

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Radio tells affiliates of great expectations. p98

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A GREAT STAR KIM STANLEY DELIVERS A MOST UNFORGETTABLE PERFORMANCE OPPOSITE LLOYD BRIDGES IN PADDY CHAYEFSEY'S "THE GODDESS." THIS OUTSTANDING FILM IS ONE OF 60 FROM THE NEWLY RELEASED COLUMBIA POST-'50 GROUP II. **PLAYS A GREAT STAR** FOR AVAILABILITIES AND COMPLETE DETAILS, CONTACT **SCREEN GEMS**



BEST SELLER IN 5 STATE BIG AGGIE LAND



Here's a best seller that's been on top of the hit parade for over 40 years in Big Aggie Land... It's WNAX-570 CBS radio. When you stop to consider that Big Aggie Land embraces 2 1/4 million farm rich residents, that's quite a plum. Proof of Big Aggie's popularity lies in the fact that 80% of Big Aggie's residents faithfully tune to WNAX-570 three to seven times each and every week. The only way you can reach and sell the wealthy consumers in 5 state Big Aggie Land is on Powerful WNAX-570. See your KATZ man. Let Big Aggie do the rest.

THE KATZ AGENCY, INC.
National Representatives

WNAX-570 CBS RADIO
 SIoux CITY, IA. - SIoux FALLS, S. D. - YANKTON, S. D.
 PEOPLES BROADCASTING CORPORATION
 Represented by Katz

PEOPLES BROADCASTING CORPORATION

WNAX, Yankton, S. Dak.
 KVTY, Sioux City, Iowa
 WGAR, Cleveland, Ohio
 WRFD, Columbus, Worthington, Ohio



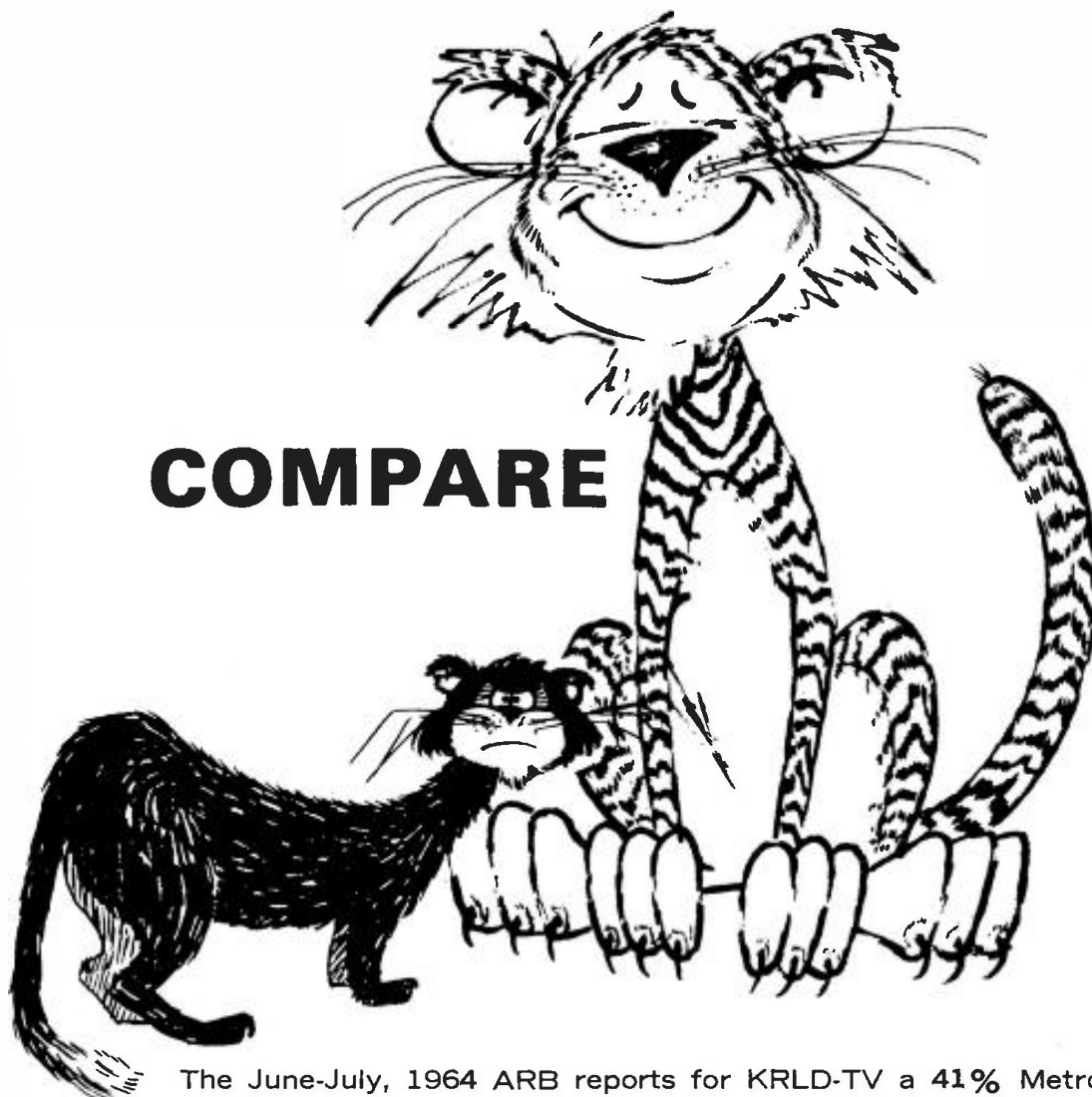
Our music
policy

Tony Bennett
Perry Como
Barbra Streisand
Steve & Eydie
Frank Sinatra
Count Basie
Robert Goulet, etc.
Courtesy of
personalities Lee Case
Ted Bair
Dick Covington
Chuck Richards
and, of course,

WCBM Radio

BALTIMORE / 680AM / 106.5FM

John Elmer, V.P. & General Manager
Represented by Metro Radio Sales
Metropolitan Broadcasting Radio
a division of Metromedia, Inc.



The June-July, 1964 ARB reports for KRLD-TV a 41% Metro Share of the Dallas-Fort Worth television audience, 9 am to Midnight, Monday thru Sunday. The Nielsen Station Index for the same months reports a 40% Metro Share for Channel 4.

From Noon until 4 pm (Monday thru Friday), ARB shows Channel 4 with a 52% Metro Share . . . Nielsen indicates 48%.

Use whichever you choose, for they agree that KRLD-TV is **DOMINANT** — your assurance that a Channel 4 schedule goes further — does more — at a lower CPM.

See your ADVERTISING TIME SALES representative.

KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Hearing that may open way to community antenna operations in New York City appears to be in offing. It's to be on application filed by Sterling Information Services, operator of existing Teleguide closed-circuit TV information service into New York hotel rooms, apartments and offices, for expansion of Teleguide franchise into coaxial-cable CATV. Sterling is principally owned by broadcaster J. Elroy McCaw, whose CATV plans for Sterling include Manhattan and Bronx (BROADCASTING, Aug. 24).

Sterling's application to add CATV to its franchise was quietly filed with New York City Board of Estimate early this year. Board referred it to Bureau of Franchises in June and is awaiting bureau's report. City authorities say Board of Estimate will hold hearing and that date, not yet set, will be advertised in advance.

Duopoly too?

When FCC—some time after Nov. 3 elections—again considers its controversial multiple-ownership rules, new ingredient may be added. At closed meeting Sept. 18 (BROADCASTING, Sept. 21) FCC instructed staff to revise and clarify proposal that would cut back group ownerships based on population served, rather than number of entities, but also implicit in instruction was that it consider methods of separating AM from TV ownership in same markets (extension of duopoly restrictions).

It's evident commission doesn't want to tangle with hot multiple-ownership issue until after elections although instruction wasn't that specific. Dr. H. H. Goldin, assistant chief of Broadcast Bureau and FCC's top economist, heads multiple-ownership study.

315 again!

FCC is scheduled to meet today (Monday) in further effort to answer question posed by CBS: Does broadcast of President's news conferences entitle other presidential candidates to equal time? Commission, which was unable to resolve issue in special meeting Sept. 18 (BROADCASTING, Sept. 21), is not merely split on issue; it is splintered.

One view—most forcefully argued by Commissioner Lee Loevinger—is that conferences of President are exempt from law. Other commissioners say all news conferences of candidates raise equal-time question. Third view

is that portions of conferences—those in which candidates make statements—may raise issue, while question-and-answer portions do not. Yet another view is that commission should not give flat answer, but should reply that it will rule on specific situation if complaint is filed. Staff, at commission's request, has prepared draft arguments supporting each of these positions. Commissioners want to see how they look on paper. Staff's position is that stations that broadcast conferences are clearly liable to demands for equal time.

Lee rides north

Commissioner Robert E. Lee, FCC's UHF ramrod, last week made missionary call on Madison Avenue. In meeting with some 25 timebuyers, he and his engineering assistant, Robert G. (Bud) Weston, showed color-slide presentation explaining UHF and citing advantages UHF stations might have for advertisers in fringe areas of VHF's. His message in brief: If advertisers want to reach markets in outer reaches of VHF's theoretical signal limit, buyers should be aware that interference might prevent viewers from receiving that station's picture.

Meeting, in conference room of H-R Television, station rep firm, was follow-up to New York visit commissioner made 10 years ago. At that time, he spent several days buttonholing timebuyers individually on subject of UHF television.

Shell opens up

Impressive gains in television spending are expected to be scored this year by Shell Oil Co., only few years ago highly publicized defector from TV to print. Based on its network and spot plans for remainder of year, Shell is expected to spend in excess of \$12 million gross in 1964, 50% gain over 1963 and 120% gain over 1962. Agency is OB&M, New York.

Pressure works

Colgate-Palmolive policy of blanket cancellation of all spot TV business on any station refusing to accept its piggyback commercials or charging premiums for them has apparently brought favorable results for C-P. Company says seven stations—three of them belonging to a major group—have revised policies, creating island positions for "shared-product" spots, giving

them pre-emptible status or delaying day of reckoning with the issue for 90 days, but in no case charging premiums or refusing to schedule messages. Station group involved originally intended to charge 30% premium but now, according to C-P, will "create positions of pre-emptible nature" to accommodate multiproduct announcements.

Home TV recorder

Word is out that Sylvester L. (Pat) Weaver is negotiating tie-in of Subscription Television Inc. with new home TV tape recorder that'll be marketed by Video-Medical Electronics Corp., New York, currently expanding in communications equipment field. Executives close to negotiation are chary with details, but reportedly home TV tape recorder would be part of promotional deal for STV subscribers.

Thank you, Ben

President Lyndon B. Johnson is avid radio listener as well as television viewer and newspaper reader. When wwdc Washington ran editorial in support of Johnson-Humphrey ticket, Ben Strouse, president-general manager, received "Dear Ben" letter from chief executive thanking him for his support. Editorial, which Mr. Strouse personally taped, ran 19 times during week of Sept. 14. Wwdc's campaign brought sharp complaint from District of Columbia Republican Chairman Carl L. Shipley who protested to FCC on "fairness doctrine" grounds (see story page 48). Mr. Shipley last week said he had had no answer from commission but admitted he had been given opportunity to rebut Strouse editorial. (Also recipient of "Dear Irv" letter from LBJ was Irv Lichtenstein, vice president, programing, wwdc.)

Changing texts

Some broadcast newsmen are complaining they're being hoodwinked by both GOP and Democrats through advance release device. On several occasions they've used LBJ and Goldwater advance texts of political speeches, only to find that hottest quotes were not delivered. Thus, they contend, stations are being used as "political instruments" or trial balloons and serious thought is being given to forgetting advance texts and awaiting spot delivery.



WHEN IT COMES TO WOMEN...we've got all the good numbers

Do it yourself! Join the result-happy advertisers who constantly cash in on the big, enthusiastic group that eyes and buys . . . the 18 to 39 year old gals in the Detroit area who so consistently prefer WJBK-TV. They're bright as paint . . . livewires who love our great movies, lively variety shows, the best of CBS and our full hour of dinnertime news. If you want to clean up in the nation's big, booming 5th market, call your STS man for details and avails.

WJBK-TV



MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	<i>IMPORTANT STATIONS IN IMPORTANT MARKETS</i> STORER <i>BROADCASTING COMPANY</i>
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.

WEEK IN BRIEF

The time nears, lines are drawn. Question: Is pay TV to live or die in California? State's voters will decide in November. All pay-TV systems, not just Subscription Television Inc., will be affected. See . . .

CRISIS IN CALIFORNIA . . . 23

Oren Harris rides again, but this time doesn't trample ratings. House subcommittee hears Broadcast Rating Council report by Donald McGannon and praises progress, but warns advances must continue. See . . .

STEP IN RIGHT DIRECTION . . . 28

Which packs more selling punch, participation or sponsorship of TV shows? Sponsored programs by wide margin, according to joint study by Needham, Louis & Brorby and Foote, Cone & Belding. See . . .

PARTICIPATION VS. SPONSORSHIP . . . 29

All is peace and contentment as CBS Radio affiliates meet in New York. Hayes says station compensation will continue at high level, network sales expected to rise. Market share success outlined. See . . .

WORLD THROUGH ROSY GLASSES . . . 98

FCC grapples with problem of UHF applicants—how to make sure they will be financially stable without restricting upper bands to only the wealthiest. First session seen as less than encouraging. See . . .

TO CHANGE OR NOT? . . . 103

New season of television programs swings toward full schedule. Early ratings show ABC keeping firm grasp on most of viewers its kick-off week captured. Trendexes and Nielsen report listed. See . . .

RATINGS: ROUND 2 . . . 36

All-Radio Methodology Study committee unveils plans for future along with progress of past. Dorrell traces work in checking on automobile radio listening, reveals plans to test various methods. See . . .

ARMS AND ITS PLANS . . . 94

New organization aims to torpedo "ultraright propaganda" on radio and television with broadcasts of its own. National Council for Civic Responsibility estimates it needs \$500,000 a year for efforts. See . . .

NEW GROUP ATTACKS . . . 42

SPECIAL REPORT: RADIO 1964

Massive research into radio's audience by Sindlinger shows 80 million adults listen every day. Sample of almost 29,000 shows biggest share of listeners are younger, better educated than average. See . . .

RADIO'S AUDIENCE . . . 53

Those who are considering buying time on radio now have more, better documented sources than ever to check where and when to sell their products. Audience statistics and demographics abound. See . . .

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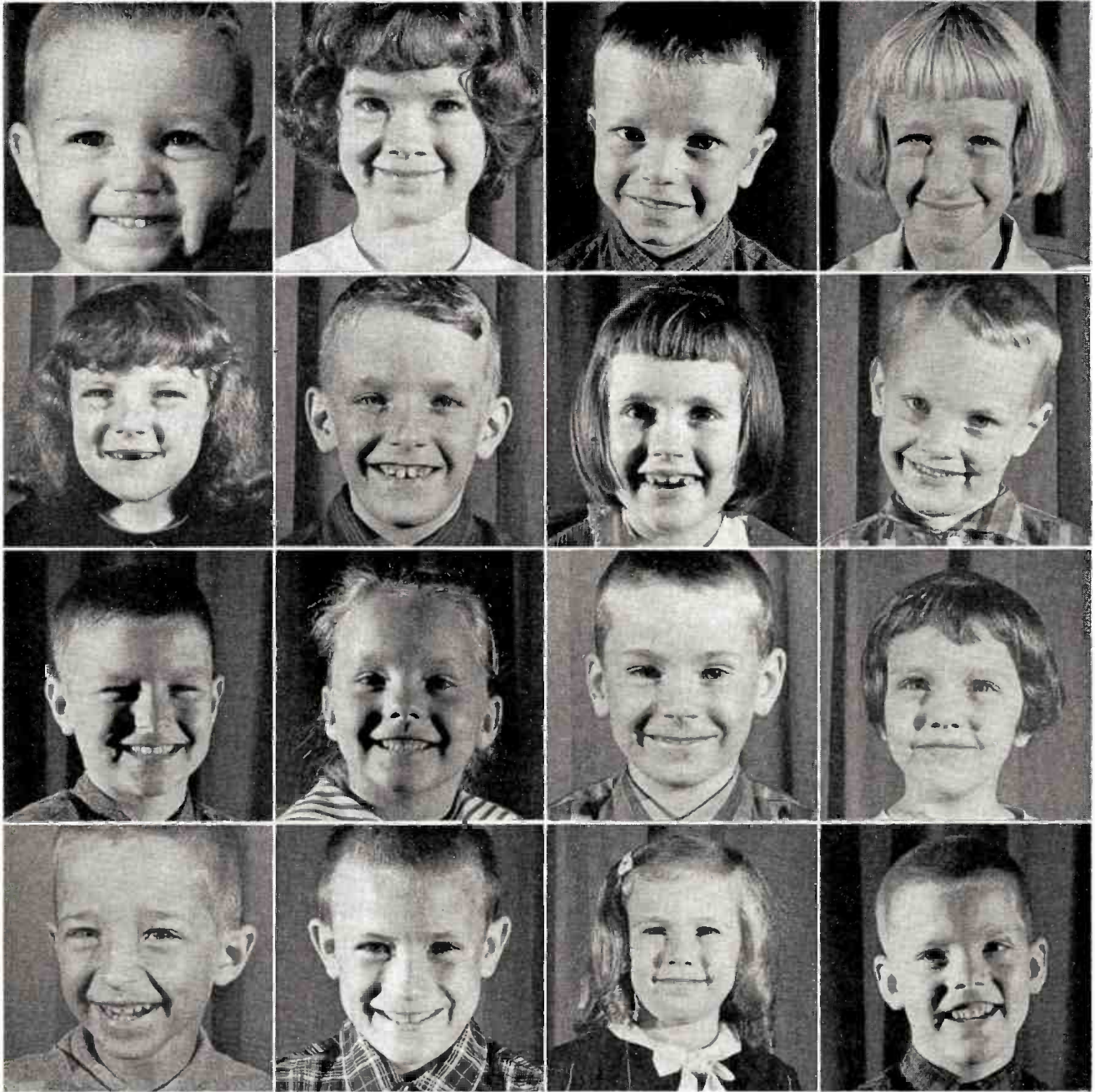
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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HAPPINESS IS KNOWING YOUR FAVORITE TELEVISION PROGRAMS ARE ON NEXT

In the Omaha market, their favorites are on KMTV. Each weekday afternoon we present an hour of the World's Greatest Cartoons (aptly named because they're the best of Warner Brothers and all in color). After cartoons, the Mickey Mouse Club meets, followed on consecutive weekdays by Yogi Bear, Woody Woodpecker, Peter Potamus, Huckleberry Hound and Magilla Gorilla.

Petry will show you an enviable rating record . . . and how to win smiles in the Omaha market.

KMTV OMAHA

NBC-WBC set to turn clock back 9 years

NBC and Westinghouse Broadcasting Co. are reported ready to file today (Monday) application for swap back of their Philadelphia and Cleveland properties.

This is in accordance with condition imposed by FCC on renewal of network's Philadelphia stations, WRCV-AM-TV (BROADCASTING, Aug. 3). Deadline for filing transfer, which involves WBC's KYW-AM-FM-TV, is today.

Way for filing was cleared last week when NBC notified RKO General Inc. it was terminating agreement providing for exchange of network's Philadelphia stations for RKO's Boston outlets, WNAC-AM-TV and WRKO-FM.

[NBC and WBC were understood last week to have completed and signed transfer agreement, and to have held it in "escrow" pending filing deadline.]

NBC, under consent decree to dispose of its Philadelphia properties, had proposed trading with RKO. But FCC granted renewal of Philadelphia stations on condition network trade them back to WBC. FCC held network coerced WBC into making original swap. FCC also rejected application of Philco Broadcasting Co. for new station on WRCV-TV's facility, channel 3.

RKO and Philco continued to oppose commission decision in pleadings filed Friday (Sept. 25). And RKO said that, despite NBC's termination of Philadelphia-Boston agreement, it would continue effort to make that trade.

Deadline for NBC to leave Philadelphia—postponed twice—is Wednesday (Sept. 30). But it's expected NBC will ask court for further extension.

GE announces plans to move into CATV

General Electric Broadcasting Co., Schenectady, N. Y., has announced \$7-8 million plan to jump into community antenna television field in Albany-Troy-Schenectady area and envisions presentation of plans to municipalities in about three weeks. Firm, subsidiary of General Electric, owns WGY, WGFM(FM) and WRGB(TV) Schenectady.

GE Broadcasting is competing with Capital District Better Television Inc., Albany, for CATV franchise. Capital's

president is Harry L. Goldman, who also heads WEEE Rensselaer, area station.

Proposed GE system would carry four TV signals in area—WRGB, WTEN and WAST Albany and educational outlet, WMHT Schenectady—plus, if possible, New York independent stations WOR-TV and WPX. System also might pick up two Canadian stations, firm said.

CBS takes lead in Thursday ratings

CBS-TV got off to high-audience start with its new *Munsters* series (Thursday) Sept. 24 and took five half-hours. ABC-TV won two half-hours in 7:30-11 p.m. period. (For earlier ratings see page 36.)

In so-called 26-city Trendexes, data on *Bewitched* and *Peyton Place* is based on 25 markets and *Jimmy Dean* on 24. Trendex did not measure market when no ABC show was carried there. (N) indicates new series; (NP) new program in existing series; (NT) new time period; (R) rerun or continuing cycle. Data was made available by network research sources on request:

THURSDAY, SEPT. 24			
26-City	Trendex	Rating	Share
7:30	ABC Flintstones (NP)	7.0	16.5
	CBS Munsters (N)	24.8	58.0
	NBC Daniel Boone (N)	8.3	19.5
8:00	ABC Donna Reed (NP)	15.4	32.5
	CBS Perry Mason (NP, NT)	17.8	37.5
	NBC Daniel Boone (N)	11.6	24.5
8:30	ABC My Three Sons (NP)	19.0	35.4
	CBS Perry Mason (NP, NT)	21.1	39.3
	NBC Dr. Kildare (NP)	11.5	21.4
9:00	ABC Bewitched (N)	29.1	51.2
	CBS Password (NP, NT)	14.7	25.8
	NBC Dr. Kildare (NP)	12.1	21.2
9:30	ABC Peyton Place (N)	24.5	48.5
	CBS Baileys of Balboa (N)	10.5	20.8
	NBC Hazel (NP)	11.6	22.9
10:00	ABC Jimmy Dean (NP, NT)	14.9	31.7
	CBS Defenders (NP, NT)	19.3	41.2
	NBC Kraft Theater (R)	7.1	15.2
10:30	ABC Jimmy Dean (NP, NT)	9.9	24.1
	CBS Defenders (NP, NT)	17.4	42.6
	NBC Kraft Theater (R)	9.9	24.2

200 engineers attend IEEE meeting

TV camera tube which combines advantages of vidicon and image orthicon was described by Walter Turk, English Electric Valve Ltd., to engineers attend-

ing annual broadcast symposium sponsored by Group on Broadcasting of Institute of Electrical & Electronic Engineers held in Washington Sept. 24-26.

Two hundred engineers attending meeting also heard:

J. L. Hathaway, NBC, describe developmental cordless microphone using ultraviolet light; Rodney Chipp, consultant, tell of system of compressing audio which raises soft music passages; Donald E. Quinlan, Visual Electronics, describe pulse assignment system for TV; G. Edwards, Gates Radio, detail Vanguard I, Gates' 1 kw transistorized transmitter.

Warren report and radio-TV

Notwithstanding blame assigned by Warren Commission to news media as well as Dallas police for shooting of Lee Harvey Oswald by Jack Ruby in basement of police headquarters last November, 888-page report, scheduled to be released Sunday evening (Sept. 27), shows that commission used video tapes made by radio-TV newsmen to corroborate or correct statements by witnesses.

District Attorney Henry Wade was reported telling newsmen that after Oswald fled scene of assassination, he hailed bus, jumped from bus and hailed taxi driver named Darryl Click.

Playback of conference on audio tape showed, Mr. Wade said Oswald jumped from bus and hailed taxi driver. He was then interrupted by question: "Where?". He replied: "Oak Cliff," continuing recital. Oak Cliff thus became Darryl Click in reports. Error was even included in court reporter's transcript.

Commission determined that all evidence indicates Oswald shot President Kennedy, that he had no accomplices, and that his motives stemmed from warped personality.

Oswald's death at hands of Ruby resulted from inadequate police security measures at time of his transfer to County jail, and timing of his transfer to accommodate news media, commission says.

Implication is that newsmen contributed to Oswald's death, that they jeopardized Oswald's right to fair trial, that they publicized erroneous and distorted information.

Section on "Activity of Newsmen" refers often to radio and TV reporters:

WEEK'S HEADLINERS

Norman E. Walt Jr., VP and general manager, WCBS-TV New York, elected VP of CBS Inc. as part of series of changes at company's owned television stations and representation company. **John A. Schneider**, VP and general manager of company's WCAU-TV Philadelphia, assumes Mr. Walt's title and responsibilities at WCBS-TV. **Bruce R. Bryant**, VP and general manager, CBS-TV national sales, succeeds Mr. Schneider as VP and General manager, WCAU-TV. **Theodore W. O'Connell**, eastern sales manager, CBS-TV National Sales, named VP and general manager replacing Mr. Bryant. **Bruce Lansbury**, general program executive of CBS-TV Hollywood, named VP-programs, New York. Mr. Walt, who will report directly to Dr. Frank Stanton, CBS president, in newly created post, will be responsible for special assignments and new projects in nonbroadcast area.

Raymond V. Schneider appointed to new post of VP and general manager of Meredith-Avco Inc., New York, community antenna TV firm, effective Oct. 8. Mr. Schneider, in CATV field since 1952, is currently general manager of Teleprompter, New York. Meredith-Avco was created last July under joint ownership of the Meredith Publishing Co., Des Moines, Iowa, and Avco Corp., New York (BROADCASTING, July 7). Initial operations were in Cape Kennedy, Fla., area. But in August Meredith-Avco purchased McLendon Cablevision Co., Jackson, Miss., which has CATV systems in operating, construction or franchise phase in six states.

Daniel B. Burke, VP, Capital Cities Broadcasting Corp., named general

manager WJR-AM-FM Detroit replacing **James Quello**, who becomes station manager of outlets. **Jack W. Lee**, also VP in Capital Cities, named general manager of WSAZ-AM-TV Huntington, W. Va. Mr. Lee succeeds **Tom Garten** who was named assistant general manager. Appointments follow conclusion of Capital Cities acquisition of Detroit and Huntington stations from Goodwill Stations Inc. (BROADCASTING, Sept. 14). Mr. Burke became VP of Capital Cities in 1962, having joined company year earlier as general manager WTEN(TV) Albany, N. Y. Mr. Lee joined company in 1961 as general manager of WPRO-AM-FM Providence, R. I. and became VP in 1962.



Mr. Lee

Mr. Gilmor

Paul H. Gilmor, VP and director of Ohio Broadcasting Co. (WHBC-AM-FM Canton and WONE-AM-FM Dayton, both Ohio), elected president of company and continues as manager of WHBC. As president, he replaces **S. Eugene Carr** who becomes VP of Henderson Belk Enterprises, Charlotte, N. C., on Oct. 1. **Charles Kennedy**, manager of WONE since 1962 and **Lee Atwell**, program director of WHBC since 1955, elected VP's of Ohio Broadcasting and continue in their present posts.

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

"Generally when Oswald appeared [in hallway of police headquarters] newsmen turned their cameras on him, thrust microphones at his face, and shouted questions at him. . . ."

It's questionable, commission says, whether fair and impartial jury could have been found to try Oswald.

In summation on responsibility of news media, commission says it "believes news media, as well as the police authorities, who failed to impose conditions more in keeping with orderly process of justice, must share responsibility for the failure of law enforcement which occurred in connection with the death of Oswald."

Calling for promulgation of code of professional conduct by newsmen, com-

mission concluded that steps must be taken by state and local governments, lawyers and by public to bring about "proper balance between the right of the public to be kept informed and the right of the individual to a fair and impartial trial."

Seven Arts' sales double in 1963

Significant jump in sales of television programming to \$33,922,740 in fiscal 1963 from \$14,739,109 in previous year was highlighted in Seven Arts Production Ltd.'s annual report which is being released today (Monday).

More than 75% of Seven Arts' gross

income for fiscal year ended Jan. 31, 1964, resulted from sales of its Warner Bros., 20th Century-Fox and Universal features and its various syndicated series and cartoon programs and specials, it was said.

For fiscal year ended Jan. 31:

	1963	1962
Earnings per share	\$ 1.81	\$ 1.08
Gross income	\$ 41,225,360	\$ 19,407,905
Net income	3,154,002	1,705,793
Shares outstanding	1,736,997	1,576,988

PUC approves STV- General Tel contract

Telephone contract enabling Subscript-television Inc. to expand its wired pay-TV service into Santa Monica, Calif., was approved late last week by California Public Utilities Commission. STV's agreement with General Telephone Co., filed with PUC last July, will provide service for area containing 18,446 residential units. STV says it has orders for 5,000 installations in area.

STV has posted bond of \$476,650 to protect General Telephone against loss in case contract is terminated in next 10 years.

STV contract with Pacific Telephone & Telegraph Co. for service to still another area in Hollywood and West Hollywood was submitted to PUC earlier this month. PUC has not acted on it.

STV now is operating in one district in Los Angeles and another in San Francisco. It has 4,500 installations in its Los Angeles Area One and orders for 500 more. It has made 2,000 installations of 5,000 ordered in San Francisco (see page 23).

