thead>
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<th>1964</th>
<th>1963</th>
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<tr>
<td>Earned per share*</td>
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<tr>
<td>Revenue</td>
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<td>3,538,863</td>
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<td>Profit before federal income taxes</td>
<td>2,877,718</td>
<td>1,446,555</td>
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<tr>
<td>Net income after federal taxes</td>
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<td>704,203</td>
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*Based on 1,640,000 shares outstanding Dec. 31, 1964.

Financial notes . . .

- Metromedia Inc. announced completion on Jan. 12 of the acquisition of the Packard outdoor advertising companies, which operate chiefly in Ohio. Purchase price was in excess of $10 million.

- Directors of Storer Broadcasting Co. have declared a quarterly dividend of 50 cents a share on common stock, payable March 9 to stockholders of record Feb. 19. It marks the 45th consecutive quarterly dividend paid on the stock since it went public in November 1953. The board also declared a quarterly dividend of 25 cents a share on class "B" common stock, not listed.
Now it's every man for himself

NAB's Future of Television experts can't agree on CATV regulation; they'll present individual—and conflicting—pitches to NAB television board

The National Association of Broadcasters' Future of Television in America Committee decided last week to hand off its crystal ball.

In a two-day meeting in New York the committee was unable to agree on recommendations for regulation to control the operation and development of community antenna television systems. A statement issued afterward by the Future of Television in America chairman, Dwight D. Martin, WDAS-TV New Orleans, as much as said that the committee was turning the problem over to the NAB's television board.

None of the committee members, not even Mr. Martin, was supposed to say anything about the discussions that took place during the closed sessions at New York's Park Lane hotel last Wednesday and Thursday (Jan. 13-14), but it was authoritatively learned that opinions varied irreconcilably on the question of how much federal regulation of CATV the NAB ought to propose. How many conflicting positions were presented during the meetings? "As many as there were people there," one member of the Future of Television in America Committee said afterward. All but one of the seven members of the committee took part in last week's meetings.

The Splits • The official statement that was issued by Mr. Martin after the meeting tended to confirm that divisions of opinion were sharp and immutable. "The members [of the Future of Television in America Committee]personally will express their individual viewpoints, pursuant to an invitation extended by the chairman of the TV board to each member of the committee to be present at the Palm Springs meeting," the official statement said.

As arranged earlier, Mike Shapiro, WFAS-TV Dallas, chairman of the NAB's television board, has called a special meeting of that board for Jan. 24 in the California resort community. A regular meeting of the NAB's television and radio boards was scheduled some time ago to be held in Palm Springs Jan. 25-29. Mr. Shapiro summoned the TV board to the Jan. 24 special session after subcommittees of the NAB's Future of Television in America Committee and of the National Community Antenna Association had attempted to reach an accord on a regulatory program to be presented jointly by the broadcaster and CATV associations (Broadcasting, Jan. 11).

Long ago influential members of Congress let it be known that they hoped that the FCC, the community antenna operators and the broadcasters could agree on proposals for federal regulation of the CATV business. Although the FCC has begun its own study of the problem, it has also invited the broadcasters and community antenna operators to come in with joint suggestions for regulation that they could commonly support.

Earlier Deal • Subcommittees of the NCTA and the NAB's Future of Television in America Committee came to what they thought was an accommodation last month. During a meeting in New York they agreed to support regulation that would prevent CATV's from duplicating the program services of local stations in their areas of operation and from originating program and advertising (Broadcasting, Dec. 14, 1964).

At a later meeting of the full Future of Television in America Committee of the NAB (at which only four of the seven members were present), the work of the subcommittee was rejected. Some members of the main committee insisted that the NAB propose regulations that would prevent CATV's from importing distant signals that leapfrogged stations closer to the CATV base of operations (Broadcasting, Dec. 21, 1964).

On Jan. 5 the same subcommittees of the broadcaster and community antenna

Bill Daniels' challenge: proof of degraded signal worth $10,000

Broadcasters who claim community antenna television systems purposely degrade their or any other station's signals may collect $10,000 if they can prove it.

Bill Daniels of Daniels & Associates, Denver CATV brokers, is offering a $10,000 reward "for any broadcaster that can prove that any CATV operator has purposely degraded any TV station's signal receivable at the master antenna site of said system."

"Any intelligent broadcaster should readily understand that it would be sheer nonsense and utter foolishness to degrade a broadcaster's picture, whether it be a local station or a distant one, when a clear, good, concise picture—and the very best obtainable—is what the CATV operator is selling!" Mr. Daniels said.

The money is being deposited in an escrow account at the Morgan Guaranty Bank, New York, he said. A panel of three engineers would judge whether purposeful degradation exists. One would be named by the National Association of Broadcasters, another by the National Community Television Association and the third by the broadcasters claiming the reward.

"The same reward will be applied to altering a program," Mr. Daniels continued, "as I frankly am at a loss to know how a CATV operator, in its present state of the art, can alter a broadcaster's program. The same will apply to advertising that a local CATV operator would 'take off the air,'" he said. Mr. Daniels said he realized the offer is "a bit dramatic," but he is serious about it.
organizations met again, that time in Dallas. The CATV representatives were said to have retreated to some degree from their former opposition to all limitations on the importation of distant signals and to have agreed to what was described as an "interlocked formula" establishing various conditions under which CATV's could reach out for stations remote from their areas, depending on the number of program services available at closer range (Broadcasting, Jan. 11).

Differences • The details of the understanding reached at Dallas on Jan. 5 have never been publicly disclosed. Whatever they were, they met strong resistance from the members of the NAB's Future of Television in America Committee last week. As Mr. Martin's statement reported:

"The subcommittee presented to the full committee a statement of basic understandings reached between them and a committee of the NCTA board concerning matters of legislation and regulation which, in conjunction with the FCC, might ultimately be proposed to the Congress."

"These proposals were the subject of discussion by the full committee for a period of two days. Members of the committee expressed various opinions with respect to these proposals as well as the advisability of this particular approach."

When asked what he meant by "this particular approach," Mr. Martin said, "No comment."

Broad Field • Others who were at the meeting said that there was a wide range of opinions on the severity of regulation to be sought to control the extent of protection for local stations and the number and distance of remote signals that CATV's could import. Informed sources also suggested that opinions might vary as widely among members of the NAB's television board, to which the responsibility for forming an association policy will fall on Jan. 24.

Some qualified sources went so far as to suggest that the NAB might find it impossible to present a united front on CATV regulation, as it has failed to unite on other matters where the self interests of members came into conflict.

In addition to Mr. Martin, the members of the Future of Television in America Committee present at last week's meetings were Clair McCollough, Steinman Stations; Williams C. Grove, KFWC-TV Cheyenne, Wyo.; G. Richard Shafio, Broadcasting Co. of the South; Willard E. Walbridge, KTVA-8 Houston, and John T. Murphy, Crosley Broadcasting Corp. C. Howard Lane, KION-TV Portland, Ore., was absent.

Battle for N. Y. CATV gets even hotter

NCTA's Ford questions city limitations; UA's Nizer hits again on program payments

Wrangling over copyright questions, federal-vs.-local regulation and local government responsibility marked the opening of hearings last Thursday on six applications for franchises to operate community antenna television systems in New York City.

The hearings, still under way late Thursday night, were to encompass applications of Sterling Information Services, Teleprompter Corp., CATV Enterprises, RKO General, Telglobe Communications Corp. and Comtel Corp. The applications of two others, Skatron and Cosmos Industries, who were late in filing, have been referred to the city's franchise bureau for study and will be heard later.

The New York hearing marked the first public appearance of Frederick W. Ford as president of the National Community Television Association. Mr. Ford's resignation as an FCC commissioner, though tendered and accepted, had not yet been announced by the White House late last week.

His remarks before the board of estimate indicated disagreement with the city's limitation on present CATV applicants, proscribing their operation to service for signals already delivered over the air—a provision which the present applicants apparently are willing to accept.

Mr. Ford declined to comment on what NCTA's eventual position would be on protection of existing TV signals within a market to be served by CATV.

Answers After Dallas • Asked what chances there are for accord between the National Association of Broadcasters and NCTA on a joint proposal for legislative control of CATV (see page 90), Mr. Ford again declined comment. But he suggested a further explanation of NCTA's plans might be available following a meeting planned by the association's board of directors Jan. 25 in Dallas.

In his presentation Mr. Ford called it "a little disturbing" that the city would hold system operators to only those signals already available. He acknowledged the imminence of federal regulation but said he believed existing systems would be "grandfathered" into any legislative pattern that might be conceived and that therefore arguments against proceeding with franchise grants on grounds that federal intent is not yet known are without substance.

Where is the competition with broadcasters, he asked, if CATV permits more of the public to see what a station intends to see?

Also appearing at the New York hearing was Robert D. L'Heureux, NCTA general counsel.

Mr. L'Heureux charged that the United Artists memorandum filed a week earlier, raising a question of the city's liability for copyright infringement under franchise grants it proposed (Broadcasting, Jan. 11), was a "scare" argument.

A brief filed by NCTA with the board of estimate asserted "there is no authority or precedent that the granting of a franchise with a tax measured by gross receipts has been held to make a city a joint venturer with the franchise business or that any city has been held liable as a joint tortfeasor under these circumstances."

Such a precedent, NCTA held, "would make the city a partner of every business in New York."

The NCTA brief said the posting of a bond to cover the "fantastic sums which United Artists has conjured up" would be a burden on the CATV system. The cost would be passed on to the subscriber and it "could result only in stunting the development of CATV service in New York, if it did not kill it in its cradle."

The NCTA arguments were accompanied by an affidavit by Ira Kamen, an electronics engineer, asserting there is no philosophical distinction between master antenna systems and community antenna systems. This reasoning is denied by those seeking to prove copyright law is applicable to CATV operators. Mr. Kamen is a principal in CATV Enterprises, one of the New
York applicants.

Louis Nizer, appearing as attorney for United Artists, said he was also present in behalf of the Motion Picture Association and presented another brief in support of his copyright argument under the association's direction, though not as its counsel.

Someone Else's Nickel — Mr. Nizer said "no wonder so many people are dashing in here" with applications. It's a profitable business, he argued, "because they aren't paying for the product they're selling."

"This is leading to a pay-TV system," he added.

Mr. Nizer said "responsible elements" in the CATV industry have indicated to him they are aware that they will eventually have to pay for the programs they carry. Members and counsel of the NCTA, he continued, have approached him with this attitude and a desire to negotiate the question.

NCTA counsel, Mr. L'Heureux, assessed that the association had never sought to compromise its position on the copyright question and had never authorized any of its members to negotiate the question.

The Television Accessory Manufacturers Institute (TAME) appeared in opposition to immediate franchise grants and its key officials were there. TAME's acting national chairman, Morton Leslie, and counsel, Benedict Cottone, said they were not protesting CATV per se, rather the construction of CATV systems in New York before it is "properly ascertained" that there is a need for such service.

Mr. Cottone advised the board "before you permit this tremendous investment you must establish whether this is really CATV that is proposed or a decoy for some other motive."

Mr. Leslie said he was asking for the tabling of the New York CATV applications for 12 months to let the federal government make its position clear.

Disortion Charged - A TAME brief accused New York CATV proponents of using the examples of other communities where antenna systems are established and flourishing, "to foist upon our city officials the inapplicable presumptions that present-off-the-air reception in New York City is inadequate or poor."

TAME proposed the formation of a committee representing "all the conflicting interests involved" to undertake a fact-finding investigation of the problem.

Rollins Broadcasting disclosed last week that it has joined Teleglob Cosmotronics Corp.—one of eight petitioners for a community antenna franchise in New York City—as a 50% partner in Cosmotronic's operations.

Under the agreement Rollins acquires 50% of Teleglob Cosmotronic stock.

The New York CATV application of the company came before the board of estimate hearing.

Rollins owns WAMS Wilmington, Del.; WCHS-AM-TV Huntington-Charleston; W.Va.; WEAR-TV Pensacola, Fla.; WPPT2(TV) Plattsburgh, N.Y.; WJNR Newark, N.J.; KDAY Santa Monica, Calif.; WBBE Harvey, Ill. and WGEI Indianapolis. It also owns Rollins Outdoor Advertising with plants on the East Coast and in Texas and Mexico.

Last year it brached into extensive nonmedia operations with acquisition of Satin Soft Cosmetics, a Negro-oriented cosmetics company, and the Orkin Exterminating Co., the latter a $62.4 million investment.

A capsule look at the week in CATV

Activity reported in the community antenna television field last week included grants of franchises in six communities and applications made in six others. There was one denial of a request and two systems were reported sold.

In addition, a hearing resumed on proposals for what could be the nation's largest CATV—the eight applications on file with New York City's board of estimate.

Activity reported last week:

Rockford, Ill.—National Trans-Video Inc., Dallas; Rockford Community Antenna Television Inc. (WREK-TV Rockford), and CATV of Rockford, all applicants have been told the city council will put off a decision until city elections are held in April.

West Frankfort, Ill.—Egyptian Cablevision Corp., owned by Gregg Cablevision Corp., Nashville, has been given tentative approval for a 25-year franchise that would pay the city $500 in the first year of operation, 4% of gross income during the second and third years and 5% thereafter. Monthly charges would not exceed $5.95 and installation $15, with the reductions for the latter based on the total number of subscribers. Stations to be fed to subscribers are KMOX-TV, KPLR-TV, KSD-TV and KTVI(TV), all St. Louis; KFVS-TV Cape Girardeau, Mo.; non-commercial WSU-TV Carbondale, Ill.; WATE-TV Harrisburg, Ill.; WTVW(TV) Evansville, Ind., and WPSN-TV Paducah, Ky. Gregg Cablevision is a subsidiary of LIN Broadcasting Corp. Nashville.

Columbus, Ind. — Fair Enterprises Inc. (WIBC-AM-FM Indianapolis), Indianapolis, has proposed a 25-year franchise to provide 12-channel service at rates not to exceed $6 monthly and $18 for installation.

Lafayette, Ind. — Jerrold Electronics Corp., Philadelphia, constructing a CATV, has been given until March 1 to complete work. Its franchise was granted Feb. 19, 1963, and deadlines have been moved up from November to January and now until March.

Pittsburg, Kan.—KSEE Broadcasting Inc. (KSEE Pittsburg) has been awarded a franchise. The firm, owned by Stauffer Publications Inc., a group station owner, agreed to pay the city 3% of the CATV's annual gross. Other applicants were Trans-Video Corp., El Cajon, Calif., and Mid-Continent Telecasting Inc. (KOAM-AM-TV Pittsburg-Joplin, Mo.), but Mid-Continent withdrew before the award was made. O. S. Stauffer is president of the new cable firm Thad M. Sandstrom, vice president, and Gerald Holley, general manager.

Bangor, Me.—A franchise petition of Telstar State Enterprises has been turned down by the city council because of concern over lack of CATV regulation.

Rockland, Me.—Telstar-State Enterprises Inc., Madison, Mass., and Young's Community Television Corp., operating a CATV in Springfield, Vt., both applicants, have been informed by city officials that another brief is awaiting a presentation by Knox Broadcasting (WREK Rockland).

Greenfield, Mass.—James R. Crowe and William Dwight Jr., of Holyoke, Bernard M. Crosby of West Springfield and Charles N. DeRose of Northampton, all Massachusetts, have purchased an interest in Pioneer Valley Cablevision Inc., which operates systems in Shelburne Falls and Millers Falls, both Massachusetts.

Traverse City, Mich.—Midwestern Cablevision Corp. has been awarded a nonexclusive, 15-year franchise to provide at least five TV and three FM channels by July 1. The city will be paid 2% of gross receipts until subscriptions reach 1,500; the payment will be 3% if there are more subscribers. Midwestern has agreed to pay $2.50 for each pole attachment and $2.50 annual rental per pole. Installation will be $10 and the monthly fee $5. Midwestern said it would carry signals of area stations without duplication and refrain from selling advertising without city commission permission.

Goshen, N. Y.—A CATV proposal has been made by Better TV, Inc., New York County Inc., Monroe, N. Y.

Jamestown, N. Y.—The city has appointed a five-man committee to represent it in negotiations with Jamestown Cablevision Inc. The firm is headed by Simon Goldman, president and general manager, WJTN-AM-FM Jamestown.

New York City—The board of estimation began taking testimony on six of eight pending applications last Thursday (Jan. 14). The National Commun-
Come swing along with "The Energetics."
You’re going to have twice as much zip!

There’s a wonderful kind of energy that doesn’t fade as you get older—electric energy. And compared with people in other countries, you and your family are already using so much of it that you could truly be called "The Energetics" of the world.

But you’ll be using much more electric service in the years right ahead—for work, for fun, for everything. And having said that, we’ll smash our crystal ball. For no one can really predict all the ways in which this abundant and low-priced energy will be used.

Our job, as we see it, is to be nimble and quick in meeting the electric needs of people across the United States. And we’re going right ahead on that basis.

Within the next ten years we’ll approximately double the supply of electricity that we now have on tap. We’ll build about as much as all we have built in the past 82 years. And in doing so, we’ll put the savings of millions of investors to work in a way that benefits everyone. Plenty of dependable, low-priced electric service—provided for in a way that helps keep our economy healthy and free—that’s the promise.

And it is a promise you can depend on, with more than 300 business-managed, investor-owned electric light and power companies serving America.

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.
"Aqua Varieties," featuring the Mitchell Trio and spectacular aquatic acts, Sunday, February 7, 7:30 P.M., E.S.T., ABC-TV.
Oswego, N. Y.—The city has authorized its attorney and clerk to negotiate with CATV applicants who have until February to offer proposals. Indicating an interest so far are Unicable Inc., Newhouse Broadcasting Corp., Oswego Valley Electronics Enterprises Inc. and the Oswego County Video Corp.

Galion, Ohio—The city council has passed on first reading an ordinance that would award a 20-year franchise to Multi-Channel Cable Co. of Galion, an arm of Multi-Channel Cable Co., Portsmouth, Ohio. The council refused to override the mayor's veto of an earlier action awarding the franchise and will vote again on the new ordinance Feb. 2. Multi-Channel has offered the city $400 for its first year of operation and $600 annually thereafter. It will provide eight channels. Thomas P. Moore, owner of waco Bucyrus, Ohio, has asked council to delay final action until it considers a proposal of his firm, Galion Cablevision Inc.

Lisbon, Ohio—Neptune Broadcasting Corp. (Rust Craft Broadcasting), Steubenville, Ohio, has requested a 10-year franchise in return for $300 at the end of the second year of operation, $500 for the third-fifth years and $750 annually thereafter. Installation would cost between $125,000 and $200,000, said Les C. Rau, Neptune general manager.

Massillon, Ohio—Richard Gesner (Massillon Cable Co.), Rome, N. Y., has reported that a study of the area shows about 20% of persons interviewed were willing to subscribe to CATV. Up to 1,500 subscribers may be signed within the first year, Mr. Gesner estimated. Massillon would pay the city up to 2.5% of gross income for the first eight years and 3% annually during the balance of the franchise period, he said. Multi-Channel Cable Co. of Portsmouth, Ohio, also is an applicant.

Nelsonville, Ohio—Nelsonville TV Cable Service Inc. has purchased a CATV from Melvin and Blackburn, also of Nelsonville.

Delaware County, Pa.—Jerrold Electronics Corp., Philadelphia, has announced it is applying for franchises in the counties of Delaware, Chester and Montgomery. The firm would provide New York State and Philadelphia area television and FM signals (see Upper Darby, Pa.).

Hanover Township, Pa.—Township commissioners delayed action on a request by Universal Television Cable System Co., Mahanoy City, Pa., to provide CATV service. The action followed a request by representatives of a local TV station.