Multiple ownership 'not bad'-Loevinger

FCC Commissioner Lee Loevinger appears to have softened his stand on issue of multiple ownership of broadcasting stations.

Commissioner, in remarks prepared for delivery Friday night (Sept. 25) before Minnesota Broadcasters Association, in Minneapolis (see page 98) restates position that FCC should encourage diversity of control of broadcast properties. But he also says multiple ownership "is not bad per se"; that present situation, while not ideal, "is quite tolerable"; that there is "no apparent" need for divestiture of any present licensee's stations.

He also says commission must be "more realistic, sophisticated and flexible in its approach" to this multiple-ownership problem.



TELEVISION TIMES

PUBLISHED MONTHLY BY WARNER BROS. TELEVISION DIVISION

October 1964



MAVERICK BROS. FAST ON THE DRAW. Two of the fastest men on the draw, when it comes to attracting big audiences, are the MAVERICK brothers, played by James Garner (left) as Bret and Jack Kelly as Bart. One of principal reasons for the tremendous rating success of MAVERICK is its unique "tongue-in-cheek" approach to western drama. Among new markets that will be exposed to the drawing power of MAVERICK (124 hours) are: Charlotte, Wichita, Tulsa, Little Rock, Columbia (S.C.), Augusta (Ga.), Decatur and Peoria.

KETV GETS "BIG ONES."

Eugene Thomas (left), Vice President of KETV, Omaha, visits VP Joseph Kotler at Warner Bros. offices in New York to discuss television trends and the WARNER BROS. ONE features package he recently purchased. Among the 25 "big ones" in the group, which includes 19 pictures released in 1959 and 1960, are: "Rio Bravo," "The Nun's Story," "The Sundowners," "The Dark at the Top of the Stairs," "The FBI Story," "The Young Philadelphians," "The Hanging Tree," "Ice Palace," and "Up Periscope."



"SURFSIDE 6" SALES CONTINUE TO BOOM-BOOM. The glamorous "Boom-Boom Room" in Miami Beach provides a favorite meeting place for the attractive young stars of SURFSIDE 6—(l to r) Troy Donahue, Margarita Sierra, Lee Patterson, Diane McBain and Van Williams. Major new ports for SURFSIDE 6 (74 hours) are: Boston, Hartford-New Haven, Buffalo, and New Orleans.



COLOR BOOKINGS FOR WB FEATURES TRIPLE. Compared to May 1964, when only 10% of stations purchasing the WARNER BROS. ONE features package were booking in color, more than 30% are now using color prints. "The Sundowners," starring Deborah Kerr, Robert Mitchum, and Peter Ustinov is one of 17 WARNER BROS. ONE features available in color.

"77" ON THE SCENE.

Roger Smith (left) and co-star Efrem Zimbalist, Jr. look for clues in a jewel theft case on 77 SUNSET STRIP. Less than a week after completing its highly successful network run, 77 SUNSET STRIP "made the scene" on an individual market basis. Among those stations in major markets starting the series Monday, September 14, were WNEW-TV, New York; KTTV, Los Angeles; KPLR-TV St. Louis; WLW-I, Indianapolis; WMCT, Memphis; and WNYS-TV, Syracuse. Other stations with early starts include WBKB, Chicago (9/15); KPIX, San Francisco (9/15); WEAR-TV, Mobile-Pensacola (9/19); WTAR-TV, Norfolk,



NOW IN DISTRIBUTION: 77 SUNSET STRIP • ROOM FOR ONE MORE • THE DAKOTAS • THE GALLANT MEN • HAWAIIAN EYE LAWMAN • CHEYENNE • MAVERICK • SUGARFOOT • BRONCO • SURFSIDE 6 • THE ROARING 20'S • BOURBON STREET BEAT
FEATURES: "WARNER BROS. ONE" • CARTOONS: "WARNER BROS.—SERIES '64'"

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000

DATEBOOK

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

■Indicates first or revised listing.

SEPTEMBER

■Sept. 28—Stockholders meeting of Papert, Koenig, Lois, Inc., 3 p.m., 9 Rockefeller Plaza, New York.

Sept. 28—Twenty-seventh annual workshop of the Chicago Federated Advertising Club. Lester F. Lilliston, of Tatham-Laird, is chairman. 36 South Wabash Avenue.

■Sept. 28-Oct. 1—Technical conference and exhibit, Society of Motion Picture & Television Engineers. Session on television engineering and production scheduled Oct. 1, with following papers: separate luminance color camera systems, Koichi Sadashige, RCA; lighting for TV, J. A. Flaherty, CBS; mobile unit design, I. S. Rosner, Rosner TV Systems; long focal length lens for TV, Fred Himelfarb, NBC; TV facilities for 1964 political conventions, Merle C. Worster, ABC; cutting and splicing video tape, Stephen F. Temmer, Gotham Audio Corp.; electronic editing techniques, Donald R. Collins, Videotape Center; broadcast center, K. B. Benson, J. A. Flaherty, Walter Pierson, R. S. O'Brien, CBS; slide registration, K. B. Benson and J. R. Whittaker, CBS. Commodore hotel, New York.

Sept. 29—Membership meeting of the National Academy of Television Arts & Sciences. Discussion on "Should we or shouldn't we have pay TV" by Pat Weaver, president of Subscription Television Inc., and Jack Harris, vice president and manager, KPRC-TV Houston. The Hollywood (Calif.) Palladium.

Sept. 29-30—Meeting of radio code board of National Association of Broadcasters, Gramercy Inn, Washington.

■Sept. 30—Luncheon meeting, Federal Communications Bar Association. Speaker: Howard H. Bell, code director, National Association of Broadcasters. Willard hotel, Washington.

Sept. 30-Oct. 1—Third annual National Association of Educational Broadcasters music personnel conference. University of Minnesota, Minneapolis.

OCTOBER

Oct. 2—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. E. William Henry, FCC chairman, is guest speaker.

■Oct. 2-4—New York State conference of American Women in Radio & Television. Discussion with Dr. George N. Gordon, New York University and Judith Crist, *New York Herald-Tribune*; panel discussion with Pauline Frederick, NBC; Doris Corwith, past president AWRT; Susan Wayne, Gotham Film Productions; Merl Galusha, WGY, WGRB(TV) Schenectady, N. Y.; Brand Crandell, NBC, and Barbara Greenberg, *TV Guide*. Top of the World, Lake George.

Oct. 2-4—American Women in Radio & Television East-Central area conference. Keynote speaker will be Ernest A. Jones, president of MacManus, John & Adams, Bloomfield Hills, Mich. Other speakers include Clark Grant, WOOD-TV Grand Rapids, Mich., and president of Broadcasters Promotion Association; John McGoff, president of Mid-State Broadcasters; Walter Patterson, executive vice president of WKNR Dearborn, Mich., and John Pival, president of WXYZ-AM-TV Detroit. Statler-Hilton hotel, Detroit.

Oct. 3—Fall conference and board meeting of the Florida Association of Broadcasters, Grand Bahama hotel and club, West End, Grand Bahama Island.

■Oct. 4-5—Fall meeting of Texas Association of Broadcasters. Featured speaker will be Robert J. Rawson, chief of FCC's re-

newal and transfer division. Hotel Texas, Fort Worth.

Oct. 4-6—Meeting of North Carolina Association of Broadcasters, Grove Park Inn, Asheville.

Oct. 5—Annual fall outing of Federal Communications Bar Association. Washingtonian Country Club, Gaithersburg, Md.

■Oct. 5-6—Eighteenth annual fall convention of New Jersey Broadcasters Association. Speakers will include Vincent Wasilewski, executive vice president of National Association of Broadcasters; Henry Brief, Record Industry Association of America, and New Jersey's senatorial candidates. Nassau Inn, Princeton.

Oct. 6—Tenth annual conference of The Advertising Research Foundation, Hotel Commodore, New York. Principal participants and general topical nature of their subjects: morning—Gary A. Steiner, professor of psychology, Graduate School of Business at the University of Chicago (human behavior); Stuart Henderson Britt, professor of marketing, Northwestern University and editor of *Journal of Marketing* (unsolved advertising research problems); panel on market concentration, segmentation and media selection: Dick Warren Twedt, Oscar Mayer & Co.; C. E. Wilson, The Nestle Co., and Paul E. J. Gerhold, at J. Walter Thompson Co.; William M. Weilbacher, C. J. LaRoche & Co. (AAAA consumer study methodology); John S. Coulson, Leo Burnett Co., is chairman of program committee and presiding over morning session. Peter G. Peterson, president of Bell & Howell Co., is luncheon speaker. Afternoon on predicting advertising results—Richard M. Cyert, dean of graduate school of industrial administration, Carnegie Institute of Technology (simulating business firms); Robert J. Williams, Edward Dalton Co. (lead-lag time); Seymour Banks, Leo Burnett Co. (experimentation); Frank X. Stanton, Benton & Bowles, and Valentine Appel, Benton & Bowles (multi-market testing); Alvin A. Achenbaum, Grey Advertising, and Herta M. Herzog, Marplan (copy testing); Richard M. Osthimer, Time Inc., presiding.

Oct. 6.—Tenth Wisconsin FM Station Clinic Harold A. Engel, chairman. Center Building, University of Wisconsin, Madison.

Oct. 7—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. Howard H. Bell, director of the code authority for the National Association of Broadcasters, is speaker.

Oct. 8-9—Meeting of Tennessee Association of Broadcasters, Mountain View hotel, Gatlinburg.

Oct. 8-10—Meeting of Alabama Broadcasters Association, Tuscaloosa.

Oct. 9-10 — California CATV Association semi-annual meeting, Edgewater Inn Marina hotel, Long Beach, Calif.

■Oct. 9-11—Convention of the Advertising Federation of America's seventh district. Keynote speaker will be Robert M. Ganger, board chairman of D'Arcy Advertising, New

RAB CONFERENCE SCHEDULE

Dates and places for the Radio Advertising Bureau's fall management conferences:

- Sept. 28-29—Far Horizons, Sarasota, Fla.
- Oct. 1-2—Hyatt House, San Francisco.
- Oct. 8-9—Western Hills Lodge, Wagoner, Okla. (near Tulsa).
- Oct. 12-13—Hotel Moraine, Chicago.
- Oct. 15-16—Northland Inn, Detroit.

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As National Representative

Effective Immediately



7:30 PM EDT / MR. NOVAK



8:30 PM EDT / THE MAN FROM U.N.C.L.E.



9:30 PM EDT / THAT WAS THE WEEK THAT WAS



10:00 PM EDT / THE BELL TELEPHONE HOUR



ALSO AT 10:00 PM EDT / NBC NEWS ACTUALITY SPECIALS

INSIDE TUESDAY NIGHT

Schoolteachers, satire, skulduggery and song are on the attractive Tuesday night agenda this season for NBC-TV viewers.

The prime-time goings-on get off to a strong start with the return of "Mr. Novak"—exciting dramas played against an authentic backdrop of high-school life. Last year, "Mr. Novak" won more honors and citations than any other new '63-'64 network series. This season, teacher James Franciscus and principal Dean Jagger will again be supported by a fine cast and MGM's first-rank production techniques, so the series seems headed for a splendid sophomore year.

"Mr. Novak" is followed on Tuesday nights by "The Man From U.N.C.L.E.," which brings to television the kind of whirlwind, global intrigue that has enjoyed such fantastic motion-picture success. "U.N.C.L.E.'s" larger-than-life hero, Napoleon Solo, is suavely rendered by Robert Vaughn, whose smooth appeal in these expertly produced tales makes "U.N.C.L.E." a more-than-likely bet to garner enthusiastic audiences.

Entirely in a class by itself is "That Was The Week That Was," the third Tuesday night offering on NBC-TV. Introduced last season as a bold experiment in satire, TW3 was an immediate success. This season it will have even more going for it—a new programming time, color, and an even wider range of songs, skits and stars.

Capping Tuesday nights in high musical style is "The Bell Telephone Hour"—one of television's outstanding entertainment programs. Sharing the time period on an every-other-Tuesday-night basis will be an outstanding series of Actuality Specials—all planned and executed by NBC News, the finest and most successful organization in broadcast journalism.

Sharp, alive and bright—that's NBC on Tuesday nights. Both viewers and advertisers are certain to applaud this rewarding blend of drama, adventure, comedy, music and news documentaries.



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



BLOCK PROGRAMMING is fine — if you want only a fraction of the potential audience. Not everyone's a long hair or a Beatlebug.



TOTAL PROGRAMMING has something for everybody. All ages — all tastes. It doesn't go after the fraction; it goes after the entire market.

WLIB'S CONCEPT OF TOTAL PROGRAMMING TO THE NEGRO COMMUNITY IS BASED ON THE BELIEF THAT MORE PEOPLE LISTEN WHERE THERE'S MORE TO LISTEN TO.

It seems to pay out for advertisers. We've had more national advertisers than most other Negro stations in the market combined. It's been that way for almost ten solid years.

WLIB
Harlem Radio Center

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York. Advertising Club of the Chattahoochee Valley, Columbus, Ga.

Oct. 9-11—Midwestern area conference of American Women in Radio & Television, Marriott motor hotel, Philadelphia.

■Oct. 12-13 — Meeting of North Dakota Broadcasters Association. Clarence Parker hotel, Minot.

Oct. 12-16 — Audio Engineering Society's 16th annual fall convention and exhibition of professional products. Barbizon-Plaza hotel, New York.

Oct. 14—International Radio & Television Society newsmaker luncheon at Waldorf Astoria, New York. Sylvester L. (Pat) Weaver, president of Subscription Television Inc., in guest speaker.

■Oct. 14-15—Meeting of Illinois Broadcasters Association. Sheraton hotel, Chicago.

Oct. 16—Deadline for reply comments in FCC inquiry into CATV ownership by broadcast licensees and related questions.

Oct. 16-18—Board of directors meeting of American Women in Radio & Television, Hilton hotel, New York.

■Oct. 19—Deadline for comments in FCC inquiry into community antenna television ownership by broadcast licensees and related questions.

■Oct. 19—FCC deadline for filing reply comments on its proposed rules to govern grant of authorizations in business radio service and domestic public point-to-point microwave radio service for microwave facilities to relay TV programs to community antenna television systems.

Oct. 19-21—Fall meeting of the Kentucky Broadcasters Association. Jennie Wiley State Park, near Prestonburg.

■Oct. 19-21—National Electronics Conference 20th annual meeting. Speakers at conference luncheons: James E. Webb, administrator, National Aeronautics & Space Administration; Dr. Henry K. Puharich, president, Intellectron Corp.; Dr. Albert V. Crewe, director, Argonne National Laboratory. Included in program is a consumer electronics symposium, sponsored jointly by Institute of Electrical & Electronics Engineers group on broadcast and TV receivers, audio and electron devices. McCormick Place and Sherman House, Chicago.

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

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

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

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

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

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

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

Oct. 25-26—Annual convention of Massachusetts Broadcasters Association, Hotel Somerset, Boston.

NAB FALL CONFERENCE SCHEDULE

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

■ Oct. 12-13—Hotel Utah, Salt Lake City.

■ Oct. 15-16—Statler-Hilton hotel, Los Angeles.

■ Oct. 19-20—Hotel Skirvin, Oklahoma City.

■ Oct. 22-23—Fort Des Moines hotel, Des Moines, Iowa.

■ Oct. 26-27—Jung hotel, New Orleans.

■ Nov. 9-10—Statler hotel, Detroit.

■ Nov. 12-13—Hotel Ten Eyck, Albany, N. Y.

■ Nov. 16-17—John Marshall hotel, Richmond, Va.

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

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

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

Oct. 27-30—Western region convention of American Association of Advertising Agencies at Hotel Beverly-Hilton, Beverly Hills, Calif. Board of directors meet in Los Angeles Oct. 27. Proceedings begin Oct. 28 in Beverly Hills for invited guests.

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

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

NOVEMBER

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

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

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

■Indicates first or revised listing.

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Most Homes Reached
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 Most Teenagers
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 for your TV ad dollar

*Sign-On to Sign-Off, Mon. through Sun. ARB, March, 1964. (Audience measurement data are estimates only—subject to defects and limitations of source material and methods. Hence, they may not be accurate of the true audience.)

WHEG-TV Channel 10
 ROCHESTER, N. Y. Represented by HR
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WRCB-TV
 Chattanooga market's
 widest coverage

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Friend finder

EDITOR: I sincerely appreciated choosing me for the Week's Profile in BROADCASTING, Aug. 3. Thanks to this article, I have heard from many old friends from coast to coast.—David E. Lundy, president, Blair Television, New York.

No prophetic powers

EDITOR: BROADCASTING's Sept. 21 issue reports that the National Association of Broadcasters Convention Committee has invited President Johnson to speak at the NAB's 1965 convention, which will be held next March. You have erroneously attributed to the committee powers of prophecy it is not seeking to exercise. The committee announced that "the President of the United States will be invited to speak."—John M. Couric, vice president for public relations, NAB, Washington.

Journalism is just a word

EDITOR: No further evidence of the contempt so many broadcasters exhibit for journalism has been necessary for a long time, but the firing of Walter Cronkite from convention assignments by CBS (BROADCASTING, Aug. 3) surely serves as a classic example.

In announcing Mr. Cronkite's removal, the least effusive terms used by Fred Friendly [president of CBS News] in describing the job Mr. Cronkite did during the GOP convention was "superb." There was a lot of other praise which boiled down to the belief that Mr. Cronkite was probably the most knowledgeable and competent newsman on the face of the earth, but he was out and Bob Trout and Roger Mudd were in.

The top ratings had again gone to Chet Huntley and David Brinkley, so Mr. Cronkite was removed. And maybe he should have been fired. But, since he is billed as a newsman, it would have been refreshing to say the least if the dismissal had been even remotely linked to just one journalistic principle.

It is unfortunately true that principles of journalism, which teachers and other assorted crackpots like to talk about, are totally irrelevant when network brass and station managers talk news. The issues are journalistic; the criteria are show biz.

Moral: Walter Cronkite is superb; Huntley and Brinkley are fantastic—but nothing beats 21% fewer cavities.—John Hodowanic, instructor, broadcast journalism, Mankato State College, Mankato, Minn.

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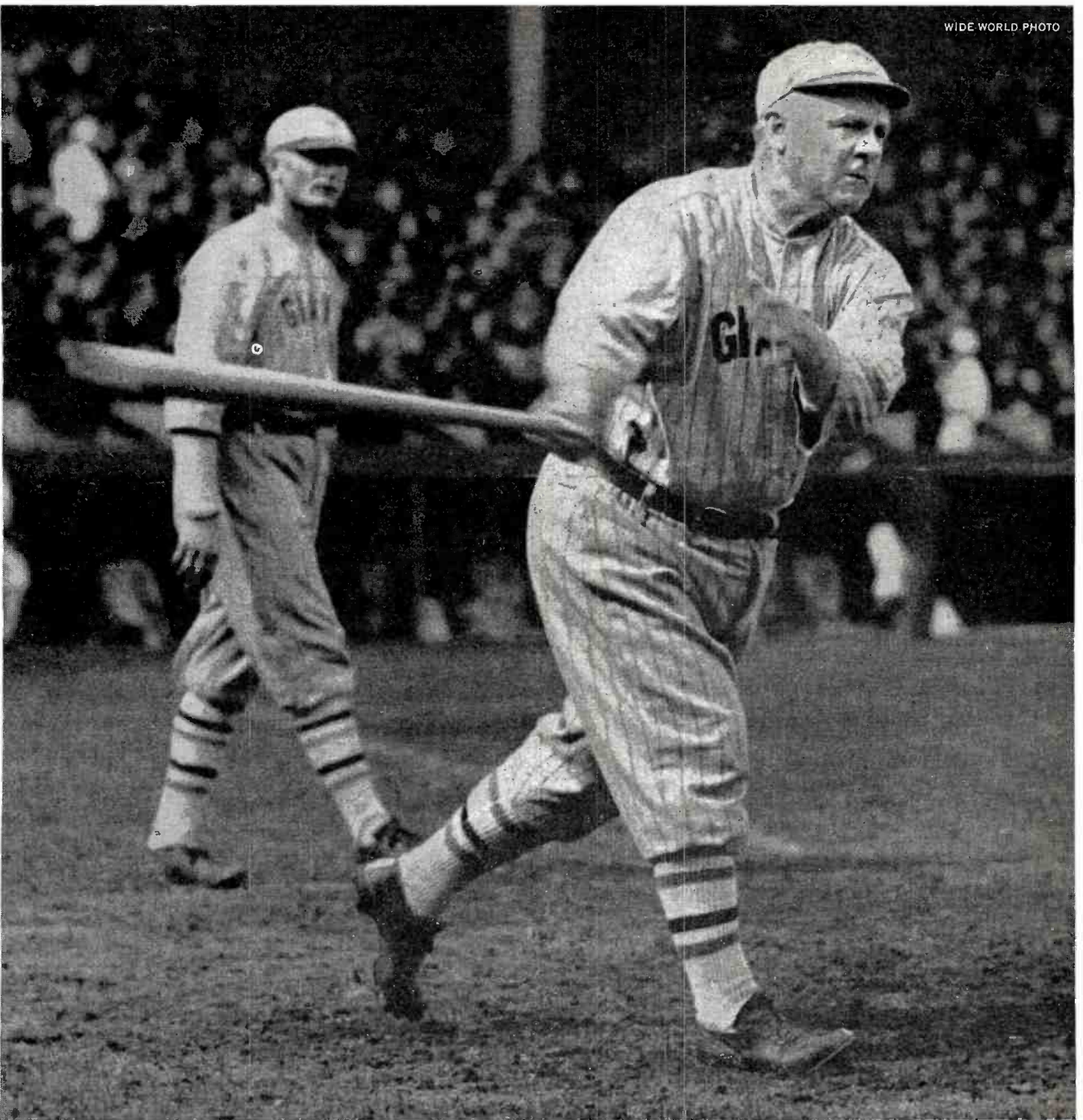
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October 9, 1904 John J. McGraw, New York Giants baseball manager, today declined a proposed post-season series with the American League champions, the Boston Americans. He told *The Associated Press* there were not enough safeguards to assure fair play and sportsmanship.

The Associated Press Brings 116 Years of Experience and Reliability to the 1964 World Series Story.

THE ASSOCIATED PRESS *The Prestige Service*

Radio serves needs of today's 'big business' farmer

New Year's Day in 1928 was raw, cold and snowy in the upper Midwest. Farmers hurried through their chores and came into the house to spend a peaceful afternoon soaking up the warmth of their wood-burning stoves.

A lot of them had a new toy to play with — a battery-powered radio set. Most tuned in pioneer wcco Minneapolis-St. Paul to hear what was going on.

That day they heard a pair of banjo players named the "Maple Dale Chix" and a contest to guess the two tunes they would play ("The Star Spangled Banner" and "Oh, Susannah!"). From the correct answers, four winners would be chosen and each would get 25 chicks from the sponsor, Maple Dale Hatcheries, Austin, Minn.

The contest was the idea of a young Waterloo, Iowa, advertising man, Phillips Taylor, and the buy was wcco's first agency order. In just one week the show generated 10,000 contest entries.

Today Mr. Taylor is still in the agency business (he is president of our affiliate, Colle-McVoy-Weston-Barnett Inc., Waterloo), Maple Dale is still selling chicks and wcco is still on the air.

Vital to farmer ■ Farmers are still listening to their radios and buying what they hear advertised. Radio is as important to them in 1964 as it was in 1928.

Radio occupies a unique position with the farmer—a position no other medium is likely to supplant.

The reason? Radio breaks up the loneliness of the farmer's life.

Farming is a lonely profession. The wild rush of mechanization, if anything, has made it lonelier. The farmer gets to town more often. But he's alone in his daily work, often in a field far from his house or his neighbors.

He used to talk to his horses, but the horses are gone and a tractor isn't the same somehow. He used to talk to his hired hand, but there are few two-man jobs left on the farm.

Full Bore, All Day ■ So today's farmer listens to the radio wherever he is. He has radios in his house, radios in his barn and radios on his tractor. That bulge in his hip pocket isn't snore any more, it's a transistor radio. And he's got 'em on, full bore, all day long.

What does the farmer hear on his radio? When he tunes in to a "powerhouse" station like wcco; WNAX Yankton, S. D.; WHO Des Moines, Iowa, or WGN Chicago and any of the several other fine "big" stations he not only is entertained but he gets a wealth of in-

formation he needs to operate profitably.

He gets last-minute reports on the two things he still can't control: the weather and the markets. These two services alone save—and make—billions of dollars for the nation's farmers.

But that's just the start. The farmer gets advice on every phase of his business from insecticides to artificial insemination. It's expert advice brought to him by a large corps of first-class farm reporters like Maynard Speece, Jim Hill, Herb Plambeck, Keith Kirkpatrick, Orion Samuelson, George German, Creighton Knau, to name a few.

Serving and Selling ■ As radio has a unique relationship with the farmer, so does the radio farm director. He is both a friendly, hard-working newsman and a forceful pitchman. The radio farm directors I know do a magnificent job of selling without compromising their integrity. Farmers trust their farm directors and the trust is well held.

The net result of all this is that the advertiser is given a fertile field for his commercial messages aimed at the farmer.

Today's farm radio advertiser, therefore, is able to:

■ Talk to a man who wants to listen to his radio.

■ Talk to a man who needs to know about new products and services if he is to stay in business—and who can afford to buy them.

■ Place his message in the friendliest setting he could hope for.

Tradition's Loyalty ■ Two of radio's few remaining institutions are the well known *Early Farm Report* and the *Noon Farm Hour* programs. These times are a tradition in the farm country and you wouldn't believe the loyalty

of the audience they attract.

What do you say to the farmer to sell him? Here are the guidelines we use at Colle & McVoy:

■ Be honest. Farmers can spot an overenthusiastic claim for any product or service in a second.

■ Don't "talk down" to farmers. This is one of the most sophisticated markets in radio. The farmers of today are scientists and don't forget this point. Don't forget either that they are big businessmen. The average good farmer in this area runs an operation with a capital investment of well over \$100,000.

■ Be specific. Avoid superlatives. If your product is "best," better explain why.

■ Be professional. Write crisp copy. Use first-class talent. Farmers are probably the most quality-conscious consumers around. Your commercials should sound "quality" too.

■ Be creative. Don't use "corn" unless it is very well done. Farmers respond to a fresh approach as well, or perhaps even better, than others.

Should you play it straight, with your commercials read by the station's farm director? Should you prerecord your farm commercials? Should you use jingles in your radio advertising? We have done all three successfully at Colle & McVoy.

It's well to remember, except for his high degree of product knowledge, a farmer is just like everybody else you sell with radio. He wants "hard" information but he also wants to be entertained.

If your product has definite competitive advantages, give the facts to your farmer listener. If your product is one of the crowd, entertain him!



Clarence M. (Tommy) Thompson, vice president and creative director of Colle & McVoy, was raised on a Wisconsin dairy farm and has an agricultural journalism degree from the University of Wisconsin. Before joining Colle & McVoy in 1957, he was director of agricultural services for General Mills. He maintains close ties with farming and spent part of his vacation at his family's 200-acre farm where, he reports, the cows prefer Maynard Speece of WCCO Minneapolis-St. Paul to rock 'n' roll.



**Everything that concerns Detroit
concerns WKNR News**

Secretary of State Dean Rusk is interviewed by WKNR newsman Ed Mullen on the administration's policy on the South Viet Nam crisis. Mr. Rusk recently addressed the Economic Club of Detroit.

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

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



NEW HEIGHTS OF POWER ON KIRO-TV...

DELIVERS
A CLEARER
STRONGER
PICTURE!



REACHING MORE HOMES... BETTER WITH TOP-RATED CBS PROGRAMMING!

This newest technical improvement is another step in the planned progress of a great STATION-ON-THE-GO in the growing Puget Sound Market. Tested and proved by some sixty of the nation's leading stations, the traveling wave antenna delivers a clearer, cleaner and higher-powered signal.

Your PGW "Colonel" will give you the full story on the many other STATION-ON-THE-GO plans and accomplishments of the new KIRO-TV—the station to *buy* because it's the station-to-*watch* in the nation's SIXTEENTH market!

KIRO TV 7

CBS FOR THE GREAT NORTHWEST

Affiliated with: WRUL RADIO NEW YORK WORLDWIDE

KSL-AM/FM/TV

KID-AM/FM/TV

KBOI-AM/FM/TV

Pay TV's crisis in California

Weaver's wire system will take the biggest blow if voters go for proposition outlawing pay TV—but effects could be felt by all pay venturers

Subscription television ventures throughout the United States could be delayed and perhaps aborted by a decision of California voters five weeks from now.

On the California ballot Nov. 3 will be a proposition to outlaw pay TV in that state. The proposition was drawn up to kill off a wired system, Subscription Television Inc., that has begun operation in Los Angeles and San Francisco. But if it passes, it will exclude from the state all kinds of pay TV, on wire or on the air, and its effects will inevitably be felt elsewhere.

Although the California voters cannot make their wishes known until next November, Proposition 15, the anti-pay-TV measure, has already functioned to arrest the progress of the pay-TV venture it was designed to execute. Subscription Television Inc., which has spent \$20 million to set up shop, has been trapped in the two small areas of its original exploitation. It can expand only at the bidding of the California Public Utilities Commission which has the power to approve or disapprove STV's contracts for telephone service. The utilities commission, whose members are politically appointed, has been notoriously slow in acting on STV applications.