Hughestown, Pa.—A 50-year franchise for CATV operation has been awarded to Universal Television Cable System Inc., Mahanoy, Pa. Representatives of wnep-TV Scranton-Wilkes-Barre, Pa., and wbre-TV Wilkes-Barre-Scranton, suggested ordinances require the system to carry local TV signals and not duplicate their signals.

Lawrence Township, Pa.—John Beatty and James Brush of Jefferson TV Cable Co., Reynoldsville, Pa., propose a CATV to carry seven TV signals. There would be no installation charge and the monthly fee would be $4.

Throop, Pa.—City council has received a request for a CATV franchise from Universal Television Cable Systems Inc., Mahanoy City, Pa., and a formal application from Semit Cable TV Co. (wjej Scranton, Pa.).

Upper Darby, Pa.—Jerrold Corp., Philadelphia, has been awarded a franchise, the firm announced last Tuesday (Jan. 12). Jerrold says its system will eventually be capable of serving 28,000-30,000 homes in Upper Darby. The new system will be the nucleus of CATV systems "to serve many additional areas in the Delaware Valley," Jerrold said. Jerrold plans to begin operations by the fall and will offer Philadelphia area stations plus wnor-TV, wpmn TV, wpxt, and wone-TV, all New York City, and a time-weather background music channel.

Changing hands

ANNOUNCED • The following sale of station interests was reported last week subject to FCC approval. (For FCC actions see FOR THE RECORD, page 90):
- Wwco Waterbury, Conn.: Sold by Herbert Bloomburg, to Northwest Broadcasting Inc., whose principal holder is TV personality Merv Griffin, for $300,000. Wwco operates on 1,240 kc, with 1 kw day and 250 w night. Broker: Edwin Tornberg & Co.

New TV stations

As of Jan. 14 there were 105 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 58 were...
commercial UHF's, 5 were educational VHF's and 23 were educational UHF's.

New station going on the air last week: WKBD(TV) (ch. 50) Detroit. Kaiser Broadcasting Co. licensee, went on the air Jan. 6 (see story this page). Address is Box 50, Detroit 48231. Studios and transmitter are in Southfield, Detroit suburb. Station has 347 kw visual, 69 kw aural; antenna height is 970 feet above average terrain, 1,049 feet above ground.

Information received regarding plans of another holder of a CP includes:

WIBF-TV (ch. 29), Benson-East/Jenkintown, Pa. (suburban Philadelphia) is scheduled to go on the air April 15, 1965 as an independent. Vic Piano Associates will be national representatives. William L. Fox is president and general manager; William H. Kline, program manager; Jack Rensel, sales director. Station will operate from 11 a.m. to 1 a.m. seven days a week. It will be equipped with four 16 mm film projectors, two slide projectors, three solid-state vidicon cameras and video tape facilities. There are three studios and an auditorium. Basic one-time rates include $1,200 per hour for AAA time, $300 per hour for class C time. Minute spots range from $300 for class AAA time to $100 for class C time.

WKBD(TV) goes on, hears praise for UHF

Advertisers, agencies and an FCC commissioner expressed optimism in UHF television last Monday (Jan. 11), the day after Detroit's first commercial UHF, Kaiser Broadcasting Corp.'s WKBD-(TV) (ch. 50) went on the air.

Roy Erickson, assistant advertising manager, J. L. Hudson Co., said the UHF's allow retail outlets to explore television, which many have been hesitant to do because of the high price for time. He said it also affords them an opportunity to sponsor shows and for the first time retailers have a chance to clear time they want on a station. The Hudson Co. is sponsoring the Gary Stevens Show, a disk jockey-participation program on WKBD, 5:30-6 p.m. daily.

Another advertiser who looks to UHF as a medium where time can be cleared, is Stroh Brewery Co. Walter Selover, advertising director of Stroh, noted that the brewery had sponsored Detroit Red Wings hockey games on radio for 12 years, but had been unable to get clearings on the VHF stations in Detroit for the past three years. Stroh, he said, has gone on WKBD as full sponsor of the Red Wings road games this season.

Don Graves, executive vice presi-
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message in Nebraska. Lincoln-Land is
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The map of Lincoln-Land points to an
average of Total New Weekly Circulation
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AVERAGE HOMES DELIVERED
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OMAHA “A” 62,500
LINCOLN-LAND “A” 56,300
KOLN-TV/KGIN-TV 56,300
OMAHA “B” 56,000
OMAHA “C” 55,300
LINCOLN-LAND “B” 28,700
LINCOLN-LAND “C” 16,500

*March, 1964 ARB Ranking. Ratings projections are
estimates only, subject to any defects and limitations of
source material and methods, and may or may not be
accurate measurements of true audience.

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ments on WKB's scheduling various
high school events; some live, others
taped in the afternoon and played back
that night.

WKB, which is the first of Kaiser’s
four UHF stations to go on the air is
programming daily 3:30-11:30 p.m., with
sports being carried from 6 p.m. to sign-
off. The station expects January billing
of $80,000-100,000.

Based on a mid-1964 survey, WKB
said 320,000 would be a conservative
estimate of area homes able to receive
the station, and it expects about 450,000
homes will be equipped for UHF by
the end of the year.

Kaiser expects its next station, WKB-
tv (ch. 41) Burlington, N.J.-Philadel-
phia, to go on the air in September.
The firm also holds construction per-
mits for KICB-TV (ch. 52) Corona,
Calif., and KHJK (TV) (ch. 44) San
Francisco.

Hosts for the breakfast and lunch-
eon were John Serrao, WKB general
manager and Richard C. Block, vice
president and general manager, Kaiser
Broadcasting Corp.

Court denies FCC motion,
will hear RKO appeal

A federal court in Washington last
week denied an FCC motion seeking
dismissal of the appeal by RKO Gen-
eral against the commission’s action in
the Philadelphia channel 3 case.

Three U.S. court of appeals judges,
in a per curiam decision, denied the mo-
tion without prejudice. They said the
motion can be taken up again during
argument on the merits of the case.

The FCC had claimed that RKO
General had no standing and that the
case was moot.

In its appeal, RKO General, which
originally had an agreement with NBC
to exchange stations (the network's
Philadelphia stations for RKO General’s
Boston stations) charged that the FCC
solution to the Philadelphia case intro-
duced a new issue not part of the hear-
ing proceedings and also imposed a
"buyer" on NBC in contravention of the
Communications Act provision prohibit-
ing this very thing.

The FCC order last July told NBC
to reswap its Philadelphia stations
(WRCV-AM-TV) for Westinghouse’s
Cleveland outlets (KYW-AM-FM-TV).

The commission in 1955 had approved
the NBC-Westinghouse swap, despite in-
formal allegations that NBC had forced
Wastinghouse to agree by threatening
to withhold network affiliations.

In the next year, the Department of
Justice filed an antitrust suit against
NBC alleging pressure on Westinghouse
through threats to cancel affiliations, and
also concentration in the top markets. NBC signed a consent decree in the antitrust case, agreeing to dispose of the Philadelphia stations.

Before it could move along these lines, however, Philco Corp. filed a competing application for the Philadelphia channel 3 which tied up in hearing the license renewal of the NBC Philadelphia stations. The hearing concluded with the hearing examiner approving the NBC-RKO General agreement and denying Philco’s bid.

The FCC, however, ordered a return to the situation as it existed in Philadelphia before 1955.

At the moment NBC has until Jan. 31 to move out of Philadelphia (the court has extended the deadline for disposal several times), and both NBC and Westinghouse have filed applications with the FCC asking approval to exchange their properties.

**Largo TV petitions are denied by FCC**

The FCC has denied two petitions by Suncoast Cities Broadcasting Corp. and Tampa Telecasters Inc. for reconsideration of the grant to WTSP-TV Inc. of a construction permit for a new TV station on channel 10 at Largo (Tampa-St. Petersburg), Fla.

The action, adopted last week by Commissioners E. William Henry (chairman), Rosel H. Hyde, Robert E. Lee and Lee Loevinger, upheld a November 1964 decision which affirmed the initial grant in 1962 to WTSP (Broadcasting, Nov. 9, 1964 et seq.).

Still pending, however, is an appeal by Florida Gulfcoast Broadcasters Inc. with the U. S. Court of Appeals for the District of Columbia. The company last month asked the court to set aside, for reason of misrepresentation, the FCC’s original decision and remand the case to the commission for further consideration (Broadcasting, Dec. 14, 1964).

The two other losing applicants for the Largo channel, who have not sought further appeal since the commission’s affirmative action last November, are Bay Area Telecasting Corp. and the City of St. Petersburg, Fla.

The latter applicant owns WSUN-TV (ch. 38) St. Petersburg. Early last month, however, the St. Petersburg city council, at the urging of City Manager Lynn Andrews, authorized the sale of WSUN-AM-TV (Broadcasting, Dec. 7, 1964).

WTSP-TV Inc. is owned by Sam G., N. Joe and Farris E. Rahall. The family also owns WZAP Allentown and WNAR Norristown, both Pennsylvania; WWWR Beckley, W. Va.; and WLCY St. Petersburg.

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Want ratings to be 60% higher?

Metromedia-Bruskin pilot radio study indicates audience is that much bigger than what the conventional ratings services have found in past

Metromedia Inc. said last week that its new concept of radio audience measurement indicates the level to be approximately 60% higher than what's been reported by conventional rating services.

Metromedia released full tabulations of its study, conducted in the New York metropolitan area by R. H. Bruskin Associates, New Brunswick, N. J. Preliminary results were first reported in this publication last spring (BROADCASTING, May 11, 1964).

Officials of the group station owner (WNEW in New York) asserted that the technique used in the Metromedia-Bruskin study, measuring radio listening in a 17-county area that covers metropolitan New York, also shows substantially higher listening levels than the Detroit pilot diary measurement conducted by the American Research Bureau in cooperation with RKO General Broadcasting.

ARB made two surveys in Detroit, both of them in diary form, one radio-only and the other multi-media.

Mary L. McKenna, vice president in charge of research and sales development at Metromedia, who developed the concept and supervised the Bruskin study, noted differences in the techniques used in Detroit compared to Metromedia's pilot in New York.

She noted that in both of ARB's studies the diaries were "open end," were placed by mail after only telephone contact and were returned weekly rather than on a daily basis.

Individual Diaries • In the Bruskin study, family members were contacted personally and agreed individually to keep radio listening diaries, which through a self-mailing design—reverse side of the diary being an envelope already bearing a postal permit—encouraged daily returns.

The use of a postal permit gave Bruskin its control check on whether or not diaries were actually mailed each day. S&H green stamps were used for incentive.

Mrs. McKenna, who also is chairman of the All Radio Methodology Study (ARMS), technical subcommittee, said the Metromedia-Bruskin technique would be entered along with seven other radio measuring procedures, including ARB's, in ARMS' forthcoming methodology tests.

Those tests, which have been delayed since last November, are now expected to start before March 15. They will be conducted in Philadelphia by Audits and Surveys Inc., an independent research firm retained by ARMS, a project of the Radio Advertising Bureau and the National Association of Broadcasters.

The Metromedia-Bruskin study, Mrs. McKenna disclosed, piled up greater levels of radio listening in every three-hour period on the weekday, starting at 6 a.m. and ending at midnight, in comparison to the ARB-Detroit survey.

In this period, the average sets in use showed unduplicated percent of homes at 23.8 in New York as against 13.9 in Detroit for the 6-9 a.m. period, or a level for the Bruskin study that was 71% higher than the Detroit pilot. In the 6-9 p.m. period, the additional percentage was more impressive, 89% higher in New York.

As shown in the Metromedia study:

<table>
<thead>
<tr>
<th>Monday-Friday—Quarter-hour radio listening</th>
<th>ARB Detroit</th>
<th>New York Bruskin October-November 1963</th>
<th>Additional per Bruskin</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-9 a.m.</td>
<td>13.9%</td>
<td>23.8%</td>
<td>+71%</td>
</tr>
<tr>
<td>9-12 noon</td>
<td>10.2%</td>
<td>15.7%</td>
<td>+54%</td>
</tr>
<tr>
<td>12-3 p.m.</td>
<td>7.9%</td>
<td>11.3%</td>
<td>+43%</td>
</tr>
<tr>
<td>3-6</td>
<td>10.5%</td>
<td>13.8%</td>
<td>+31%</td>
</tr>
<tr>
<td>6-9</td>
<td>6.6%</td>
<td>12.5%</td>
<td>+89%</td>
</tr>
<tr>
<td>9-12 midnight</td>
<td>4.0%</td>
<td>5.8%</td>
<td>+45%</td>
</tr>
<tr>
<td>6 a.m.-12 midnight</td>
<td>8.9%</td>
<td>13.8%</td>
<td>+55%</td>
</tr>
</tbody>
</table>

Metromedia said the validity of such a comparison had been proved by other studies showing a close correlation market-by-market in degrees or levels of listenership. Past surveys have indicated no substantial differences in the three-hour periods. For example:

Comparison in-home sets in use
Hooper—Detroit vs. New York

<table>
<thead>
<tr>
<th>October-November 1963</th>
<th>New York</th>
<th>Detroit</th>
</tr>
</thead>
<tbody>
<tr>
<td>7 a.m.-12 noon</td>
<td>17.6</td>
<td>15.3</td>
</tr>
<tr>
<td>12-6 p.m.</td>
<td>9.5</td>
<td>12.8</td>
</tr>
<tr>
<td>7 a.m.-6 p.m.</td>
<td>13.2</td>
<td>13.9</td>
</tr>
<tr>
<td>(Differences N.Y. to Detroit: -5%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

February-March 1964

| 7 a.m.-12 noon        | 17.3     | 17.3    |
| 12-6 p.m.             | 10.5     | 13.8    |
| 7 a.m.-6 p.m.         | 13.6     | 15.4    |
| (Differences N.Y. to Detroit: -12%) |

Mrs. McKenna noted that the Metromedia-Bruskin technique which measured radio listening activity of the 1,628 people over seven consecutive days, pro-
"I can't afford to carry a large inventory...that's why I specify Greyhound Package Express!"

You may not have the space of a warehouse, but your customers will think so when you specify Greyhound Package Express. Order only what you need, when you need it. Greyhound Package Express will get it where you want it, quickly, easily, economically.

Your orders travel aboard regular Greyhound buses, on fast, frequent schedules...365 days a year, 24 hours a day, week-ends and holidays. Save time, money, space, with Greyhound Package Express. Convenient C.O.D., Collect, Prepaid or special charge account service, too.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-A, 140 S. Dearborn St., Chicago 3, Ill.

<table>
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<tr>
<th>City</th>
<th>Buses Daily</th>
<th>Running Time</th>
<th>20 lbs</th>
<th>30 lbs</th>
<th>40 lbs*</th>
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<tr>
<td>NEW YORK—PHILADELPHIA</td>
<td>32</td>
<td>2 hrs. 0 min.</td>
<td>$1.40</td>
<td>$1.55</td>
<td>$1.85</td>
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<tr>
<td>LOS ANGELES—SAN DIEGO</td>
<td>37</td>
<td>2 hrs. 30 min.</td>
<td>1.15</td>
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<tr>
<td>CHICAGO—MILWAUKEE</td>
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<td>1 hr. 50 min.</td>
<td>1.35</td>
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<tr>
<td>ATLANTA—BIRMINGHAM</td>
<td>10</td>
<td>3 hrs. 45 min.</td>
<td>1.65</td>
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<td>2.10</td>
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</tbody>
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*Other low rates up to 100 lbs.
vides unduplicated measurements of reach and frequency on the basis of homes or individuals for one or more stations in either selected time blocks or over the entire seven-day period. It also covers reach and frequency of spot schedules made up of selected quarter-hour periods in single stations or combinations of stations.

John V. B. Sullivan, president of Metropolitan Broadcasting Radio and formerly vice president and manager of WNEW, who joined Mrs. McKenna in discussing details of Metromedia's study at a Jan. 14 news conference in New York, disclosed:

- Metromedia has been "seriously considering" a drive to "sell" the industry on the research as a technique, starting with Metromedia's owned radio stations.
- But Metromedia would prefer stations adopt the technique on a share-the-cost basis in each market. He said the company's objective was to receive industry-wide acceptance, particularly from such accredited groups as ARMS.

In an introduction to the formal report, WNEW's research department noted the large-size sample and said the findings were believed significant statistically "and for the first time delineate the true size of the radio audience which has been substantially understated by current measurement techniques."

Mr. Sullivan asserted that radio has been "improperly and inadequately" measured by the services and that Metromedia had engaged in this research as a means of benefiting all radio. Mrs. McKenna, he said, was responsible for the concept of the study.

It was explained that the Metromedia-Bruskin survey is costly in comparison to other measurement techniques. The New York study cost $53,000, of which some $13,000 went for pilot tests.

Mrs. McKenna estimated that similar studies could be held in other metropolitan areas at about $40,000 for each market surveyed and with stations taking part sharing its cost. She suggested surveys could be taken twice a year with reports in the interval bringing data up to date.

It was noted that costs probably could be reduced if enough surveys were taken and with frequency, and that the tab would probably be lower in smaller markets.

Talk and Effort — In her prepared statement, Mrs. McKenna noted that "1964 has been a year which has produced much talk and many efforts to find an improved method of measuring the radio audience, admittedly a difficult task since radio comes to listeners in so many different packages (transistors, car radios, clock radios, etc.). Further, listening occurs in conjunction with other activities (driving, cooking, shaving, etc.).

"Most extant methods," she con-
tinued, "have built radio measurements upon a household coverage concept based upon listening data obtained by contact with one or several members of the family. Consequently, listener-ship by family members not contacted in the course of the survey would count as zero listening simply because it could not be measured."

As reported last May, the Metromedia-Bruskin study was conducted during the week of Oct. 28 to Nov. 3, 1963. Bruskin was commissioned to place diaries in 950 homes by means of personal interviews. Of this number, 842 or 89% of the homes agreed to keep the diaries and of these 640 or 76% returned them. This translated to 10,316 diaries from 1,628 people (12 years of age or older) and from 640 households representing 91% family member cooperation.

Released publicly the first time last week was data previously disclosed to BROADCASTING (BROADCASTING, May 11, 1964), showing the higher levels of listener-ship in the Metromedia-Bruskin study compared to current measurement by Pulse, in the three-hour periods tabulated for Monday-Friday, Saturday and Sunday.

Also released were figures representing the entire tabulation that had been run through IBM machines showing in unduplicated measurements and for various time blocks the percentage of individuals listening to the radio over a seven-day period by age, sex and income: the matching number of quarter-hours, or frequency, of listening represented by the various unduplicated percentages, and frequency distribution of quarter-hours by quintiles ranging from the lowest first quintile to the highest of fifth quintile.

Still another related report detailed the study's background and outlined procedures employed in setting up the original panel sample, the initial recruitment interview and the methods used in executing the second phase for the radio diary.

ETV system for Maryland

Maryland's board of education asked the state's general assembly last week for $900,000 to begin construction of a statewide educational television system.

The request includes $135,000 for building a transmitting station and $752,000 in operating funds. Plans call for the station to be interconnected with educational institutions within the state and with WETA(TV), Washington's educational outlet.

Zenith plans more pay TV

Intends to ask FCC for permission to expand on-air Phonevision

Zenith Radio Corp. will soon file applications with the FCC for expansion of its Phonevision system of pay television to other cities in the U.S. now that its test via RKO General's WHCT(TV) Hartford, Conn., has proven successful, it was indicated last week by Peter E. Van Beek, president of Teco Inc., a firm first licensed by Zenith in 1949 to commercially develop Phonevision. He did not disclose when or where.