Constitutional Question ■ A substantial body of legal opinion believes that if Proposition 15 passes, it will be held unconstitutional by the courts. But court appeals take time, especially on constitutional issues. What happens in the meantime if Proposition 15 becomes California law?

Those close to pay-TV developments believe that a voter endorsement of Proposition 15 in California could be used to persuasive effect as anti-pay-TV propaganda in any other state where pay-TV ventures tried to get started. The movie theater interests that have supplied the principal financial support for the Proposition 15 campaign in California would have the model for similar campaigns if they were so minded. Until a decisive constitutional test of the California law could be precipitated, anti-pay-TV elements could

at least delay the introduction of pay systems elsewhere, according to this reasoning.

If a California law were on the books it could also be a factor in the FCC action on any application to begin on-the-air pay operation in that state. A number of competent lawyers have privately stated their belief that the FCC has the authority to grant pay-TV broadcasting franchises in California, even if a state law prohibits them. The federal government has pre-empted regulatory power over broadcasting frequencies, this theory runs, and is there-

fore in a position to countermand such a law as Proposition 15 would create if approved by voters. Still, the conflict between state and federal authority would be an issue in any application for California on-air pay TV and would therefore complicate the matter.

Getting Ready To Go ■ There are several pay-TV ventures in the planning stage that could be affected by the passage of California's Proposition 15. Two months ago International Telemeter, developer of a wired pay-TV system that is now operating in a suburb of Toronto, granted franchises



Pat Weaver: target of Proposition 15

15 TELEVISION PROGRAMS. Initiative. Declares it contrary to public policy to permit development of subscription television business. Provides no charge shall be made to public for television programs transmitted to home television sets. Contracts inconsistent with free transmission made after effective date of Act or still executory are void. Act does not apply to community, hotel or apartment antenna systems, or non-profit educational television systems. Injured person may seek damages or injunction for violation of Act. Repeals Sections 35001-35003, Revenue and Taxation Code, relating to subscription television.

YES

NO

How proposition will appear on ballot

PAY TV'S CRISIS IN CALIFORNIA continued

Miami, Houston and Dallas (BROADCASTING, July 27).

Within the past couple of months Zenith Radio Corp. and RKO General, which are engaged in a joint operation of WHCT, an experimental UHF pay-TV broadcasting station in Hartford, Conn., have indicated intentions of applying for regular pay-TV broadcasting licenses in other cities.

In a speech to the New York Society of Security Analysts earlier this month, Joseph Wright, president of Zenith, pronounced the Hartford test a success and said his company was negotiating not only with RKO but also with other broadcasting interests for an expansion of pay-TV service.

Last week Mr. Wright told BROADCASTING, that Zenith was talking mostly with present or potential UHF broadcasters who see pay TV "as an adjunct to regular broadcasting" that will help finance the development of the UHF broadcasting system. Mr. Wright would not say when applications might be ready for presentation to the FCC, but he said Zenith was collating information collected from the Hartford experiment which it would present to the commission.

The Big Venture ■ Despite the size of the companies involved, none of the announcements by Telemeter, Zenith or RKO in recent months has commanded the attention that has been accorded the California venture of Subscription Television Inc., which is headed by Sylvester L. (Pat) Weaver Jr., the one-time president of NBC who has been one of the most conspicuous executives in broadcasting and advertising.

STV's founding stockholders included Lear Siegler Inc., a major electronics firm; Reuben H. Donnelley Corp., a Dun & Bradstreet subsidiary that manages the Yellow Pages of many AT&T affiliates; and the San Francisco Giants and Los Angeles Dodgers. The company went public on Oct. 30, 1963. On that day all of 1,310,000 shares that were offered at \$12 a share were immediately sold.

Since the first offering, the price of STV stock, which is traded over the counter has risen as high as 14 $\frac{3}{8}$ %. Last Thursday the price had sagged to 6 bid and 6 $\frac{5}{8}$ asked. The decline in STV's market was a reflection of the ill turn of fortune that the political campaign against STV has generated.

Defense Fund ■ STV has had to suspend almost all its normal advertising and selling efforts while concentrating on its campaign to defeat Proposition 15. Last week the company and its agency, Young & Rubicam, Los Angeles, shifted its defensive strategy. The new plan calls for concentration of a \$1 million advertising campaign in the two weeks preceding the election.

Neither STV or Y&R would discuss details of the new strategy beyond admitting it was designed to conserve funds for a last-minute, do-or-die blast.

And for STV it is truly a matter of do or die in California. If Proposition 15 is approved by the voters, STV's investment of more than \$20 million will largely have been spent for naught. The electronic gear at the communications centers in Los Angeles and San Francisco can be crated and shipped to another state if one can be found where the climate is more hospitable for a cable TV service. And presumably the program selectors, the boxes connected with the sets of subscribers to enable them to tune in STV's three-channel program service, could be unhooked and transported elsewhere for re-installation. But the miles of cable and the thousands of drop wires connecting the homes of subscribers with the main transmission lines that are leased to STV by the telephone companies would

Pay TV is poor in poll

Folks in Minnesota don't care much about the idea of pay television, according to the "Minnesota Poll," a periodic survey conducted by the research department of the *Minneapolis Sunday Tribune* which claims a reputation for accuracy in those parts, especially on political subjects.

Based on the results of the poll in the *Tribune* of Sept. 13, 78% of the people would not like to subscribe to pay television if a system were available to them on which they could see movies, baseball or similar programs for prices ranging from 75 cents to \$1.50. A total of 18%, though, said they would like to subscribe, and the rest had no opinion or gave other answers.

The same poll also found that 28% of the people think color television adds interest to programs while 43% feel color makes little difference and the rest were noncommittal. Of householders questioned, 3% already have color sets and 8% said they might buy a color set priced about \$400 in the next year.

Taking television commercials as a whole, the poll found that 16% consider the commercials make viewing more enjoyable while 61% said they make it less enjoyable and 21% said they don't make any difference.

be a dead loss.

STV officials are bitter about the situation, particularly about the opposition of the theater owners of California, who, fearing the competition of STV home programming with theater attendance raised a war chest and organized the Citizens Committee for Free TV which conducted a campaign that obtained over a million signatures on a petition to put the pay-TV matter up to the voters this November.

But STV, to emerge victorious in November, must overcome ignorance and indifference as well as outright opposition. This is clearly shown by the latest California Poll on the subject made earlier this month by the Field Research Corp., whose interviewers asked a representative sample of registered voters throughout the state whether, if the election were held that day, they would vote "yes" or "no" on Proposition 15. There were more "no" answers (45%) than "yesses" (37%), giving STV a considerable edge among voters who said they had made up their minds. But the 18% who were undecided are more than enough to swing the decision one way or the other. The September results showed a slight shift in STV's favor since May, when a similar canvass showed a yes vote of 41%, a no vote of 42% with 17% undecided.

The Proposition ■ As listed on the California ballot, Proposition 15 will read: "TELEVISION PROGRAMS. INITIATIVE. Declares it contrary to public policy to permit development of subscription television business. Provides no charge shall be made to public for television programs transmitted to home television sets. Contracts inconsistent with free transmission made after effective date of Act or still executory are void. Act does not apply to community, hotel, or apartment antenna systems, or nonprofit educational television systems. Injured person may seek damages or injunction for violation of Act. Repeals Section 35001-35003, Revenue and Taxation Code, relating to subscription television."

To the uninitiated reader this language is apt to mean that subscription television is already "contrary to public policy" and this impression is strengthened by the analysis by the State Legislative Council, which repeats that statement and then continues:

"The measure declares that the public shall have the right to view any television program on a home television set free of charge, regardless of how such program is transmitted, if the program is of a category, form, kind, nature or type which was transmitted on or before the effective date of the measure free of charge for reception on home television sets. It would prohibit any person from, directly or indirectly, making a charge inconsistent with such

PAY TV'S CRISIS IN CALIFORNIA *continued*

right. . . .

"The measure would repeal existing statutes which now authorize subscription television corporations to engage in the subscription television business."

'Educational' Material ■ This analysis is included in a booklet sent to all California voters with a sample ballot well in advance of election day so they may familiarize themselves with the candidates and propositions before entering the voting booth. This year there are 17 propositions on the state ballot, including measures on bond issues, racial discriminating in the sale and rental of real estate and a proposal for a state lottery as well as that against pay TV.

Following the analysis are arguments in favor of Proposition 15 and against it (and a further complication for the unwary voter is the fact that a vote *for* the measure is a vote *against* pay TV and vice versa). The argument in favor begins: "Your YES vote on Proposition 15 will: 1. Repeal the unregulated subscription pay-TV monopoly. 2. Protect you from having to pay a monthly bill for sports programs and popular shows you now see on free TV."

Commenting that throughout the East TV viewers watch major league baseball on free TV, the argument for the proposition to outlaw pay TV notes that "in California, Dodger and Giant games are monopolized by pay TV charging \$1.50 per game if you are in the pay-TV area. You can't see the games at all (nine excepted this year) if you live in any low or most middle income neighborhoods, a suburban area, or any place outside Los Angeles or San Francisco. . . ."

The argument concludes: "Repeal the unregulated pay-TV monopoly which will be profitable only to its stockholders. Preserve YOUR right to free TV." The argument favoring the proposition is signed by Don Belding, chairman, Citizens Committee for Free TV, and director, Eversharp Corp. and Financial Corp. of America; Mrs. Fred S. (Gerri) Teasley, vice chairman of the committee and radio-TV chairman of the California Federation of Women's Clubs, and George Johns, executive secretary, San Francisco Central Labor Council.

The instructional booklet also contains three arguments against Proposition 15. The first, signed by Mr. Weaver, urges voters to "vote no on Proposition 15 and insure better TV programming . . . STV will not affect commercial television. It will actually increase the value of your current set by adding three new color-capable channels. . . ."

The second, signed by Ralph Belamy, acting president, Fair Trial for

Pay TV Council calls the proposition "one of the most dangerous measures ever to be placed on a California ballot. It is designed to serve a private-interest group—theater owners. It is a maneuver to outlaw home pay TV in California, reserving the rights and benefits of pay TV for theater use only. It is a device to legislate competitors (home pay TV operators) out of business, thereby creating a monopoly of theater TV. . . ."

Ralph Clare, secretary, Joint Council of Teamsters of Southern California, in a third statement asking for a "no" vote on Proposition 15 notes that the joint legislative council of his union is on record as unanimously opposing the measure. "Home pay TV," he states, "must be permitted to succeed or fail in the open market in accordance with the American free enterprise system. Its opponents, the theater owners, are the very same people who tried to stamp out free TV at its inception."

Hemmed In ■ Another unexpected trouble that has hampered STV in its attempts to get its service launched has been the difficulty in securing approval from the California Public Utilities Commission for STV's contracts with the telephone companies that provide the transmission facilities to channel STV's programs from central studios to the homes of subscribers. Last February the Pacific Telephone & Telegraph Co. filed with the PUC a contract to provide such service to STV's Los Angeles Area One. The Citizens Committee for Free TV asked for public hearings and they were held both in Los Angeles and San Francisco. Then the days and weeks and months went by until June, when, the day after the California primary election, the PUC approved the contract and work could proceed. The delay in securing this approval put STV behind schedule with its installations and forced a postponement of the planned July 1 starting date in both cities to July 17 in Los Angeles and Aug. 14 in San Francisco. (PUC approval for the latter city came through without delay, as a rider to the original contract.)

In July, General Telephone Co. of California filed with the PUC a similar contract calling for GTC to provide transmission facilities for STV to subscribers in Santa Monica, a heavily populated seaside suburb of Los Angeles. No protest was filed and no hearing held, but not until last Thursday did the PUC issue its approval. In all the time the application has been hanging fire STV has been powerless to start wiring in Santa Monica.

In the two areas where it does provide service, STV has made strong penetration. Of the 10,766 total dwellings

in the Los Angeles area, about 4,500 are now connected to the STV system. Of the 18,000 in the San Francisco area, some 2,000 are connected. The selling effort in Los Angeles began before that in San Francisco. It has been suspended in both areas while STV now concentrates its manpower and funds on the fight to survive Proposition 15.

Marking Time ■ Blocked from expansion, STV has put a retrenchment program into effect. It has stopped work on the production of new programming. The sales and clerical force employed by the Reuben H. Donnelly Corp., which not only is a stockholder but also is under contract to furnish selling and bookkeeping services to STV, has been cut back from 120 to 30 in Los Angeles and from 65 to 12 in San Francisco. The salesmen that are still employed are engaged in negotiating with the management of high-rise apartments in new areas that STV hopes to open if the utilities commission will clear the telephone contracts. STV wants to be able to hook up the multiple-dwellings fast, once clearance is obtained.

But the clearance may be some time coming. If the utilities commission continues to delay action until after the election, and if Proposition 15 is voted into law, STV will be out of business entirely until it can get a court to overturn the law. That might take months, or years, or longer than STV can sit on its sophisticated hardware without getting back a nickel on the \$20 million it has spent.

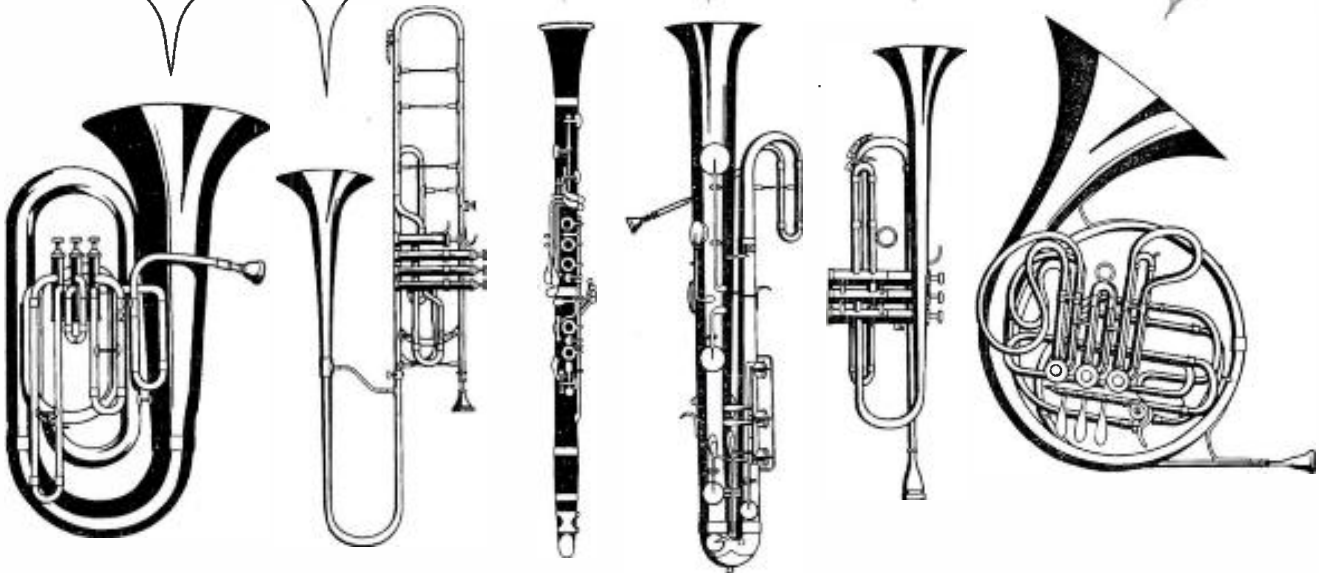
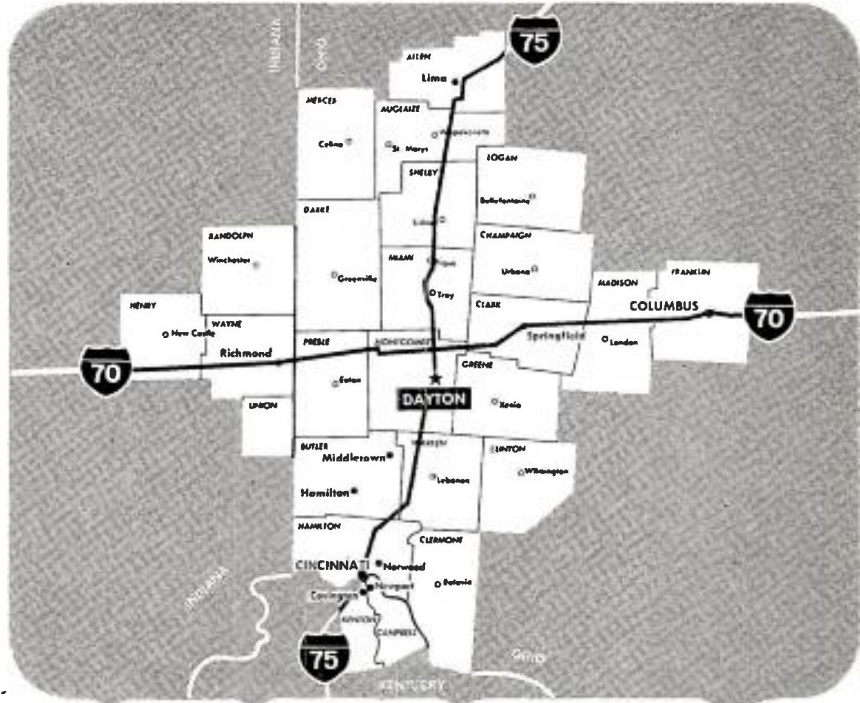
U.S. court refuses to dismiss STV suit

The \$117 million suit for damages filed last December by Subscription Television Inc. against the Crusade for Free TV and its theater-operator backers (BROADCASTING, Dec. 23, 1963) moved nearer to trial Monday (Sept. 21). Chief United States District Judge William C. Mathes for the Southern District of California overruled motions of the defendants to dismiss the complaint. Judge Mathes ordered them to answer the complaint within 40 days.

The suit charged the defendants with conspiring to prevent STV from selling stock, securing program material and otherwise get started in business as a possible competitor of the motion picture theaters of California, all in violation of federal and state antitrust laws.

The five theater organizations, 12 theater chains and three individuals named as defendants are "primarily the same group that is attempting to get a legitimate new business outlawed in California on the November ballot," Sylvester L. (Pat) Weaver, STV president, asserted.

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Small in size, massive in potential . . . that's the area within seventy miles of routes 70 and 75 in Ohio. In it are seven metro areas . . . three and one-half million people . . . tenth largest consumer market in America! ■ People can spend up to seven billion dollars here every year. And a huge segment of this market is within the powerful signals of WHIO-TV, AM, FM. ■ Let George P. Hollingbery give you facts and figures on the fabulous potential in Megacity 70 - 75 . . . and how much of it WHIO-TV, AM and FM can deliver.

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WHIO-TV • CBS • CHANNEL 7

WHIO

WHIO-AM-FM • DAYTON, OHIO



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

A big step in right direction

Harris finds rating council's progress report 'encouraging'; says there's still work ahead

Broadcasters' efforts to purify the ratings game last week drew polite, if restrained, applause from an unlikely source—the House Commerce Committee's Subcommittee on Investigation. Its chairman, Representative Oren Harris (D-Ark.), has been a sharp critic of broadcast ratings, stemming from the days when he led a subcommittee probe into their validity (BROADCASTING, March 11, 1963, et seq.).

It was following that hearing that the seeds of Broadcast Rating Council Inc. were sown, and last week Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the council and the National Association of Broadcasters' research committee, gave Mr. Harris and his colleagues a report on the council's progress in combating ratings inaccuracies.

Mr. Harris at the conclusion of the report said it was "remarkable and very encouraging," and his praise was echoed by other members of the panel. But the chairman, who also heads the parent Commerce Committee, made clear his position that broadcasters must continue to refine their ratings if they wish to avoid direct government control.

"There is just one alternative if this [the council] does not work out," Mr. Harris said. "Then some kind of organization to regulate and control this type of activity will have to be devised." He did not elaborate.

Representative Harris also made plain his conviction that ratings are only one of the broadcaster's many problems. "When we think of the statutory obligations of broadcasters to serve the public interest," he said, ratings are a means to an end, and "to the extent that ratings are unreliable, they are worthless as a means." Even the best ratings are the means only to an imperfect end, he said. "It has also been pointed out programs in numbers, while undoubtedly important, fall far short of meeting the broadcasters' public interest obligations."

Session Made Public ■ The subcommittee last week also made public for

the first time the transcript of a Jan. 15 executive session with the Committee on Nationwide Television Audience Measurement, a group composed of Jay Eliasberg, CBS; Julius Barnathan, ABC; Hugh M. Beville, NBC, and Melvin Goldberg, representing the NAB (he has since resigned to join John Blair & Co.).

CONTAM, through an exhaustive sampling analysis, attempted to test the



Mr. McGannon
Accomplished much

probable reliability of the reports of A. C. Nielsen & Co. and American Research Bureau, the only national TV raters. "We felt that each rating service had major deficiencies," CONTAM said. But the networks' representatives stressed that in spite of any shortcomings, the two services, which employ different sampling techniques, produce remarkably similar results—an indication of accuracy.

The "primary problem" yet to be resolved, CONTAM said, is the evaluation "noncooperation." People who refuse ARB's diaries or Nielsen's Audimeters, CONTAM said, cannot be pre-

sumed to have precisely the same viewing patterns as their counterparts who accept the ratings devices. CONTAM at the time said it was studying the problem and hoped to have a report ready some months in the future. As of last week the study had not yet been submitted to the subcommittee.

Nielsen and Justice ■ In reporting the progress of the rating council, Mr. McGannon said one of its prime hurdles was legal clearance. Although the council itself was given an initial indication from the Justice Department that its existence did not involve it in antitrust laws (BROADCASTING, July 27), Nielsen sought individual clearance from Justice and the Federal Trade Commission. Mr. McGannon departed from his prepared text to report that reply letters had just been received, although he said they could not be submitted to the subcommittee until the council had discussed them with Nielsen.

Nielsen spokesmen in New York last week said the firm needed special clearance because it is under an FTC consent decree with antitrust implications not shared by other rating services. In 1963 Nielsen signed a consent agreement that, among other things, forbids Nielsen to enter into or continue in effect "any contract, agreement or understanding which operates to eliminate, lessen, suppress or restrain a competitor or competitors, or which operates to cause or induce the withdrawal of any firm or individual from the production and sale of such [radio and television audience measurement] reports and ratings" (BROADCASTING, Nov. 4, 1963).

If Nielsen were audited and accredited by the council and if any "firm or individual" should claim to have been put out of business because of an inability to get council accreditation, for example, the consent decree could conceivably cause Nielsen trouble. This decree dealt primarily with patent licensing and was separate from earlier FTC consent decrees, dealing with accuracy claims, signed by Nielsen, The Pulse and ARB.

Nielsen officials last week also denied that their demand for special clearance was an 11th-hour move. They said they had made known their position and initiated attempts to get the clearance as soon as possible.

Of the letters that Mr. McGannon indicated last week he had received from Justice and the FTC, the one from the FTC reportedly satisfied Nielsen with its assurances. The one from Justice, however, was reported to have specifically refused to include rating services under the umbrella of protection given to the council by the earlier Justice letter, leading Nielsen to con-

clude that it, if not other services, will need individual assurance from the department. Mr. McGannon at the hearing, said of the letters that "while this is not a complete finalization of the matter, we think it is projecting the thing forward nicely. . . ." He expressed hope that the problem would be resolved in a week to ten days.

Audit Costs ■ Sept. 15 was the planned kick-off date for the rating council's continuing audit of the services, Mr. McGannon reported, but it will have to wait to include Nielsen. The costs, he said, come to \$162,500, for which the council will bill Nielsen \$55,000, ARB \$50,000, Pulse \$37,500 and Hooper \$20,000.

Mr. McGannon also described to the subcommittee the council's efforts to research rating methodologies in local and national radio and television. "In retrospect," Mr. McGannon said, tracing the council's investigation of radio ratings methodology, "I can only say today that based upon 15 months of diligent effort, the scope and complexity of the situation was underestimated by me."

He also referred to efforts being made by the NAB-Radio Advertising Bureau sponsored All-Radio Methodology Study, which were also discussed last week in a speech by Ward Dorrell, executive director of ARMS (see page 94). Although one source reported last week that ARMS leaned toward the diary method of audience measurement, Mr. Dorrell later stressed, as did Mr. McGannon's testimony, that all methods are being impartially explored.

Explaining research in the television field, Mr. McGannon said that CONTAM's efforts had cost \$250,000, all of which was supplied by the networks. Local TV is in the jurisdiction of the Committee on Local Television Audience Measurements, he related, and CONTAM undertook its efforts on a \$100,000 appropriation from the NAB.

Under questioning by the subcommittee, Mr. McGannon said that when publicizing their ratings, stations might say that they had accreditation from the council, but as a practical matter they probably would not mention the fact. Mr. McGannon said that as he saw the problem, it was a matter of protecting the public before the ratings were even brought out, rather than trying to inform the public of ratings' accreditation.

Mr. Harris seemed to sum up his own feelings, and perhaps those of the rest of the subcommittee, when he said: "certainly you have achieved a great deal. I am certainly impressed by the fact that you know there is a great deal more yet to be accomplished."

Participation vs. sponsored TV shows

Joint NL&B-FC&B study finds that commercials are less effective on participating programs

New audience research indicating that the commercial communication effectiveness of participating programs on television is less than sponsored programs—about 33% less generally in the case of a study in Chicago last fall—was disclosed last week before the Broadcast Advertising Club of Chicago.

The data was part of a joint presentation by Needham, Louis & Brorby and Foote, Cone & Belding. It showed that there are clear differences in communication impact but that they are not uniform by program length and they are strongly related to program popularity.

This new information was reported by Blair Vedder, vice president and director of media and programing at NL&B. It was part of the extensive research done by the agency among Chicago housewives in the fall of 1963. Although he warned, about the hazards of generalization, Mr. Vedder said, "In the overall we discovered a decided advantage in from it sponsored shows."

Also taking part in the presentation before some 350 midwest advertising and agency representatives was Edward M. Stern, vice president and director of media, FC&B, who related his agency's research in TV commercial effectiveness made in 1961 in Queens borough of New York City, and in 1962 in St. Louis.

Day vs. Night ■ Results of all three studies were given earlier this year by the two agencies in New York (BROADCASTING, June 22). The findings tend to show overall that ratings of homes tuned are inflated indexes of true commercial impact but the findings also show that daytime commercials are just as effective as those in prime evening time.

NL&B's newly released data measured "sponsored" programs (any program with no more than two advertisers per half hour) versus "participating" programs (any program with three or more advertisers per half hour). At the time of the agency's Chicago study, nearly 70% of the prime night programs were participating, Mr.

Vedder noted, while the remainder had major sponsors weekly or on alternate weeks.

In the Monday through Friday period, NL&B measured commercials in 64 different prime night programs for a period of two weeks, Mr. Vedder recalled. Of these, 24 were sponsored and 40 were participating.

"The rating performance of a program appears to have a pronounced effect on commercial communication," he noted. Exactly half of the sponsored full-hour programs were above average (Chicago average nighttime rating was 18.6) in their ratings, he said, while 75% of the half-hour sponsored programs performed better than average. "But only 40% of the hour participating shows and less than a third of the half-hour participating programs were above average," he added.

More Comparisons ■ Comparing one-hour sponsored shows against one-hour participating programs, Mr. Vedder found "a deficit for participation in the magnitude of 43% on commercial recall." He also reported "dramatic advantage in favor of the sponsored show" in comparing the commercials in the 16 half-hour sponsored programs with those of the 12 participating half-hour shows.

However, he noted the sponsored shows had rated higher as programs in the first place and many well above average. "By contrast, two-thirds of the participating half-hours were on the low side of the rating scale," he said.

Pointing out that general comparisons are of little value to the advertiser who must choose between quite specific alternatives, Mr. Vedder cautioned that "generalizing from this sort of information is dangerous." He speculated on a practical situation:

"Assume it is January 1965. You have been sponsoring an above-average rating half-hour show. You want to explore the possible benefits of moving to a participating schedule in the 1965-66 season. Through your friends at the networks you learn that several one-

All-in-one commercial sells complete breakfast in a minute

A complete breakfast in one commercial? It's coming soon on 21 stations in the Midwest and South.

Four products from four companies, represented by four agencies begin a test TV campaign today (Monday) in 13 midwestern and southern markets with a one-minute commercial.

Ralston Chex cereals, Nestle's hot chocolate, Dole frozen juices and Kraft jams and jellies will run the spot on a total of 21 stations in Ohio, Indiana, Kentucky, West Virginia and Michigan through Oct. 11. The TV effort is aimed at persuading viewers to "eat better breakfasts" and is tied to "Better Breakfast Month," which runs throughout September.

Guild, Bascom & Bonfigli, San

Francisco, agency for Ralston, placed the spot TV business and created the commercial. Ralston is paying for the total cost of the TV time and for the commercial. Agency for Nestle is Leo Burnett, Chicago; for Dole, Foote, Cone & Belding, San Francisco, and for Kraft, Needham, Louis & Brorby, Chicago.

In return, the other companies are sharing in the cost of a 21-cents-off premium coupon placed in each box of Ralston Chex cereals. No breakdown on the cost for each of the companies could be obtained from GB&B, but another source indicated that Nestle, Dole and Kraft each contributed seven cents toward the 21-cent premium, giving Chex buyers seven cents off on the prices of the other products.

The commercial has not yet been submitted to the NAB TV code review board for its judgment as to whether the message should be classified as "integrated" or "piggyback," but a GB&B spokesman said it is "perfectly integrated" and also was approved by each of the advertisers involved. There was some indication late last week that the commercial might be submitted to the Los Angeles office of the code board.

The commercial is described as "essentially a promotional spot," urging people to eat a better breakfast and calling attention to the premium coupon offer. Mention is made of all of the products but one observer said a substantial portion of the commercial is devoted to Ralston, which is paying the bill.

hour participating programs which are performing well in the current season may have minutes available in them in the fall.

"You make your estimates of future rating levels, the additional reach and/or frequency to be gained by such a move, how cost efficiency might be improved and what opportunities there would be for varying your seasonal emphasis. But you can't escape the critical question: What loss of communication effectiveness might you suffer by a change in sponsorship pattern?"

No Loss ■ The answer in this case, Mr. Vedder said, is "none."

He explained, "if you can buy these better-than-average participating positions and if they continue to perform well next season, your commercial communication to housewives per 100 homes reached will be as great under the new schedule as the old."

Continuing his practical hypothesis, Mr. Vedder suggested that suppose the advertiser let his option on the sponsored program lapse and he delayed any buying action until late spring or mid-summer when a number of unsold participating minutes "might be waiting at very attractive prices." He said the advertiser must face the fact that "most, if not all, such minutes will be in programs that are unlikely to be outstanding performers in the coming season. It's more likely that their popularity will be no better than average."

Considering the problems of the differences in communication effectiveness in this type of choice, Mr. Vedder said, "we found that you might run a real risk in making such a decision if all other factors were equal. At the

commercial recall level, the below-average rated one-hour participating program would perform 35% less well than the above-average rated half-hour sponsored show."

Cost Differential ■ But, Mr. Vedder continued, "we have not proved that this tactic would be bad because a key element is missing in the comparison. That element is cost."

The price differential between the sponsored and participating programs in this case, Mr. Vedder said, "could reasonably be great enough that the difference in communication effectiveness between the two alternatives would be washed out."

NL&B considers this "is one of the great benefits of information of this sort," Mr. Vedder said. "It provides a factual basis for evaluating true cost efficiency of alternative directions," he said.

To demonstrate this point, Mr. Vedder offered still another practical speculation. Assuming the advertiser is co-sponsoring an average-rated, full-hour program, how great should the cost efficiency advantage be of the below-average participating alternative to offset a possible loss in effective communication?

"If you move to a participating one-hour show with a rating that's only average or below," Mr. Vedder counseled, "you should attempt to get it at a cost efficiency at least 50% better than you had under co-sponsorship. That was the difference in commercial recall we found in Chicago between the two program types."

Continuing the comparison and as-

suming the choice is between an average rated one-hour sponsored program and an above-average rated participating plan using one-hour vehicles, Mr. Vedder said that in this case "your cost efficiency goal on the participating schedule should be an improvement of 25% over the sponsored full hour. This is the magnitude of the difference in commercial recall that we discovered in Chicago: from 28% to 21%."

ABC takes AMA spots, CBS to carry program

The American Medical Association has won the battle for national network TV exposure of its education campaign on health care for the aged, the AMA said last week, with spots to run on ABC-TV and a half-hour program scheduled Oct. 18 on CBS-TV. All three networks earlier refused AMA's spot announcements (BROADCASTING, Sept. 14, 7).

Dr. F. J. L. Blasingame, executive vice president of AMA, said ABC-TV notified the medical group's agency, Fuller & Smith & Ross, Chicago, that the network had agreed to accept a schedule of 29 one-minute spots during October after changes were made in the commercial text which were acceptable to both ABC-TV and the AMA. About 150 affiliates will carry them, he said.

In addition, Dr. Blasingame reported, the AMA will place the spots on local TV stations in 142 major markets.

ARE YOUR SALES BEHIND?



...THEN GET ON



WLBW-TV, Miami, is racking up record after record, as we compete in the nation's 23rd television market. The score on spot sales alone is a whopping 40% increase over last year. (Yes, we said a 40% increase!) Chalk up the experience of the time buyers who are calling the shots. Get your client into the game . . . now . . . with the assurance that you've picked the South Florida station that's a winner! (Yes, we said a whopping 40% increase in spot sales, alone!) . . . Your cue.

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Caution signal on upped costs

MJ&A's Jones warns that advertisers may balance higher tabs with less use

Ernest Jones, president of MacManus, John & Adams, warned last week that advertisers "have about had it with [media] rate increases" and that they "may have to balance off increased cost with decreased use" in the future. He also said that the continued growth of television would increase competitive pressure on other media.

Addressing a meeting of the Magazine Promotion Group in New York, Mr. Jones said that nearly two advertising dollars will be needed by 1970 to equal the "effectiveness" of a single dollar spent for advertising today.

He said the increased cost estimate was based on: a 10% increase in population and a similar increase in media rates to maintain average audience penetration; a rise in total advertising expenditures from today's \$70 per capita to \$105 for the 1970 audience, and a continuing rise in the cost of operation for media and all other businesses.

Mr. Jones offered the following forecasts of rate increases between now and 1970 as prepared by MJ&A researchers: Network Television—35% to 45%; Spot Television—30% to 40%; Network Radio—12% to 17%; Spot Radio—18% to 23%; Magazines—45% to 55%; Newspapers—28% to 30%; Newspaper Supplements—20% to 30%; Outdoor—38% to 40%; Direct Mail Printing—12% to 17%;



**MJ&A's Jones
Warning on costs**

Direct Mail Mailing etc.—25% to 35%.

Mr. Jones also warned the magazine group that television growth will "increase the drain on advertising dollars." He explained that increases in color television programming and reduction in the price of color sets will be very attractive to advertisers in 1970.

"Miniaturization of sets and the beginning of 3-D television should be counted on. By 1970, also, there is likely to be another 1,800 commercial channels with the granting of UHF licenses and the forced production of UHF-VHF receivers."

The new channels competing for advertising and for audience leisure time, will force magazines to work much harder for advertisers and readers, he said. He also cited pay television, "not as a competitor for advertising budgets, but as another drain on your editorial talents, and another nick at your audi-

ence's time and income."

Mr. Jones's recommendations to the magazine executives included: elimination of "shadowy" charges to advertisers caused by sample copies, trial subscriptions, and below-cost copies, and a search for increased editorial quality.

SRDS study to go on year-round schedule

The SRDS Division of Standard Rate and Data Service Inc. announced last week that its National Consumer/Audience Profile Service on Jan. 1, 1965, will begin 52-weeks-a-year of personal interviewing in the field to measure inter-media audiences and product usage within those audiences.

Philip W. Wenig, division president, noted that previously the division had conducted four National Consumer/Audience Profile Service studies: September 1962, March-April 1963, October-November 1963 and March-April 1964. He added that four national C/AP reports will be issued in 1965, permitting advertisers, agencies and media to "detect changes in consumer behavior and become immediately aware of trends as they occur."

AMIN formed by merger of 3 ad agency networks

The Advertising and Marketing International Network (AMIN) is being established, effective Oct. 1. The new group claims to be the world's largest network of advertising agencies.

AMIN is a merger of three existing agency networks: the Continental Advertising Agency Network (U. S., Canada, and the Caribbean); Group Advertising Services International (Australasia and Southeast Asia) and Organization de Vente et de Publicite Europeen (Europe).

Robert E. Kilgore, president of Gray & Kilgore Inc., Detroit, is president of the American zone of AMIN. President of the European zone is John E. Preston, Ripley, Preston & Co. Ltd., London. Head of the Pacific zone is D. P. Young, Weston Advertising Pty. Ltd., Sydney, Australia.

Rep. appointments . . .

- WKEF-TV Dayton, Ohio: Vic Piano Associates, New York.
- WEEF-AM-FM Highland Park, Ill.: Adam Young Inc., Chicago.
- KLIV San Jose, Calif.: Paul H. Raymer Co., Los Angeles.

A helping hand for the hobbled customer

If you're struck—either by the elements or a labor union—all is not lost. At least that is the case if you're an advertiser on the Hubbard stations. A new policy is being started today (Monday) which will enable any regular advertiser to continue its selling on the stations free of charge even though the client's plant may have lost its means of production due to natural catastrophes or to strikes.

Stanley S. Hubbard, vice president and general manager of the stations,

said that when a plant is shut down the economy of the entire community suffers and that broadcasters must share the interests of clients and of the public. Mr. Hubbard feels that the continued advertising will enable a company to resume normal operations sooner if the public does not lose sight of the company and its products.

The Hubbard stations are KSTP-AM-TV St. Paul-Minneapolis; KOB-AM-TV Albuquerque, N. M., and WGTO Cypress Gardens, Fla.



Congratulations Linda Finson To date, 99 PGW employees have been honored with a Tiffany watch after their first five years, in appreciation of loyal and devoted service. Now, Linda Finson makes it an even 100. That's important enough to write an ad about. All of us at PGW are mighty proud that our one-hundredth Colonel is a lady (a Colonelette).

PETERS, GRIFFIN, WOODWARD, INC.

Pioneer Station Representatives Since 1932

277 PARK AVENUE, NEW YORK 10017 • PHONE 826-6000

CHICAGO • DETROIT • PHILADELPHIA • ATLANTA • CHARLOTTE • MINNEAPOLIS
ST. LOUIS • DALLAS-FT. WORTH • LOS ANGELES • SAN FRANCISCO

Petry, Voynow leave rep firm

Employees complete deal made year ago to take over Edward Petry & Co.

Edward Petry, founder and board chairman of Edward Petry & Co., and Edward E. Voynow, president, are retiring this week from the pioneer station representation company, which in its 32 years has sold radio and television time valued at more than \$1.5 billion.

Martin L. Nierman, executive vice president and head of a group of employees who bought the company from Messrs. Petry and Voynow a year ago (BROADCASTING, Sept. 2, 1963), has been named president.

Messrs. Petry and Voynow were said to have created "a very favorable set of circumstances" so that the employe group could refinance its purchase arrangements and complete the transaction now. This was done through normal banking circles. Thus what was originally regarded as a six or seven-year payout was completed in 13 months.

Between \$2 and \$4 Million ■ The price involved was not disclosed but

was estimated variously between \$2 million and \$4 million. The formal closing is set for today (Monday).

Mr. Petry, who was principal stockholder, and Mr. Voynow, the other stockholder, remained as salaried employes when they sold to the employe group a year ago.



Mr. Voynow

Last week Mr. Petry, explaining the decision to retire, said he felt that "this is a young man's business," and also that in his view "a ship can have only one captain." Mr. Nierman as executive vice president has been "captain," he noted, while he and Mr. Voynow as chairman and president have been "a couple of commodores."

Mr. Petry is 68, Mr. Voynow 61. They plan to spend their time on various other interests. In Mr. Petry's case these include real estate holdings, travel and golf; in Mr. Voynow's they include horse breeding, golf and travel.

The changes were ratified by the Petry board at a meeting last Thursday (Sept. 24). Messrs. Petry and Voynow notified their represented stations in a wire that said:

"As you will recall, in August 1963, a group of employes headed by Marty Nierman purchased the Petry company from us. We are very pleased to announce that all financial obligations to us have been met in full. Accordingly we will both resign as chairman of the board and president, and Marty Nierman will become the new president of the Petry company.

"This past year has demonstrated that our original concept for the continuity of the Petry company was sound, and this employe-operated firm will continue the patterns and policies established in 1932. We both look forward to continued relations and associations with you and all those at the Petry company. We know that the fine friendships established in the past three decades will continue in the years ahead. . . ."

Position of Company Good ■ Mr. Petry voiced confidence that he was leaving the company in the strongest position in its history.

The stature of the station representation business and that of the Petry company and its list of stations—25 stations, Intermountain Network and one international commercial station in radio, and 33 stations in TV, including some of the leading corporate names in communications and industry among their licensees—reportedly contributed to the bank's decision to participate in the financing.

A total of 46 Petry company em-

ployes now own stock in the firm, believed to be the first major company of its kind sold entirely to employes. This number reflects a gain of 20 since a year ago, when a group of 26 formed the new ownership.

Employes must have been with the Petry company at least five years to be eligible to acquire stock. Stockholders who leave the company must sell their shares back to the treasury.

Mr. Nierman said that, except for the resignations of Messrs. Petry and Voynow and his own election as president, there would be no changes in Petry company officers. The position of board chairman will be eliminated, and there is no immediate plan to fill the executive vice presidency, formerly held by Mr. Nierman.

Mr. Nierman iterated his assertion of a year ago that the name of the company will "absolutely not" be changed.

Officers in addition to President Nierman are Edward C. Page, Ben H. Holmes, Louis A. Smith, Robert L. Hutton Jr., Alfred M. Masini, William B. Rohn, William H. Steese and Roger J. LaReau as vice presidents, and Miss Bette Doyle as secretary-treasurer.

Business briefly . . .

Mulhiem Brewing Co., Reading, Pa., through J. M. Korn & Son, Philadelphia, is launching an extensive local radio introductory campaign promoting Mulhiem draft beer in bottles. The fall campaign consists of 243 one-minute commercials per week, and will run until the end of the year on four local radio stations in Berks county, Pa.

Wells-Fargo Bank through McCann-Erickson, San Francisco and **Pacific Gas & Electric Co.** through BBDO San Francisco, will co-sponsor *Science in Action* on six California stations: KTVU (TV) Oakland-San Francisco, KHSL-TV Chico, KOVR (TV) Stockton-Sacramento, KMJ-TV Fresno, KIEM-TV Eureka and KSBW-TV Salinas. The half-hour film series is produced by the California Academy of Sciences in San Francisco.

Zenith Sales Corp., Chicago, Ill., through Foote, Cone and Belding, New York, will sponsor a one-hour special on the Nobel Prize awards, climaxed by the presentation in Stockholm of the 1964 awards, on ABC-TV Dec. 12 (7:30-8:30 p.m., EST). Alistair Cooke will be host, narrator and writer for the program.

Westclox Division of General Time Corp., La Salle, Ill. through MacManus, John & Adams, New York, will run a five-day network radio-TV campaign Oct. 21-25, to coincide with the change back to standard time and to spearhead the company's fall-Christmas promo-



Edward Petry (l) accepts check for the balance due on the purchase of the Edward Petry & Co. from Martin L. Nierman, new president of the firm.

Within 24 hours WAPI-TV's new antenna drew these comments from viewers and CATV.



FLORENCE CATV (90 miles)

"More signal strength. No Co-channeling now. By far the best picture you've ever had."

HUNTSVILLE CATV (80 miles)

"Real sharp. Used to fluctuate. Now steady as a rock. About 35% stronger."

GADSDEN CATV (75 miles)

"Very sharp rise. An improvement from 1800 mv to 2700 mv."

ANNISTON CATV (60 miles)

"Really cleared up. 100% better. You are now the strongest station on our 9-channel system. Many calls telling of improved service."

TUSCALOOSA CATV (60 miles)

"Considerably sharper . . . no ghosts."

DEMOPOLIS CATV (75 miles)

"Congratulations on a good job. We are receiving beautiful signal. Many thanks from 800 viewers on our line."

TALLADEGA VIEWER (35 miles)

"I could never receive you before and thought I was watching another station until your ID popped on the screen."

**Typical Metro Birmingham
comments from viewer calls:**

Altamont Road: "Picture much better."

East Lake: "Picture very good."

Homewood: "Reception is fine."

Hoover: "Much better."

Center Point: "Perfect, even with rabbit ears."

Elyton: "Much better."

Hueytown: "75% better picture."

Cahaba Heights: "Always been fair, but now it's perfect."

WAPI-TV's switchboard and mail bag are indicative of the tremendous boost in power our new traveling wave antenna has provided. A 30% increase in power to the West. Some 28% boost in signal to the East and almost 20% north and south. Improved Metro coverage too.



WAPI-TV BIRMINGHAM

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

tional program. Campaign includes exclusive sponsorship of NBC-TV's *Today* (7-9 a.m.) and *Tonight* (11:30 p.m.-1 a.m.) on Oct. 23 and saturation spots on NBC Radio's *News of the World* and *Emphasis* Oct. 21-23 and *Monitor* Oct. 24-25.

Anheuser-Busch Inc. (Budweiser Beer), St. Louis, has purchased the radio-TV rights to the National Basketball Association's "Salute" to the St. Louis bicentennial. The event will be the annual NBA All-Star game to be played in the St. Louis Arena on Jan. 13, 1965. It will be sponsored on special radio and TV networks. Agency is D'Arcy Advertising, St. Louis.

Campana Corp. of Batavia, Ill. (division of Purex Corp.), through Foote, Cone & Belding, Los Angeles, and **Ocean Spray Cranberries Inc.**, Hanson, Mass., through McCann-Erickson, New York, have begun their second year of participation in *Arthur Godfrey Time* on CBS Radio. Campana participation is weekly, and Ocean Spray is twice-weekly.

Republican National Committee, through Erwin Wasey, Ruthrauff & Ryan, New York, has purchased the

9:30-10 p.m. EDT time period on CBS-TV Nov. 2 for a talk by presidential candidate Senator Barry Goldwater (R-Ariz.). The program will pre-empt *Many Happy Returns*.

Milwaukee Ad Lab to start Dec. 1

The Milwaukee Advertising Laboratory is now scheduled for full operation beginning Dec. 1. Earlier reports had placed the target date as some time this fall.

Robert K. Drew, vice president of the Journal Co., said sufficient contracts had been signed with advertisers and agencies to begin the experiment. "With eight full months of preliminary test procedures and reporting now behind us," he commented, "we feel fully confident of the lab's performance and more convinced than ever of the need for it within the advertising industry."

The laboratory will make Milwaukee a large test tube for measuring advertising effectiveness under controlled field

conditions with an almost unlimited number of print and broadcast media variations and combinations in two identically matched markets created by the Journal Co. (publisher of the *Milwaukee Journal* and licensee of WTMJ-AM-FM-TV). This is accomplished through split runs in the paper and signal-tripped muting devices on TV sets. WISN-TV (CBS), WITI-TV (ABC) and WUHF-TV will join WTMJ-TV (NBC) in the project, providing complete television participation. *This Week* magazine will also take part.

G. Maxwell Ule, technical consultant for the Journal Co., said that the lab's sponsors are prepared to adapt its facilities to include other magazine and radio media whenever technical arrangements make this possible.

Advertisers' names are not being disclosed, but they reportedly represent "blue chip accounts" in key consumer product areas. The three-year study is budgeted at more than \$1 million.

The Journal Co. recently asked the FCC for a regular license to cover simplexing super-audible signals to activate the muting devices, with which it has been conducting tests for about eight months (BROADCASTING, July 27).

PROGRAMING

New season's TV ratings: round 2

ABC-TV CONTINUES ITS STRONG SHOWING IN OVERNIGHT TRENDEXES

ABC-TV appeared last week, on the basis of overnight ratings, to be holding onto much of the substantial viewer sampling it achieved with the introduction of its new season offerings the week before (BROADCASTING, Sept. 21).

ABC-TV's showing continued strong, even as CBS and NBC opened with their seasons. All of CBS-TV's schedule was to start in a single week, beginning last Monday (Sept. 21). Many of NBC-TV's shows had begun new cycles, or made their first appearances, by mid-week. All of ABC-TV's new schedule began in a single week, starting Sept. 14.

According to the Trendex reports made available by the network research sources on request, CBS-TV's season opener was off to a slow start—in the ratings. Yet the networks tread carefully in predicting trends: it is generally agreed that these ratings represent only a quick estimate of the very start of the season—and among some network executives the early ratings, especially where the figures were close, were considered almost worthless.

ABC-TV's rating strength in the

Trendexes continued on Sept. 18 (Friday), gave way most of Saturday night to NBC-TV, yielded to both NBC-TV and CBS-TV on Sunday, but returned heavily on Monday and Tuesday. On Wednesday (Sept. 23), ABC-TV took four half-hours, CBS-TV two, and NBC-TV one.

Ratings data for Sept. 18-23 follow. All times EDT. Shares for overnight Nielsens were not available. Only Wednesday night New York Nielsens are presented in the tabulation—other nights were not made available.

In the so-called 26-city Trendexes, some programs are based on fewer than 26 markets. Trendex did not measure markets when an ABC show was carried there.

The parenthetical symbols indicate: new series (N); new programing in an existing series (NP); new time (NT); rerun or continuing cycle (R); special (S).

Friday, Sept. 18

26-city Trendex		Rating	Share
7:30	ABC Jonny Quest (N)	13.4	35.2

		Rating	Share
CBS	Great Adventure (R)	8.1	21.2
NBC	International Showtime (R)	8.3	21.8
8:00	ABC Farmer's Daughter (NP, NT)	18.3	42.3
CBS	Great Adventure (R)	8.2	19.0
NBC	International Showtime (R)	9.9	22.9
8:30	ABC Addams Family (N)	26.7	61.9
CBS	Route 66 (R)	4.8	11.2
NBC	Chrysler Theater (R)	6.7	15.6
9:00	ABC Valentine's Day (N)	24.9	51.9
CBS	Route 66 (R)	6.5	13.6
NBC	Chrysler Theater (R)	8.8	18.3
9:30	ABC 12 O'Clock High (N)	23.3	50.9
CBS	Gop Political (S)	6.8	14.9
NBC	On Parade (Summer)	9.5	20.7
10:00	ABC 12 O'Clock High (N)	24.3	52.1
CBS	Alfred Hitchcock (R)	10.0	21.4
NBC	Smalltown USA (S)	5.9	12.6

Saturday, Sept. 19

26-city Trendex		Rating	Share
7:30	ABC Outer Limits (NP, NT)	9.3	22.7
CBS	Lucy-Desi (R)	9.9	24.3
NBC	Flipper (N)	16.4	40.1
8:00	ABC Outer Limits (NP, NT)	13.9	31.2
CBS	Lucy-Desi (R)	12.2	27.4
NBC	Mr. Magoo (N)	14.0	31.3

if it's Newsworthy
LORRAINE FLOCKS will report it.

Whether Lorraine Flocks is on the giving or receiving end of a television camera or a radio microphone, something of interest for women is bound to develop.

A key member of our 25-man staff of news and public affairs specialists, Lorraine Flocks reports on women, Washington and the world with her own special flair, helps make WMAL - Radio and WMAL - TV the news authority in the Nation's capital.



News Authority in the Nation's Capital

wmal radio and television **abc**

McGavren-Guild Co. Inc.,

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.



Construction started on audience research center

Construction began last week on a new \$1.5 million research center in Hollywood being built by Audience Studies Inc. The building, scheduled for completion in April 1965, will house a complete audience and consumer research operation.

The facility's 450-seat theater will be equipped with ASI's patented electronic equipment which records the instantaneous reaction of audiences. Data will be fed into IBM 1401 computers which will make possible 24-48 hour computation and publi-

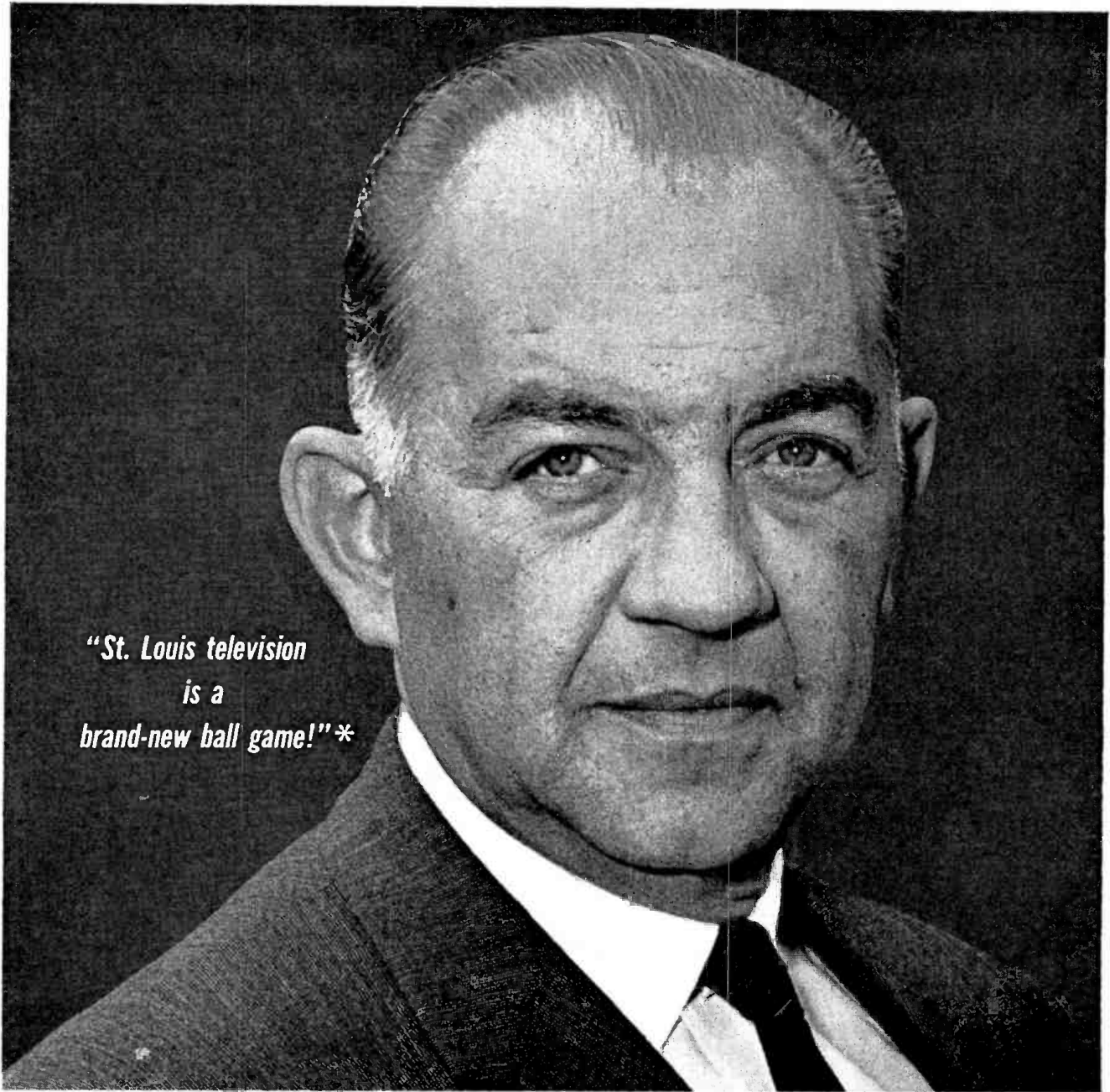
cation of the test data. The theater will be equipped for the screening of 16mm, 35mm, 70mm and Cinemascope film, all of which are currently required by ASI in the pre-testing of television commercials, programs and motion pictures.

The center will contain units for pre-testing of radio commercials and print ads. ASI is now contracted to do almost 80% of all independent television program pre-testing in the country. ASI is a research subsidiary of Screen Gems Inc.