No final decision on such plans has been made by Zenith executives, however, it was pointed out by Zenith sources which explained that Mr. Van Beek affirmed only what Zenith President Joseph Wright reported last fall in a talk before the Security Analysts Society of New York (BROADCASTING, Sept. 14, 1964). At that time Mr. Wright said the Hartford test was a success and as a result Zenith is "discussing ways and means of broadening the service to other areas."

Mr. Van Beek said negotiations with interested groups in various parts of the country are being held. The WHCT pay-TV experiment is nearing the end of its three-year trial authorization by the FCC and both Mr. Wright and Mr. Van Beek have said that Zenith can be expected to ask the commission for "broader authorization."

Zenith's Phonevision system is all on-the-air and requires no use of cables.

Zenith has explained that the Hartford experiment is being conducted by RKO General with Zenith providing "technical and other assistance." Zenith has been manufacturing and selling to RKO General the Phonevision decoders needed in the operation. Zenith said the encoding equipment also was made available to Teco Inc.

Teco in turn licensed RKO General and agreed to make the encoding apparatus available for the Hartford experiment and to aid RKO General in obtaining special programing for the pay-TV test. Zenith said eventually it would share in Teco's future revenues or profits derived from franchises such as Hartford.

Zenith's system differs from the ill-fated California pay-TV venture of Subscription TV Inc. STV used a cable system.

BROADCASTING, January 18, 1965
The WWJ Stations have won prestige in their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 39 years. And home ownership by The Detroit News.

Because of this prestige, the WWJ Stations provide advertisers with a more receptive atmosphere for sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell topping or tea.

WWJ and WWJ-TV
THE NEWS STATIONS

BROADCASTING, January 18, 1965
Will there be a new look in committees?

Groups that made big news in former Congress may not be reconstituted during this session

Democrats and Republicans concluded almost all but the formalities in assigning members to congressional legislative committees last week.

But while the Congress readied itself for a gay week of inaugural festivity, doubts were being raised on Capitol Hill about the futures of three subcommittees that have figured sensationally in broadcasting controversies over the past several years.

In addition, there was a persistent rumor that an effort would be made to leave the committees in the shuffle were Senators Yarborough and Strom Thurmond (R-S. C.), who received other assignments (BROADCASTING, Jan. 11), and Representative Albert C. Watson (D-S. C.).

Chairmanships of two of the House Commerce Committee's four standing subcommittees are vacant, and for various reasons it is thought Representative Harris is in a ticklish position in regard to filling the vacancies.

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How to find the new Sperry and Hutchinson Building when you’re in New York:

From the sidewalk

From the corner

From your taxi

From the air

Why did we need a new building for S&H Green Stamps?
- Because more than 80,000 merchants now give S&H Green Stamps. In fact, this year was our best new business year ever.
- Because more than half of all the families in America now save S&H Green Stamps.
- Because the gifts distributed by more than 850 S&H Redemption Centers require the most up-to-date inventory and distribution service we can provide.

To keep up with this growth, we have moved into our own new home office headquarters. The Sperry and Hutchinson Building stands 41 stories tall and occupies the full city block between 42nd and 43rd at 330 Madison Avenue in New York City.

We hope you’ll visit us. If you’re an S&H merchant, check out all the new facilities we have to serve you. If you’re not, you’re especially invited to see what S&H Green Stamps can do for your business.
volume work on the 1964 campaigns.

Because of this, and since its mentor, Senator Yarborough, has left the Commerce Committee for a seat on the Appropriations Committee—in addition to rumblings by some senators that the special subcommittee was unnecessary altogether—the best thinking is that the panel won't be reconstituted when its money runs out Jan. 31. There'll be some editing work to be done on the present study for perhaps two or three months after that, but it's a good bet that the watchdog group will be uttering its last growls when it files its report.

As for the House investigations panel, its future is more murky. Only five persons remain on its staff, three of whom are secretaries. Representative Harris, chairman of the subcommittee and its parent, the Commerce Committee, hasn't said what his plans are for the panel, although he advised the staff earlier this winter that the House might not authorize funds for the subcommittee and if it did, he wasn't sure what its scope might be (Broadcasting, Dec. 28, 1964). Some have taken the hint and found other jobs.

The investigations subcommittee is the heir to the Oversight Committee formed by Representative Harris during the Eisenhower Administration at the urging of the late Speaker of the House Sam Rayburn. At one time it had a staff of 33 investigators and investigated payola, plugola, rigged quiz forms and found other contacts. Jurisdiction of the panel's activity had been mostly in broadcasting, and the generosity of Bernard Goldfine, a Massachusetts commissioner and the largest single contributor of the entire payola, plugola, rigged quiz racket, was the basis of its activity. Harris has been keeping an ear on broadcast ratings, and the bulk of the House secretaries. Representative Thurmond, for instance, has been most active in the antitrust and monopoly subcommittee, Senator Ellender said, employs 41 persons, and is even larger than the full Commerce Committee which employs 30.

The senator lost his fight when the Senate approved resolutions that gave the delinquency panel $23,000 to pay for the increases (it received $189,000 last year) and gave the antitrust unit an extra $49,000. "There is no doubt in my mind that the work necessary to keep the Senate going could be done at a lesser cost with fewer employees," Senator Ellender said.

**Senate Committee Members**

- The Republicans have recommended that Senators Peter H. Dominick (R-Colo.) and James B. Pearson (R-Kan.) be added to the Commerce Committee. They would replace Senators Hill and Thurmond who switched to the Banking and Currency Committee, and J. Glenn Beall (R-Md.), defeated last November.

Democrats already have tapped Senators Maurice B. Neuberger (D-Ore.) and Ross Bass (D-Tenn.) to fill vacancies left by Senators Yarborough and Thurmond (he switched from the Democratic party last September).

On the House side, seven Democrats have been added to Commerce.

The seventh Democrat vacancy occurred last Thursday (Jan. 14) when Representative Albert C. Watson (S.C.), who, like Representative Williams, lost a party primary for supporting Senator Goldwater, declared he had become a Republican. He was a member of the Commerce Committee and automatically lost his assignment when he switched parties. He intends to resign his seat and run for it as a Republican in a special election. Meanwhile, he wants to get back on commerce as a Republican.

All but Representative John M. Murphy (D-N.Y.) are new to the Congress. Representatives David E. Satterfield III (D-Va.), Daniel J. Ronan (D-Ill.), J. Oliva Huot (D-N.H.), James A. Mackay (D-Ga.), John J. Gilligan (D-Ohio) and Charles B. Farnsley (D-Ky.)

Two Republican vacancies were available, but as of last Thursday assignments hadn't been made. However, it was known that the following were interested in the seats: Representatives Joseph Skubitz (R-Kan.), Chester L. Mize (R-Kan.), Jack Edwards (R-Ala.), Albert C. Watson (R-S.C.) and Frank Horton (R-N.Y.). Messrs. Skubitz, Watson and Horton served in the preceding Congress and would have an edge over the new congressmen.

### State presidents to hear Henry, Koop

An informal talk by FCC Chairman E. William Henry and a luncheon address by Theodore F. Koop, vice president, CBS, Washington, will be highlights of the National Association of Broadcasters Conference of State Association Presidents in the Shoreham hotel, Washington, Feb. 4-5.

Mr. Koop will speak at the Thursday luncheon and Mr. Henry's talk, followed by a question-and-answer session will be held at the closing session Friday morning, according to Alvin M. King, NAB state association liaison director.

The day-and-a-half agenda also includes a Thursday morning session, "NAB Reports: The National Scene," moderated by William Carlisle, vice president for station services. Presentations will be made by Paul V. Comstock, vice president for government affairs; Douglas A. Anello, general counsel, and Howard H. Bell, code authority director.

### Court asked to deny appeal by losers

L. B. Wilson Inc. and the FCC urged the U. S. Court of Appeals last week to uphold the commission's decision reversing Wilson's license for WLBW-TV on channel 10 in Miami.

That decision has been appealed by South Florida Television Corp. and Miami Television Corp., two of three losing applicants for the channel. The fourth applicant, Civic Television Inc., has moved to dismiss its appeal.

The arguments in the proceeding revolve in part around the question of whether Wilson should or should not be considered a renewal applicant, and reflect the unusual background of the case.

Wilson received a four-month license in 1960 when it was found to be the only one of four original applicants unsnatched by charges of ex parte activities. The proceeding began in 1953, and the original grant had gone to Public Service Television Corp.

Only Temporary Under these circumstances, South Florida and Miami said, the commission erred in giving any weight to Wilson's operation of channel 10. They contended that Wilson was only a temporary operator.

Both the FCC and Wilson, in their separate briefs, disputed this argument. The commission said that the initial four-month authorization issued Wilson
was "unconditional, except as to its short term, and reflected the intent of the commission to bestow upon Wilson the status of a licensee."

In any event, Wilson said, the question of its status was not a decisive factor in the commission's decision. Wilson said the commission had found it "comparatively superior without even considering its outstanding record of operation."

The commission held that Wilson was superior on the grounds of integration of ownership with management, broadcast experience, and area familiarity.

Principals of Wilson, which also owns WCKY Cincinnati, are C. H. Topmiller and Thomas A. Welstead. South Florida is owned principally by William B. MacDonald Jr., a financier with interests in real estate, a race track and other enterprises. Miami and Civic are owned by large groups of local businessmen.

At last, WDKD case is brought to end

The long, drawn-out proceeding involving WDKD Kingstree, S. C., owned by E. G. Robinson Jr., finally ended last week after nearly four years of litigation, when the FCC granted the application of Santee Broadcasting Co. to operate the station on 1310 kc with 5 kw, daytime.

Mr. Robinson, who has been ordered to cease operations by Jan. 31, was denied license renewal in 1962 because of broadcasts by the station's disk jockey, Charlie Walker. According to the commission the broadcasts were, "coarse, vulgar, suggestive and of indecent double meaning" (Broadcasting, July 30, 1962).

While granting Santee's application, the commission, meeting en banc, also approved an agreement between the company and Collins Corp. of Georgia whereby Santee will reimburse Collins $3,032 for out-of-pocket expenses. In return Collins will withdraw its application.

The action was adopted by Commissioners E. William Henry (chairman), Rosel H. Hyde, Robert T. Bartley, Robert E. Lee and Lee Loewinger. Santee Broadcasting, which applied for the WDKD facility last October, was formed by nine Kingstree residents, all owning an equal share of the company. The company has reportedly paid Mr. Robinson $118,869 for all assets of the station, including broadcast equipment, real estate, tower, office furniture, automobiles etc. The appraisal was made by Blackburn & Co., a Washington-based station broker.

Denial sought on KRLA applicant request

Pasadena Broadcasting Co. has asked the FCC to deny a request by Goodson-Todman Broadcasting Inc. to amend its application for 1110 kc (KRLA) at Pasadena, Calif., to add veteran broadcasters Giraud Chester as a director and 4% stockholder. He would succeed Harold M. Austin, who resigned last month.

Pasadena, in opposing the request last week, contended that the substitution of Mr. Chester at this late date would

Rather switch than flight

Exchange of CBS and ABC radio affiliations in Augusta, Ga., was reported in the works last week. CBS Radio announced that WOAC, now an ABC outlet, would become its affiliate "on or before April 9." WDRW, now the CBS outlet, was reported in negotiations for the ABC affiliation.

WOAC, on 580 kc with 5 kw day and 1 kw night, is owned by Twin States Broadcasting Co. President and general manager is A. D. (Jess) Willard Jr., former executive with two CBS-owned stations and later executive vice president of the National Association of Broadcasters. WDRW, on 1480 kc with 5 kw fulltime, is owned by Radio Augusta Inc., Cliff Bowers is executive vice president and general manager.
“significantly enhance” the position of Goodson-Todman on the comparative criterion of broadcast experience at the expense of the other 15 applicants in the proceeding (BROADCASTING, Jan. 11).

Mr. Chester, who last week was elected executive vice president in charge of the East Coast division of Goodson-Todman Productions (see page 85), was previously second in command of NBC-TV network’s program department as vice president-program administration.

Earlier he served as vice president in charge of daytime programming at ABC-TV, and had been associated with WNYC-TV New York and WHA and WIBA, both Madison, Wis.

Mr. Chester joined Goodson-Todman last February as vice president in charge of program administration in New York. He also succeeds Mr. Austin as executive vice president of the production company.

**Houston dropout gets board approval**

The agreement between Tvue Associates Inc. and United Artists Broadcasting Inc., TV applicants for channel 23 at Houston, has been approved by the FCC’s review board.

The agreement, initially rejected by the board, provides for the reimbursement by United Artists of $27,500 for out-of-pocket expenses incurred by Tvue in processing its application (BROADCASTING, Nov. 2, 1964).

The board last week also dismissed Tvue’s application for the Houston channel, also a provision of the pact, and retained United Artists’ application in hearing status.

The commission maintains that a hearing is still necessary on United Artists’ application in order to resolve issues pertaining to citizenship qualifications and antitrust suits by the parent United Artists Corp.

The company’s pending applications for channels 25 Boston and 31 Lorain, Ohio, as well as 23 Houston, have been consolidated into a single series of hearings which began Jan. 11.

Tvue Associates previously had announced its intention to apply for channel 17 at Rosenberg, Tex. (BROADCASTING, Dec. 7, 1964).

**Approval recommended in Springfield-Midwest pact**

The FCC’s Broadcast Bureau recommended approval last week of the agreement between Springfield Television Co. and Midwest Television Inc., applicants for channel 26 at Springfield, Ill. (BROADCASTING, Jan. 4).

The agreement calls for the dismissal, with prejudice, of Springfield’s application and the reimbursement by Midwest of $29,950 for expenses incurred by Springfield since 1960 in processing its application.

The dismissal of an application with prejudice means that the company will not be permitted to apply for a similar facility in the same area for one year.

**Agreement would settle WZZM-TV ownership**

West Michigan Telecasters Inc., whose application for channel 13 Grand Rapids, Mich., was granted last April and reaffirmed by the FCC last month, has found it necessary to enter into an agreement with the three losing applicants so it can assume control of the television station and eliminate further litigation.

Channel 13, as WZZM-TV, has been operated on an interim basis since November 1962 by the four mutually exclusive applicants—Grand Broadcasting Co., MKO Broadcasting Corp., Peninsular Broadcasting Co., and West Michigan (BROADCASTING, Dec. 21, 1964).

Last week, however, West Michigan, which has been trying to assume sole control of the interim operation, offered the three losing parties $220,000 each, to be paid within six months, for their 75% stock interest, or in the alternative, $130,000 each, one-half to be paid after the commission approves the agreement and the balance to be paid over a five-year term.

Either part of the agreement would require commission approval.

In return, the three parties would agree to dismiss their appeals currently pending before the U. S. Court of Appeals for the District of Columbia, remove themselves from the interim operation and sever all other claims to the station.

**Henry against Sec. 315 repeal**

Has plan of his own which would require broadcasters to give major party candidates free time equal to amount they purchase

FCC Chairman E. William Henry has enlisted in the fight against any campaign for outright repeal of the equal-time law. Reform, not repeal, is the answer to the problems stemming from the law, he said Friday (Jan. 15) in a speech in San Francisco.

The reform he offered is aimed as much at reducing the soaring costs of political campaigning—about which he expressed considerable concern—as at giving broadcasters greater freedom in covering political races.

The chairman asserted it would be unwise to grant any group of men the kind of awesome power he believes would flow from repeal of the equal-time law.

Instead he would eliminate splinter party candidates from the protection of the equal-time law as it applies to free time. And he would impose a new obligation on broadcasters by requiring them to grant major party candidates free time equal to the time they buy.

The latter proposal is an old one which he first suggested shortly after he became chairman in June 1963.

He didn’t specify the campaigns to which the proposed reform would apply. But he made it clear it should apply to virtually all political contests, not only the presidential and other major races.

Repeal Not Likely = There does not appear to be much interest thus far in Congress for either repealing or amending the political broadcasting law, Section 315 of the Communications Act. But Chairman Henry expects broadcasters this year to work for repeal. He noted that the operating heads of CBS and NBC, Frank Stanton and Robert W. Sarnoff, said in separate speeches last month that Section 315 denies broadcasters the freedom to perform a true journalistic function (BROADCASTING, Dec. 14, 1964).

It was to this argument that Chairman Henry addressed himself in his speech, billed as an “important” address, before the Commonwealth Club of California. His alternative to repeal...
consists of four points:

1. Leave Section 315 intact as it applies to paid political broadcasts. In the case of paid political broadcasts, the provision could be labeled "equal opportunities," prohibiting censorship of candidates by broadcasters and limiting time charges to the amount paid by advertisers, he said, serve "useful" purposes.
2. Where free time is involved, require that the "equal opportunities" section apply only to candidates whose parties polled more than a specified minimum percentage of the vote—for instance, 5%—in the preceding election or who qualify through a petition procedure. This, coupled with the kinds of political news broadcasts already exempt from the equal-time law, would "to a large extent," resolve the problem of fringe candidates, the chairman said.
3. Insure some free time for minority parties and their candidates. The chairman expressed the view that most broadcasters would give some, if not equal, free time to minority party candidates. But if they didn't, he said, the commission could assure that time was made available under the fairness doctrine, which is a part of Section 315.
4. Require broadcasters to grant free time to major candidates—in an amount equal to the time sold—for use as the candidates see fit. The chairman noted that the problems of campaign costs are not limited to the Presidency. "In many respects," he said, "it is deeper—and its effects more to be feared—in campaigns for lesser offices."

The plan would work this way: A and B are major party candidates for the same office but Candidate C, who is also in the race, does not meet the 5% test. Candidate A buys one-half hour of time from a broadcaster. The broadcaster can be required to offer one-half hour to the major candidates—that is, 15 minutes each to A and B, who could use the time as they saw fit.

Tax Break • The chairman said he recognized that his proposal would affect stations' earnings—particularly smaller ones—and suggested that broadcasters be given some tax concession for making free time available. He said such a concession should apply to a portion of the lost profits as well as to the out-of-pocket expenses, which are already deductible.

Chairman Henry emphasized throughout his speech his concern with the mounting costs of campaigning. He noted that estimates place the total spent on political broadcasting last year at $40 million, half at the national level.

He recalled the fate of former Representative Carl Elliott (D-Ala.), who incurred a $20,000 debt in his race for re-election last year—a race he lost. Case histories of that sort, he said, discourage able persons from entering politics and lead people to believe that "only a rich man can hold our highest elective office."

"We simply cannot afford a result so fundamentally at odds with all this country stands for," he said. "I believe, therefore, that this nation should reduce the cost of political broadcasting—the cost to candidates in terms of money, and the cost to the public in terms of prostituted patronage."

Opposed to Repeal • The chairman acknowledged that repeal of Section 315 would enable broadcasters to give free time to major party candidates and thus reduce the costs of campaigning. But he added that those who seek repeal are asking "for a great deal more than the freedom to disregard frivolous candidates. In dealing with major candidates, they want the right to pick and choose, to broadcast some of their words but not all of them. They want the right to censor, and to treat candidates unequally," he said.

The chairman said there was nothing "sinister" in this—that the advocates of repeal were merely seeking "journalism in the classic sense." But he said broadcasters should not be given that kind of power.

He added, "My doubts about the wisdom of the repeal of Section 315 do not stem from a low estimate of the fairness and objectivity of broadcasters. They arise much more out of questions concerning the wisdom of placing that power in the hands of any single group of men."

The chairman said that three quarters of all television homes are located in 50 markets that are served by 171 stations owned by 75 separate owners. And nine companies, he said, own three quarters of the stations reaching 40% of America's television homes.

"Repeal Section 315," he said, "let these nine agree to support one presidential candidate, and that candidate is half way home."

Seven Arts get rights to 23 post-50 films

The acquisition by Seven Arts Associated Corp. of 23 additional post-1950 feature films for use in the U. S. was announced last week by Eliot Hyman, president. Seven Arts currently has more than 800 features in television release, including films from Warner Bros., 20th Century-Fox and Universal.

The new group of features, which were released in England theatrically by Paramount, Metro-Goldwyn-Mayer and Columbia Pictures, are mainly mystery, suspense and action-adventure films. Titles include "Return Of A Stranger," "Web of Suspicion," "The Court Martial of Major Keller," "The Silent Invasion," "Highway to Battle" and "The Pursuers."

ABC-TV to use FBI to fight Ed Sullivan

The Federal Bureau of Investigation will cooperate with ABC-TV in a series to be programed by the network next season, it was announced last week.

FBI investigation of crime and subversive activity will provide the story lines for the one-hour programs to be produced by Warner Bros. Pictures in association with Quinn Martin Productions.

The network said it would place the program in its Sunday night schedule (8-9 p.m. EST) beginning Sept. 19.

ABC Radio plans

James Bond dramas

ABC Radio has an option for worldwide distribution rights to a proposed radio series based on James Bond adventures, it was announced last week by Robert R. Pauley, president of ABC Radio.

Mr. Pauley said that ABC Radio will pay "the highest price for a radio series in the recent history of the industry." Network sources declined to be more specific.
World's biggest TV studio

Broadcasters ready to give record-breaking coverage to inauguration of President Johnson

An army of broadcasters with all the accoutrements of modern day communications is poised to cover the inauguration of President Lyndon B. Johnson Wednesday (Jan. 20).

The record-breaking coverage of the 45th inauguration in the nation's history is expected to reach new heights for the number of correspondents, program and production people, and technicians to be deployed, and for the amount of money to be spent in this coverage—estimated at over $2 million, including TV and radio, networks and independents—all for the benefit of an estimated 66 million television viewers and untold millions of radio listeners.

For television alone, the networks will have 740 men in all categories, and 102 cameras.

Most of the broadcast activities will begin at 10 a.m., when the President leaves the White House, and will continue generally until the last parade unit prances past the President, expected to be well after 5 p.m.

Throughout the day, the President'scomings and goings will be televised live throughout the nation. Coverage will begin with an interfaith church service, and continue with the President's trip to the Capitol, the swearing-in ceremony, the President's inaugural address, his trip up Pennsylvania Avenue to the White House the parade past the special reviewing stand built in front of the White House, grounds on Pennsylvania Avenue and coverage of the evening inaugural balls (to be held at four locations).

Record-breaking numbers of personnel and equipment will be in action. The breakdown:

- **NBC**—22 TV and 8 radio correspondents, 203 engineers and administrative personnel, and 35 cameras, including five color cameras. Chet Hagan, producer of news specials, will be in charge.
- **CBS**—11 TV and eight radio correspondents, 125 technicians, in a total force of more than 200, 35 cameras and 15 mobile units. Robert Wussler, chief of CBS New's special unit, will be in charge.
- **ABC**—29 TV and five radio correspondents, a total of more than 300 personnel, more than triple the number used for the 1961 inauguration; and 35 cameras at 22 locations. Robert Sammon, ABC producer, will lead that network's forces.
- **Mutual**—more than 200 people, with reporters at 20 locations and four mobile units, will provide coverage. Stephen J. McCormick, Mutual vice president in charge of news, will direct the coverage.

The Westinghouse Broadcasting Co.'s radio stations will be provided coverage by the five members of WBC's Washington bureau.

Sponsorship of the coverage: ABC-TV, Purex Corp., Lakewood, Calif. (through Edward H. Weiss & Co., Chicago); CBS-TV, The Savings & Loan Foundation, Washington (daytime coverage), (McCann-Erickson, New York); NBC-TV, Eastern Air Lines, New York (daytime coverage and 30-minute special), (Young & Rubicam, New York), Bristol-Myers (inaugural ball coverage), (Foote, Cone & Belding, New York); Mutual, Curtis Publishing Co., New York.

TV pool coverage is limited at this inaugural. Two pool cameras will be in the corridors of the Capitol building, handled by CBS; two cameras will be at the portico of the White House, and another camera on the White House grounds behind the reviewing stand to let viewers see the parade units as they appear to the President. Both of these stations will be handled by CBS. A third pool arrangement, to be handled by ABC, will use two cameras at the National Christian Church during special interfaith services.

Pool coverage is under the direction of John F. Lynch, manager of ABC News, Washington.

Other highlights of inaugural planning:

- **AT&T** said last week that a 15-minute time period on Telstar will be made available Wednesday to the European Broadcasting Union for satellite transmission to Europe of the inauguration.

Transmission over the satellite, an AT&T spokesman said, will be possible during a 15-minute interval between 12:30 p.m. and 1 p.m. The satellite is not in proper orbital position at this time for longer, noise-free use, it was explained.

It is not known whether EBU plans to transmit live coverage or use tape.

- **Live voice coverage of President's Johnson's inauguration will be supplied by Radio Press International to its subscribing radio stations in various nations. Washington Bureau Chief Herb Brubaker and RPI reporters Don Fulson and Steve Nevus will start their inaugural feed at 11:35 a.m., EST.**
- **Radio New York Worldwide has formed a network of Spanish-language radio stations in the United States to carry a live Spanish broadcast of the inauguration ceremonies Wednesday.**
Washington is looped— with permanent coax installations

Every four years since 1949 when Harry Truman was inaugurated for his second term as President, the Chesapeake & Potomac Telephone Co., Washington, a Bell system affiliate, has been inundated with requests from the TV networks for coaxial cable and microwave facilities for coverage of the inaugural ceremonies.

This time, the C&P anticipated the requests and decided to do something permanent about the situation. Early last year, the telephone company began installing a wide-band coaxial cable in a wide loop around the inner conclave of the capital city encompassing most of the major government agencies. It then erected "pedestal" facilities at various major intersections.

These iron tombstones (see above) are spliced into the coaxial cable. They permit any TV mobile unit to be plugged into the cable, and thus to C&P master exchange for program feeds to network headquarters in New York.

There are now 10 such pedestals in place, primarily along famed Pennsylvania Avenue, but also at the White House, across the street from Lafayette Park, on the Ellipse, and at the Capitol grounds. The installation of the 35,000 feet of cable was completed last month; the pedestals, in time for the inaugural parade. C&P officials could not at this time estimate the cost of this loop.

For broadcasting coverage of the inauguration, the parade and attendant festivities, C&P has erected 30 microwave units and 200 video amplifiers for 125 television circuits at 30 locations throughout the capital. Also ready for use are 300 loops for audio transmissions.

U. S. stations, covering more than 90% of this country's Spanish-speaking audience, will be linked in the temporary network.

The one-hour ceremonies will also be carried live and under sponsorship to Puerto Rico and Spain, starting at 11:30 a.m. EST. Simultaneous translations of the speeches during the ceremonies will be broadcast.

State inaugurations also get TV coverage

The interest in inaugurations this year is not confined to presidential galas in Washington. On Jan. 5, Florida's new governor officially took office and on Jan. 11, Illinois and Kansas inaugurated their new chief executives.

In each state the events were broadcast live. However, in Pennsylvania a last-minute move by the legislature blocked live broadcast of the General Assembly's opening session (see page 80).

The inauguration of Haydon Burns as governor of Florida was originated from noon-1 p.m. by wfga-Tv Jacksonville and fed to seven stations: wjct (TV) Jacksonville, wcxc (TV) Miami, wesh-TV Daytona Beach - Orlando, wpl-a-TV Tampa, wptv (TV) West Palm Beach, and noncommercial outlets, wsjs-TV Tallahassee and wuft (TV) Gainesville.

wfga-Tv repeated highlights of the inauguration at 10 p.m. and carried live portions of the inaugural ball.

In Illinois, wics (TV) Springfield picked up the inauguration of Governor Otto Kerner from noon-1 p.m. and fed it to wchu (TV) Champaign and wcnc (TV) Danville, all Plains Television stations. The stations also carried the inaugural ball from 9-10 p.m., and an inauguration recap from 10:30-11 p.m. The wics broadcasts were fed to a pool for Chicago TV stations.

wlbw-am-fm-tv Topeka handled the live pickup of the Kansas inauguration of Governor William H. Avery and fed it to the 13 television stations in the state, plus two in Kansas City, Mo., and 23 Kansas radio stations.

More time given for newswire comments

The FCC, at the urging of the Georgia Association of Broadcasters, has extended to Feb. 12 the deadline for filing comments on its notice of inquiry and proposed rulemaking relating to newswire service contracts held by broadcast licensees. Replies are now due Feb. 26.

The former deadlines were Jan. 25 and Feb. 10.

The inquiry was prompted by an increasing number of complaints to the commission by station owners who are required to sign five-year contracts with the AP and UPI when seeking their services (Broadcasting, Dec. 7, 1964).

Film sales...

The Big World of Little Adam (Banner Films): Wfga-Tv Jacksonville, Fl.; Kard-Tv Wichita, Ksn. and Wala-Tv Mobile, Ala.

The Debbie Drake Show (Banner Films): KHOL-Tv Kearney-Holdrege, Neb.

Tarzan Features (Banner Films): Wtj3-Tv Milwaukee; Wrec-Tv Cincinnati and Wrec-Tv Memphis.


Radio series sales...

Audio Program Service (Triangle): Wmbo-Fm Aurora, Ill. and Kopr-Fm Great Falls, Mont.


Boating Tips (Alan Sands): Wilz St. Petersburg Beach and Wnoo Naples, both Florida.
Game shows in Filmways' future

Those, plus documentaries and dramatic shows, are in company's plan for diversified production

The appointment of Harold (Bud) Austin as executive vice president of Filmways Inc., New York (see page 85), is expected to introduce Filmways as a new contender in the production of TV game shows.

Mr. Austin, who for the past nine years was heavily involved in game show development at Goodson-Todman, said he would operate in a similar capacity for Filmways, in addition to working on development and sales of various other Filmways properties.

At a news conference in New York last week he indicated that Filmways had tentative plans to produce a limited number of game shows initially. "It takes time to develop a good workable game show—one or two good new ones a season is about the best anyone can do," he said.

Mr. Austin also indicated that Filmways hoped to add two to three new programs to its current list of network prime-time shows for next season, one of which for CBS would star actor-comedian Peter Falk.

Filmways currently produces CBS-TV's Beverly Hillbillies, Petticoat Junction and Mr. Ed, and ABC-TV's The Addams Family.

Variety * In discussing overall future plans for Filmways, Mr. Austin said his company was interested in a wide variety of programing ideas, including non-news documentaries and prime-time dramatic programs. He also saw a trend toward more sponsor-produced programs.

Filmways, he said, is exploring the eventual possibility of off-network syndication of those programs to which it holds rights but that the company had no plans for making films directly for syndication, noting "the costs are too great for the possible return and, in addition, the domestic syndication scene is already cluttered with a tremendous amount of film."

Filmways officials said the firm currently derived most of its revenue from TV, but was also heavily involved in the production of motion pictures.

Tightening the noose on news

 Attacks focused on Pa. broadcasters, Koop heads media coordinating group

Pennsylvania broadcasters are at the center of three defences of news gathering, and they are beginning to close ranks with other news elements.

First, they're still fighting the Philadelphia Bar Association's adoption of so-called "guidelines" which, in essence, would prohibit newsmen from getting any information about a criminal except when it is introduced as evidence in a trial.

Second, they found themselves in the middle of a politically inspired ban on coverage of the opening sessions of the state legislature when a number of TV camera crews planning live coverage of the governor's address were evicted from the state capitol.

Third, they learned that the state's highest courts have ordered a strict enforcement of Canon 35 of the American Bar Association which bars cameras and broadcast gear from the courtroom.

The week also saw the all-media steering committee constitute itself into a coordinating committee (at its meeting in Washington last week it elected Theodore F. Koop, CBS Washington vice president, as chairman) and the pros and cons of TV and radio access to court rooms during trials were debated in America, the weekly Jesuit magazine, in its Jan. 16 issue.

Meeting Scheduled * Philadelphia newsman, up in arms at the action of the city's bar association in imposing a gag on criminal news, are scheduled to sit down with local bar leaders today to discuss the controversial guidelines adopted last month (Broadcasting, Jan. 4).

The meeting, called by Marvin Comisky, newly elected chancellor of the PBA, takes place today (Jan. 18) at the Barclay hotel. Mr. Comisky has invited all area radio-TV stations and newspapers to send representatives to the meeting. He plans also to have about a dozen PBA members there. The object is, he explained last week, to discuss the guidelines, and attempt to establish a joint bar-media committee which will be authorized to work out an acceptable method of activating the recommendations.

Democrats vs. Scranton * The feud in the state capital between the Democratic-controlled House of Representatives and Republican Governor William W. Scranton came to a head Jan. 5, when TV and radio newsmen were barred from covering the governor's "state of the state" address to the new legislature.

Why Help GOP? * The only explanation received from House of Representatives spokesmen was that the opening of the new state session belonged to the legislators and they did not want to share it with the governor. Privately, broadcasters were given to understand that the Democratic leadership in Harrisburg did not want to give Governor Scranton the benefit of statewide TV exposure.

But the governor had taped his presentation for showing over statewide TV network and it was shown as a special report by most stations the same evening.

A formal protest by the Pennsylvania Association of Broadcasters was filed on Jan. 7 with Joshua Ellberg, majority leader of the lower chamber. The letter called the eviction of the TV newsmen from the Capitol during the joint session "unqualified discriminatory action."

Facing the Pennsylvania broadcasters also is a recent rule ordered by state's highest courts—the Supreme Court and the Superior Court—ordering strict and inflexible adherence to Canon 35 of the ABA. Adopted late last year, the ruling became effective Jan. 1 and applies to all state courts,
CBS wants to play Santa Claus

Offers at least $200,000 per team for Atlanta bowl to an NCAA that has some misgivings about TV

CBS-TV, which in recent years has seen its roster of major college football games dwindle to a single contest, moved to rectify the trend last week.

The network, through its sports vice president, William MacPhail, and business manager, Bertrand Landhner, asked the National Collegiate Athletic Association to sanction the Santa Claus Bowl beginning Christmas Day 1966 in Atlanta. CBS would have all TV rights to the game.

The proposal to own and stage the Atlanta game comes within five months of CBS Inc.'s purchase of 80% of the New York Yankees. (Broadcasting, Aug. 11, 1964). The Yankees are now the only baseball team under contract to the network for weekend games.

Chin of Command • CBS made the proposal to the NCAA's extra events committee, which will pass it on to the NCAA council for action in April and then the membership will vote at its meeting next January in Washington. The first game could not be played until this processing pattern is completed.

It was reported that the game would offer a guarantee of $200,000 to each participating school and major schools, such as those in the other televised bowls, would be sought.

The day following the CBS move, another promoter, Henry J. Kieronki, applied to the committee for permission to stage the Santa Claus Bowl.

The Senate Antitrust and Monopoly Subcommittee, which took note of CBS's acquisition of the Yankees last fall (Broadcasting, Oct. 5, 1964 et seq.), hasn't lost interest. And the Santa Claus Bowl is being examined carefully, too.

Subcommittee sources indicate that the matter will be reviewed early this year when the panel takes another look at legislation worked on last year. It would give professional team sports new freedoms under the antitrust laws while bringing baseball under them.

Longer Contract • In its advance prepared report submitted last week, the NCAA television committee proposed a two-year extension of the restricted TV plan (Broadcasting, Jan. 11). During the meeting, though, the two-year limit was expanded to permit consideration of a two-to-four year plan starting in 1966 when the current $13 million contract with NBC runs out.

The amendment cited that "member institutions of the NCAA desire to continue a reasonable television program for the preservation of the game of football with its manifest advantages for the participating colleges."

PGA gets 'World Series'

Chicago packager-producer Walter Schimmier Inc. has turned over its annual World Series of Golf to the Professional Golfers Association as its "official world series," according to Warren Cantrell, PGA president. Schimmer continues as producer under a long-term agreement. NBC-TV will again carry the program this fall. It is in color.

PGA will run the golf world series via the TV show every year the first weekend after Labor Day, matching the winners of the four top golf tournaments of the year.
**FATES & FORTUNES**

**BROADCAST ADVERTISING**

Arnold H. Katinsky, with Metromedia Inc. for past five years, named director of advertising and promotion for Metromedia's KNX, KNX-FM New York.

Richard C. Pickett, formerly VP and associate media director of Foote, Cone & Belding, New York, joins Post-Keyes-Gardner, Chicago, as VP and media director.

Jack A. Swedish, advertising manager of Miller Brewing Co., Milwaukee, appointed acting director of advertising replacing Clyde E. McDannald, who resigned.

Lee Ruggles, with McCann-Erickson, San Francisco, named executive art director, succeeding Al Camille, who retires after 29 years there. Frank Regalado, media director, moves to account service department. Mike Roche, formerly of Allied Arts Ltd., Hamilton, Ont., named merchandising account executive replacing Don Reynolds, who retires after 37 years with agency.

Irwin B. Siegel, formerly with CBS in a sales capacity, and Jon Ruby, formerly salesman with The Katz Agency, have been appointed television and radio sales executives, respectively, in Chicago office of RKO General Broadcasting-National Sales.

Edward D. Loud joins Guild, Bascom & Bonfigli, Los Angeles, as assistant account executive for Van Camp Sea Food. He had been with Dancer-Fitzgerald-Sample, New York, as media planner for Procter & Gamble.


Roscoe Sturges elected VP of Cunningham & Walsh, New York. He joined agency two years ago as account supervisor, and before that with Donahue & Coe, (now merged into West, Weir & Bartell), New York, in similar post.

Paul R. Jordan resigns as executive VP of Hixson & Jorgensen, Los Angeles, to go into agency and management consulting field. His first client is Hixson & Jorgensen. Before joining agency in 1956, Mr. Jordan had, for more than 10 years, been head of his own Los Angeles agency, The Jordan Co.

C. Burt Oliver, partner in The Melvin Co., Las Vegas, for past two years, and previously for 32 years with Foote, Cone & Belding, Los Angeles, Toronto and New York, joins Bunlap Corp., Los Angeles, maker of Touch 'n Clean, as VP and treasurer.

Emmett C. McGaughey, who joined Hixson & Jorgensen, Los Angeles, last year as senior VP in charge of client services, named executive VP. He was executive VP, western division, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, for 12 years.

John D. Burke, John H. A. Cross, Larry Dunham Jr., and C. Stuart Mitchell Jr., senior VP's and management supervisors, elected to Compton Advertising board of directors, New York. Mr. Burke also named director of all creative services in New York.

Henry l. Alcouloumre, advertising and news bureau supervisor for The Marquardt Corp., Van Nuys, Calif., joins Grant Advertising, Hollywood, as account executive.

Ted Conway, account executive at KCBS San Francisco, named to newly created post of assistant general sales manager.

Calvin H. Druxman, national sales manager at KAUL-TV Wichita Falls, Tex., promoted to general sales manager.

Irving Snn, VP and creative group head at Ogilvy, Benson & Mather, New York, joins Needham, Harper & Steers as VP-creative director of New York division.

Bill Garr, account executive, promoted to sales manager of KDIA Santa Monica, Calif.