		Rating	Share
8:30			
ABC	Lawrence Welk (NP)	15.8	34.5
CBS	The Defenders (R)	8.5	18.6
NBC	Kentucky Jones (N)	16.9	37.0
9:00			
ABC	Lawrence Welk (NP)	20.2	37.6
CBS	The Defenders (R)	9.6	17.9
NBC	Movie (R)	20.1	37.4
9:30			
ABC	Hollywood Palace (NP)	20.2	37.7
CBS	Playhouse (Summer)	7.4	13.9
NBC	Movie (R)	21.0	39.2
10:00			
ABC	Hollywood Palace (NP)	18.0	35.2
CBS	Gunsmoke (R)	8.4	16.4
NBC	Movie (R)	21.4	41.7
Sunday, Sept. 20			
26-city Trendex			
7:30			
ABC	Wagon Train (NP, NT)	10.0	22.5
CBS	My Favorite Martian (R)	16.6	37.3
NBC	Walt Disney Show (NP)	14.5	32.7
8:00			
ABC	Wagon Train (NP, NT)	11.3	21.8
CBS	Ed Sullivan (R)	22.4	43.3
NBC	Walt Disney Show (NP)	14.8	28.7
8:30			
ABC	Broadside (N)	20.7	38.8
CBS	Ed Sullivan (R)	22.8	42.7
NBC	Bill Dana Show (NP, NT)	8.7	16.4
9:00			
ABC	Sunday Night Movie (N)	20.5	35.8
CBS	Lincoln Center (S)	7.5	13.1
NBC	Bonanza (NP)	28.1	49.1
9:30			
ABC	Movie (N)	22.1	38.5
CBS	Lincoln Center (S)	4.4	7.6
NBC	Bonanza (NP)	30.9	53.8
10:00			
ABC	Movie (N)	21.4	39.1
CBS	Candid Camera (R)	15.2	27.8
NBC	The Rogues (N)	16.5	30.2

		Rating	Share
10:30			
ABC	Movie (N)	21.1	44.8
CBS	What's My Line (R)	12.6	26.8
NBC	The Rogues (N)	12.5	26.5
Monday, Sept. 21, 1964			
26-city Trendex			
7:30			
ABC	Voyage to Bottom of Sea (N)	17.8	36.0
CBS	To Tell the Truth (NP)	15.5	31.4
NBC	Monday Night Movie (R)	10.9	22.1
8:00			
ABC	Voyage (N)	17.9	35.9
CBS	I've Got a Secret (NP)	14.8	29.7
NBC	Movie (R)	14.3	28.7
8:30			
ABC	No Time for Sergeants (N)	19.6	38.3
CBS	Andy Griffith (NP, NT)	16.3	31.9
NBC	Movie (R)	12.7	24.9
9:00			
ABC	Wendy & Me (N)	19.5	35.7
CBS	Lucy (NP)	18.2	33.4
NBC	Movie (R)	14.7	27.0
9:30			
ABC	Bing Crosby (N)	22.6	42.2
CBS	Happy Returns (N)	16.2	30.3
NBC	Hollywood and Stars (R)	9.7	18.1
10:00			
ABC	Ben Casey (NP, NT)	23.2	50.1
CBS	Slattery's People (N)	12.1	26.1
NBC	Sing Along with Mitch (R)	6.1	14.7
10:30			
ABC	Casey (NP, NT)	24.1	53.4
CBS	Slattery (N)	8.9	19.7
NBC	Mitch (R)	8.7	19.3
Tuesday, Sept. 22			
26-city Trendex			
7:30			
ABC	Combat (NP)	20.0	40.5
CBS	Local Program	7.9	16.9
NBC	Mr. Novak (NP)	14.5	31.0

		Rating	Share
8:00			
ABC	Combat (NP)	19.4	37.8
CBS	World War I (N)	9.8	19.1
NBC	Mr. Novak (NP)	17.5	34.1
8:30			
ABC	McHale's Navy (NP)	20.1	36.2
CBS	Red Skelton (NP, NT)	18.7	33.7
NBC	Man from U.N.C.L.E. (N)	11.2	20.2
9:00			
ABC	Tycoon (N)	18.5	33.9
CBS	Red Skelton (NP, NT)	18.2	33.4
NBC	Man from U.N.C.L.E. (N)	14.6	26.7
9:30			
ABC	Peyton Place (N)	23.9	44.6
CBS	Petticoat Junction (NP, NT)	19.1	35.6
NBC	GOP Political (S)	6.5	12.1
10:00			
ABC	The Fugitive (NP)	24.6	53.4
CBS	Nurses & Doctors (NP, NT)	13.3	28.9
NBC	Election Special (S)	4.5	9.7
10:30			
ABC	Fugitive (NP)	23.4	54.8
CBS	Nurses & Doctors (NP, NT)	13.5	31.7
NBC	Election Special (S)	3.9	9.1
Wednesday, Sept. 23			
26-city Trendex			
7:30			
ABC	Ozzie & Harriet (NP)	14.6	38.3
CBS	The Presidency (S)	6.1	16.0
NBC	The Virginian (NP)	12.6	33.1
8:00			
ABC	Patty Duke (NP)	19.3	40.3
CBS	Presidency (S)	5.6	11.8
NBC	Virginian (NP)	18.4	38.5
8:30			
ABC	Shindig (N)	13.1	26.1
CBS	Beverly Hillbillies (NP, NT)	15.6	31.1
NBC	Virginian (NP)	17.2	34.2
9:00			
ABC	Mickey (N)	15.4	30.8
CBS	Dick Van Dyke (NP, NT)	19.9	39.7
NBC	Wednesday Movie (N)	12.3	24.6
9:30			
ABC	Burke's Law (NP, NT)	15.5	31.6
CBS	Cara Williams (N)	14.8	30.3
NBC	Movie (N)	15.1	30.8
10:00			
ABC	Burke's Law (NP, NT)	18.2	36.1
CBS	Danny Kaye (NP)	13.1	26.0
NBC	Movie (N)	17.6	34.9
10:30			
ABC	Politics '64 (S)	3.9	9.6
CBS	Danny Kaye (NP)	15.8	38.8
NBC	Movie (N)	14.2	35.0
New York Nielsen			
7:30			
ABC	Ozzie & Harriet (NP)	15.7	
CBS	The Presidency (S)	9.8	
NBC	The Virginian (NP)	16.3	
8:00			
ABC	Patty Duke (NP)	18.5	
CBS	The Presidency (S)	7.3	
NBC	The Virginian (NP)	21.7	
8:30			
ABC	Shindig (N)	15.0	
CBS	Beverly Hillbillies (NP, NT)	15.9	
NBC	The Virginian (N)	22.5	
9:00			
ABC	Mickey (N)	19.4	
CBS	Dick Van Dyke (NP, NT)	22.5	
NBC	Wednesday Night Movie (N)	15.1	
9:30			
ABC	Burke's Law (NP, NT)	16.0	
CBS	Cara Williams (N)	21.4	
NBC	Movie (N)	20.3	
10:00			
ABC	Burke's Law (NP, NT)	16.3	
CBS	Danny Kaye (NP)	16.5	
NBC	Movie (N)	23.4	
10:30			
ABC	Politics '64 (S)	5.9	
CBS	Danny Kaye (NP)	16.4	
NBC	Movie (N)	23.6	



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

SPENCER ALLEN

...the dean of St. Louis TV news men moves to KTVI.

* Spencer is the third addition to KTVI's powerful new team, following Pat Fontaine and Charlotte Peters.

BROADCASTING, September 28, 1964

**THE
EXCITING
NEW**

KTVI Channel **2**

ST. LOUIS **abc** **HR**

Program clinics widely approved

Response among broadcasters to week of meetings may persuade NAB that service of this type is necessary

The success of four radio program clinics held by the National Association of Broadcasters in a one-week period indicates, it's believed, that NAB may undertake to continue to provide this service to members.

The clinics were held in Palo Alto, Calif.; Memphis, Omaha and Tarrytown, N. Y., beginning Sept. 18 and finishing Sept. 25. All were attended to a capacity of 125 which was the limit for each session.

The response was "tremendous," according to Sherril W. Taylor, NAB vice president for radio. Mr. Taylor noted further that each clinic elicited a high level of participation by broadcasters.

The clinics covered five main elements. These were:

- New trends in radio programing, a staff presentation of new programing ideas in capsule form, narrated by Hollis Seavey of the NAB staff. The ideas were discussed by Alfred E. Smith, Honig-Cooper & Harrington Advertising, San Francisco, in Palo Alto; George Painter, Colonial Coffee Co., in Memphis; Sam Zais, Tidy House Products, in Omaha, and Chet Harman, Post Shopping Center, Millford, Conn., in Tarrytown.

- Patterns in music, a panel at all four clinics, with Grover C. Cobb, KVGB Great Bend, Kan., moderator; Grahame Richards, Storz Broadcasting; William J. Kaland, Westinghouse Broadcasting, and David S. MacNeil, WCRB Boston.

- Radio news and editorials, with Elmo Ellis, WSB Atlanta, on news, and Richard D. Dudley, WSAU Wausau, Wis., on editorials.

- Commercial production, with Donald Zimmers, Commercial Recording Corp., Dallas, discussing techniques

used by stations which make their own commercials for local advertisers, at all four clinics.

- Talk and drama, with Ben Hoberman of KABC Los Angeles at all four sessions, and with Jack Wilson, ABC Radio, at Palo Alto and Tarrytown, and Jack Thayer, ABC Radio, at Memphis and Omaha.

Test Meetings ▪ The clinics were established as an experiment to see whether broadcasters are interested (BROADCASTING, Sept. 21, 7). The results of the four meetings will be analysed by the program study committee of NAB, and its recommendations will be passed on to the joint boards.

Joseph E. Baudino, Westinghouse Broadcasting Co., and Allan Page, KGWA Enid, Okla., are co-chairman of the group. Other members: John F. Dille, Jr., Communicana Stations (Indiana); Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C.; Eugene S. Thomas, KETV(TV) Omaha, and Cecil Woodland, WEJL Scranton, Pa.

More longer news shows on TV than radio

The five-minute newscast remains the mainstay of radio stations while longer newscasts predominate on television, according to the results of a survey by the fact-finders committee of the Associated Press Radio and Television Association.

The survey showed that 35% of the AP radio station clients broadcast between 10 and 14 five-minute newscasts daily and 36% broadcast more than 14. In TV, 95% of AP member stations carried less than 10 five-minute newscasts daily.

Longer newscasts continue to be an

important factor for radio and are the backbone of television, the report stated. It noted that the number of 15-minute news broadcasts has remained virtually the same since the last APRTA survey in 1960.

The survey was conducted by a committee headed by Tom Fraley of WHO Dayton and drew 821 replies (706 from radio members and 115 from TV members). The AP serves approximately 2,500 broadcasters.

Others on the committee were Bob Miller, WVNR Beckley, W. Va.; Houston Roberts, WSM Nashville; George Volger, KWPC Muscatine, Iowa, and Ed Haddad, KPOL Los Angeles.

Nielsen reports audience for Democrats' convention

The television audience for the 1964 Democratic National Convention at Atlantic City totaled 42.5 million homes over the four-day coverage period. A. C. Nielsen data released last week indicated that television tune-in to the convention reached a high of 33.7 million homes on Aug. 26. The lowest one-day audience, 31.4 million homes, were recorded on Aug. 24 and 25.

Largest tune-in figure for a single event at the convention was 20 million viewing homes reported during President Johnson's address delivered Aug. 26.

The 42.5 million homes watching the Democratic convention viewed the proceedings for an average of 7 hours and 45 minutes.

A Nielsen analysis of the convention data explained that a larger audience for the Republican convention—43 million homes viewing for an average of eight hours and 22 minutes—could be attributed to the total length of the GOP convention, which outlasted its Democratic counterpart by 13 hours.

Democrats expand their voice news service

The Democrats are expanding their popular radio-television news service (BROADCASTING, June 1) in response to its 1,000 call-a-day patronage.

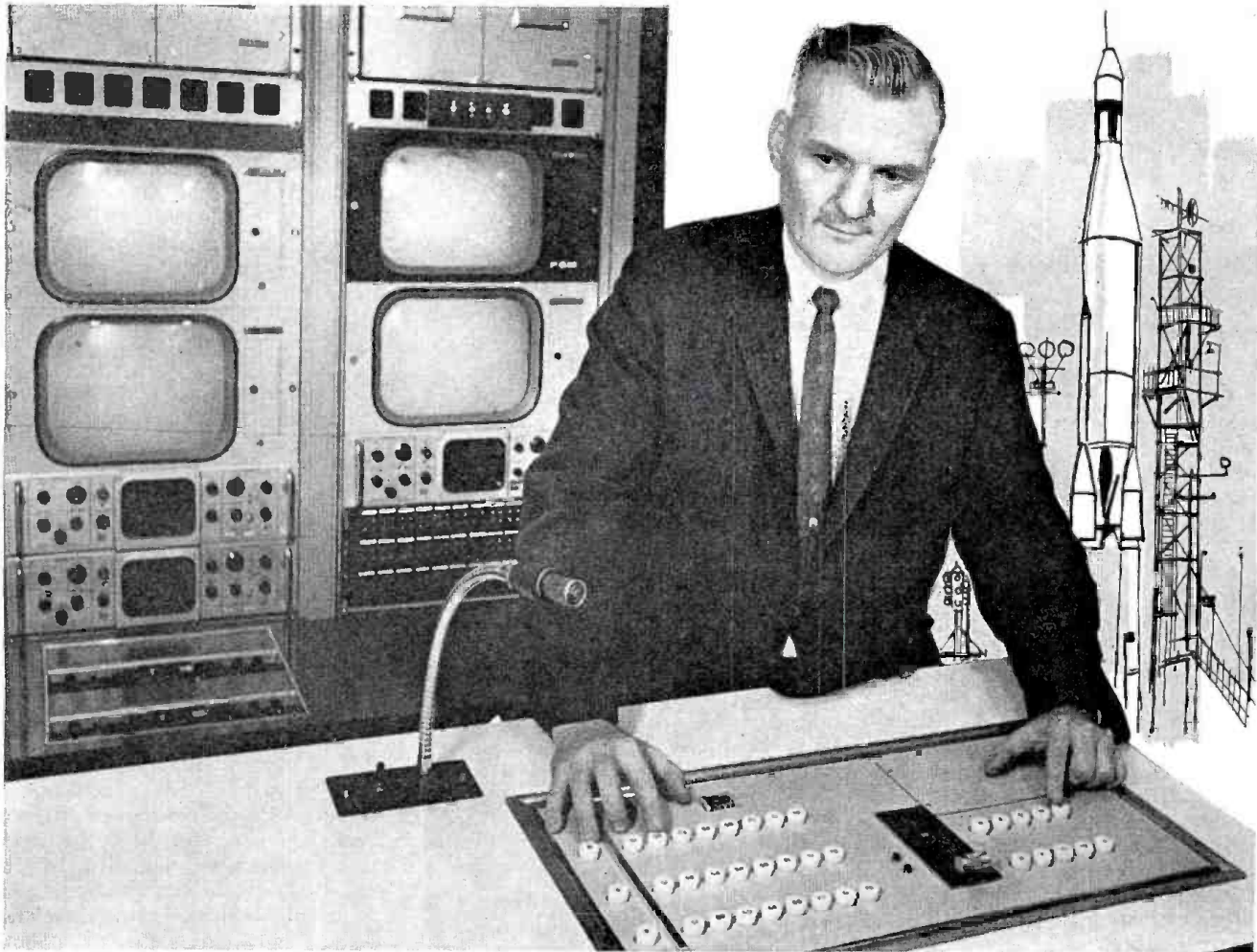
Regional centers, each served by three automatic Spotmasters, are being established in Chicago (312) 372-2021, and Los Angeles (213) MA 9-2521. As is the case with the Washington installation, stations may call these numbers and receive, for the cost of the call, recorded excerpts from speeches by prominent Democrats.

Nationally significant items will be transmitted to the new facilities by line from Washington.



This panel on "Patterns in Music" was heard at all four of the clinics. Shown (l to r) are Grover Cobb, KVGB Great Bend, Kan., moderator; David

MacNeil, WCRB Boston; Grahame Richards, Storz Broadcasting, Miami; and William Kaland, Westinghouse Broadcasting, New York.



Logos Relies on Tarzian Switcher For Cape Kennedy Launch Coverage

When the Logos, Ltd. mobile unit feeds Cape Kennedy launch pick-ups to the nets, a Tarzian solid state vertical interval switcher handles the complex switching chores.

Logos, color TV consultant to NASA, enjoys an outstanding reputation for color video productions and color tape to film transfers. Credit for building and maintaining this reputation goes to a collection of highly skilled technical personnel working with the finest television broadcast equipment obtainable.

Charles Riley, Logos Vice President, says, "Our color requirements demand unusual reliability—especially with the mobile unit in re-

mote areas where ruggedness and light weight become critical factors. With this kind of treatment and use it's nice to know we can always depend on our Tarzian VIS-88 switcher. Transmission characteristics are consistently tops. We've found virtually no degradation in differential phase . . . differential gain . . . or frequency response. Frankly, it's the best TV switcher we've ever used."

Let us demonstrate how easy it can be for you to enjoy this kind of superior switching performance. Call or write for full details, and ask for our brochure on the complete line of Tarzian solid state television broadcast equipment.

S A R K E S
BROADCAST EQUIPMENT DIVISION



T A R Z I A N
BLOOMINGTON, INDIANA

New group attacks right-wing bastion

Civic responsibility group starts own broadcast campaign; seeks \$500,000 yearly from public

What it calls coordinated propaganda activity of extremist right-wing groups, including extensive use of radio and television, has been detailed by a group that intends to fight with broadcasts of its own.

A newly formed National Council for Civic Responsibility, New York, created under the aegis of the Public Affairs Institute, Washington, announced itself last week and said its mission would be to counteract a proliferation of "ultraright propaganda" that has achieved wide-spread dissemination, primarily over radio stations.

Dr. Arthur Larson, director of the World Rule of Law Center at Duke University, Durham, N. C., former director of the U. S. Information Agency and an adviser to former President Eisenhower, is chairman of the council, whose membership lists over 100 leaders in business, civic, educational and religious fields and includes members of both major political parties.

Dr. Larson listed 12 "radical reactionary" groups which he said are directly linked to the John Birch Society "through top officers or principal financial supporters." Seven of these, he said, carry on extensive programing on radio or television.

He described the affiliations as an "interlocking directorate" which is providing extremist groups with "coordinated policy and impact."

Broadcast activities of groups which are said to have Birch Society affiliation were described by the Civic Responsibility group as:

- **America's Future**—weekly commentary by R. K. Scott carried on 365 radio stations. This organization was said to espouse "extremist views" and sponsor "Operation Textbook," which evaluates public school textbooks.

- **Christian Crusade**—group headed by Billy James Hargis sponsors daily "political-evangelistic" programs on 55 radio and seven TV stations. Rev. Hargis was said to be a member of the Birch Society's committee of endorsers.

- **Christian Freedom Foundation**—group headed by Howard E. Kershner carries *Commentary on the News* program on 148 radio stations. Principal financial support for the foundation was

said to come from J. Howard Pew, described as a member of the editorial advisory committee of the Birch Society's magazine, *American Opinion*. Mr. Kershner is reported to have denied any connection between his group and the Birch Society.

- **Church League of America**—sponsors weekly 15-minute radio program on 17 stations and distributes films such



Dr. Larson Leads the attack

as "Communism on the Map," based on Birch Society's *Blue Book*. Two directors are on Birch Society's committee of endorsers, according to the Civic Responsibility Council.

- **Conservative Society of America**—carries "right-wing" broadcasts on 39 radio stations. Group was said to advocate "get out of the UN, eliminate the income tax, free the government of 'infiltration by subversive agents'." Seven directors were said to be Birch Society endorsers.

- **Manion Forum**—carries weekly programs on 240 radio stations, promoting conservative clubs and advising campaign by radio, TV and press for

its causes. Clarence Manion is reportedly a member of the national council of the Birch Society.

- **Dan Smoot Report**—nationwide programs on 70 radio and 40 TV stations. It's said to call for impeachment of Earl Warren and suggest "the Cuban invasion fiasco was organized betrayal, planned in Washington and Moscow." Major support was said to come from D. B. Lewis, reportedly a member of council of endorsers of Birch Society.

Dr. Larson spoke of an "ominous" growth of ultraright broadcasts and said that research of the new organization had found more than 7,000 broadcasts of "radical reactionary" materials are carried weekly at a cost of around \$10 million per year.

- **Counteraction**—The new council was scheduled to begin its own programing last week—five-minute reports which would contain "factual" material about far right-wing propaganda and dramatizations of personal persecution tactics practiced by right-wing groups.

The program, called *Spotlight*, was to begin in 13 major markets in mid-western and western states and Florida, areas where the council feels there is especially heavy propagation of "extremist" broadcasts and printed matter and few voices of refutation. Markets entered so far are San Diego; San Francisco; Los Angeles; Indianapolis; Columbus, Ohio; Cincinnati; Chicago; St. Louis; Kansas City, Mo.; Cleveland; Miami; Tampa and Jacksonville, both Florida.

Ruder & Finn, New York public relations firm, which is buying radio time for *Spotlight*, reportedly has encountered some difficulty in placing the program and is starting the campaign on 35 stations instead of 45 as originally planned. The program is to be carried five times a week on each station.

Dewey Anderson, director of the Public Affairs Institute and a moving force behind the new council, said he expected an effective broadcast program for the Civic Responsibility group would require at least \$500,000 yearly in public contributions. Last year the Public Affairs Institute, a nonprofit educational organization, had a reported budget of \$280,000.

Sales rep for Ullman

Mark Century Productions has been named exclusive sales representative for all the radio production properties produced by Richard H. Ullman Inc., it was to be announced today (Sept. 28) by Peter Frank, president of the Ullman organization, and Milton Herson, president of Mark Century. Ullman will continue its production and servicing facilities in Hollywood and Dallas and will also use the Mark Century production facilities in New York.

IT'S JUST AROUND THE CORNER, NOW...



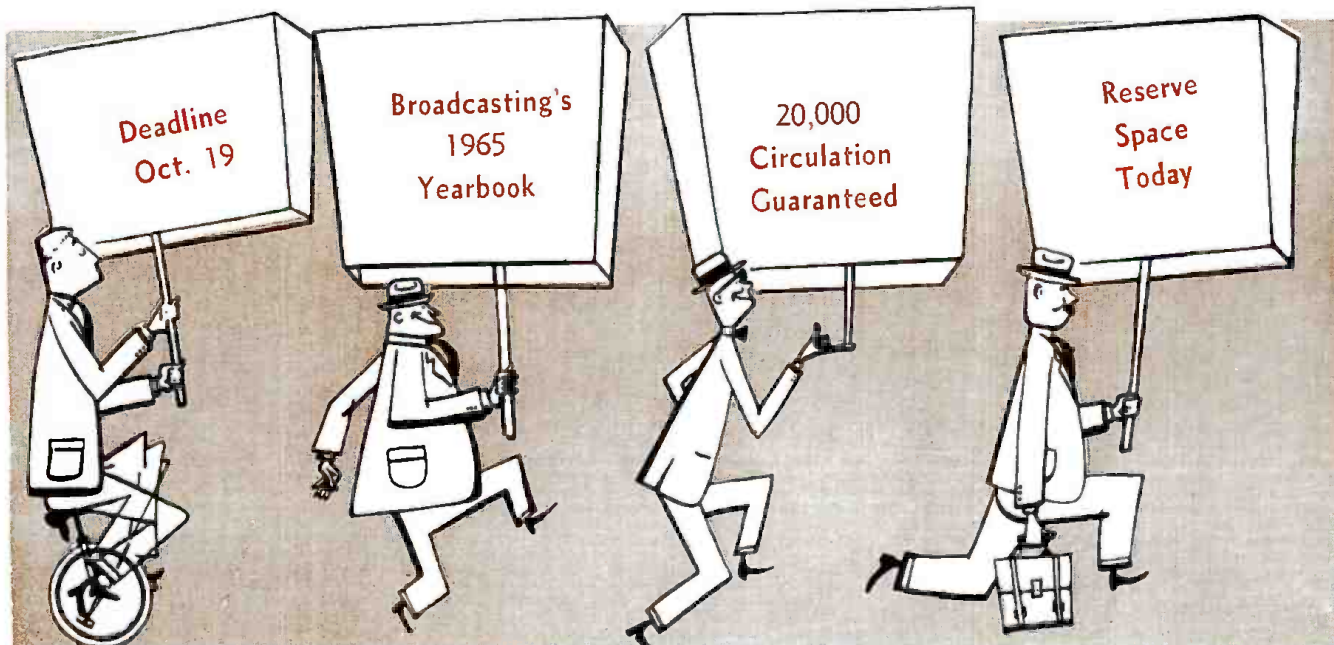
To paraphrase the old "Don't-look-now,—BUT" admonition, urgency compels us to say: DO look BECAUSE the advertising deadline for BROADCASTING's 1965 YEARBOOK is almost at hand! Oct. 19 to be exact.

The 34th annual edition, the 1965 YEARBOOK will be in the mails in mid-December, 20,000 strong. It will offer the most complete compendium of accurate facts and figures available. * Like previous editions, it will enjoy a full and useful life in the offices of agencies and advertisers throughout the nation . . . ending up dog-eared and thumb-marked 12 months later when next year's volume appears.

*PACKED WITH FACTS

- Complete directory of all U.S. television and radio stations.
- Lists of station and network personnel; ownership and facilities information.
- Broadcast regulations, code.
- Facts, figures, history of the broadcasting business.
- Directory of TV-radio agencies, suppliers, services, trade associations, professional societies, allied organizations.
- Data on foreign broadcasters.
- "The Dimensions of Broadcasting"—and hundreds of other key facts about television and radio.

Same rates, same space units prevail as for the regular issues. Contract advertisers earn frequency discounts. Otherwise, one time rates prevail; (inch \$50; 2 inches \$90; 3 inches \$125; 1/6 page \$155; 1/3 page \$280; 1/2 page \$400; 2/3 page \$510; page \$680). AAAA Color ranges from \$120 a page to \$80 for a third page. Position adjacent to your listing guaranteed. Now is the time for action. Reserve the position you want TODAY!



Affiliate irked by net's news

New complaint directed at
NBC News by Montgomery
Ala., NBC-TV affiliate

In broadcasting history books, 1964 may be recalled as the year the affiliates began strong protestations over network news coverage and policies.

In July, Rex G. Howell, owner of KREX-AM-FM-TV Grand Junction, Colo.,



Mr. Hardwick

at the Republican convention (BROADCASTING, Aug. 3).

The latest criticism of network news was directed at NBC by Carter Hardwick, vice president and managing director, WSFA-TV Montgomery, Ala.

Mr. Hardwick said he is "determined to bring about some meaningful change in NBC's present news policy." In a Sept. 9 letter to Robert Kintner, NBC president, Mr. Hardwick said a local station "should have some voice that will be heeded and some hand that will be felt in the shaping and formulating of network policy."

The network was prompt to defend the record of its newsmen.

His letter was written, Mr. Hardwick said, only after talking with other broadcasters and after having "given long and careful consideration to my remarks."

The chief crime of the network newsmen, Mr. Hardwick feels, is the "analysis, interpretation or editorializing" following political speeches and events "without clearly labeling such comments as editorials."

Mr. Hardwick asked, "When and where in history has any political leader . . . been instantly followed on the rostrum, talking to the same audience in the same loud, clear voice by men whose duty it is to report and discuss news stories of all kinds and types—men who have not spent their entire life in politics, not schooled in the political intricacies, yet add to or vilify the professional speaker—such should be the prerogative only of

another equally qualified man of the same background and opinion.

"Time and time again, after these people have spoken, we have seen their comments, opinions and observations blown up or watered down by immediate comments of a network newsmen. We have seen the ground cut completely out from under many political figures."

"The time has come," Mr. Hardwick said, "when we must take a serious look at our newsmen's air position and courtesy and bring about changes that will make for more meaningful, more objective reporting in the best interests of the networks as well as the stations. . . . Let each speaker who is allowed to use our facilities have his say without being fettered with the chains of personal comment from his host the moment he finishes his prepared text."

Analysis, commentary or editorial opinion, Mr. Hardwick remarked, "should stand on its own."

In reply to Mr. Hardwick, David C. Adams, senior executive vice president of NBC, said he agreed that an affiliate should let the network know what it thinks of network service and that the network could be "justly criticized" if a network newsman followed a political speaker on the air to "vilify" the speaker or editorialize on the speaker's position.

"But I do not agree that NBC newsmen do this," Mr. Adams said. He quoted from an internal memo written by Mr. Kintner last year saying that NBC has an obligation to analyze as well as report the news but that analysis differs from editorializing in that the former is "informational in character" while editorializing is "taking a position on what *should* be done."

This difference, Mr. Adams said, "is real and substantial, not semantic" and "is followed in letter and spirit by NBC newsmen. I do not know any instance where—to use your words—an NBC newsman 'vilified or chastised' a political speaker . . . and I question your suggestion that because broadcast newsmen are not themselves professional politicians, they are not qualified to analyze political issues."

Controversial issues, Mr. Adams continued, often "arouse strong reactions by partisans of one side or another and 'fairness' in handling them is usually judged in the eye of the beholder.

"NBC News," Mr. Adams noted, "cannot report or analyze developments in controversy so as to please partisans on one side or another of an issue; nor as Bob Kintner pointed out in his remarks at the last affiliates' convention, can a national network, which supplies a fair and balanced national news service of value to viewers in all parts of the country, tailor that service to please particular sectional attitudes."

Mr. Adams concluded: "We do not

agree that a news operation should be stripped of the constructive function of news analysis, as you seem to advocate; and we believe that both in reporting and analysis, NBC News operates professionally and impartially and would not have developed the enormous appeal and respect it enjoys if it operated any other way."

Mr. Hardwick said last week he didn't feel that Mr. Adams "dealt with the problems I posed."

Radio series sales . . .

The First Christmas (Woroner Productions): WTLB Utica, WFBL Syracuse, WOSC Fulton, WWNV Watertown, WEAV Plattsburgh, all New York; WDOT Burlington, Vt.; WBRY Waterbury, WINE Brookfield, both Connecticut; WONS Tallahassee, WPCF Panama City, WNSM Valparaiso, all Florida; WHK Cleveland, WAKR Akron, WKBN Youngstown, WCNS Canton, WSTV Steubenville, all Ohio; WQXI Atlanta, WRGA Rome, WFOM Marietta, WTRP LaGrange, WALG Albany, WAYX Waycross, WGGA Gainesville, WCRY Macon, WDAK Columbus, WMOG Brunswick, all Georgia, and WMID Atlantic City.

July 4, 1976 (Woroner Productions): WFBL Brookfield, Conn.; WHK Cleveland, WAKR Akron, WKBN Youngstown, all Ohio; WQXI Atlanta and WGGA Gainesville, both Georgia.

Film sales . . .

Naked City (Screen Gems): WJBK-TV Detroit; XETV(TV) Tijuana, Mexico-San Diego; WNAC-TV Boston; KPTV(TV) Portland, Ore.; KONA(TV) Honolulu; WUSN-TV Charleston, S. C.; KTTS-TV Springfield, Mo.; KZTV(TV) Corpus Christi, Tex.: WTVT(TV) Tampa-St. Petersburg, Fla.; WFMV-TV Greensboro, N. C.; WOI-TV Ames-Des Moines, Iowa; KOSA-TV Odessa-Midland, Tex.; WLOS-TV Asheville, N. C.; WICS(TV) Springfield, Ill., and KR0D-TV El Paso.

Survival! (Official Films): WNEM-TV Bay City-Saginaw-Flint, Mich.; WSLS-TV Roanoke, Va.; WJTV(TV) Jackson, Miss.; WREX-TV Rockford, Ill.; KFDA-TV Amarillo, Tex.; KREX-TV Colorado Springs; WKYT(TV) Lexington, Ky.; WINK-TV Fort Myers, Fla., and WHNT-TV Huntsville, Ala.

Out of the Inkwell (Seven Arts): WKTV(TV) Utica and WSYR-TV Syracuse, both New York, and KPHO-TV Phoenix.

The Aquanauts (UA-TV): WsJV (TV) Elkhart-South Bend, Ind.; WUHF (TV) Milwaukee; WKEF-TV Dayton, Ohio, and WWOR-TV Worcester, Mass.

The Mike Douglas Show (WBC Program Sales): KBTV(TV) Denver; WsJV-TV Elkhart-South Bend, Ind.; WPTA(TV)

4. Sacramento had the largest increase in national spot sales (28%) in 1963 of any of the top 25 television markets.*

The only market outside of the first 10 to show more than a million dollar increase.

***Source: FCC Final TV Broadcast Financial Data—1963**

1.

Sacramento is now the nation's 25th television market in national spot sales ... ahead of Providence, Atlanta and Denver.*

2.

Sacramento had the largest increase last year (26%) in total television time sales of any market in the country* and a 2 year increase of 54%.

3.

Sacramento's local advertisers spent 39% more in television last year than in 1962* and 68% more than in 1961.

Wallace telecast paid for by 'governor's office'

Viewers in Alabama last week had a chance to watch the state legislature vote on a governor-initiated measure in a statewide, live telecast. The time, estimated at \$3,500, was purchased with contingency funds from the governor's budget.

The special-session telecast of the legislature Monday (Sept. 21) was originated by WSFA-TV Montgomery and fed to eight other stations in the state from 6:30-7:30 p.m. CST. The stations were: WAPI-TV Birmingham; WMSL-TV Decatur; WOWL-TV Florence; WAAY-TV and WHNT-TV, both Huntsville; WKRK-TV Mobile, and WCOV-TV Montgomery. WSFA-TV was the only station that carried the program on a delayed basis, 9-10 p.m. CST.

Governor George Wallace had called the special session to vote on his proposal to amend the U. S. Constitution to bar the federal government and federal courts from having any hand in deciding local school issues. After a half-hour speech by the governor, the resolution was passed unanimously. (Two-thirds of the state legislatures would have to approve the measure for a Constitutional Convention to be called.)

The production order for the remote came through Robert Luckie & Co., Birmingham, which handled Governor Wallace's gubernatorial campaign in 1962.

A disclaimer noted that the program had been paid for by "the governor's office."

Roanoke-Fort Wayne; WCKT(TV) Miami; KOCO-TV Oklahoma City; WOKR (TV) Rochester; WNYS(TV) Syracuse, N. Y.; WTVT(TV) Tampa-St. Petersburg, Fla., and WSPD-TV Toledo, Ohio. Now in 30 markets.

The Lloyd Thaxton Show (MCA-TV): KIRO-TV Seattle; WSYR-TV Syracuse, N. Y.; WHBF-TV Rock Island, Ill., and WOOD-TV Grand Rapids, Mich. Now in 54 markets.

The Tall Man (MCA-TV): KBOI-TV Boise, Idaho.

M-Squad (MCA-TV): KWTX-TV Waco, Tex., and WCSC-TV Charleston, S. C.

Bachelor Father (MCA-TV): KPAC-TV Port Arthur-Beaumont, Tex.

Arrest & Trial (MCA-TV): WESH-TV Daytona Beach-Orlando, Fla.

Leave it to Beaver (MCA-TV): KLYD-TV Bakersfield, Calif.

Restless Gun, Tales of Wells Fargo (MCA-TV): KWTX Waco, Tex.

The Mighty Hercules (Trans-Lux): KFDD-TV Amarillo, Tex.

Mack & Myer for Hire (Trans-Lux): KGNC-TV Amarillo, Tex.

Top Draw and Award Four feature films (Trans-Lux): KPLR-TV St. Louis.

The Mystery Stories (UA-TV): KTRAR-TV Phoenix.

Rough Riders (UA-TV): WAST(TV) Albany, N. Y.

Tombstone Territory (UA-TV): KRBC-TV Abilene, Tex.; KACB-TV San Angelo, Tex.; KONA(TV) Honolulu, and WJHG-TV Panama City, Fla.

CBS to finance research on election predictions

CBS Inc. President Frank Stanton last week confirmed the report that CBS would underwrite a research project to determine what effects, if any, early predictions of national election results may have on voting patterns in areas where polls are still open (BROADCASTING, Sept. 7).

In an appearance on a TV interview program, Dr. Stanton said he has never seen evidence to prove that announcement of projected winners in a national election over radio or TV has influenced the outcome of an election.

He said that examination of the problem so far by the CBS office of social research has failed to give any indication that either a "bandwagon" or an "underdog" effect has ever resulted from forecasting a winner on the basis of incomplete voting returns. But neither could these suppositions be definitely denied, he suggested.

CBS, he said, felt "uncomfortable" in this position of uncertainty and has therefore "authorized a rather elaborate field study this November. . . ."

CBS spokesmen said the exact nature of the study—its size, location and technology—would hopefully be kept a closely guarded secret. They said that if people knew about the survey in advance, their attitudes—and answers—might be influenced.

Presumably the study would involve opinion research before and after the election. Name of the research company retained for the study was also withheld.

Dr. Stanton appeared on *Of People and Politics*, on WNDT(TV) New York.

Philbin moving to Steve Allen's slot

A new television personality, Regis Philbin, has been signed by Westinghouse Broadcasting Co. to be host on a new syndicated 90-minute late night program replacing WBC's *The Steve Allen Show*.

For the past two years Mr. Philbin has been host on a late-night program on KOGO-TV San Diego.

The emphasis on the new Philbin show, which begins Oct. 26, will be entertainment and variety rather than talk. It will be seen on the five Westinghouse TV stations: WBZ-TV Boston, KYW-TV Cleveland, WJZ-TV Baltimore, KDKA-TV Pittsburgh and KPFX(TV) San Francisco—and in most of the cities where *The Steve Allen Show* is now being syndicated via video tape.

The Allen program will conclude Oct. 23 and Mr. Allen has been released from the remainder of his contract commitment so that he may concentrate on his role as host on *I've Got a Secret* for CBS-TV. His WBC program made its debut June 22, 1962, and is currently reported to be on 40 stations in the U. S. and stations in Canada and Australia. At one point during the tenure of Mr. Allen's program, as many as 47 stations carried it.

Networks still cool to baseball package

Although there is better-than-hoped-for advertiser and agency enthusiasm in the proposal for a Monday night baseball television package, the one remaining hurdle to the plan is network interest, it was admitted Thursday (Sept. 24) by the plan's progenitor, John E. Fetzer, veteran broadcaster and Detroit Tigers president.

But "two of the four" television networks and even perhaps a third "are very much in the running" for the plan, he said, adding Sports Network Inc. to his network list of ABC, CBS and NBC.

CBS has already publicly counted itself out of the picture and it appears that NBC has also taken itself out of contention. This would leave ABC and SNI as the most probable prospects (BROADCASTING, Sept. 14, 7).

However, last Thursday, Thomas W. Moore, president of ABC-TV, told BROADCASTING that his network "has told baseball we are not presently interested in the Monday night package."

WGN-TV Chicago, which carries both the Chicago White Sox and Cubs, said

APPRENTICE

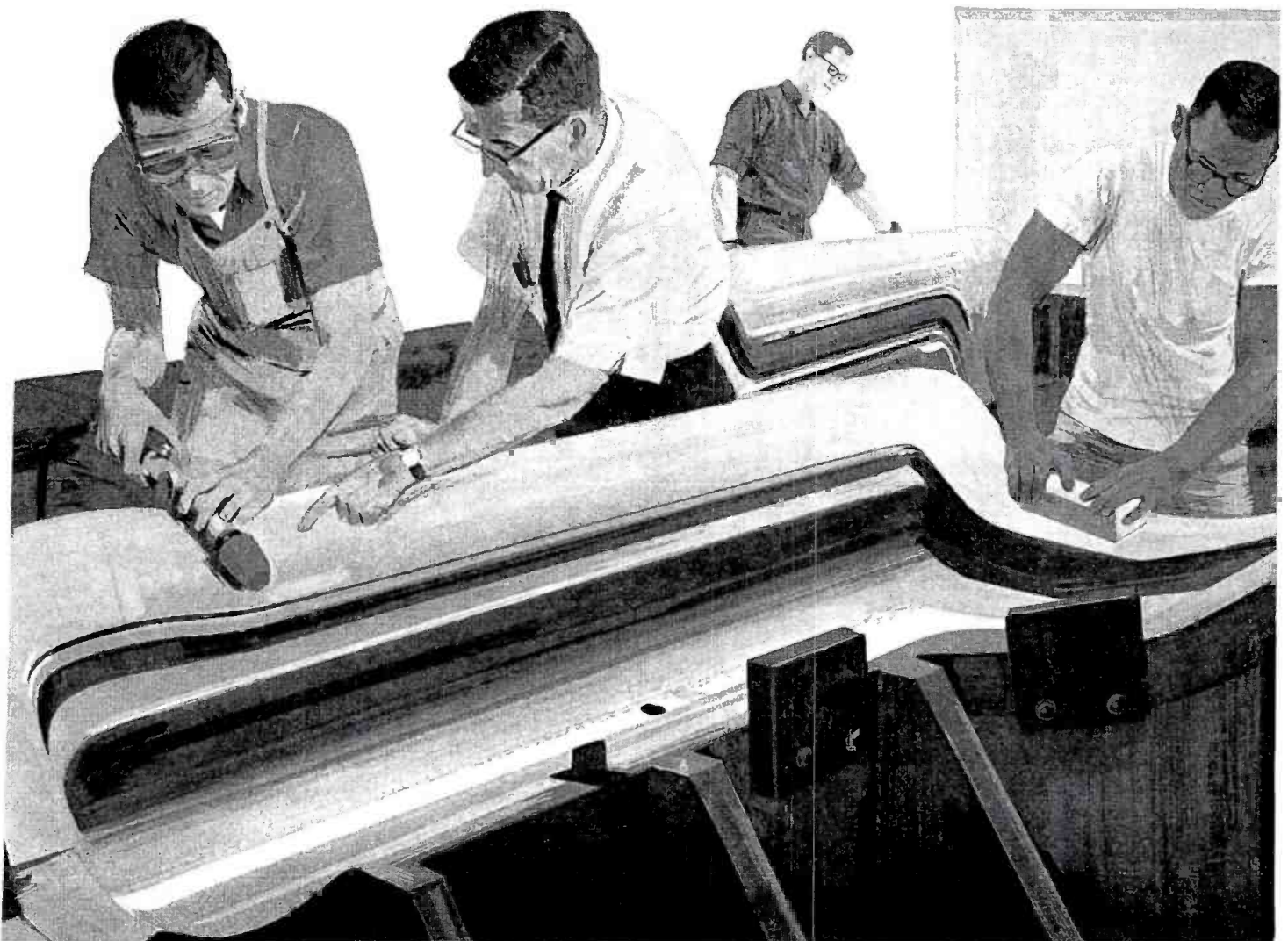
These young men are preparing for important careers with General Motors. Under the GM apprentice plan, they are learning the diemaker's skills. Once they have mastered this craft—and it will take them four years (8,000 hours) of on-the-job training and classroom study—each will be a skilled journeyman, qualified to make the complex dies, jigs and fixtures so vital to modern industry.

This year, 2,753 General Motors apprentices are being trained for this and other trades—more than 30 in all. They are learning to be pattern makers, pipefitters, bricklayers, toolmakers, diesinkers, electricians and millwrights, to name a few. From the time they start training they are paid good wages on a regular rising scale.

At the conclusion of their four-year courses, apprentices will have gained skills that will serve them well throughout their working careers. They are free, of course, to work anywhere they wish—but most stay with GM. We're glad of that. We need them. Talented people are indispensable to General Motors.

GENERAL MOTORS IS PEOPLE . . .

Making Better Things For You



last week it had been approached on carrying the package on an independent network arrangement, but said the subject is still very much in the exploratory stage.

New Approach ■ Meanwhile last week the special Joint Television Committee of the major leagues announced from New York that the television rights to the *Monday Night Baseball Spectacular* will be negotiated rather than awarded on bidding as planned earlier. Mr. Fetzer is chairman of this committee.

"The change in policy was made to determine the availability of a nationwide network for the series," Mr. Fetzer explained. Advertiser and agency interest, he said, "is sufficiently tangible to completely sell out the series for the full 26 weeks and net baseball what is believed to be an excellent return."

Mr. Fetzer said there is "no timetable involved" in the discussions. He did not expect any further developments until after the World Series. Although he fully expects the plan to be worked out for the 1965 season, he said it still could be concluded for 1966 in the event of some hitch delaying a contract for next year.

Sports Vision gets rights to Clay-Liston

Sports Vision Inc., New York promoter of large-screen TV sporting events, last week obtained rights to the heavyweight boxing match between champion Cassius Clay and challenger Sonny Liston scheduled for Nov. 16 in the Boston Garden.

Sports Vision, which plans to carry the bout to the public over closed-circuit television in some 250 theaters in the U. S. and Canada, won the rights from Intercontinental Promotions Inc., Chester, Pa., under an agreement which is understood to call for a fixed fee plus percentage of gross take.

Sports Vision and Intercontinental expect total revenues from the fight to be in the \$5 million or over range. Rights to Intercontinental Promotions from Sports Vision should exceed \$2 million, according to one source close to the agreement.

Rights acquired by Sports Vision cover theater TV, community antenna TV, radio, movie, foreign and all ancillary possibilities.

Robert Rosencrans, a vice president of Sports Vision, indicated radio rights might be withheld for the forthcoming match, depending on the size of the offer, on the premise that network radio coverage of the event might hold down a more lucrative theater-TV gate. ABC Radio has carried the last six heavyweight championship boxing matches.

TV program group gets up momentum

A two-day seminar for the program managers and program development executives of stations participating in the new Television Program Development Group has been set for Oct. 27-28 at the WGN Mid-America Broadcast Center, Chicago, it was announced Thursday (Sept. 24) by the group's temporary chairman, Ward L. Quaal, executive vice president and general manager of WGN Inc., licensee of WGN-AM-TV there.

W. A. Michaels, vice president, Television Division, Storer Broadcasting Co., has been appointed chairman of the group's program study and development committee, it also was announced by Mr. Quaal. The group first met informally at WGN a fortnight ago to explore plans for cooperative production and exchange of TV shows (BROADCASTING, Sept. 14).

At the Oct. 27-28 program managers session "there will be opportunity for the stations involved to see the program product available from the individual operations represented in the hope that this will lead to broader 'program exchange'," Mr. Quaal said.

Fairness doctrine hit at Nevada meeting

In slashing at the FCC's fairness doctrine in a speech before a meeting of the Nevada Broadcasters Association in Lake Tahoe last week, Douglas A. Anello, general counsel of the National Association of Broadcasters, also called for a forthright stand by broadcasters during the current political campaigns.

After saying the fairness doctrine discourages controversy on the air, Mr. Anello said that during the election race, potentially among "the most emotionally charged in history," the pressures will be great against broadcasters. "Now," he said, "more than ever, we must stand firm; confident in our own judgment as to what is fair." Mr. Anello earlier asserted that "fairness can only come from the integrity and good judgment of the broadcaster. It cannot come from government fiat or individual pressures."

SAG's tape jurisdiction

An article in the Sept. 14 issue of BROADCASTING tracing a move by major program producers into taped TV series stated that the American Federation of Television & Radio Artists has jurisdiction when the video-taped program is

produced at a film studio. This was in error. The Screen Actors Guild is the bargaining agent under these conditions. AFTRA holds jurisdiction when a taped show is produced at a network, station or a tape-production studio, as was correctly reported.

GOP leader, WWDC tangle on LBJ stand

WWDC Washington, D. C., has become embroiled in a controversy with the district Republican chairman because of an editorial campaign the station is running in behalf of President Lyndon B. Johnson.

The Republican leader, Carl L. Shipley, says the station is waging a "low and intensely partisan" editorial campaign against Republican nominee Senator Barry Goldwater (Ariz.). He has filed a complaint with the FCC.

But the station is not backing off. It intends to carry more pro-Johnson editorials. And indications are it won't have trouble from the commission.

WWDC has carried Mr. Shipley's replies to the editorials more than a dozen times. And Ben Strouse, who is president of the stations and delivers the editorials on the air, says he will offer time to the Republicans for reply to pro-Johnson editorials still to come.

A commission official last week, noting that time for reply is made available by the station, said Mr. Strouse is adhering to the requirements of the fairness doctrine. "He's going by the book," the official said. He indicated the commission would so inform Mr. Shipley.

Krantz Films to make TV comedy, drama

The establishment of Krantz Films, New York, to produce comedy, drama and documentary programs and specials for TV was announced last week by Steve Krantz, president, who resigned as director of international sales for Screen Gems to form his company.



Mr. Krantz

Mr. Krantz also reported that he has made an agreement with the McCall Corp. for exclusive rights to the development of TV properties from material published in the McCall magazines. Mr. Krantz earlier had been director of program development for Screen Gems and director of programs for WNBC-TV New York.



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Most ASCAP income is from broadcasters

The American Society of Composers, Authors and Publishers had domestic receipts of \$27,724,339 for the first eight months of 1964. Frank Connor, ASCAP's treasurer, reported the figures to a West Coast membership meeting held Wednesday (Sept. 23) in Los Angeles.

Licensees of the society contributed \$27,375,832 of the record total, with about 85% of the license fees coming from the nation's radio and TV broadcasters. Mr. Connor said there is also a total of \$262,898 which has been paid ASCAP by the four radio networks. This money, however, is being kept separate from other funds pending the resolution of a dispute over the amount of the fees the radio networks should pay under a new contract.

ASCAP won a major victory in the long and stormy broadcast rate litigation when the U. S. Supreme Court refused to review a lower court decision denying clearance at the source licenses for television, Stanley Adams, ASCAP president, told the meeting. But he warned that the rate questions, both for television and radio, are still wide open. It would be unwise, he stated, to assume that ASCAP will get the increases it seeks and that broadcasters will be denied the rate reductions they are fighting for.

Wolfe Gilbert, West Coast member of the executive committee of ASCAP, reported that ASCAP has issued experimental gratuitous licenses to two pay TV organizations—Subscription Television Inc. with its cable systems in Los Angeles and San Francisco, and the Zenith-RKO General on-the-air service in Hartford, Conn. Both expire June 30, 1965. ASCAP is also studying the community antenna television field to determine the feasibility of licensing the CATV purveyors of programs containing ASCAP music, Mr. Gilbert said.

Wometco net earnings show 36.5% increase

Wometco Enterprises Inc., Miami-based diversified firm with broadcast holdings, last week announced record sales and earnings for the 36-week period ended Sept. 5. The company also announced plans to add to its theater chain.

Wometco's earnings after taxes rose 36.5% for the period over a comparable

span last year. Earnings per share were up 33.3% and gross income jumped 44%. The three new theaters planned by the firm will serve Orlando, Gainesville and St. Petersburg, all Florida. The figures released by Wometco also showed that its record net income from the 36 weeks was divided into \$542,166 (26%) for dividends and \$1,524,000 (74%) for expansion.

36 weeks ended Sept. 5:

	1964	1963
Earnings per share	\$ 1.16	\$ 0.87
Gross income	21,348,430	14,826,918
Net income before taxes	3,926,166	2,894,068
Net income	2,066,166	1,514,068
Shares outstanding	1,777,045	1,742,567

Sen. Humphrey details his financial holdings

Senator Hubert H. Humphrey (D-Minn.), Democratic nominee for the vice presidency, overstated his assets by \$1 in the financial statement he released early last week.

The \$1 represents two shares of preferred stock in the Cooperative Broadcasting Association of Washington, and was listed among the holdings of the Senator and Mrs. Humphrey which showed that they had net assets of \$171,396 as of Sept. 10.

The Cooperative Association of Washington, licensee of WCFM(FM) Washington which operated from October 1948 until early in the 1950's, went into bankruptcy in 1955. There were no assets. The senator bought the two preferred shares for \$10 each in July 1949 when the station conducted a drive to sell stock to the public. The station was established by several cooperatives in the Washington area.

Cox borrows \$29 million from Prudential Insurance

Cox Broadcasting Corp. has arranged to borrow \$29 million from the Prudential Insurance Co. of America at 5½% for 20 years as part of its financing in connection with the \$20.5 million purchase of WJIC(TV) Pittsburgh (BROADCASTING, Sept. 7).

Only \$12 million of the sum will be used for the purchase, it was pointed out, since CBC already has \$11 million in cash and negotiable assets. The company will use \$15 million to replace an outstanding 5¼% note held by Prudential, which is due in 1984, and \$2 million for other purposes.

The financial arrangements were disclosed in the application for FCC consent to the WJIC buy filed last week.

Four Star has loss for past fiscal year

Four Star Television reported last Monday (Sept. 21) that it had sustained a loss in the fiscal year ended June 27 but that it was looking forward "with confidence to profitable operations" in the current fiscal year.

Contributing to the 1963-64 loss were the cancellation of an NBC-TV show after five episodes had been completed (*Robert Taylor Show*); representation of Four Star on only one network program during the year, and write-off of costs, scripts and pilot films. Optimism for the current year is based on the company's larger number of filmed and taped shows on network TV; expansion of its domestic and foreign syndication operations, and stepped-up activities in the music, record and album division.

The fiscal year ended June 27:

	1964	1963
Earnings per share (loss)*	(\$1.41)	\$ 1.19
Gross income	11,383,374	22,076,740
Net income (loss)	**(\$41,551)	793,501

*Based on 665,950 shares outstanding.
**After estimated tax refund of \$550,000.

Screen Gems has its best earnings year

Screen Gems Inc., New York, last week reported the highest 12-month earnings in its history for the 1964 fiscal year. Net income was up 7%. The company said it would maintain a regular quarterly dividend of 15 cents a share.

Twelve months ended June 27:

	1964	1963
Earned per share*	\$ 1.61	\$ 1.50
Earned per share**	\$ 1.29	\$ 1.20
Gross income	57,162,000	64,377,000
Net profit	4,082,000	3,800,000

*Based on 2,538,400 shares outstanding at end of period.
**Based on 3,173,000 shares outstanding after five-for-four stock split.

Outlet Co. earnings up 20 cents a share

The Outlet Co., a Providence, R. I., department store firm with broadcast holdings, last week announced improved revenue and earnings for the six months ended Aug. 1 over the comparable period last year. The interim statement reported that per-share earnings jumped 20 cents.

Six months ended Aug. 1:

	1964	1963
Earnings per share	\$ 0.56	\$ 0.36
Revenue	12,549,879	9,042,082
Earnings before income taxes	578,630	321,831
Net earnings	279,685	177,331
Shares outstanding	498,500	497,100

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**WABC's exciting pro football
coverage by Otto Graham.**

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**KQV's Emperor Hal Murray
good-humoring the get-up hours.**

**WLS's behind-the-scenes look
at Chicago jail conditions.**

**KGO's Jim Dunbar trading
telephone barbs with an irate Bircher.**

**KABC's "Personal Portrait"
closeup on Upton Sinclair.**

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

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**WABC NEW YORK • KQV PITTSBURGH • WXYZ DETROIT
WLS CHICAGO • KGO SAN FRANCISCO • KABC LOS ANGELES**

Radio audience: 80 million daily

Over 65% of adult population listens every day with biggest percentages among the younger, better educated groups, Sindlinger analysis shows

One of the most extensive radio audiences analyses ever made public has been released to BROADCASTING by Sindlinger & Co., veteran market analysis and audience measurement firm.

The findings cast light not only on the magnitude of the radio audience but also on its financial, educational, occupational and other socio-demographic characteristics and on the relationships between these factors and those of the audiences of the other major media.

Large Sample ■ The analysis covered 28,966 completed interviews with adults (18 years of age or older), conducted over the nine-week span from July 4 through Aug. 28 except for the days when the Republican and Democratic political conventions were in progress (July 13-16 and Aug. 24-27, respectively).

A total of 12,697 men and 16,269 women in 198 markets across the country were interviewed and the results were then compiled by computer at the Sindlinger company's headquarters at Norwood, Pa.

The study put the average daily radio audience at 80.3 million adults (18 and up)—39.7 million men, 40.6 million women.

The total represents 65.8% of the total population in the 18-and-up age group, more than the audience of any other major medium except newspapers (which attract a larger number of people but for a substantially shorter period of time—about one-fourth to one-third as much—each day).

For the four major media, Sindlinger reported these average daily audience figures (also see Table I):

- Radio—80.3 million (65.8%).
- Television—77.9 million (63.8%).
- Magazines—41.7 million (34.2%).
- Newspapers—100.5 million (82.4 percent).

On a household basis the study showed approximately the same relationship among the four media: On an average day, radio reached 36,774,000 or 64.8% of all households; television reached 36,318,000 or 64.0%; magazines reached 19,160,000 or 33.8% and newspapers reached 46,511,000 or 82.1%.

One-Third Away from Home ■ Among the 80-plus million daily radio listeners, almost a third—32%, or 25.6 million—do some of their listening away from home. Most of this listening is done in the car, where 19.4 million adults (15.9% of all adults, 24.2% of adult listeners) form the average daily automobile audience. More than 6.2 million, or 7.8% of the daily listeners, do at least some of their tuning in other places outside the home.

The in-home daily audience totals 57.5 million adults, or 71.7% of all daily adult listeners. While this is almost one out of every two adult Americans, the 71.7% figure suggests that almost three out of every ten listeners are reached only in their cars, at work or via other out-of-home receivers.

Aside from a considerable degree of mobility, the radio audience was shown

to have a number of other characteristics generally attractive to advertisers.

On the Average ■ The average listener, according to Sindlinger's findings, is younger than the nonlistener, better educated, has a bigger family to feed and clothe—and makes more money with which do it (see Table IV).

He is 43 years old, two years younger than the average person interviewed. There are 3.45 persons in his household (as against 3.35 in the average household) and his household income is \$7,306 (as compared to the average of \$6,862).

Here is how his income compares with that of his counterparts in the audiences of the other media, on an index basis: If the U. S. average of \$6,862 is given an index value of 100 then:

- Radio at \$7,306 = 106.

1. Comparative audiences of four major media

	Male			Female			Total	
	Sample count	%	Projected number (000)	Sample count	%	Projected number (000)	%	Projected number (000)
Base—18 years & older	12,697	100.0	58,950	16,269	100.0	63,100	100.0	122,050
Did not listen to radio	4,136	32.6	19,218	5,815	35.7	22,527	34.2	41,745
Listened to radio	8,561	67.4	39,732	10,454	64.3	40,573	65.8	80,305
Watched television	7,675	60.4	35,606	10,899	67.0	42,277	63.8	77,883
Read newspapers	10,600	83.5	49,223	13,236	81.3	51,300	82.4	100,523
Read magazines	4,288	33.8	19,925	5,612	34.5	21,770	34.2	41,695
Base—non-radio listeners	4,136	100.0	19,218	5,815	100.0	22,527	100.0	41,745
Watched television	2,280	55.1	10,589	3,644	62.7	14,124	59.2	24,713
Read newspapers	3,244	78.4	15,067	4,467	76.8	17,301	77.5	32,368
Read magazines	1,035	25.0	4,805	1,629	28.0	6,307	26.6	11,112
Have consumer buying confidence	3,106	75.0	14,414	4,492	77.2	17,391	76.2	31,805
Base—listened to radio	8,561	100.0	39,732	10,454	100.0	40,573	100.0	80,305
Watched television	5,395	63.0	25,031	7,255	69.4	28,158	66.2	53,189
Read newspapers	7,356	85.9	34,130	8,769	87.7	35,583	86.8	69,713
Read magazines	3,253	38.0	15,098	3,983	39.8	16,148	38.9	31,246
Have consumer buying confidence	6,332	74.0	29,402	8,127	77.7	31,525	75.9	60,927

A quick comparison of the average daily audiences of the four major media as reported by Sindlinger & Co. is provided in this table. It puts radio's daily total at 80.3 million adults (18 and

up). Similarities and differences in media habits of listeners and non-listeners are also shown. "Consumer buying confidence" relates to personal attitudes toward buying in general.

2: Average listeners vs viewers and readers

	Universe 18 & older	Radio	Television	Magazines	Newspapers
Average age of household head where respondent resides (years)	47.47	46.05	47.95	46.19	47.61
Average size of household where respondent resides	3.35	3.45	3.36	3.39	3.36
Average number of children under 12 residing in household of respondent	.82	.87	.82	.83	.81
Average number of teenagers 12-17 years residing in household of respondent	.35	.37	.35	.36	.35
Average household income	\$6,862.00	\$7,306.00	\$6,833.00	\$7,566.00	\$7,096.00
Total number of households represented by sample	56,719,000	36,774,000	36,318,000	19,160,000	46,511,000
Total annual income personal consumption represents by sample (billion)	\$387	\$267	\$247	\$144	\$329
Average age of respondent (years)	45.01	43.11	45.56	43.63	45.14

How does the average radio listener compare with his counterparts in other media—and with the average for people as a whole? This table, compiled by Sindlinger & Co., shows that the radio

- Television at \$6,833 = 100.
- Magazines at \$7,566 = 110.
- Newspapers at \$7,096 = 103.

On a total annual income basis, the comparisons came out this way, in relation to the \$387 billion measured by the total sample:

Radio with \$267 billion covers 69% of the total.

Television with \$247 billion covers 63.8% of the total.

Magazines with \$144 billion cover 37.2% of the total.