Ross Lindsay, manager of Campbell-Ewald's Chevrolet merchandising department in Detroit; Owen A. Brady, account supervisor, Detroit, and Warren Rebell, account supervisor, New York, elected VP's at Campbell-Ewald. Mr. Lindsay has been with C-E for 10 years. Messrs. Brady and Rebell joined agency last year.

Herb Wolch, with WBNS-AM-FM Columbus, Ohio, named sales director replacing W. L. Orr, who retires after 34 years with station.

William H. Schuyler, account executive at KTVU(TV) Oakland-San Francisco, promoted to local sales manager, succeeding Glenn W. Maehl, named national sales manager (BROADCASTING, Jan. 11). Before joining KTVU in 1960 Mr. Schuyler was sales manager at KJII-TV Los Angeles.

James G. Strathern joins Chirurg & Cairns, Boston, as assistant to president. He was with Curtis Publishing Co. in various management posts in that firm's Boston, Detroit, Cleveland and Chicago offices.

Michael Blatt and Martin Lipsitt, VP's at Delehanty, Kurnit & Geller, New York agency, join McCann-Erickson, that city, as art group heads.

John B. Stack joins Erwin Wasey, Philadelphia, as manager. He was VP and account supervisor at Dancer-Fitzgerald-Sample, New York.

Donald L. Herrick Jr. joins KSTP-TV St. Paul-Minneapolis as account executive.

Irving C. Haag resigns as VP of Tobias & Olendorf, Chicago, to open agency specializing in radio-TV. Earlier he was with W. B. Doner & Co., there.

Joe B. Foster, formerly local sales manager of KTAL-TV Shreveport, La., and southern manager for Hanna-Barbera Productions, appointed sales director of KWI-FI TV Austin, Tex., which is scheduled to go into operation later this year on ch. 67.

Frank Barnes, VP and general manager of MarCar Advertising, subsidiary of MarCar Broadcasting, elected to board of directors after 11 years as company president.
of Mary Carter Paint Co., Tampa, Fla., named VP in charge of advertising, public relations and market research of Mary Carter Paint Division.

John R. Whittaker, account executive at KFWB Los Angeles, joins KABC-AM-FM, that city, as account executive.

Ro Grignon, assistant to general sales manager for WDAF-TV Kansas City, Mo., promoted to general sales manager. He joined station in 1958.


George Hamilton, project director at Facts Consolidated, Los Angeles research firm, joins McCann-Erickson, that city, as associate media director.

Marilyn Johnson, in charge of commercial scheduling unit of ABC-TV’s network programing department, Hollywood, named director of commercial scheduling in departmental realignment. Tom Bazile becomes assistant director and Edith Moss assumes responsibility for commercial coordination relating to network daytime programing. Both have been with unit since 1962.

James T. Hite, formerly area manager (Georgia-South Carolina) of duPont Film Sales, joins WJBF-TV Augusta, Ga., as sales development manager.

Robert J. Humes, national advertising manager for Norrisville (Pa.) Times Herald, joins sales department of WFLY-TV Philadelphia.

Richard N. Hughes, director of promotion and advertising at WXYZ-TV Detroit, named promotion and merchandising director. He replaces Harold S. Christian, VP of WXYZ Inc., who retires after 32 years with company.

Carl R. Cunningham III, previously with WCSC-TV Charleston, S. C. and WBAL-TV Baltimore, joins KPLR-TV St. Louis in TV promotion and advertising.


Robert L. Cornish, VP, named executive VP, and Carlton A. Smith, former director of corporate long-range planning for Richardson-Merrill Inc., named VP at Morse International Inc., New York, R-M’s agency. Mr. Cornish joined Morse in 1962 as account supervisor in account management group.

Jack Katz, program director of KMA Shenandoah, Iowa, named sales manager and Kenneth Horrigan, salesman, promoted to regional sales manager.

Robert Dolph, local sales manager at KEWB Oakland, Calif., joins H-R Radio, San Francisco, as salesman.

Carl V. Brammer and Robert T. Mills, account executives, promoted to advertising account supervisors at Ketchum, MacLeod & Grove Inc., Pittsburgh.

Sam Brownstein, elected president and continues as general manager of Prestige Representation Organization Inc., New York.

Selma Berger, director of special projects for WCTC New Brunswick, N. J., and Jules Labert, sales manager at WMXX Westport, Conn., appointed director of continuity department and account executive at WJRT Newark, N. J., respectively.

Mark von Zech, art director at Bauer, Tripp, Foley, Philadelphia, named executive art director and graphics supervisor at T. L. Reimel Advertising, that city.

Alan J. Bell, director of promotion, advertising and research for Advertising Time Sales Inc., New York, for past three years, joins Metro Radio Sales, that city, as director of advertising and promotion. Before joining ATS, he had been with Peters, Griffin, Woodward.

James Reece, account executive at Reinhardt Advertising, Oakland, joins Chapin-Damm Advertising, Sacramento, both California, in similar capacity.


Larry S. Faler, account executive, promoted to newly created position of assistant sales manager for KFDA-TV Amarillo, Tex.

Byron McCall, for 22 years at KYCA Prescott, Ariz., named sales manager of Knot, that city.

Philip C. Capice joins Gardner Advertising, New York, in newly created position of director of television programs. Mr. Capice, with Benton & Bowles, New York, for 12 years, will help coordinate agency’s expanded television activities.

Bill Lydle, national sales manager at KENS-TV San Antonio, Tex., appointed assistant manager in charge of sales.

James M. Loughran, account supervisor at Doyle Dane Bernbach, Los Angeles, promoted to VP.

Oscar C. Gorenflo, national advertising manager and general manager of institutional sales for Sunshine Biscuits, Long Island City, N. Y., named director of institutional sales and advertising.

Alfred E. Byra, assistant in advertising department, promoted to advertising manager.

William Cullingford, formerly with George F. Pierrot Productions, Detroit, rejoins broadcast timebuying staff of D. P. Brother & Co., there, after year’s absence. Charles Crane, with Jim Handy Organization, joins Brother merchandising department.

Fred W. Dickson, VP of Coca-Cola Co., Atlanta, named director of advertising and sales promotion, replacing E. Delony Sledge, who retires. Mr. Dick-
Connor approved

John T. Connor, former president of Merck & Co., Rahway, N. J., nominated by President Johnson to be secretary of commerce, was approved by Senate Commerce Committee Tuesday (Jan. 12) following public hearing. His name was referred to full Senate for confirmation.

Mr. Connor, explaining plan to place all his holdings in Merck, major drug firm, into irrevocable trust (during his term as secretary), revealed he had been issued first share of stock in Communications Satellite Corp. when he was one of 12 incorporators named by late President Kennedy.

Share, purchased for $100, will be retained as “family heirloom,” Mr. Connor said.

Jim Randolph, with wnus Chicago as account executive, moves to sales department of kofj Hollywood.

Robert J. Noel, VP and associate creative director of Leo Burnett Co., Chicago, named creative director. He joined Burnett in 1956 as TV copy supervisor.

Bill Garr, radio salesman formerly with kobs and kxkw Pasadena, named sales manager of kday Santa Monica, all California.

Whitney Downs resigns as salesman for kfwb Los Angeles after more than 30 years with station. Two new salesmen have joined station: Larry Buskett, general sales manager of kfnr San Francisco, and W. Clark Graves, West Coast manager of American Heritage Publishing Co.

Robert G. Bickel, with BBDO, has joined Compton Advertising, New York, as account executive on Atlas Supply Co. account.

THE MEDIA

Sam T. Johnston and Robert G. Weigand elected VP's of Taft Broadcasting, Cincinnati. Mr. Johnston, who joined Taft in 1954, has been manager of wkrc-tv Cincinnati since 1960. Mr. Weigand, named general manager of wtym-tv Columbus, Ohio, in 1960, was sales manager and assistant general manager of wtym-tv from 1953 to 1957, and general manager of wkty-tv Lexington, Ky., until being appointed to present position. In addition to wkrc-am-fm-tv, wtym-am-fm-tv, and wkty-tv, Taft stations include: Wbrc-am-fm-tv Birmingham, Ala.; Wgr-am-fm-tv Buffalo, N. Y.; Wdaf-am-fm-tv Kansas City, Mo., and Wnep-tv Scranton, Pa.

Arthur A. Watson, station manager of wrcv-tv Philadelphia, promoted to general manager of wrcv-am-fm-tv. He joined NBC, owner of stations, in 1956 as operations analyst, later named senior operations analyst, and transferred to wrcv in 1959 as business manager.

Norman Williams, production manager of kmty(tv) Omaha, Neb., named station manager for KMA Shenandoah, Iowa, both May Broadcasting Co. stations. He succeeds Anthony J. Koelker, who resigns to work on other business interests.

William E. Hobbs, VP and general manager, elected president of Mid-Texas Broadcasting Corp., licensee of Kauz-tv Wichita Falls, Tex., succeeding Paul F. Harron, named chairman of board.

Donald P. Campbell named general manager and Robert B. Cochran appointed assistant general manager of Wmar-tv Baltimore. Mr. Campbell joined Wmar-tv seven years ago from Storer Broadcasting Co., where he had been national sales manager. Mr. Cochran, who continues as director of programming, has been with station since it began in 1947.

Don Bailey, assistant manager of WFGW and WMIT(FM) Black Mountain, N. C., named general manager of stations succeeding Loren F. Bridges, who retires.

Gene Wagner, news director of KMO Tacoma, Wash., named general manager.
replaces Robert B. King, who leaves station to join Citizens National Bank of Decatur.

D. K. (Rad) Hartwell, sales manager of KHSI Madera, named general manager of station operations and local sales of KWP Merced, both California.

Van Bueren W. DeVries, general manager of WGR-TV Buffalo, N.Y., elected president of group of Buffalo businessmen who recently bought majority interest of Buffalo Bison baseball club stock from Sportservice Inc.

Ves R. Box, VP and assistant general manager of KRLD-TV Dallas, named VP and general manager. He joined KRLD in 1940, was named program director for KRLD-TV in 1952, and appointed to present position in 1959. Roy M. Flynn, VP and general manager, named VP and administrative assistant to president of stations. I. W. (Bill) Baker, local sales manager, named assistant general manager, and C. W. (Bill) Selah, promoted to local sales manager of KRLD.

Robert G. Young, formerly with KORD Pasco, Wash., named manager of KEED-AM-FM Springfield-Eugene, Ore., and national and regional advertising coordinator for Stadler Stations Inc. In addition to KEED, Stadler stations are KGAL Lebanon and KGAY Salem, both Oregon.

Myles Foland, WCPO-AM-TV Cincinnati disk jockey, joins WJRL Rockford, Ill., as assistant manager, promotion manager and disk jockey.

PROGRAMING

George Amy, post-production coordinator and editorial supervisor at CBS-TV, joins executive staff of 20th Century-Fox Television, New York, as assistant to William Self, executive VP, in post-production area.

Frederick M. Hertz named to newly created post of VP, director of creative services at Gotham Recording Corp., New York. He has been VP in charge of production for past seven years.

Giraud Chester appointed VP-East Coast of Goodson-Todman Productions, New York, replacing Harold M. Austin, who resigned to become executive VP of Filmways Inc., that city. Mr. Austin will supervise creation, development and sales of new TV programs. Prior to joining Goodson-Todman last year, Mr. Chester had been VP, program administration for NBC-TV, and before that VP in charge of daytime programming at ABC-TV (see story, page 75).

Edward J. Kabla, business manager of Plautus Productions, joins Bonded TV Film Service, division of Novo Industrial Corp., New York, as business manager of firm's agency services division.


Arthur P. Pickens Jr., with Walter Schwimmer Inc., Chicago, for 16 years and associate producer on several TV programs, appointed executive VP.

Harry J. Wiest Jr., production manager and director at KETC-TV St. Louis, noncommercial, joins WNAC-TV Boston as production manager.

James G. Hergen, director, daytime sales for NBC-TV, appointed editor, special program, sports and daytime sales for NBC-TV, New York. He joined NBC-TV sales department in 1954, was named sales supervisor of participating programs in 1955, and director of NBC-TV participating program sales in 1959.

Brian Brolly, England; Franz Elemdorff, Germany; Richard Miyamoto, Japan; Ron Brown, Australia; Francisco Padilla, Mexico, and Robert Bramson, Universal City, Calif., have been named VP's by MCA TV and its overseas sales arm, MCA TV Ltd. Messrs. Brolly, Elemdorff, Miyamoto, Brown and Padilla were promoted from sales branches in their respective countries; Mr. Bramson previously served with MCA TV's legal department in Chicago.

Lewis Freedman, producer for du Pont Show of the Week (NBC-TV),
NAB names Allen for Engineering award

Edward W. Allen Jr., FCC chief engineer since 1951, named recipient of National Association of Broadcasters Engineering Achievement Award. Presentation will be made March 24 at final luncheon of 1965 Broadcast Engineering Conference to be held in Washington as part of NAB's 43d annual convention.

Mr. Allen, with FCC for 32 years, was chosen for "distinguished career" in engineering and "advancements in the art of broadcasting and his leadership in both domestic and international broadcasting affairs."

appointed director of programing at WNDT-TV Newark, N. J.-New York, noncommercial.

Marilou Thibault, night announcer for KBBM Omaha, joins WOY-TV, that city, as hostess on morning show.

Robert W. Fox, instructional coordinator for KLRN-TV San Antonio, Tex., noncommercial, appointed TV curriculum director for Delaware state educational TV network.

William D. Corder, program manager at WJSM-TV Lansing, appointed to similar post at WJRT-TV Flint, both Michigan.

Jay Courtney, air personality with WCFL Chicago, joins KHOW Denver as disk jockey on night show.

Kenneth H. Jenn, after an 18-month leave of absence, returns to KTBC-TV Austin as weather consultant.

James G. Backlin, with KYW-Bismarck, N. D., joins WDAY-FM Fargo, N. D., as staff announcer. WDAY-FM plans to begin broadcasting in February.

Jack Reynolds, air personality at KUPD Tempe, Ariz., joins KOOL Phoenix, as disk jockey on night show.

Leith Stevens will compose and conduct musical score for MGM-TV's hourlong dramatic series, The Mayor, whose pilot is now in preparation. Mr. Stevens is writer-conductor of music on another MGM-TV series, Mr. Novak.

Dick Whittington, formerly with KLAC Los Angeles, joins KQUL San Gabriel-Los Angeles on daily 3-7 p.m. show.

George Hoag, program director at WDHA-FM Dover, N. J., named director of music for WREX-FM New York.

Tim Scott, program supervisor on West Coast for Young & Rubicam, Hollywood, becomes partner with Fred Brogger in Qualis Productions, independent TV company there.

Chuck Deel, announcer at WLEE Richmond, Va., moves to WDAE Tampa, Fla., as chief announcer and music director.

Jim Everts, air personality at WOYF Wheeling, W. Va., joins WOC Morning-side, Md.-Washington, as program director and air personality.

Judd Kinberg and John Kohn, writers and producers in England, signed by Screen Gems to develop two half-hour situation comedy series for 1966-67 season.

Sid Noel, Detroit broadcaster, joins WXYZ-TV, there, with his creation of "Morgus," to introduce mystery and horror films.

Mark Miller and Patricia Crowley signed to star in Please Don't Eat the Daisies, half-hour series by MGM-TV for NBC for 1965-66 season.

NEWS

Martin Agronsky named CBS News Paris correspondent effective Feb. 15. Prior to joining CBS News Washington in April last year, he held various overseas correspondent posts with NBC News.


John Rolfsen, ABC News correspondent in Washington, named bureau chief in Paris, replacing Lou Cioffi, who becomes bureau chief in Tokyo, effective Jan. 15 and Feb. 15 respectively.

Jim Baugh, newscaster at WOW-AM-FM Omaha retires after 30 years service there.

Clay Johnson, with KMO Tacoma, Wash., named news director succeeding Gene Wagner, promoted to general manager (see page 84).

Tom Dunn, anchorman on WGN'S-AM-FM TV Omaha retires after 30 years service there.

Raymond W. Saxon elected VP and general manager of RCA Victor Home Instruments Division, Indianapolis, and continues as vice chairman of RCA Sales Corp. He joined RCA in 1940, was appointed assistant to VP, Consumer Products in 1950, elected VP and general manager of former RCA Victor Radio and "Victrola" Division in 1958, and VP, marketing, RCA Sales Corp., in 1960.

George B. Flannery named division VP, international marketing, RCA International Division, Clark, N. J. He had been manager, electronic components marketing, in International Division.

Thomas R. Shepherd named business manager of Commercial Electronics Di-
ARB shuffles executive desks

American Research Bureau, Beltsville, Md. (Washington), last week named two new vice presidents and eight others to new positions created in wake of management reorganization (BROADCASTING, Nov. 23, 1964).

Rupert R. Ridgeway, director of production, becomes vice president of operations. Maurice J. McCarthy, director of administration, becomes vice president of administration. New staff positions of controller and director of communications will be filled, respectively, by William Rankin, formerly division controller, and Gene Thompson, formerly promotion manager.

Six product managers named to head ARB’s basic administrative divisions (former titles in parentheses): Dr. John R. Thayer, (assistant product manager) for local market television services; David Ross (marketing director for network, agency, film company and advertisers services and assistant product manager of overnight surveys) for national syndicated television services; George Corey, (station account representative) for special studies: Joseph N. Poulin, (technical director of special tabulations) for special tabulations; William McClenaghan, (product verification manager) for local market radio service, and Howard Bass, (technical director of Arbitron measurement system in New York) for Arbitron.

vision of Sylvania Electric Products, New York. Mr. Shepherd was formerly personnel manager of central operations at Sylvania Electronic Systems, Williamsville, N. Y.

J. B. (Kip) Anger, market development manager of phonograph and high fidelity products at Zenith Sales Corp., Chicago, named merchandising manager of newly created organization within Zenith which will market color television.

Norman Morong, technical director at ABC, Hollywood, promoted to technical assistant to Ted Grenier, chief engineer, ABC western division. He succeeds Ralph Denechaud, who retired.

William Narramore, named chief engineer for WJLI-AM-FM Hempstead, N. Y.

FANFARE

Arthur Ross, VP and creative director for TV and radio at Ketchum, MacLeod & Grove, New York, awarded Golden Scissors award from Hollywood Film Co., for outstanding sound editing in “Closures,” Alcoa TV commercial produced by KM&G.

Brigadier General David Sarnoff, chairman of board of RCA, to receive Jewish Theological Seminary of America’s Herbert H. Lehman medal during convocation at Temple Emanuel, Miami Beach, Feb. 25. Citation stressing General’s “long years of service to the nation and civilization” will be awarded with Lehman medal.

Richard L. Sinclair, formerly advertising and promotion manager for KCOP (TV) and KHJ-TV, both Los Angeles, named promotion manager of KABC-AM-FM Los Angeles.

Richard E. Butler, account executive at Fuller & Smith & Ross, Los Angeles, appointed director of information services for KNX Los Angeles and CBS Radio Pacific Network. He succeeds John Hokum, promoted to program director of station.

Paul Raikes, promotion assistant for WFBM-AM-FM Indianapolis, appointed sales promotion and merchandising manager for WFBM-AM-FM-TV. Charles Rogers, promotion manager for WLWI (TV) Indianapolis, named assistant promotion manager at WFBM stations.

Howard S. Johnson joins Grey Public Relations, New York, as account manager for Tom Truax and Ted Grenier, respectively. He succeeds John W. Hallin, who joined Gibson-Welch, New York.

For when you “go Ameco” you go with the cable equipment manufacturer who is firmly established as number one in the industry. • You go with the company that originated all-band solid-state. That is why all of the people “in the know” . . . the people already in the cable business . . . turn to Ameco when they decide to update their present system or wire a new town for cable television. • Is your company about ready to go CATV? Then why not go number one . . . go Ameco.
supervisor and VP. He was promotion director for New York World's Fair and senior VP of Deegan Co., New York.