Newspapers with \$329 billion cover 85% of the total.

Aside from this inter-media and similar data (also see Tables I, II and IV), Sindlinger's studies found a close relationship between income, education and type of employment—and radio listening.

As income increases, for example,

listener is youngest, his household is biggest, and his household income is usually the largest (second only to magazines, whose average daily audience is much smaller).

listening increases. In family income groups below \$4,000, 51.2% of the respondents said they listened "yesterday"; in the \$4-5,000 bracket, 61.3% listened; in the \$5,000 to \$7,500 range, the total reached 68.4%; in the \$7,500 to \$10,000 group, 73.4%; in the \$10-15,000 class, 78.4% and in the over \$15,000 group it reached its peak of 80.9%.

The reverse correlation is found between listening and age: The younger the adult, the more apt he is to listen. Yet even in the oldest group—from 80 up—radio is a daily companion for almost one person out of two (43.9%).

Increase Steady ■ From that point, as the age groups become progressively lower, the percentage of listeners steadily increases. Thus it goes from 50.7% of the 70-79 age group up to 74.3% of the 20-29 group and 83.9% of the 18-

20 class. (In the 12-17 age group listenership reaches 89-90%.)

In all adult age groups up to 50, the ratio of listeners exceeds the national average (65.8%), and the 50-60 age group falls short of the national average by only about three points (62.4%).

Among working people, professional men and women are most apt to listen—76.7% did "yesterday." In all, 72.6% of white-collar and 64.8% of blue-collar workers listen on an average day. Students, however, listen more than anybody else—83.1% daily.

The retired and the unemployed are least apt to listen; even so, more than one out of every two do listen in each group (51.2% of the retired, 62.6% of the unemployed).

As education increases, so does the rate of listening: The daily audience is composed of 54.4% of those with grade-school education, 64.9% of those who went to high school; 73.2% of those who went to college, and 77.5% of those who did post-graduate work.

The listener is also more apt to be a car-owner than a nonlistener is. And the more cars he owns, the higher the chance that he's a listener—at least up to four cars.

Of all respondents who said they had one or more cars, 68.1% listened "yesterday," as against 52.9% of those who do not have a car. Among those with one car, 65.6% listened; with two cars, 73.5%; three cars, 77.1%; four cars, 80.1% and five or more cars, 79.7%.

East Listens Most ■ Listening, Sindlinger found, is most common in the East, least in the West: Those who tuned in "yesterday" were 72.2% of Easterners, 66.2% of Midwesterners, 63.5% of Southerners and 58.5% of Westerners. (Exceptions in the West: the Los Angeles and San Francisco areas, where the rate of listenership almost equals that of the East.)

The rate of listenership is highest (71%) in big (over 1 million population) cities—but second highest (64.7%) in rural areas. In cities from 250,000 to 1 million and also in those from 50,000 to 250,000 it runs at 62.7%, while in the 25,000 to 50,000 class it is 57%.

Radio audiences are largest on Monday, Sunday, Tuesday, Thursday and Wednesday, in that order, with Friday and Saturday tied for low. The range is from 67.8% of the population on Monday to 63.9% on Friday and on Saturday (see Table III).

Men, not surprisingly, represent the majority of the out-of-home audience not only on an all-day basis (18.3 million men to 8.3 million women), but also during all day-parts.

The largest female out-of-home audience comes in the 10 a.m.-to-4 p.m. period, when 4.4 million women listen in cars and 1.5 million in other places away from home. The number of wom-

4: Average male and average female listeners

	Universe Male	Radio Aud	Universe Female	Radio Aud	Universe Total	Radio Aud
Average age of household head	46.67	45.47	48.24	46.63	47.47	46.05
Average size of household	3.44	3.50	3.26	3.40	3.35	3.45
Average number of children	.82	.85	.82	.90	.82	.87
Average number of teenagers	.37	.38	.33	.35	.35	.37
Average household income expressed in dollars	7328	7741	6398	6850	6862	7306
Total households represented (000)	26708	17671	30010	19103	56719	36774
Total annual income rate in billions of dollars	195	136	192	130	387	267
Average age of respondent	44.79	43.12	45.22	43.10	45.01	43.11

The "average" radio listener as shown in Table 2 is described in further detail in the table above, which summarizes listener characteristics on a male-female as well as total basis and shows how these compare with aver-

ages for the "Universe" as a whole. Both the average male listener and the average female listener are younger and represent more buying power than the average for all people. (Table by Sindlinger & Co.)

3: These are the key characteristics of the radio audience

	Universe		Radio audience		Radio	Universe		Radio audience		Radio	
	Total (000)	100.0	Total (000)	100.0	% of Universe	Total (000)	100.0	Total (000)	100.0	% of Universe	
Marital status of respondent											
Married	93857	76.9	62510	77.8	66.6	Unemployed	1969	1.6	1233	1.5	62.6
Single	12868	10.5	9721	12.1	75.5	Students	2946	2.4	2447	3.0	83.1
Divorced	2242	1.8	1418	1.8	63.2	Housewives	38367	31.4	24384	30.4	53.5
Separated	733	.6	488	.6	66.6	Retired	11485	9.4	5881	7.3	51.2
Widow-Widower	12189	10.0	6087	7.6	49.9	Armed Forces, off base	978	.8	725	.9	74.1
Not determined	153	.1	81	.1	52.9	Not determined	557	.5	227	.3	40.7
Not asked	8	0.0	0	0.0	—	Total others	54332	44.5	33663	41.9	61.9
						Not asked	198	.2	130	.2	65.6
Relation to head of household											
Household head	70014	57.4	44836	55.8	64.0	Education of respondent					
Wife of	43703	35.8	29081	36.2	66.5	None	191	.2	116	.1	60.7
Son of	3840	3.1	3185	4.0	82.9	Attended Grade School	17168	14.1	9341	11.6	54.4
Daughter of	2711	2.2	2170	2.7	80.0	Attended High School	68129	55.8	44229	55.1	64.9
Relation of	1424	1.2	752	.9	52.8	Attended College	29789	24.4	21804	27.2	73.2
Other of	333	.3	270	.3	81.1	Post Graduate	5116	4.2	3964	4.9	77.5
Not determined	16	0.0	12	0.0	—	Not determined	1174	1.0	623	.8	53.1
Not asked	8	0.0	0	0.0	—	Not asked	485	.4	227	.3	46.8
Age household head											
Under 20	277	.2	240	.3	86.6	Dwelling ownership status					
20-29	13865	11.4	10074	12.5	72.7	Own	89366	73.2	58989	73.5	66.0
30-39	27148	22.2	19054	23.7	70.2	Rent	31226	25.6	20386	25.4	65.3
40-49	29692	24.3	20712	25.8	69.8	Other	933	.8	657	.8	70.4
50-59	22071	18.1	14513	18.1	65.6	Not determined	444	.4	239	.3	53.8
60-69	16521	13.5	9137	11.4	55.3	Don't know	71	.1	35	0.0	—
70-79	8050	6.4	4159	5.2	51.7	Not asked	12	0.0	0	0.0	—
80 and older	1456	1.2	710	.9	48.8	Automobile ownership status					
Not determined	2409	2.0	1341	1.7	—	None	18208	14.9	9634	12.0	52.9
Not asked	27	0.0	19	0.0	—	One	73380	60.1	48128	59.9	65.6
Don't know	535	.4	344	.4	—	Two	26566	21.8	19521	24.3	73.5
Annual household income											
Under 4,000	20943	17.2	10730	13.4	51.2	Three	3319	2.7	2560	3.2	77.1
4,000-4,999	13546	11.1	8306	10.3	61.3	Four	498	.4	399	.5	80.1
5,000-7,499	30988	25.4	21190	26.4	68.4	Five	64	.1	51	.1	79.7
7,500-9,999	18524	15.2	13592	16.9	73.4	Six	13	0.0	5	0.0	—
10,000-14,999	10040	8.2	7870	9.8	78.4	Seven	0	0.0	0	0.0	—
15,000 and over	3468	2.8	2806	3.5	80.9	Eight	5	0.0	5	0.0	—
Not determined	13773	11.3	8664	10.8	62.9	One or more	103842	85.1	70671	88.0	68.1
Don't know	10767	8.8	7146	8.9	66.4	Regional distribution					
Age of respondent											
Under 20	3418	2.8	2869	3.6	83.9	East	32771	26.9	23654	29.5	72.2
20-29	19224	15.8	14292	17.8	74.3	Midwest	39393	32.3	26101	32.5	66.2
30-39	28005	22.9	19677	24.5	70.3	South	27360	22.4	17375	21.6	63.5
40-49	26409	21.6	18099	22.5	68.5	West	22524	18.5	13174	16.4	58.5
50-59	18957	15.5	11830	14.7	62.4	Market size distribution					
60-69	15043	12.3	7914	9.9	52.6	Over 1,000,000	52608	43.1	37364	46.5	71.0
70-79	7089	5.8	3592	4.5	50.7	250,000-1,000,000	30698	25.2	19246	24.0	62.7
80 and older	1212	1.0	532	.7	43.9	50,000-250,000	13195	10.8	8272	10.3	62.7
Refused	2589	2.1	1453	1.8	56.1	25,000-50,000	14224	11.7	8105	10.1	57.0
Not asked	104	.1	47	.1	45.2	Less 25 & 50 (Urb.)	14	0.0	5	0.0	—
						Rural	11311	9.3	7315	9.1	64.7
Occupation of respondent											
Prof. Tech., and Kindred	10365	8.5	7947	9.9	76.7	Day distribution					
MPD	8345	6.8	5696	7.1	68.2	Intervener Day,					
Clerical and Sales	16828	13.8	12168	15.2	71.4	Activity day "yesterday"					
Total white collar	35537	29.1	25812	32.1	72.6	Fri for Thu	16312	13.4	10727	13.4	65.8
Craftsman, Foremen & Kindred	11533	9.4	7956	9.9	69.0	Sat for Fri	15436	12.6	9865	12.3	63.9
Operative	8839	7.2	5685	7.1	64.3	Sun for Sat	17839	14.6	11392	14.2	63.9
Domestic & Service	6715	5.5	4236	5.3	63.1	Mon for Sun	18778	15.4	12608	15.7	67.1
Laborers	2423	2.0	1241	1.5	51.2	Tue for Mon	18671	15.3	12659	15.8	67.8
Farmers, not owner	504	.4	349	.4	69.2	Wed for Tue	18150	14.9	12129	15.1	66.8
Total blue collar	30014	24.6	19467	24.2	64.8	Thu for Wed	16863	13.8	10925	13.6	64.8

More details on the radio audience are provided in this comparison of listeners' characteristics with those of the "Universe," or total sample. In addition,

extreme righthand column shows radio's share of the "Universe." Example: in first line, 76.9 percent of "Universe" are married; 77.8 percent of ra-

dio listeners are married; married listeners represent 66.6 percent of all married people in "Universe." (Source: Sindlinger & Co.)

en who listen at home during the same span is 4½ times as high (26.3 million).

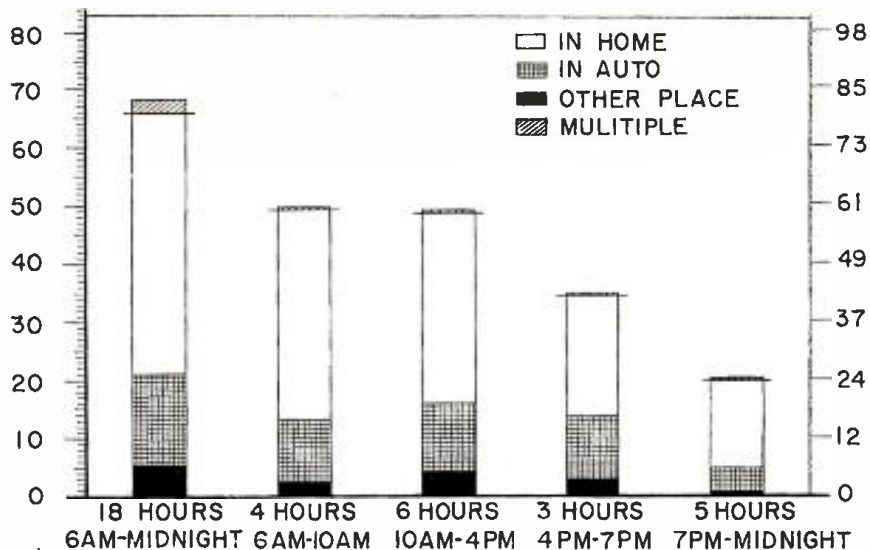
Men listening out of home during the same period, on the other hand, almost equal the number of men who listen at home—13.5 million out of home (including 9.7 million in cars) as against 14.1 million at home.

Total audience during this period, male and female, in home and away, is 59.3 million.

Morning Audience ■ From 6 a.m. to 10 a.m. the total tune-in comes to 60 million—44.2 million at home and 16 million away (some 200,000 do some listening both in and out of home). Male listeners number 18.2 million in home and 11.9 million away, while women listeners total 26 million in home and 4.1 million out.

In the 4-7 p.m. period total audience declines a bit, to 42.3 million, but out-of-home hits its peak for the day—19.7 million listeners (as compared to 23 million at home). The male audience is predominantly on the road: 13.5 million in cars, 2.3 million in other out-of-home places and 9.6 million at home.

The audience between 7 p.m. and midnight totals about 24 million, primarily at home (19.2 million) but with



The extent to which radio gets around is suggested in this Sindlinger & Co. chart of where people listen and how many, by day-part. Scale at left side indicates percentages of individuals

18 years old and older; scale on right is in millions of individuals 18 years old and up. Chart is based on national radio audience measurements by Sindlinger in July-August 1964.

5.2 million listening away from home. Most of the out-of-home audience is male (3.6 million as compared to 1.6 million women).

Separate Sindlinger studies of the post-midnight hours showed four to five million persons tuned in during each of the first two hours, after which the total dropped to 2.5 to 3 million per hour—until 5-6 a.m., when the total snapped back to 10.1 million as a new day opened.

Hour by Hour ■ Another charting, hour by hour, showed that the radio audience starts at 27 million tuned in during the 6 to 7 a.m. period, goes to 40.4 million between 7 and 8 a.m. and peaks at 42.4 million during the 8-9 a.m. span.

From 10 a.m. to 1 p.m. it ranges from 31.7 million to 35 million per hour. Then it dips into the mid-20 millions per hour until 4 p.m., when it rises into the 30 millions again for the 4-5 and 5-6 p.m. hours. During the evening hours, after 7 p.m., it is in the teens, settling at almost 10 million for the 11-12 midnight period.

A comparison of the media habits of listeners and non-listeners (see Table I) indicates that listeners, whether male or female, tend to be more active in other media as well as in radio. Among listeners, for example, 66.2% also watched television "yesterday," whereas only 59.2% of nonlisteners watched.

More men listened to radio than watched television, but among women the opposite was true. Women seemed a little more apt than men to have "consumer buying confidence"—an attitude determined by Sindlinger from questions on general and personal economic outlook—but there appeared to be relatively little difference between listeners and nonlisteners on this point.

550-580 Sindlinger interviews every day

The Sindlinger Company, which prepared the special analysis for BROADCASTING, interviews continuously, seven days a week, averaging 550 to 580 completed interviews a day. These are conducted by telephone in more than 300 counties in all 48 continental states.

The firm, headed by President Albert E. Sindlinger, started measuring radio on an occasional or spot basis in 1958 and has been measuring it continuously since July 1962. All four networks currently subscribe to the Sindlinger national radio audience measurement service.

In addition to measuring the radio audience, the Sindlinger Company at the same time collects data on television, newspaper and magazine audiences. It also catalogues these audiences by 23 demographic characteristics, and also inquires into automobile ownership and auto-buying plans (for automotive clients) and evaluates respondents' "consumer buying confidence," or attitudes signifying an optimistic personal attitude toward buying generally.

Telephone Interviews ■ President Sindlinger maintains that the telephone unaided recall interview tech-

nique, which his firm uses, is the only known system that will adequately measure out-of-home as well as in-home listening.

The telephone numbers used in the interviewing are selected at Sindlinger's home office in Norwood, Pa.; field interviewers are not allowed to choose alternates. Each sample, according to Sindlinger officials, normally corresponds closely with key U. S. Census Bureau demographic factors.

In the interviewing, each respondent is asked to report only on his own media habits—not those of other members of the family. He is asked to report on all of his radio listening—in home, in auto, and in other places—by call-letter and by quarter-hour over the past 24 hours.

A minimum of 10,000 completed interviews is used for each monthly report. The special analysis for BROADCASTING was based on almost 29,000.

(The article presented here is part of a complete report which the Sindlinger Co. expects to make available soon. Inquiries should be addressed to Sindlinger & Co., Norwood, Pennsylvania.)



Charlotte is Pie à la mode

Metro Charlotte is just the topping on a trading area 75 miles wide . . . your client's treat when you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, only WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with \$2½ BILLION in buying power. It's easy as pie to get the full WBT story from your BLAIR man.

**WBT RADIO
CHARLOTTE**



Jefferson Standard Broadcasting Company

Program formats? Here's how they average up

Programming a modern radio station is an intricate business. It requires not only the necessary radio know-how but also the talent to judge with the greatest accuracy the needs and tastes of the community in which the station is located.

Since there are many differing markets and situations there are also many successful formats. Some differ only slightly, some are as far apart as a die-hard Goldwater stalwart and an all-the-way-with-LBJ supporter.

In an effort to find the types of programming that are most popular in various parts of the country and in different sizes of markets BROADCASTING surveyed all commercial stations across the country. More than 1,400 usable replies were received. From these a picture of programming on the average station can be drawn.

In the South, for example, there is nearly twice as much Top 40 programming as in the Northeast or West. Northeast and central areas run heavily toward standards. Curiously the South has less than half as much jazz as the Northeast and West.

Country & western music is a strong favorite in the southern states, followed closely by the West. Stations in the Northeast use less than one-third as many country & western songs as either of these. Central states have less than half as much.

News programs are popular every-

where but especially so in the central and western areas. Talk programming is about evenly distributed except in the South where it lags far behind.

Interest in religious programming, both talk and music, is greatest in the the South and West. The South leans more heavily to the musical variety while the West seems to favor sermons.

Most foreign language programming is concentrated in the West and

cal music, are most popular in the Northeast and West.

Largest markets, those with 15 or more radio stations, average more standards in their program schedules than do the middle-sized markets—those with five to nine stations.

Smallest markets have the heaviest preponderance of news in their schedules. One-station markets carry news in 11.9% of their entire program schedule. Second in the news category are the markets with two to four stations where 10.6% of the schedule is taken up with news.

Talk programming is heaviest in large markets where it occupies 4.3% of the schedule.

The Top-40 format, which some station managers believe is the secret to high ratings, is most popular in markets with five to nine stations—middle sized metropolitan areas. It is second most popular in areas with two to four stations and least popular in one-station markets.

Jazz is most heard in the largest markets while folk music is strongest in the smallest. Country & western formats thrive in middle sized to small markets.

Larger cities are heaviest in foreign language programming with markets hearing 15 or more stations devoting 4.8% of their schedule to such programs and the next smaller markets—those with 10 to 14 stations—5.5%.

Successful programming

The program survey conducted by BROADCASTING included more than 4,000 commercial radio stations in the United States. More than 1,400 questionnaires were filled out and returned.

A full report on the findings of this survey, including detailed information on the successful formats of all sizes of stations in all parts of the country, will appear in BROADCASTING in an early issue.

Northeast. The West has four times as much as do the southern and central states.

Public service programming amounts to about 5% of the schedule across the country with slightly more in the central area than in the West. Other types of programming, including classi-

Percentages of program types in large and small markets, parts of country

Market	Top 40	Middle Road	Standards	Jazz	Folk Music	Country, Western	Net-work	News	Talk	Religious Talk	Religious Music	Foreign Language	Pup. Service	Other
15 or more stations	10.3	11.8	22.3	4.7	1.1	4.6	1.9	9.0	4.3	4.3	3.6	4.8	4.8	12.5
10-14 stations	13	15.6	21.5	1.8	1.2	6.9	3.9	7.6	4	3.8	2.8	5.5	3.9	8.1
5-9 stations	16.8	16.9	19.5	1.2	1.6	11.1	4.3	9.2	3.3	3.4	3.6	.7	4.7	3.8
2-4 stations	14.3	21	20.9	1.1	1.6	9.1	4.5	10.6	3.5	3	2.9	.7	6	1.2
1 station	9.4	21.7	20.7	1	2	10	2.7	11.9	3.8	4.1	4	1.5	6.8	1.1
Northeast	8.3	22.7	23.9	2.4	1.3	3.5	3.6	9.6	4.1	2.9	2.1	2.1	5.1	7.6
Central	10.9	20	23.9	1.8	1.7	5.5	3.7	11.2	4.7	3.4	2.8	1.1	5.6	2.7
South	16.8	18.2	18	1.1	1.4	11.3	3.6	9.6	2.7	3.7	4.5	1.1	5.5	2.3
West	8.9	15.1	20.8	2.3	1.5	9.5	3.5	11.9	4.4	4.2	2.3	4.5	5	6.7

Have a Ball,



Lucille, on your new CBS Radio Network show every weekday. Your countless fans will. Your celebrity guests will. And so will all your CBS Radio colleagues as they welcome you and a surprising new side of your delightful personality.

Welcome from one redhead to another—Arthur Godfrey by name. And from Art Linkletter, Phil Rizzuto, “Dear Abby” van Buren, Edith Head, Mary Fickett, Chris Schenkel, Jack Drees.

Welcome from CBS News; from Robert Trout, Lowell Thomas, Walter Cronkite, Charles Collingwood, Allan Jackson, Alexander Kendrick, Dallas Townsend, Mike Wallace, Ned Calmer, Richard C. Hottelet, Douglas Edwards, Prescott Robinson.

In short, welcome to the most exciting array of programs, personalities and ideas in all radio.

Top stars like Lucille Ball are sold on CBS Radio. She can mean new sales for you.

Give us a ring for all the details. You’ll be interested in what you hear.



**The CBS
Radio
Network**

Radio has the facts and figures

Now, for the asking, advertisers can get all of the audience statistics and demographics they need to find the best markets for their products

The dimensions of radio are big and if an amazing amount of careful research is to be believed they are getting bigger by the minute.

There was a time—and that not many years ago—when radio stations, with some reason, were singing the blues. Television had stolen their thunder—much of their audience and many of their advertisers. Things, those most concerned with the aural medium believed, were in a pretty sad pickle.

But then the radio world began to brighten. Sales of receivers continued to increase from year to year. They were no longer the big consoles that used to occupy major space in every living room. They were mostly table sets, auto radios and portables.

People were no longer listening to radio in family groups—chained to the “big” program that everyone must hear. Radio had become personal, an individual thing for every room in the house and every moment of the day. Radio, truly, had become bigger than ever. A universal favorite.

How to measure this elusive growth? For years the medium had been underestimated with counts of cord sets alone. New techniques had to be devised to count burgeoning auto listening, the countless hours spent with transistors.

Spot and local radio advertising were quick to respond. Network was a little

slower. But today all three are booming. And statisticians never had it so good as they do in today’s radio market.

Figures and facts of every type are available for the asking. Demographics suitable for every advertiser are compiled. Much of this is due to hard work put in by the Radio Advertising Bureau. Representatives and stations have added their bit. Networks and the larger groups have all done research.

There are so many facts about radio available today that it is literally impossible to study them all. In an effort to give the interested buyer an idea of the material that may be his for the asking BROADCASTING has taken a cross-section of research from networks, station representatives and others and is presenting it here in abbreviated form.

The items outlined are not necessarily the best or by any means all that are available. But they are typical of statistics on network radio, spot radio and radio markets. An effort has been made to eliminate presentations that are mostly competitive. Figures showing why station wwww is the best in its market are not given although there are literally hundreds of such presentations available.

Each capsule is designated by its general subject with the name of the company or group that made it available. Because of space limitations only small portions of the total material included

can be outlined. First are presentations arguing the advantages of radio in general.

Saga in Sound: ABC-Owned Radio Stations

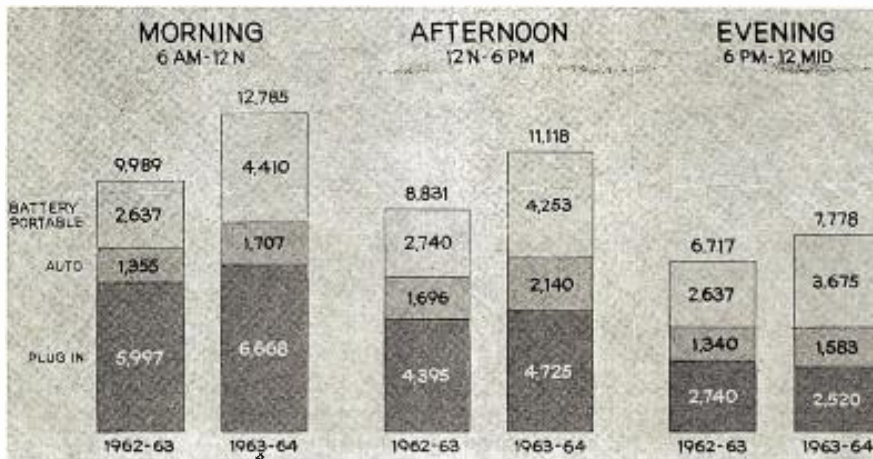
Radio has a special meaning to most of us. To some it may be memories of the pioneer day of the crystal set, of the flamboyant star days of the thirties and forties. Many know it only as it is today to be taken as much for granted as the telephone.

With an idea of telling its story ABC Radio’s owned stations President Harold L. Neal Jr. supervised the creation of *Saga in Sound* as a promotion piece for the medium. It was written by Arthur Holch, and became both a brochure and a slide presentation for use everywhere. It tells radio’s growth story from 1921 when there were some two dozen stations operating to the present with more than 5,000.

“... the public smiled when Marconi fastened a wire to a kite, called it an antenna and announced he would use it to send a message through the air from England to Newfoundland. It took him weeks, but he finally made it... the 1920’s... were the years when the public discovered that wonderful, exciting ‘talking box.’ At first the idea was just to see how many stations could be heard, or ‘logged.’ In 1921, the station that became WABC went on the air as ‘Good old WJZ,’ the first in New York. By the start of 1922, there were thirty. And before the year was out there were 500.

“Then they started wiring them together. They called it a ‘hookup.’ The networks were born—and it wasn’t long before everybody seemed to be listening to the same things. . . . I remember listeners who would get up before dawn to wonder at the hysterical voice of Hitler. And it seemed no one would ever stop talking about the broadcast from Lakehurst, N. J. on May 6, 1937. . . . The shock in the announcer’s voice as he saw the great ship (Hindenburg zeppelin) burst into flame made an indelible impression. . . .

“The war didn’t touch America. But the war did through radio. We learned through our radios that the war was over. . . . Peace returned. And with it a new electronic era. Television was born. Now we grouped around the TV

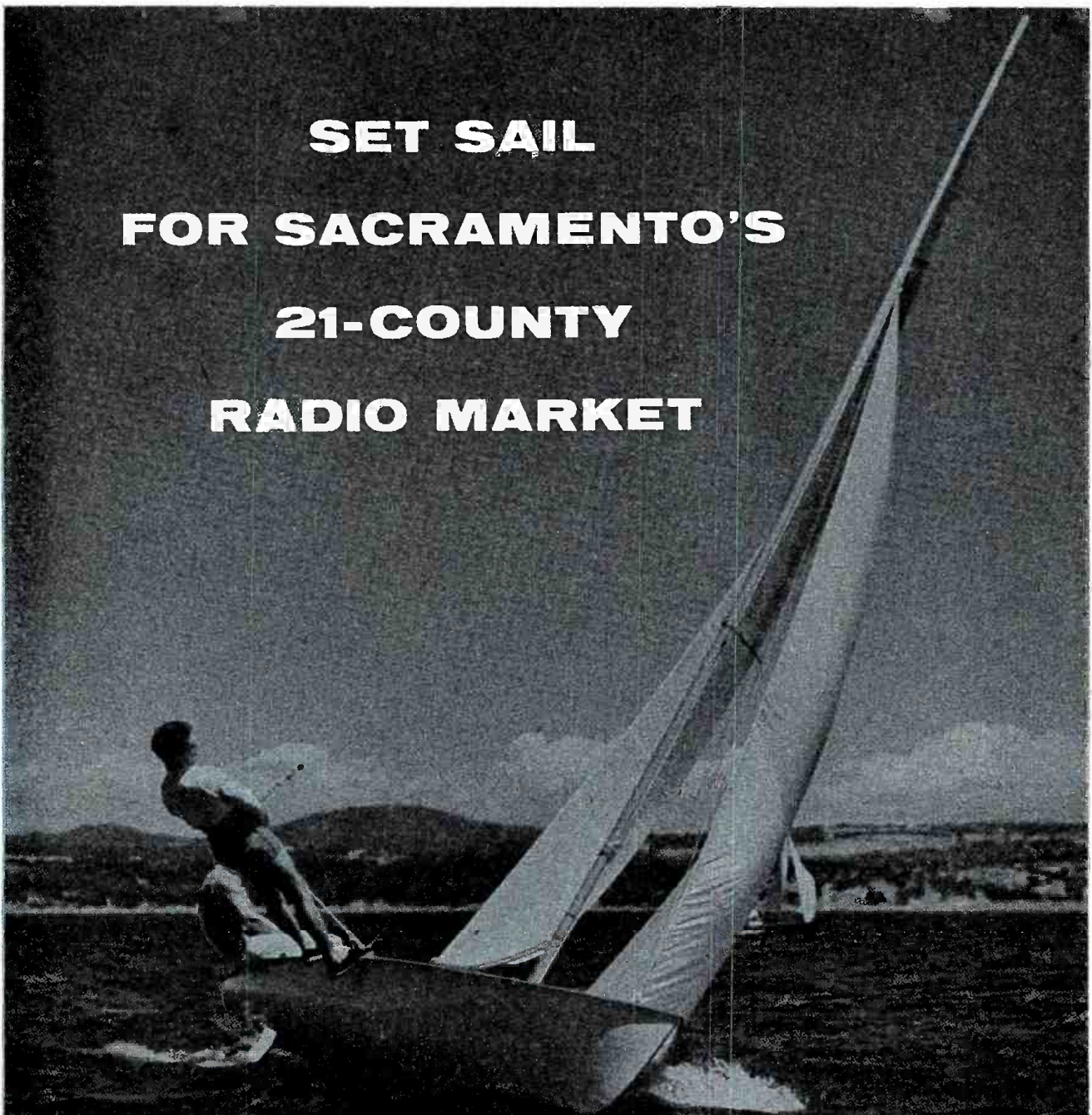


Source: NRI, Dec. 1962-Jan. 1963 & Dec. 1963-Jan. 1964, NYT basis. Average per minute audience.