Sheldon Golub, advertising manager of Lampl Fashions Inc., Cleveland, named publicity manager of The Mike Douglas Show, produced by Westinghouse Broadcasting Co. (for national syndication), at KYW-TV Cleveland.

ALLIED FIELDS


Donald A. Kennedy, formerly with P. J. McCarthy & Associates, Chicago, as account executive for Catholic Charities of Chicago, joins American Bar Association there as head of newly formed TV-radio division in department of public relations. He will coordinate public information activities of ABA and assist state and local bar groups in development of public service programming.

C. H. Logan, Milwaukee, educational television specialist, named to direct educational broadcasting at North Dakota State University, Fargo.

INTERNATIONAL

Kevin Corrigan named to newly created post of manager of ABC Worldwide Network, division of ABC International Inc. He joined ABC International in 1960 as account executive. Mr. Corrigan continues on board of directors of Central American Television Network, regional division of Worldvision.


Jack Stanley joins Benton & Bowles Ltd., London, as creative director and member of board. He was formerly VP and creative director at Fuller & Smith & Ross, New York.

Leon Feldun, general manager of United Artists Television Inc. in Germany, appointed Latin American sales supervisor for UA in Mexico City.

Basil Neil MacLarty, engineer consultant to The Marconi Co., Chelmsford, Essex, England, retires. He first joined Marconi in 1921 designing broadcasting and communications transmitters. In 1926 he transferred to BBC research department. He returned to Marconi in 1947 and in 1954 was appointed engineer-in-chief.

William F. Wineberg, sales representative in Chicago office of MGM-TV, named sales manager for MGM-TV, Canada, in Toronto.

Dr. Stephanie Potoski, Yorkton, Sask., named director of Canadian Broadcasting Corp., Ottawa, Ont., along with Andre Raynauld, Montreal, and E. B. Osler, Winnipeg, Man. They fill three vacancies on CBC board.

W. K. Moyer, chief film buyer of Canadian Broadcasting Corp., Toronto, becomes Canadian sales director for television of Seven Arts Productions Ltd., Toronto.

Don Gauthier, program director of CHC Brampton, Ont., named daytime news editor of CHWO Oakville, Ont. Robert T. Bowman, manager of CFBC Saint John, N. B., joins CHWO as night news editor.


Ray Morgan, media director at Benton & Bowles Ltd., London, appointed to board. Michael Fredman, TV production supervisor, appointed associate director of B&B.

Keith Studd appointed account group head with Greenlys Ltd., London. He was formerly with Erwin Wasey, Ruthrauff & Ryan Ltd., Crane Advertising, and Norman Craig and Kummel Ltd., all that city.


DEATHS

Herman Starr, 66, VP of Warner Bros. Pictures, and president of The Music Publishers Holding Corp., died Jan. 8 in Mount Sinai hospital, New York. He was one of the architects of American Society of Authors, Composers & Publishers policy on performance rights. Mr. Starr joined Warner Bros. in 1920 and was a director of Decca Records Co. until 1942. He was elected president of MPHC in 1939 and at same time elected director of ASCAP.

John Patrick Smith, 52, former assistant to general manager of WCPO-AM-FM-TV Cincinnati, died Dec. 30 at his home there. He joined WCPO in 1937 as salesman and was named assistant to general manager in 1953. Among survivors are his widow, Jane, and two sons.

Owen Harries, 58, British researcher, died Jan. 9 in Hamilton, Bermuda. He had worked on developments in color television and as electronic and mathematical advisor for British and American firms.

George H. Rogers Sr., broadcasting pioneer, died Dec. 28 at Jewish hospital, Cincinnati. Mr. Rogers started in broadcasting in 1924 and worked in various New England stations until 1936 when he was named vocal director and assistant musical director at WLW and WSAI, both Cincinnati. Among survivors are his widow, Alice; two sons, George H. Rogers Jr., regional sales manager for WKRC-TV Cincinnati, and Charles A. Rogers, with NBC News, New York, and daughter, Mrs. Thomas Uhl.

John Larkin, 63, writer-producer, died Jan. 6 of heart disease in his home in Burbank, Calif. He was producer of TV series Fabian of Scotland Yard, M Squad and Riverboat. Among survivors are his widow, Eunice, and two daughters.

Joseph P. Wilkins Jr., 28, former assistant manager of KFBB-AM-FM-TV Great Falls, Mont., died Jan. 2, in Phoenix, of leukemia. Mr. Wilkins began in broadcasting when he was 13. He is survived by his widow, Willow Jean, two daughters and one son.

Maurice Rapkin, 63, former announcer of CKY Toronto, and pioneer producer of singing commercials for radio stations, died at Toronto on Dec. 20 after heart attack.
FOR THE RECORD

As compiled by Broadcasting, Jan. 7 through Jan. 13 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

**New AM stations**

**ACTION BY FCC**

Monticello, Fla.—Radio Monticello, Granted CP for new FM on 1000 kc. ER $2,500, 1 trans. site, address c/o WCNI Quincy, Ill. Estimated construction cost $14,253, first year operating cost $4,500; revenue $60,000. Principal: William S. Dodson (100%).

**APPLICATIONS**

Sparta, N. C.–H. K. Colby, 1906 kc, 250 w. D. P. O. address Box 213, Dodson, N. C. Bowman, N. C. Estimated cost $10,000, first year operating cost $15,000; revenue $40,000. Principal: George H. Bowman (100%).

**New TV stations**

**APPLICATIONS**


to WDBK Inc., owned by E. Weeks McKinney-Smith (100%). No financial consideration; transaction of incorporation. Action Jan. 8.

KAPY Port Angeles, Wash. — Granted transfer of control of license corporation, KKM, Inc., from Mr. and Mrs. John H. Thatcher (none before, 55.5% after). Consideration $6,050. Action Jan. 8.

APPLICATIONS
KAMO Rogers Ark. — Seeks transfer of control of license corporation, KAMO, Inc., from Mr. and Mrs. E. Short (19.72%) to Mr. and Mrs. Mary Lou Thompson (1% before, none after), for consideration $80,000. Mr. Gary is district manager for Maysie-Ferguson Farm Equipment. License is for Halife Kill radio station. Action Jan. 8. 50% interest in KAMO. Ann. Jan. 8.

KNOC (FM) Kansas City, Mo. — Seeks assignment of license from Metromedia Inc., to Minneapolis Broadcasting; licenses of WCV-AM-FM-TV, WCV, licensed to Minneapolis Broadcasting, and KCOT-TV licenses of WCV-AM-FM, WCV, owned by Mr. and Mrs. Robert Rosenmiller have 99.33% interest in Raritan Valley Broadcasting, Inc., owner of WCV, New Brunswick, N. J.; has 58% interest in WSSC-TV, Southbridge, Mass., and has 46% interest in Sentinel Publishing Co., East Brunswick, N. J., publisher of weekly newspapers. Mr. Rosenmiller and Bordes are partners in management services firm. Ann. Dec. 28. WTVY Decatur, Ill. — Seeks assignment of license from Radio 13 Inc., owned by Louis Adelman (100%) to John R. Dorse, Consideration $75,000. Mr. Dorse has 50% interest in WSM, proprietary. He is the applicant for new FM station there. Ann. Jan. 5.

KHIN (FM) Dimmitt, Tex. — Seeks relinquishment of control of license corporation, High Plains Broadcasting Co., Inc., of Bay County Broadcasting, Co., Inc., owned by Mrs. W. J. Bandy (50.1%), for sale to Mr. J. H. Linn (30.28% after), through sale of stock to Mr. H. Linn (20% after). Action Jan. 13.

KHFM (FM) Kansas City, Mo. — Seeks assignment of license from Harry Mauk (7% interest in Metromedia Inc. to Mr. and Mrs. L. E. Bode, for consideration $35,750 plus 10,000 shares of Metromedia stock. Action Jan. 15.


KTKO-FM (FM) Des Moines, Iowa — Seeks assignment of license from WDBB of Des Moines, Iowa, for sale, for consideration $20,000. Action Jan. 8.

KTRH (AM) Houston — Seeks assignment of license from Mr. and Mrs. W. E. Allshouse (100%), for sale to Mutual Broadcasting System Inc., Wall Street, N. Y. Action Jan. 8.

KUGT (AM) Humboldt, Tenn. — Seeks assignment of license from Mr. and Mrs. G. G. Helm, for sale to Good Boys, Inc., for consideration $9,995. Mr. and Mrs. Helm are applicants for new FM station in Humboldt. Action Jan. 8.

KBKO (FM) Colorado Springs, Colo. — Seeks assignment of license from Mr. and Mrs. R. W. Holman (100%), for sale to AVS, Inc., for consideration $15,000. Action Jan. 8.

KTXX (FM) Decatur, Ill. — Seeks assignment of license from Mr. and Mrs. Robert Fahnville, for sale to Mr. L. B. Barkley, for consideration $25,000. Action Jan. 13.

KBBT (FM) Norfolk, Va. — Seeks assignment of license from Mr. and Mrs. H. G. Bragg, for sale to Mr. and Mrs. E. B. Harper, for consideration $25,000. Action Jan. 8.

KBSM (FM) Port Orange, Fla. — Seeks assignment of license from Mr. and Mrs. W. H. Smith (100%), for sale to Mr. and Mrs. H. R. Finney, for consideration $15,000. Action Jan. 13.

KBNM (AM) Houston — Seeks assignment of license from Mr. and Mrs. J. W. Shrewsbury (100%), for sale to Mr. and Mrs. J. W. Shrewsbury, for consideration $10,000. Action Jan. 8.

KZQQ (FM) Lynn Haven, Fla. — Seeks assignment of license from Mr. and Mrs. W. F. Collins (100%), for sale to Mr. and Mrs. W. F. Collins, for consideration $10,000. Action Jan. 8.


KUBL (AM) Klamath Falls, Ore. — Seeks assignment of license from Mr. and Mrs. W. J. Kuhl, for sale to Mr. and Mrs. W. J. Kuhl, for consideration $15,000. Action Jan. 8.

KZAI (FM) Bismarck, N. D. — Seeks assignment of license from Mr. and Mrs. R. H. Morgan (100%), for sale to Mr. and Mrs. R. H. Morgan, for consideration $10,000. Action Jan. 13.

KBBF (AM) Provo, Utah — Seeks assignment of license from Mr. and Mrs. W. J. Kuhl, for sale to Mr. and Mrs. W. J. Kuhl, for consideration $15,000. Action Jan. 13.
to initial decision in proceeding in applying
on AM station having Channel 18 in Clevel-
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**ACTIONS ON MOTIONS**

By Commission

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**Commission granted request by Value Radi-\nWA.** Granted new license and time to Feb. 15 to file \nreply to competing applications, except in case of \nremote control for Planned Parenthood in and \naround Cincinnati, Ohio. Action Jan. 2.

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**Commission granted request by Board of \nDirectors of Citysearch for change of \nlicensing area from Madison, Wis., to Milwaukee, \nWis., pending decision on matter. Action Jan. 4.

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**Commission granted request by George \nJones, Inc., for change of location from \nDavenport, Iowa, to Burlington, Iowa, in \nproceeding on application for AM station having \nChannel 16 in Burlington. Action Jan. 4.

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**Commission granted request by Daily \nTelegraph for change of location from \nDenver, Colo., to Arvada, Colo., in proceeding \non application for AM station having Channel 14 in \nDenver. Action Jan. 4.

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Help Wanted—Management

Major Southern City opportunity. Experienced account executive with proven record in broadcast sales to advance himself to sales manager position. Outstanding responsibility. Salary in 5 figures. Write giving exact details to warrant personal interview. Box A-101, BROADCASTING.

California single market profitable establish- ing in major entertainment center. Salary plus for versatile community-minded manager. Box A-206, BROADCASTING.

Dynamic, self-starter combination sales and station manager responsible for outstanding outlet in excellent Middle Atlantic state market of $5,000. Seek man with strong local sales background and radio sales experience. Send complete details to Box A-223, BROADCASTING.

WLOK, Memphis, has increased its ratings 50% and billing 23% in the 8 short months since increasing operation to 24 hours daily. We need a strong, aggressive, hungry, hard-working man as sales manager—assistant manager to capitalize on the tremendous potential in the market. We want a man with proven record of local sales plus ability to sales manage people. Believe we are excited about what’s happening in Memphis and we are willing to pay top money for right man. Salary is open. If you are the kind of salesmen you and your asking price is realistic you can just about call your deal. We will pay you a good guarantee and expense account and override on local closing. In short, you can earn bonus based on your performance. Stanley W. Ray, The OK Group, 500 Barrone St., New Orleans.

Commercial manager for station in subur- ban Atlanta market. Excellent opportunity. Advancement. College degree is a requisite. Replies held confidential. Box A-3, BROADCASTING.

Unique sales position in New England Metro market. Excellent opportunity. Advancement. College degree is a requisite. Replies held confidential. Box A-3, BROADCASTING.

Experienced continuity writer who wishes to move to a sales staff position. Good opportunities at fulltime Pittsburgh area station. Box A-8, BROADCASTING.

Detroite: Experienced, aggressive radio sales man. Assistant or manager position or responsibility now. Salary plus. Unusual opportunity. Multiple Group. Box A-67, BROADCASTING.

Southern California $10 per week plus percentage... "Self Starter" salesman who can work alone. Ready to start. Excellent opportunity now. Multiple Group. Box A-68, BROADCASTING.

Attention salesmen! Small or medium mar- kets. Have opening on our sales staff of a highly successful suburban station in one of the top ten markets. Our salesmen earn as high as $18,000 and expanding chain operation. Must have proven record of sales in small market. Send complete de- tails to Box A-89, BROADCASTING.

Classified Advertisements

Radio

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Announcers—(Cont’d)

Announcer combo, 3rd ticket with endorse- ment dealer. Start $75.00. Shift and other inside work, with adult FM news, good evening open. Immediate position. Send photo, references and starting salary to KSHE. St. Louis, Missouri 63105.

KSYL, Alexandria, Louisiana, has opening for announcer with morning show with the NBC affiliate. Adult programing. Start at $85.00 per week, plus tips, employment record and personal resume.

Immediate opening for morning man, capable on news, sports and announcing. Per- mits. Photo, references, tape and resume, WDDY, Gloucester, Virginia.

Immediate opening for first phone an- nouncer/engineer capable of versatility and personnel work. Some production and routine maintenance with five thousand watt daytime. Send non-returnable resume, photo and air check to WDSL, Radio, P.O. Box 406, Mocksville, North Carolina.

WIRK, West Palm Beach, Florida has imme- diate opening for Top rated 60 swinger. Send aircheck and resume today.

Quality, big coverage station requires top notch all round announcer who knows and likes good popular music of the non rock type. $125 for 40 hour week. Send tape and resume to Donner, WFRF, Wausau, Wisconsin. Main studio fire destroyed all tapes and complete new operation. We do not know who applied. If you mailed previous application just send letter. Position still open.

Up tempo middle-of-the-road sound looking for good man. No screamers. Send tape, re- sume and application to Program Director, WLTJ, Gary, Indiana.

We’re looking for an experienced announcer with first phone, no maintenance. If you can score consistently, do the job, and grow with a young station, we offer a good programing opportunity. Send tape, resume and references, WJMI, Route 5, Frederick, Md., 21701.

Modern sound operation needs happy type 3rd phone swinger for top forty slot in Mid Wisconsin’s largest market. Rush tape and resume to Duke Wright, WRGB AM/FM, Wausau, Wisconsin.

Announcer for Florida adult radio station, small hard working congenial staff. Refer- ences will be checked. Send tape, complete resume and stipulated. No phone calls. Bob Ross, Program Director, WTMQ, Orlando, Florida.

Announcer with versatility for conserva- tive but modern medium, position in metro area. Experience desired. Tape and reference resume with first reply, WVSC, Somerset, Pa.


Midwest daytimer and full time FM needs combination announcer salesman and possi- bly sports. Requires travel, evening employee earning over 200 hundred. First monthly. Phone preferred. Phone 317-864-2288.

Technical

Engineer-Richmond, Virginia 19 kw main- tenance background required—announcing experience helpful. Call Mr. Brink-765-298- 8787 or Box A-146, BROADCASTING.

1st class engineer-announcer. Please send resume and tape to WBEX, Chillicothe, Ohio.

1st phone transmitter engineer for 6 kw directional. No announcing. 40 hour week, benefits considered. WFMF, Frederick, Md.

Engineer-announcer needed. Excellent op- portunity greater St. Louis area. Send par- ticipation check to Buck Norman, WGNF, Grant City, Illinois.

Immediate opening for first phone engineer announcer 1900 wait daytime—601-841-4552.

Producer-Engineering, Others

Engineer-announcer for two year old day- time station in Shenandoah, Penna. Must be able to maintain equipment with some an- nouncing. Send references, experience and requirements to P.O. Box 1530 now.

Production—Programming, Others

Combination program director and local news editor. Must have good Journalism background for middle-of-road Western Pennsylvania station. Excellent experienced man. Box A-6, BROADCASTING.

Major market station, one of nation’s largest chains, needs responsible, authoritative af- ternoon newsmen. Send tape, resume and references immediately to Box A-158, BROADCASTING.

PD rock background, air experience for Negro station. Large Midwestern market. Rush resume, and tape. Box A-218, BROAD- CASTING.


Are you an idea man? Can you gimmick up a station with audience getting promotion? Can you produce selling spots using station talent and sound libraries? Can you increase ratings? If you can, we offer a hard hitting promotion after another? If you can, then you’re our man! We want an ambici- ous young man seeking to establish himself but we want evidence of your past successes. The station is WLOK, Memphis. Programming to the Negro market, but we don’t require Negro station experience, but ideas, imagination and enthusiasm. Hard rock and Top 40 experience would be help- ful. Send resume and tape to the above-mentioned. Salary $2200-$2400.

WNSP, 489-b Barron St., New Orleans.

NBC Midwest radio affiliate seeking com- petitive professional newsmen to cover South Bend, Ind. Some TV airwork, learn to shoot film. Send tape, resume and photo to Bob Wery WTRC, Elkhart, Indiana.

Progressive AM-FM station has immediate opening Good voice, production ability and knowledge of pop music. Send tape, resume and requirements to Bruce Nelson, Box 67, Binghamton, N.Y.

Situations Wanted—Management

Young, successful sales manager has earned opportunity to manage in small to medium market. Currently earning $12,950. College grad., veteran, married. Box A-127, BROADCAST- ING.

How much would you pay to increase your sales 25% in 1967? Successful aggressive sales manager with outstanding record for upgrading stations to highest income and profit, strong supervision, sales, management, promotion, programming and administrative duties. Will relocate. Send tape, resume and references to Bruce Nelson, Box 129, BROADCAST-InG.

Experienced AM/FM manager available. Ten years, last three as manager. Thirty and many years medium market. Expert sales and organization. Want Kansas City or South. Box A-156, BROADCAST- ING.

Experienced manager with 17 years success- ful background in broadcasting; station and corporate management. Man with wide ad- ministrative experience interested in manage- ment or highly administrative and corpo- rate management. Promotions: To Top references. Box A-170, BROADCAST- ING.

Management—(Cont’d)

New employed, one of country’s top radio marketers, general manager 12 years experience, now challenging. $18,000, High sales as well as programing experi- ence. Box A-188, BROADCASTING.

Highly qualified broadcaster with 13 years general management experience. Needs location in Midwest or Southwest. All would do well offer considered. Box A-189, BROADCASTING.

Mature small market general manager, years of experience, excellent references. Midwest preferred, offer all. Could make small investment. Box A-190, BROAD- CASTING.

Northeast—Seeking aggressive, mature lead- er—want—results—not excuses—need an over-all, long range aggressive, versatile—ability—experience—full production—sales— management—Let’s talk! Box A-197, BROADCASTING.

Dynamic, young manager ready for greater financial opportunity. Presently in large max. $25,000. Box A-198, BROADCASTING.

One of the nation’s top managers soon avail- able. Only leading multiple station opera- tors need reply. Box A-199, BROADCAST- ING.

Looking for energetic, hard working money making manager, family man with finest references. $15,000-$20,000, February 1st. Box A-213, BROADCASTING.

Salesman—Heavy road experience, have car, will travel for right deal. Box A-214, BROADCASTING.

General manager, experienced, capable, strong on sales and programing, Available for immediate interview—John Karr, 698- 9286—Peoria, Ill.

Sales

Experienced radio-TV salesman, eight years managerial experience, no high pressure salesmanship, Good character, progressive, family, employed. Box A-196, BROADCASTING.

Hello radio Chicago . . . Cincinnati . . . Detroit . . . Turn up your volume now! One of Broadcastings strongest sales personalities is on the move . . . Reputation built on Integ- rity, ability and sound knowledge of mod- ern radio. You can make a fast start in a good manager in Top 25 market with earnings in five figures, plus 24% commission. Good promotion and station relations. Box A-81, BROADCASTING.

MISSOURI, Arkansas and border states . . . announcer for 5 years wanted. Sales, Good character, progressive, family, employed. Box A-82, BROADCASTING.

Bigger Profits! Write John Karr, 698- 9286—Peoria, Ill.

Situations Wanted Announcers

Experienced DJ/announcer. Mature voice and attitude, all day program, several market and air salesman. Married. 3rd phone endorsed. Box A-88, BROADCASTING.

Disc Jockey, experienced, not a prima donna, married, authoritative newscaster, lively sound, steady, will relocate. 3rd Class. Box A-183, BROADCASTING.

Disc jockey—experienced bright sound—authoritative newscaster, family man, not a prima donna, will relocate. Box A-140, BROADCASTING.

DJ, available now, solid commercials, newscast right board. Box A-146, BROADCASTING.

DJ-newscaster, bright, mature sound, expe- rienced willing to relocate, 3rd class. Box A- 147, BROADCASTING.

They laughted when I sat before a micro- phone and they haven’t stopped laughing since. One of America’s TV personalities will be available March 1. You’ll howl when you hear him, you’ll scream when you see him, you’ll gasp when you hear what he wants to be paid. Very strong on the air. Write now, not post Deeply interested. Box A-148, BROADCASTING.

BROADCASTING, January 18, 1965
**Announcers (Cont'd)**

Summer replacement, 1st phone. No maintenance. College student, 5 years experience. Worked May through June. Must attend national guard camp in August. Salary per box. Box A-156, BROADCASTING.

Up and coming two man radio team seeks medium market or spot top forty station. Number one potential, college men, radio trained. Fully licensed. Polished, progressive and willing to work. Have own gimmicks, situation comedy and character voices available. Box A-156, BROADCASTING.

DJ—wants to swing. Two years middle of road experience, Northeast. Single. Box A-160, BROADCASTING.

Experienced all phases, 1st phone—announcer, dependable. Broadcasting School graduate, presently employed, will relocate. Box A-163, BROADCASTING.

Nine years on the air; zany, literate, college graduate. First phone, married, 30 years old, currently selling own business to return to the right job. Proven morning-bulder with bright, humorous appeal to America's "Young Marries." Lots of writing and production background, plus agency and network scripts. Tape, resume, picture. Box A-172, BROADCASTING.

Experienced announcer with first ticket seeking permanent position in major market—top middle of road format. Box A-174, BROADCASTING.

1st phone, top 40 only, crisp clear sound, draft free, dependable, permanent. Box A-177, BROADCASTING.

1st phone dj with smooth rockin' sound, 6 years experience. 3 years at present station. Former Coast. Married. Write Box A-181, BROADCASTING.

Announcer dj, married, tight board, personally interested in film and drama. Box A-183, BROADCASTING.

Experienced and dependable announcer looking for position with good music station—top middle of the road format. Box A-188, BROADCASTING.

Personality Jock, first phone, program director, college, talk show, no rock, theatrical background. Will welcome television opportunity. Box A-194, BROADCASTING.

Country dj—ready for a good station. 3rd, 2nd phone experience. Box A-195, BROADCASTING.

Hard working top 40 personality looking for permanent good full time top forty operation. Prefer Midwest, West or Southwest location. Presently employed. Air check and resume on request. Box A-196, BROADCASTING.

For lease with option to buy. Midwest. Box A-197, BROADCASTING.

Top 40 personality looking for position with good music station—top middle of the road format. Box A-189, BROADCASTING.

Major market—Top 40 air personality would like to move up. Box A-212, BROADCASTING.

First phone announcer, experienced, no maintenance, authoritative news, good commercials, tight production. Prefer good music station. Excellent references. Box A-215, BROADCASTING or call 263-1783.

Negro—1st phone, married, young, dependable. DWI, R&R, Good selling voice. Box A-222, BROADCASTING.

Split personality? Want a rock jock or good music announce? Indicate which tape you want to hear, along with 3 yrs experience, 1st phone, reference from present employer. Minimum $138. Box A-225, BROADCASTING.

Broadcast graduate: 1st phone; single, 33 yrs. college; Dale Carnegie graduate; veteran, board names, commercials, copy. Keith Daleich. 312-993-1788.

Top forty display available. South only. 38 Watson Drive, Hazlehurst, Mississippi.

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**Announcers (Cont'd)**

First phone, three years experience. John Bowles, 502-447-2779.


Broadcasting school graduate, licensed, young, single, ambitious, co-operative, versatile. Unfortunately no experience. Let's talk it over. Tape available. Write Kelly McGuire, Box 133, MASON, Ohio.

Thirteen years experience in commercial broadcasting, from copy to assistant manager. Five years experience as Chief engineer AM radio. Prefer announcing and news work. Box A, 311 First Garden City, Kansas. Phone: Area code 316 Bridge 6-3430.


3rd phone, pop or R & R, 4 years, tight, mono on. R. Douglas, 429 Taylor Topeka, Kansas. 911-CE 8-1814.

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**Technical**

Engineering Executive: Experienced all phases of administration, including labor negotiations, operations, personnel, remoter control, automatic logging and taming of upcoming directional systems. Box A-34, BROADCASTING.

Engineer/announcer, experience, maintenance, and some production. Draft exempt, any format. Box A-161, BROADCASTING.

15 years total electronic experience, 10 years as engineer announcer, AM-FM, AM directional, mobile. Excellent references. Box A-250, BROADCASTING.

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**Production—Programming, Others**

Major markets—radio or TV—looking for another Jack Paar, or Gary Moore. I'm looking for the ideal situation. Send for tape and fact sheet on my past successes. Box A-149, BROADCASTING.

Newspaper seeks steady air-work. New England area. Recent college graduate. Major market experience on editor, legman, news, feature air-work in radio, TV news, sports, special events. Married, good potential, willing to work. Box A-153, BROADCASTING.

Operations manager. Wealth of experience, creativity and cost-conscious supervision. Excellent references. Box A-191, BROADCASTING.

Experienced play-by-play seeks sports di- rector position on station. Top rates and creative personalty now finishing military obligation. Radio-TV college graduate. Box A-162, BROADCASTING.

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YOUR HANDY CLASSIFIED AD ORDER FORM

**ISSUE DATES (s)**

- [ ] 0-7 (7 days)$2.50
- [ ] 8-14 (14 days)$3.00
- [ ] 15-21 (21 days)$3.50
- [ ] 22-28 (28 days)$4.00

**RATES**

- [ ] Situations Wanted—25¢ per word—$2.00 minimum (PAYMENTS IN ADVANCE)
- [ ] Help Wanted—30¢ per word—$2.00 minimum
- [ ] Display ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT SERVICE & BROKERS advertising require display space.

- [ ] 1" 2" 3" 4" other

- [ ] All other classifications 35¢ per word—$4.00 minimum

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**Attach ad copy to classified form**

- [ ] No charge for blind box number

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Indicate whether any of the following categories apply:

- [ ] Radio
- [ ] TV

**HELP WANTED**

- [ ] management
- [ ] sales
- [ ] announcers
- [ ] technical
- [ ] production-programming

**SITUATIONS WANTED**

- [ ] management
- [ ] sales
- [ ] announcers
- [ ] technical
- [ ] production-programming

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**BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.**

**NAME**

---

**ADDRESS**

Remittance enclosed $1.18-65
**TELEVISION**

**Help Wanted—Sales**

Account executive. Two immediate openings in Ohio for experienced television time salesmen. Major group owner with top compensation plan, excellent fringe benefits and opportunity for promotions. Background required. Must have college education. Please send resume to Box A-183, BROADCASTING.

**Announcers**

Radio-TV announcer. Excellent salary scale and benefits. Many benefits. Send tape, picture and resume to Director of Operations, WCHY-TV, Watertown, New York.

**Technical**

Chief engineer, experience necessary, UHF preferred; also first class engineer, experienced. Must be able to work in Minn. and have light maintenance. Chance to advance with fast-growing UHF operation and promotions within Midwest group operation. Call or write R. W. Long, WPAM-TV, Channel 18, McCary Lane, Lafayette, Indiana.

Exceptional opportunity — Nation's oldest community educational television station has rare opening for exceptional television engineer. Station is leader in ETV, Extensive receiver and transmitter experience, FCC license essential. Salary open. Write: Director of Engineering Services, WQED, 4331 5th Ave., Pittsburgh, Pa. 15213.

**Production—Programming, Others**

Midwest TV station needs reporter/writer, photographic experience helpful; will work closely under winning news director; congenial staff; good working conditions. Box A-94, BROADCASTING.

Experienced on air newsmen for station in top market. Send tape and resume to Box A-135, BROADCASTING.

Experienced on the air newsmen for station in top market. Send tape and resume to Box A-135, BROADCASTING.

News director—for Capital city radio-TV station. Must have background. Send photo, resume, and salary requirements. With resume to Box A-105, BROADCASTING.

Promotion director—Immediate opportunity for college graduate with three to five years experience in television publicity, press relations, advertising and sales promotion. Must have background in TV advertising. $9,000-$11,000 commensurate with experience. Excellent fringe benefits. Opportunity for growth in responsibility. An Equal Opportunity Employer. Send confidential resume to Box A-106, BROADCASTING.

Controller—Must be thoroughly experienced in television business affairs and supervision, including budgeting analyses, personnel relations and office management. WCKT, P.O.B. 1118, Miami, Florida. Att: General manager.

**WANTED TO BUY**

Equipment—(Cont'd)

Used self-supporting or guyed tower approximately 450' for supersturnstile. Box A-207, BROADCASTING.

Swap: Swann single-sideband 40/80 meter Ham transceiver (800 volt A. C. supply; 800 volt mobile supply; two spare tubes; 40/80 mobile antenna). Wanted: used broadcast console. Will pay $600. Box A-300, WQED, Pittsburgh, Pa. 15213, Unit. Weird Productions, Box 8215, San Diego, Calif.

**FOR SALE—Equipment**

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Paid voice antennas, six foot dia., new solid surface with hardware, dipole, etc. $120.00 each. S-W Electric Cable Company, Willow Point, Chicago, Illinois.

Wanted: Best of the Midwest newscaster. Major group owner with major group operation. Current home is Lafayette, Indiana.


If you need broadcast equipment or have equipment to sell ... contact Broadcast Equipment and Supply Co., Bristol, Tenn.

Schaefer automation model 1020CMA. Three years old, excellent condition. Original cost $2,255.00. Best offer over $1,200.00. Box A-166, BROADCATI.


Presto 6, disc rec., IC head, 5 feedcups $395. Jim Gainesly, 801 Hennepin, Minneapolis, Minn.

RCA, BTF-10B, 10 kw, FM transmitter. Excellent condition. Best offer over $6,000. KXKX, Box 838, BROADCATING.

For Sale—Professional type Crown tape recorder model GCP. Excellent condition. New price was $950. Contact Mr. Schaefer, 450 E. 13th St., N.Y.C. 301.


Helix coaxial cable, HJ-50 type, new 85' ft. P.O.B., E.E.E.E., P.O. Box 2862, La Mesa, Calif.

Amplex 601 motor $328, $70.00. Gates MS304A pressure meter. $49.00. No longer needed. Box A-178, BROADCASTING.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

**MISCELLANEOUS**

30,000 Professional Comedy Lines! Topical laugh service featuring key comedy comment. Introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000, 500, 250, 100, hopper scooper, hopper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Electric St., San Francisco, Calif.

Add 3% to your billing ... with weekly ideas from the Brainstorm. Each issue contains thousands of usable lines, one-liners, jokes, puns, ideas, news, humor, etc., exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of DJ library lines, bits, toppers, adlib thoughts. $15.00. Write for free "Broadcast Comedy" tape. Show-Off Service, 1720 E. 36th St., Brooklyn, N.Y. 11226.

MISCELLANEOUS—(Cont’d)

INTRODUCTORY OFFER. Three production spots - your client. $5.00. Production copy good. Complete informational Produc-
tions, 15 Folsom Court, East Grand Forks, Minnesota.

In the "Weekly Prompter" Radio Division, 4121 West Avenue, Glenview, Illinois. Seven sections sample script.

Gotta drive-time deejay shift? You need the "Wait Johnson model report"... Personal and hilarious! Everyone will be talking about the "strange" traffic reporter your sta-
tion just hired. If you're not already a subscriber, send $2.50. Free sample tape. 'Weird Production, Box 5215, San Diego, Calif.

Prepare, train, practical training.

29. $29.50 FCC!

For information, references and reservation, write William Johnson, 420 Main St., N.W. Atlanta, Georgia.

INSTRUCTIONS—(Cont’d)

FCC First phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Gran-

tham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free, i-store brochure write Dept. 5-1K, Grantham Schools, 1565 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


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, Ill., Illinois.

Announcing, programing, console operation Twelve weeks intensive, practical training. Modern equipment available. G. J. 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, 4118 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone license in six weeks. Over 420 hours instruction and over 500 hours hands-on experience. Reservations required. Enrolling now for classes starting March 18th. Call or Write Elkins Radio Engineering School, 1109 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition $285.00—Rooms $10.00 per week—Classes be-
gin Feb. 9-March 6-April 26-May 26 & June 29. Call or write Radio Engineering Institute, 1520 Main Street in beautiful warm Sarasota, Florida.


America's pioneer. 1st in announcing since 1895. National Academy of Broadcasting 814 H St., N.W., Washington 1, D. C., Stay on your job. Save travel expenses. Prepare for first phone quickly through per-
sonal and intensive correspondence course. Write Bob Johnson Radio License Instruction, 1201 Ninth St., Manhattan Beach, California.

ANNOUNCING. Learn from network quality announcers from Nation's largest correspondence institution teaching announcing. Extensive recorded lessons. Free descriptive recording, Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco.

Doors Opened to careers in Broadcasting. Broadcasting Institute, Box 8071, New Orleans.

RADIO HELP WANTED—Technical

OPPORTUNITY OVERSEAS

Engineer needed by international consulting firm to work in S. E. Africa. No U. S. income tax. Housing furnished. Must have recognized training, studio, trans-
mitter experience in commercial or educational radio and TV. Teaching experience desired. Send qualifications to:

Box A-52, BROADCASTING

Help Wanted—Production, Others

FOREIGN ASSIGNMENTS

Opportunities in developing countries for broadcasting specialists with com-
mercial experience, including sales, ad-
vancing and general management in radio and TV; also radio and TV profes-
sional and technical instructors. Don't apply unless you are ready for new
challenges on minimum two-year assign-
ments. Send full details on education, employment and language experience to:

Box A-151, BROADCASTING

Production—Programming, Others

Radio writer-producer

opportunity at 50 kw., clear channel station still doing live musical programs. Send full background and salary needs in first letter.

Box A-157, BROADCASTING

NEWS DIRECTOR

Midwest metropolitan market, all facilities in-
cluding network and mobil equipment available. We want aggressive new-
spaper in format operation. Must have experience in news background, good editor, send resume and clips.

Box A-182, BROADCASTING

PRODUCTION DIRECTOR

Major New York radio station needs an imaginative production director with su-
prior writing skill. Great oppportunity for a growing station with a good sense of production. Must have pop music station experience, and tape or voice spots. Box GM, 817, 125 W. 41st St., N. Y. 36, N. Y.

Station Rep. Public Relations

Major station representative has opening in New York for top man to handle corporate promotion, advertising, industry relations. Applicants will be judged on initiative, writing ability, press contacts. Salary open.

Box A-224, BROADCASTING

NEWS DIRECTOR WANTED

Major market East Coast station seeks top News Man to develop and direct five-man department. Has won a voice that booms with authority and newsรวบive ability must. Pip-squeaks need not apply. Five-figure salary for right man. Send tape, pics and complete resume to:

Box A-203, BROADCASTING

I'M LOOKING

for the right position. A professional currently employed in Eastern metropoli-
tan market doing afternoon drive time show plus production and programing. Now ready for "the step up" . . . To a musically middle-of-the-road station in one of the Top 25 markets.

Box A-210, BROADCASTING

Production—Programming, Continued

RADIO NEWS DIRECTOR

For more than a year, we’ve been hunting for a man to take direction of our five news staff so that our present director can devote him-
self full time to public affairs battles. The man we seek writes with verve and color. He has a flair for editing. He recognizes others in the pursuit of enterprise stories. He auto-
matically sees local angle in national stories. He believes that he is the right man to provide the public with the information it most eagerly demands; stories that create the public interest are stories to which he gives his pri-
macy attention. But he also understands that he must relate the public information which the public does not seek—information on sub-
jects related to city, state, and national, for example. You can see that we’re looking for a man who’s at last as much of a newsmen as he is a radio man. Does all this fit you? Then send us a letter, a resume, and writing sample. (No tapes for now, than you.) We’re in no hurry; you’ll probably continue to see this ad for quite some time.

Roy Wetzel, Radio Station WJLB, 850 Midtown Tower, Rochester, New York 14601

Radio Salesman for Florida

Available February 1st. If your market has unimined profit capabilities I will dig it out for both of us. Top industry references, top producer, family desiring solid or-
ganization. Don’t need pension, just oppor-
tunity to earn $4500-$5000 a year. Box GM, Rease, Area code 918-Riverside 7-8981.
Situations Wanted
Management—(Cont'd)

EXPERIENCED MANAGER AVAILABLE
Nationally known executive with a substantial record in all phases of broadcast management available. Well known and highly regarded in industry, having served actively on numerous executive committees. Salary commensurate with responsibility. Top industry references.
Box A-69, BROADCASTING

TELEVISION—Help Wanted Announcers

RADIO-TV FARM REPORTER
Immediate opening, 1 to 3 years experience in farm radio or farm television preferred, but will consider newscaster with farm background. Apply in person or send detailed resume to:
Personnel Department
McClatchy Broadcasting Company
21st & Q Streets
Sacramento, California

BUSINESS OPPORTUNITY

COLUMBIA SCHOOL OF BROADCASTING
NOW FRANCHISING EXCLUSIVE AREAS
Columbia, the nation's largest correspondence institution teaching radio announcing, will license qualified individuals to operate licensed sales offices only within their franchised area. (No experience necessary!)
Columbia completely sets you up in a going business. We hire and train your sales personnel, install all bookkeeping and office systems. Our advertising program assures Franchisee ample leads. Our sales system turns 50% of these leads into sales. Courses are taught by "name" professional talent, through extensive long-playing records; each record lesson accompanied by textbook materials. Records and text cover: Announcing, Disc Jockey, Newscasting, Interviewing, Pronunciation and Voice Improvement.
$6,000.00 cash—Balance financed. Entire investment secured. Write to:
Marketing Director
Associated Marketing, Inc.
1373 Post Street
San Francisco, Calif.

EMPLOYMENT SERVICE

BY BROADCASTERS FOR BROADCASTERS
The AMOS Agency
Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Hawaii and Alaska. We need everyone from mgmt. down to receptionist. Send inquiry, resume, tapes were applicable to:
The AMPS Agency
"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211
Telephone OL 7-4881
Serving West for California
BY BROADCASTERS FOR BROADCASTERS

WANTED TO BUY—Equipment

WANTED:
500-foot tower capable of supporting 3-bay Channel 6 TV antenna and associated equipment.
Box A-187, BROADCASTING

MISCELLANEOUS

THE MOST UNIQUE PROGRAMMING AID EVERY OPERATOR NEEDS TO RADIO STATIONS!
TED RANDALL ENTERPRISES
1065 W. 6TH STREET
Los Angeles 17, Calif.
- Helps you plan your promotions for the entire year.
- Includes every holiday, every important date.
- AP.D. must
Only $5.00
(Postage)
Order Today from
TED RANDALL ENTERPRISES
1066 Argyle Ave., Suite 204
Hollywood 28, Calif.
Phone HO 4-8288

PUBLIC RELATIONS
RADIO, TELEVISION EXPERIENCE IMPORTANT but secondary to ability to write well. Opening on team handling broad-based public relations programs of century-old state-wide professional organization. All PR skills helpful. Opportunity for unlimited creativity. Excellent working conditions, employee benefits. Write giving qualifications and experience to:
Post Office Box 3611, Harrisburg, PA

WANTED TO BUY—Stations

Two experienced radio men looking for small market radio station with potential. Send all details in first reply to:
Box A-177, BROADCASTING

WANTED TO BUY—Stations (Cont'd)

Individual
Experienced broadcaster wishes radio and/or television property in medium or small market. Must be showing profit. Prefer West, will consider group buy. All correspondence held in strict confidence. Write to:
Box 945, LaJolla, California

WILL PAY CASH FOR CATV*
in South, Southeast, Southwest, Midwest or Mountain States
*Above 500 Customers
TELECOM CABLE COMPANY
DR 6-4238 P.O. Box 2009 Amarillo

FOR SALE—Stations

SOUTHWEST U.S.A.
Substantial principals only.
Box A-171, BROADCASTING

SOUTHWEST CALIFORNIA
Substantial fulltime station in a year round warm and sunny agricultural area. Excellent history of sales and earnings. Price including real estate—$250,000 with 29% down and terms open.
Box A-201, BROADCASTING

LOS ANGELES AM
Substantial principals only.
Box A-171, BROADCASTING

BROADCASTING, January 18, 1965
Continued from page 99

WGN-CNFM New York—Granted change in remote control permitted.

K7BAZ, K8BD, K3AQ Matador and Roaring Springs, Tex.—Granted assignment of licenses at Matador and Translator TV Station.

WWBC Chicago—Granted license for AM; specify main studio location and remote control points.

KNEV-FM Reno—Granted license covering changes in ERP, ant. height, trans. loc. and ant. system; rename KLEX from reg. operation, and installation of new trans. and new ant.

KNOF (FM) St. Paul—Granted license covering changes in ERP, and installation of new trans.; specify type trans.

W7JAE Ashleyville, N. C.—Granted license for UHF-TV.

KTVY Inglewood, Calif.—Granted license to make changes in ground transmitters and auxiliary ant. system at main trans. and ant. location.

WMAR-TV Baltimore—Granted license to install auxiliary transmitters and auxiliary ant. system at main trans. and ant. location.

WPAB-TV Fort Worth —Granted license to install old main trans., as alternate main trans. at main trans. and ant. location.


K7BEY, K7AG, K8AN Fillmore, Utah—Granted license to change trans. for UHF-TV.

K10CE Glenham, N. Y.—Granted license to change ground transmitters as well as additions; as specified.

WILAI Kalama, Wash., and Comstock, Mich.—Granted license for changes in ERP, and main trans. and ant. system.

WBN Big Rapids, Mich.—Granted license covering changes in UHF-TV trans, antenna systems, and new trans.

WAZL Hazleton, Pa.—Licensed station.

KFNH-FM Oklahoma City—Granted license to install new ant. and trans., changes in ERP, and trans. location, and type ant. specify type trans.; remote control permitted.

WWOF-FM Buffalo, N. Y.—Granted license covering increase in ERP and ant. height, and installation of new trans. and new ant.; specify type trans., studio location and remote control point, and ant. height as 235 feet.

WJSJ-FM Winston-Salem, N. C.—Granted license covering changes in ERP. and local.

KSET-FM El Paso, Tex.—Granted license covering changes in equipment.

KWON-FM Hermiston, Ore., and specify type trans., main studio location and remote control point.

KMQX-AM-FM St. Louis—Granted renewal of license with stipulation due to such action as commission may deem warranted as result of final determinations: (1) with respect to complaint regarding uncoordinated set forth in Report of Network Study Staff; (2) with respect to related studies and inquires now being considered or conducted by commission; (3) with respect to pending antitrust matter involving Columbia Broadcasting System Inc. and (4) with respect to amendment of regulations (a) and (c) of commission’s rules to certain amendments to affiliation contracts proposed by Columbia Broadcasting System.

KMOX-AM-FM St. Louis—Issued license with stipulation due to such action as commission may deem warranted as result of final determinations: (1) with respect to complaint regarding uncoordinated set forth in Report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matter involving Columbia Broadcasting System Inc. and (4) with respect to amendment of regulations (a) and (c) of commission’s rules to certain amendments to affiliation contracts proposed by Columbia Broadcasting System.

KMOX-TV St. Louis—Issued license with stipulation due to such action as commission may deem warranted as result of final determinations: (1) with respect to complaint regarding uncoordinated set forth in Report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matter involving Columbia Broadcasting System Inc. and (4) with respect to amendment of regulations (a) and (c) of commission’s rules to certain amendments to affiliation contracts proposed by Columbia Broadcasting System.

KMOX-TV St. Louis—Issued license with stipulation due to such action as commission may deem warranted as result of final determinations: (1) with respect to complaint regarding uncoordinated set forth in Report of Network Study Staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; (3) with respect to pending antitrust matter involving Columbia Broadcasting System Inc. and (4) with respect to amendment of regulations (a) and (c) of commission’s rules to certain amendments to affiliation contracts proposed by Columbia Broadcasting System.
Summary of Commercial Broadcasting
Compiled by Broadcasting, Jan. 13

<table>
<thead>
<tr>
<th>AIR</th>
<th>ON AIR</th>
<th>TOTAL</th>
<th>Licensed (all on air)</th>
<th>CP's</th>
<th>CP's not on air (new stations)</th>
<th>Total authorized stations</th>
<th>Applications for new stations (not in hearing)</th>
<th>Applications for new stations (in hearing)</th>
<th>Total applications for new stations</th>
<th>Applications for major changes (not in hearing)</th>
<th>Applications for major changes (in hearing)</th>
<th>Total applications for major changes</th>
<th>Licenses deleted</th>
<th>CP's deleted</th>
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<tr>
<td>AM</td>
<td>3,901</td>
<td>55</td>
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<td>189</td>
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<td>93</td>
<td>189</td>
<td>93</td>
<td></td>
</tr>
</tbody>
</table>

Not on TV

1 Does not include seven licensed stations off air.

2 Includes three noncommercial stations operating on commercial channels.

Holly Springs, Miss.—Skyline Broadcasting Co. Requests: 1590 kc, 260 W, D.WMSN, Everett, Pa.—requests to be granted to Kennett and Willard D. Slighfer, Has: 1590 kc, 260 W, D. Requests: 1590 kc, 260 W, D.

WMNC Morgantown, N. C.—Jacob N. Cooper, Has: 1450 kc, 5 kw, D. Requests: 1450 kc, 1 kw, 5 kw, D.

Jacksonville, N. C.—D & S Broadcasting Co. Requests: 1070 kc, 1 kw, D.

WPFW Eastman, Conn.—O'Quinn, Has: 1580 kc, 800 W, D. Requests: 710 kc, 1 kw, D.

KFMO Flat River, Mo.—Lead Belt Broadcasting Co. Has: 1240 kc, 250 W, D. Requests: 1240 kc, 250 W, D. WLSJ, San Francisco, Calif.—requests to be granted to Kellen and Willard D. Slighfer, Has: 1050 kc, 250 W, D. Requests: 1050 kc, 250 W, D.

WCLW Mansfield, Ohio.—Mansfield Broadcasting Co. Has: 1570 kc, 500 W, D. Requests: 1570 kc, 500 W, D.

KOCI Salt Lake City—Homeopathic Broadcasting Co. Has: 1070 kc, 500 W, D. Requests: 1560 kc, 10 kw, D.

KALL Salt Lake City—Salt Lake City Broadcasting Co. Has: 910 kc, 1 kw, 5 kw, LM-LS, D. Requests: 1150 kc, 5 kw, LS, DA-N. Requests: 1100 kc, 5 kw, DA-N, class II-A.

Summary of Commercial Broadcasting
Compiled by Broadcasting, Jan. 13

| AIR | Applications for renewal | Applications for new stations on Feb. 10, | Application deleted from Public interest list | Applications in progress because of conflict | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolidation which are mutually exclusive, to be reviewed simultaneously | Applications in progress because of delay in filing and | Applications of conflicting interest correlated for consolida

100 (For the Record)

Broadcasting, January 18, 1965
OB Humphreys describes himself as a man whose hobby is “work, work and more work” and his associates at Grey Advertising’s Los Angeles Office concur. “Indefatigable” and “dedicated” were the adjectives most frequently used to describe him, with one executive observing, “He’s at the office morning, noon and night, also weekends and holidays.”

If that creates the image of a humble drudge, forget it. Mr. Humphreys is no Bob Cratchett. He’s a thinker as well as a worker, a salesman as well as a desk man. It was barely three years ago that he left Foote, Cone & Belding after 11 years to take over the management of Grey’s Los Angeles branch, then an office with nine employes and one account billing about $400,000 a year. Today, there are 50 people, working on a dozen accounts whose aggregate billing are close to $6 million.

Mr. Humphreys takes seriously the selling of merchandise (“What else is advertising for?”) and he makes good use of radio and television (“good selling media”). As a young writer at BBDO, more than a dozen years ago, he cut his broadcast copy teeth on video commercials for Rexall Drug and Party Pak for use on such well-remembered shows as *Time for Beauty* (where Stan Freberg also got his TV start) and *Movietown RSVP*, as well as countless radio spots. Today, as account executive and supervisor at Grey, he’s involved in broadcast advertising all the way from local radio to network television.

**BUSY SCHEDULE** His office both creates and develops campaigns for its own accounts and collaborates with Grey’s home office on the production of TV commercials in Hollywood for eastern clients. Among Los Angeles accounts, the heaviest broadcast advertisers are Knudsen Creamery, which sponsors weather news on KRCR (TV) Los Angeles and TV spots elsewhere; two savings and loan associations (Metropolitan and Allstate), using radio newscasts; Nesbitt’s Products, spots on radio and TV, and American Honda Motors, whose TV commercials are helping to change the image of motorcycling that is held by the American public.

Last year Honda was co-sponsor of the Academy of Motion Picture Arts & Sciences awards (Oscar) ceremonies on ABC-TV. “We wanted to know what effect the commercials had,” Mr. Humphreys said, “so the day after the awards telecast we had interviews conducted in nine separate markets across the U. S. They showed that Honda’s commercials had succeeded in communicating the ideas and buying incentives we’d designed them to put across. About 90% of everybody interviewed recalled Honda as one of the sponsors and nearly 70% of this group spontaneously played back at least one specific copy point from the commercials. We also found that these messages had been effective in building the right image for Honda, so we’ve renewed the company’s academy co-sponsorship for 1965.”

Honda, whose 1964 sales nearly doubled those of 1963 (“and we hope they’ll double again in 1965”), is an impressive example of the ability of television to change the public’s attitude toward a product or class of products (and he notes paranthetically that the price reduction of the Honda 50 from about $245 to about $215 because of volume sales impressively contradicts the familiar argument that advertising increases the cost of goods to the public).

Color is going to add immensely to TV’s effectiveness, Mr. Humphreys believes, and “it won’t be long before color TV is the norm rather than the exception,” he observes, citing the rise in color homes from 1 million in 1962 to 2.2 million today, with 5 million predicted by the end of 1966. “Color will make TV directly competitive with magazines for business which up to now has gone almost exclusively to the four-color pages. Apparel and textiles, foods (what else can suggest flavor so well as color?), all sorts of packaged products (research shows that women often select products by shape and color as much as by brand name)—wherever color is important to the product, it’s going to be a good prospect for the TV networks and stations.”

Mr. Humphreys does not go along with the criticism that TV is pricing itself out of the reach of many small and medium-sized advertisers. “Time buys were never better, considering the size of the audience we reach for our investment,” he says, adding “and that goes for radio too. As for television, it continues to be such an effective medium that you almost have to have a reason not to use it.”

**THE GOOD LIFE** Another thing Mr. Humphreys takes seriously is life in Southern California. A native son, he was born in one Los Angeles suburb (Burbank), grew up in another (Glendale) and now lives in a third (Bel-Air) and he’d just as soon keep it that way. After Navy service in World War II he spent a couple of years in New York as promotion manager of *Life* but for him there’s no place like home, and he’s not pushing to trade his Wilshire Boulevard office for one on Madison Avenue (or even Third Avenue where Grey has its New York headquarters).

It was at Glendale’s Hoover High that Bob got his first taste of broadcasting, as a noonday disk jockey over the school’s public-address system. Played records, interviewed students and faculty members, broadcast bulletins and promoted social and athletic events,” he recalls.

Today, with no more waistline and as low a hairline as in his high school days, he and his family live in Bel-Air (a Los Angeles suburb somewhat more swanky than either Burbank or Glendale and a lot closer to his Wilshire Boulevard office). He attributes his thick hair to heredity and his trim figure to a couple of sessions a week with Mrs. Humphreys on the Bel-Air Country Club tennis courts.
EDITORIALS

No doctor in the house

Unless an unanticipated insurrection develops, the combined boards of the National Association of Broadcasters, at their meetings late this month, will decide to retain the present administration for a period of reasonable duration while considering whether they wish to make changes in the NAB's structure and purposes. The time is propitious for a study of the association's place in today's world.

At the same board meetings, which will be held Jan. 25-29 in Palm Springs, Calif., a budget of some $2 million will be proposed and no doubt adopted. In that sum, it seems to us, there ought to be found enough money to buy specialized advice on the subject of the NAB's future.

The present leadership of the association contains the experience and the wisdom to keep the organization functioning according to its traditional ways. If everybody on the boards, the boards' executive committee and the paid staff keeps on doing what he has been doing, the association will carry out its existing programs and cope with new problems with no less effectiveness than was obtained in the past.

As now constituted, however, the NAB administration lacks the time to conduct any meaningful internal study while it is also engaged in the considerable job of day-to-day supervision and operation of the NAB. It may also lack the objectivity that qualified outsiders would bring to bear in a consideration of a modernization program.

If the NAB leadership is to produce, within reasonable time, both a statement of the association's future policies and a design of the apparatus that is best suited to execute those policies, it must engage professional help. Whether that help is to come from a consulting organization that is management-oriented or research-oriented, from specialists in broadcast regulation and Washington affairs or from a combination of expertise, it is up to the NAB boards to decide. But of a certainty some kind of competence must be hired—not to tell the broadcasters what to do with their association but to provide the facts that will enable them to make a sound judgment of what to do.

A little bit commercial

WNDT (TV) Newark-New York, a noncommercial station on a commercial channel, is beginning to show its mixed heritage. Last week it introduced two new nightly newscasts, both bracketed by commercials.

The credits, or plugs, are not called commercials, but the commercial effect in saying that a program is "made possible by a public service grant from the Shell Oil Co." is indistinguishable from "This program is brought to you by the makers of Shell gasoline."

It is a fact, of course, that WNDT desperately needs money. Viewers contribute less than one-twelfth of its $2.3 million budget, and the foundations and commercial broadcasters who have underwritten much of its purchase price and operating costs are drying up as sources for additional funds. There is much concern about where its 1965-66 budget is coming from.

This shortage is deplorable, but it does not justify the use of commercials on a noncommercial station. In the special circumstances of the WNDT case, however, there is an obvious solution. The station should go openly, candidly and publicly commercial.

This is possible for WNDT because, unlike practically all of the other ETV stations, WNDT is using a commercial rather than noncommercial channel. Its owners bought a commercial station and converted to noncommercial operation. They did not pick it off the silver platter on which the FCC delivered reserved channels, uncontested, to most of today's ETV operators.

There is no FCC rule that requires WNDT to remain noncommercial. The station presumably would need to amend its programing plans and policies as now on file with the commission, but there is precedent aplenty for the commercial licensing of educational organizations: the operation of WwL-AM-TV New Orleans by Loyola University and of WOT-AM-ER Ames by Iowa State University are stand-out examples.

This course, we suggest, is not only feasible but appears to offer the best and possibly the only hope WNDT has for maintaining—and, hopefully, expanding—the type of program service it currently offers.

If it does become commercial, it should, as its resources grow, begin to pay back the $1.8 million it has received from the commercial broadcasters with whom it would now compete. But it should not remain nominally noncommercial and yet dependent on camouflage to maintain that fiction when it can, with propriety, revert to commercial operation to solve not just its terminological problem but its financial problems as well.

The case for color

There have been hard-headed business reasons why CBS and ABC have chosen to stick mostly with black-and-white television programing while NBC—motivated by its parent company's desire to sell color sets—has loaded its schedules with extra-expense color programs.

If anybody at CBS or ABC was watching NBC's Jan. 10 broadcast of the National Football League's Pro Bowl game, he had a hard head indeed if he resisted the urge to recommend an increase of color programing on his own network. Throughout the regular season CBS-TV broadcast NFL games in black and white with commendable skill in production and camera work. But to see the same players and same plays in color in the special NFL game that NBC broadcast Jan. 10 was to see, as they say, a new ball game.

It is true, of course, that most of the television audience is still color blind. But a couple of million color sets will be sold this year, and more than that next year. Still more could be sold if more color programing were available. It was black-and-white programing that sold black-and-white sets to practically every home in America. It will take color programing to sell color sets—more color programing than one network can supply.

"We've got to get on television. People are driving too damn fast to get our message!"

Drawn for BROADCASTING by Sid Hix

102

BROADCASTING, January 18, 1965
We always get our man. We get him with a television set and a few brief words. Maybe, a little music. We let him do the listening. We lull him with great entertainment. We give him sporting events, award-winning news coverage, fine NBC programming interspersed with top-notch local shows.

Then, we throw in a sales pitch. We point it right at him. He surrenders everytime.

We could go into a long song and dance about our hand-basted commercials, hand-basted availabilities, and hand-basted prices, but he wouldn't even listen. Anyway, it's all written down in a little booklet carried by every Edward Petry man. Better still, we can capture the Houston Market for you, every man in it. For the Petry man nearest you, please write to KPRC-TV, P. O. Box 2222, Houston, Texas 77001.

Courtesy of Sussex Clothes Ltd.