Here’s how the use of radio is increasing. A comparison of U. S. families use of radio in the winter of 1962-63

and in 1963-64 is shown here (add 000). The parts of the day and the type of set are also indicated.

SET SAIL FOR SACRAMENTO'S 21-COUNTY RADIO MARKET



with BEELINE RADIO KFBK...
the way to reach more than a million people who live and spend their leisure time in this area.

Folsom Lake, located just 27 miles from Sacramento, attracts many of the 45,000 boat owners in this vast market. And Folsom Lake State Park was visited by almost 3 million last year alone.

As a service KFBK presents 5-minute broadcasts each weekend providing listeners with information about the Park. Just one more way KFBK serves this ever-growing 21-county market . . . one more reason why it is the station where your advertising messages can be heard. And KFBK is only one of four Beeline stations that deliver California's rich inland valley and Western Nevada.



McCLATCHY BROADCASTING COMPANY

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KOH • Reno KFBK • Sacramento KBEE • Modesto KMJ • Fresno

Sources: California State Division of Beaches & Parks . . . California State Division of Small Craft Harbors NCS 1961

tube. Where was radio?

Radio Freed "Radio was everywhere, for radio had been freed from the living room. Radio was emancipated. . . . Tape and transistors. . . . When infant television came along, toddler radio moved out. It's been moving ever since. In shirt pockets, in purses. Everywhere . . . the big change came when it became possible for every member of the family to have his own individual set. . . . Radio became a personal friend, an individual companion with programs to fit every individual's needs at every moment of his working and leisure hours.

"The one safe prediction we can make about the future of radio is that it will be different tomorrow. That it will change in the future as it has in the past, with imagination and vitality, in response to changing tastes and needs."

Foreground Medium: CBS Radio

Radio is a "foreground" medium, one that is a companion, entertainer and reporter of the latest news. Some 70% of listeners surveyed early this year came to these conclusions when questioned about the place radio holds in their daily lives.

The other 30% regarded radio as a pleasant musical accompaniment to their other activities—in other words a "background" medium.

Both types of listeners form definite impressions of commercials, expressing well-defined opinions. Those who regard radio as a background medium are inclined to prefer jingles while the 70% who are placed in the foreground category tend to regard jingles and spoken commercials as almost equally effective.

These were some of the results of a survey by R. H. Bruskin Associates for CBS Radio early this year. A total of 1,225 men and 1,277 women over 18 years of age were personally interviewed.

After classifying those interviewed as to whether they qualified as foreground or background listeners they were divided by sex and age. Only 2.5% reported no radio listening. More men classified their listening as an active interest with only 23% defining themselves as background listeners as compared with 30.5% of women in that category. By ages 60.3% between 18 and 34 considered radio a foreground medium as compared to 84.5% over 55 years of age. Some 76% of rural respondents think of radio as foreground listening as compared to 69.4% of urban residents.

The comparison of singing commercials with spoken commercials showed 41% considered jingles the most effective commercial form as compared to 37.6% selecting spoken commercials and 18.9% refusing to make a choice.

Men showed a strong preference for

spoken commercials—42.5% as compared to 32.9% for women. Jingles were considered more effective by 46% of women interviewed as compared to 35.9% among men. By ages 52.9% of those between 18 and 34 picked jingles as compared with 24.1% of those over 55.

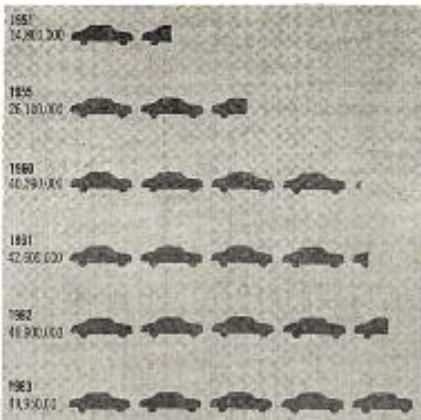
A significant number of those interviewed, 18.9%, would make no distinction between the two commercial types. **TV Viewers and Radio: NBC Radio**

Some interesting facts come to light in analyzing heavy and light television viewers and their radio habits as well as their availability as customers for various products.

If all TV viewers are divided into fifths with the heaviest viewers in the top fifth and the lightest in the bottom fifth the hours accounted for by each division would show percentages as follows: Quintile 1 (top fifth) 41.7%; quintile 2, 25.4%; quintile 3, 17.7%; quintile 4, 11.9%, and quintile 5, 3.3%

Comparing these five quintiles with the daily minutes each person listens to

Cars with radios



radio indicates how radio fills the gap left in the low-viewing portions among the adults studied. It is also possible to show product interest patterns in each group.

As an example, among automobile users men in quintile 1 each view TV 278 minutes a day, listen to radio 152 minutes and drive cars 8,059 miles per year. In quintile 2 they view TV 175 minutes daily, hear radio 127 minutes, drive 8,059 miles per year. In the same order quintile 3 shows TV 120 minutes, radio 134 minutes and auto miles 10,398. Quintile 4, TV 76 minutes, radio 114 minutes, and auto miles 9,824. Quintile 5, TV 20 minutes, radio 105 minutes and drive 11,615 miles per year.

The same measurement may be applied to users of any product. Taking coffee as an example, those in quintile 1 view TV 364 minutes daily, hear radio 188 minutes and drink 6.9 cups of coffee per day per family. Quintile 2 people view 219 minutes, hear radio

136 minutes, drink 7 cups per family. Those in quintile 3 view 160 minutes, hear 187 minutes, drink 7.7 cups daily. Those in quintile 4 view 108 minutes, hear 152 minutes, drink 7.1 cups daily. Quintile 5 people view 32 minutes, hear 182 minutes, drink 6.9 cups daily.

Why Buy Radio? RAB

TV is big. That the Radio Advertising Bureau admits before explaining why radio is strongest where television is weakest.

Looking at the two media historically one finds that before TV radio was a family activity with everyone gathered around a console set. Between 1948 and 1952 the number of radio consoles sold annually decreased 85%. People began buying small radios so that they could listen as individuals rather than as families. Actually the number sold increased each year. In 1949 10,522,000 radios were sold and in 1962 24,869,000. This rapid increase in numbers made a problem in measurement. The number of transistor set radios increased as did table models, automobile radios, and clock radios. Sales in 1962 showed 11,061,000 portables, 5,712,000 car radios, 3,394,000 clock radios and 4,702,000 table models.

A study by *McCall's* in 1956 showed that children are not important in the brand decision on most package goods. For food and groceries the purchase is made by adults in 98.2% of instances. For drugs and toiletries 95%. In department stores 85% of all traffic is adult.

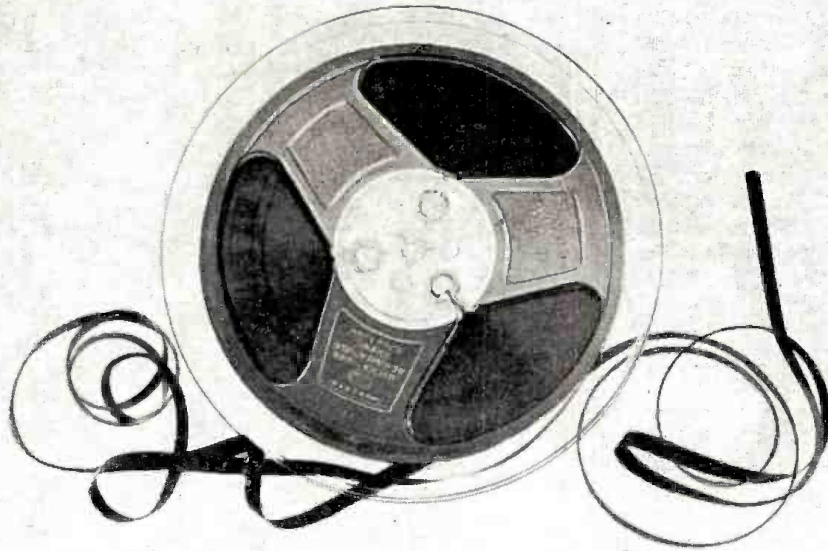
Radio Leads Studies made by RAB in 1956 and 1958 showed that radio led TV in adult tune-in between 6 a.m. and 6 p.m. A 27-market count showed that from 7 a.m. to noon adult listening to radio was 90%, TV 62%; from noon to 6 p.m. radio showed 85%, TV 59% and from 6 p.m. to midnight radio 88%, TV 76%. Actually radio led TV in adults delivered during the daytime two-thirds of the broadcast day during 1956-58.

In 1960 a new RAB study was completed and despite the continuing growth of TV radio's adult audience remained larger than TV's during the daytime. TV strength was concentrated at night.

RAB divided the TV audience into five equal parts, or quintiles, with the heaviest viewing in the top 20% and the lightest viewing in the bottom 20% to determine TV's reach. A number of quintile studies were made. One, in 1962, showed that 40% of viewer adults accounted for 67.1% of the TV audience. The light viewing 40% were responsible for only 15.2% of viewing.

In TV just as many young adults were light viewers as heavy. But in radio these young adults are more numerous in the heavy listening quintiles. Adults 55 years and over are more numerous in the heavy viewing TV quintiles while

The sound of news as it happens...



UPI Audio, the voice news service of United Press International, covers the world—all of it—around the clock.

Washington . . . New York . . . Los Angeles . . . Chicago . . . London . . . Paris . . . Berlin . . . Moscow . . . Nicosia . . . Addis Ababa . . . Ankara . . . Singapore . . . Hong Kong . . . Saigon . . . New Delhi.

UPI Audio voices are there—and in many other places, too.

UPI Audio uses its vast news-gathering facilities around the world—from Abidjan to Zurich—to deliver unparalleled on-the-spot news coverage on its full-service line to radio and television stations from coast to coast.

UPI is the pioneer broadcast news agency. It was the first to serve broadcasters with a news report written for the ear rather than the eye. It was the first—and is still the only—major American wire service to provide news in sound.

UPI AUDIO

220 East 42nd Street
New York, N. Y. 10017
MUrray Hill 2-0400

adults 55 and over are more numerous in the light listening radio quintiles. Lower-income adults were more numerous in the heavy-viewing TV quintiles while a more even pattern was shown in radio. Least educated adults are more numerous in heavy-viewing quintiles but in radio least educated adults are more numerous in light-listening quintiles.

Altogether the research showed that: TV is extremely big among 40% of adults but very weak among the light-viewing 40%. That the heavy-viewing adults are not the best customers for many advertisers because they include older people, less affluent, less educated, lighter consumers of some products and little better than average consumers of others. That radio is bigger than TV among many adults. And, altogether that the adults who spend more time with radio than TV have higher incomes, are better educated and therefore are better customers.

Listeners Growing: CBS Radio

An analysis of radio listeners in the winter of 1962-63 as compared to those in 1963-64 and of listeners in the summer of 1962 compared with 1963 reveals major listening gains.

Prepared by CBS Radio from comparative measurements by the A. C. Nielsen Company, the special analysis includes plug-in sets, auto radios and portables.

The analysis brought out the following points:

Every hour from 7 a.m. to 8 p.m. shows a gain over the corresponding period the year before with one single hour exception.

Last winter the 6 a.m. to 12 noon weekday time period turned up with an average-minute audience of 12,785,000 families. There were about 10,000,000 the winter before.

Listening weekdays from 12 noon to 6 p.m. by an average-minute audience of 11,118,000 families, up 1,100,000 families over the weekday morning period of the previous season.

Some 7,778,000 families listened to radio last winter during the average minute weekdays from 6 p.m. to 12 midnight. This compares with 6,717,000 families the year before for the same time period.

Peak period for weekday listening this past winter was 8 to 9 p.m. with an average of 15,934,000 families using radio compared with 12,235,000 the year before.

Peak period for weekend listening this past winter was 1 to 2 p.m. with an average of 14,196,000 families using radio as compared with 11,163,000 families the year before.

Last winter the average radio home spent 24 hours and 45 minutes per week with radio from 6 a.m. to 12 midnight. A year ago the figure was 20 hours and

11 minutes.

Biggest increase in people listening to radio can be largely attributed to increases in battery portable sets. Some 48.5% of all radio families now own at least one such set.

Gains in automobile listening were shown with 4 hours and 25 minutes per week this last winter as compared with 3 hours 31 minutes the winter before. RAB estimates there are 53,370,000 radio-equipped cars.

Drama: ABC Radio

The importance of radio drama to the aural medium is pointed up in an ABC Radio presentation. The basic radio quality of being "good company wherever the listener is, whatever he is

Radio leads in summer

Week ending	People reached daily by radio	% Lead over TV
June 21 '63	93,192,000	3.0
June 28	95,946,000	7.7
July 5	96,627,000	11.4
July 12	96,634,000	12.3
July 19	96,828,000	12.2
July 26	97,595,000	12.6
August 2	97,673,000	12.6
August 9	97,949,000	11.2
August 16	98,157,000	11.7
August 23	98,312,000	11.4
August 30	98,399,000	11.5
Sept. 6	99,102,000	12.0
Sept. 13	97,760,000	5.0

doing" is stressed. No need to sit in front of the set, to regulate the picture, radio may be carried around the house, heard in the car, on the beach, in the yard, in the workshop.

"The listener," says ABC Radio, "is his own set designer, make-up artist, casting director. The girls are prettier, the action wilder than anything on a stage or a screen. Radio drama accomplishes that with sound and the listener's imagination. There is nothing else like it."

Summertime: RAB

In summer radio is the leading broadcast medium.

Last year, for example, radio moved ahead the week ending June 21 and kept the lead through mid-September. Here's the story: Week ending June 21, radio lead over TV 3%; June 28, 7.7%; July 5, 11.4%; July 12, 12.3%; July 19, 12.2%; July 26, 12.6%; Aug. 2, 12.6%;

Aug. 9, 11.2%; Aug. 16, 11.7%; Aug. 23, 11.4%; Aug. 30, 11.5%; Sept. 6, 12%; Sept. 13, 5%.

Radio has the ideal beach location. Those who jam the pools, lakefronts and ball parks carry transistors. They drive there listening to car radios.

Or, on the water nearly every boat has its radio. Those who take a trip seeing the U. S. A. take their radios along. About 53 million cars have radios. And, for those who stay home for a backyard barbecue, or spend time relaxing in a hammock 97.9% of U. S. homes have radios. The average is almost four to every home.

Newspapers vs Radio: RAB

In an average day newspaper readers spend 38 minutes with their papers.

In comparison housewives listen to radio 2 hours 48 minutes in the average weekday. Other figures show young homemakers 2:24, working housewives 2:22, blue collar men 2:44; young men (18-34) 1:59; middle-income men 1:59; professional men 2:10; people over 45 1:41; Negroes 3:17.

The average number of hours of listening on the average weekend day for the various categories are: housewives 2:18, young homemakers 2:57; working housewives 2:24; blue collar men 2:11; young men (18-34) 1:48; middle-income men 2:13; professional men 2:20; people over 45 2:02; Negroes 3:29.

The advantages of using a network as compared with individual stations is argued ably by each of the four radio networks. Here, briefly, are parts of two now in general use.

Comparison, 1948-1963: CBS Radio

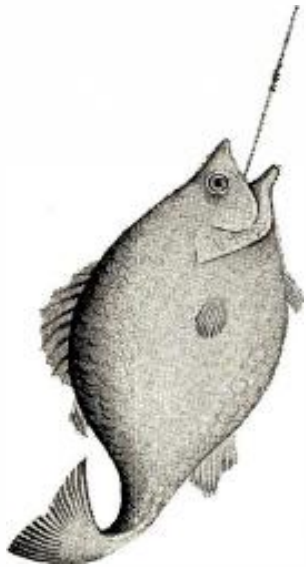
In 1963 there were 204 different advertisers using the four radio networks as compared with 199 different advertisers on the same networks in 1948.

Although the totals are not far apart they are significant because they indicate that in numbers at least the total advertisers on network radio have passed the total using the medium before television began its climb to its present importance. It is also significant that at least three of the four networks show substantial gains over the number of advertisers they carried 16 years ago.

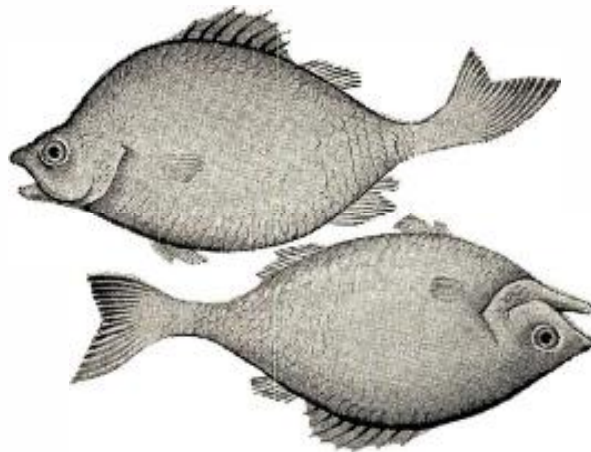
The study comparing radio in 1963 with the medium in 1948 was undertaken by CBS Radio and may be the first such published comparison since Publishers Information Bureau stopped reporting on the four radio networks in 1955.

In the period the total CBS advertisers grew from 65 in 1948 to 110 in 1963. NBC's sponsor total grew from 64 to 90 and ABC's from 76 to 94. The MBS total dropped only slightly, from 67 to 61.

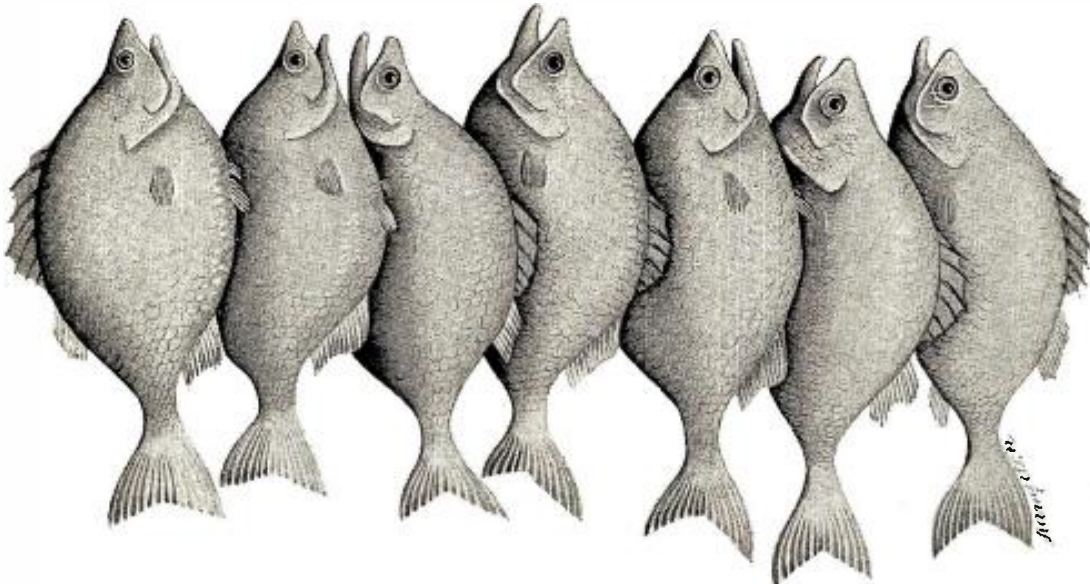
The study pointed up the fact that



Once... could be a fluke.



Twice... another fluke?



Seven times... just can't be flukes!

There must be a catch to it.

Seven times — in seven major cities — media buyers were asked which local radio stations they chose for the bulk of their buying.*

In New York, Chicago, Boston, Philadelphia, St. Louis, San Francisco and Los Angeles they chose the CBS Owned radio station as one of the top three. Why?

Because they're in familiar waters. They listen to their local stations. They know which ones

provide a talk-and-information format. That's the setting they find particularly effective for their commercials. They talk to people around town. They know which local stations are respected for interesting, entertaining, responsible programming.

In all seven cases, for format, for reputation, they chose the CBS Owned radio station.

And they put their money where their choice is. They're hooked.

THE CBS OWNED RADIO STATIONS

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

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

more advertisers are multi-network buyers today than were in 1948 when only 54 accounts used more than one network. Today 83 accounts use two or more networks.

There were 148 advertisers on network radio in 1948 that are not on any network today. This means that only 51 of the 199 accounts that bought radio in 1948 are in the medium today. Some once-familiar names no longer in business are DeSoto, Bunte Bros. cough drops, Kaiser-Frazer and Tucker Corp.

New Advertisers ■ A study of today's advertiser list shows 153 advertisers not listed in 1948 including the frozen food companies, makers of stainless steel razor blades, the car rental industry, plastics makers, trading stamp companies and real estate developments.

A number of once-important ad agencies have disappeared including Biow, Sherman & Marquette, Ward Wheelock, Cecil & Presbrey and Newell-Emmett.

Market Size: ABC Radio

Radio's total of 214,353,000 sets in the U. S. makes a powerful argument to those considering buying radio network advertising.

In its portrayal of radio facts to interest possible advertisers ABC Radio points to that total, breaking it down to show 150,933,000 in-home sets, 53,370,000 auto radios and 10,000,000 sets in public places. There is an average, they say, of three radios in every one of the 56,000,000 households in the country.

Set sales in 1963, they report, came to 23,974,000. Of these 6,636,000 were plug-in sets, 11,152,000 were portables and transistors and 6,186,000 were auto radios.

Among the sales points for network radio is its efficiency—ABC reports it not at all unusual for extensive network radio schedules to have costs per thousand of 25 cents or less. Another strong point is network radio's ability to cover the country, blanketing millions of consumers.

Low Cost ■ Radio offers both high frequency and substantial reach at a low cost. Highly creative commercials can be produced quickly, effectively and at relatively low expense. Network talent and other national personalities are available as product spokesmen. There is an opportunity to merchandise radio advertising to distributors and dealers and to company sales personnel. Creative merchandising support is available with a proven record of achievement for the advertiser.

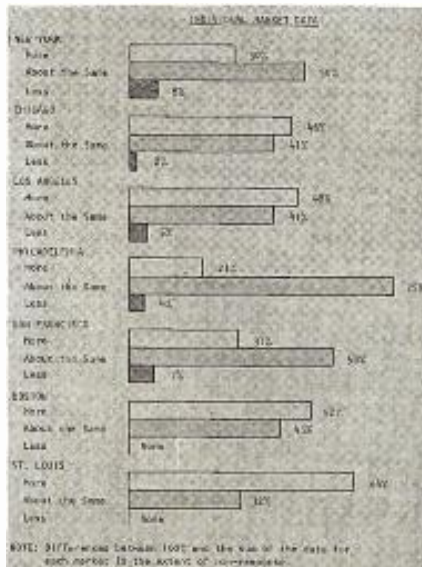
Only about one-third of U. S. radio stations are affiliated with a network but listeners show their preference for them since they attract about 60% of the weekly adult audience. Network-affiliated stations have a superior image of community service and a record of

audience leadership.

Network radio offers flexibility with commercials scheduled at specific times and a fixed position in all markets assured. Commercials on network stations can be altered quickly to reflect changes in marketing conditions or tactics. Multi-product campaigns can be scheduled to meet seasonal marketing needs or to accommodate other changes.

Other advantages of network radio are its ability to separate competitive commercials, its discount structures, its increasing listening audience and its record of successful selling for advertisers.

1964 radio buying



A CBS Radio Spot Sales survey brought these indications from radio buyers.

National and regional spot radio are the greatest producers of revenue for most stations. Some of the advantages of this form of advertising are presented in these typical presentations by representatives and groups.

General Motors Presentation: Edward Petry & Co.

The difference between a two-week introductory flight for new automobile models and a 52-week campaign is major. The purpose of the short campaign is to spread the word. The year-long campaign is the week-in, week-out battle for sales.

The average U. S. family is a better prospect for a used car than a new one. Two out of three cars sold are used. New car buyers have certain characteristics.

Of all buyers 22% are 55 or older, 28.4% 45 to 54, 25.8% 35 to 44, 19.5% are 25 to 34 and 4.3% are under 25. Family incomes of new car buyers show 1% \$50,000 or more, 4% \$25,000 to \$49,999, 12% \$15,000 to \$24,999, 26% \$10,000 to \$14,999, 20% \$7,500 to \$9,999, 26% \$5,000 to \$6,999, 6%

\$4,000 to \$4,999, 3% \$3,000 to \$3,999 and 2% less than \$3,000.

Difference In Stations ■ With 4,000 radio stations in the country many attract the kind of people who buy cars. Others don't. Still others attract the right people but not enough of them. When you find the right station you must reserve the freedom to buy it.

Network radio, a vital part of the broadcast medium, has certain built-in disadvantages. The pattern of your campaign is predetermined by the network lineup of stations and markets. Spot radio is a do-it-yourself operation. Flexibility is the all-important factor that lets you select the right markets, the right stations and the right time periods to reach the families that account for the most new car sales.

Which market is more important to you—Paducah, Ky. or Chicago, Ill.? The answer is obvious, yet a network schedule of 10 spots per week applies uniform pressure in both markets—saturation in one case, barely worth the effort in the other. With spot radio you can weigh advertising according to market size, adding (or cutting) more stations, more spots or both.

Radio Today: Westinghouse

Radio has new sound and new listening patterns. These new listening patterns have shaped it into an advertising force of great and exciting dimensions. For the past five years the average yearly expenditure for radio sets in the U. S. at wholesale has been \$330 million a year. It is more than the total paid for newsstand copies and subscriptions to all magazines combined. The comparison is actually unfair to radio—the magazine prices are retail, that of the radios is wholesale.

Advertising is another area in which radio has shown tremendous growth. According to the FCC, total radio advertising dollars increased \$250 million (more than 60%) between 1948 and 1962. But the increase was not equally shared by the different forms of radio advertising. National spot advertising doubled and local radio more than doubled.

How does an advertiser buy something as big as radio? Some advertisers stay within the 100 top markets, many don't go beyond the top 50, some use radio only in the top 10.

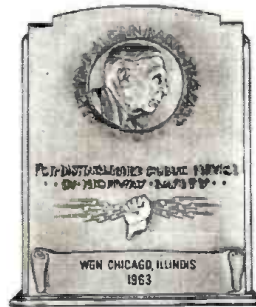
A study of the top 30 markets shows that they are home base for 348 stations and home for nearly 27½ million radio families, 44% of the U. S. total. The stations reach fully 58% of all radio homes. How does one select the stations in these markets to use? Studies show leading stations, those which win a 50% or greater share of audience sets in use in the average quarter hour, attract 50% of all types of listeners.

This finding opens the way to more



It takes a lot of people to make a five-time winner

For an unprecedented *fifth year*, WGN Radio has won the annual Alfred P. Sloan Award for "distinguished public service in highway safety."



WGN Radio is grateful for the generous and continuous cooperation on the part of hundreds of people in the following organizations that made this award possible.

Chicago Fire Department • Chicago Police Department • Citizens Traffic Safety Board of Metropolitan Chicago • Cook County Sheriff's Police • Illinois Highway Traffic Engineering Center • Illinois State Patrol • Indiana State Police • Michigan State Police • National Safety Council • Northwestern University • Toll Road Minutemen • Wisconsin State Patrol

**WGN
IS
CHICAGO**

the most respected call letters in broadcasting

effective use of radio to reach a cross-section audience. Building a schedule can be a simple matter of going to the rating reports and ordering the most popular stations which together win a 50% share of audience in the average quarter hours. In the 30 top markets under study it calls for the use of only 89 stations out of the 348 available. Broken down this would mean the use of two stations in 10 markets, three stations in 12 markets, four stations in seven markets and five stations in one market.

This grouping, the study shows, would mean reaching 51% of all radio homes. The advertising reach of six random announcements on each of these stations would be 7,300,000 unduplicated homes, 1.9 times per home or 13,800,000 home impressions. The advertising reach of 12 random announcements on the same stations would be 9,500,000 unduplicated homes, 2.9 times per home or 27,600,000 home impressions.

Major Motel Presentation: Edward Petry & Co.

There are now 53 million radio-equipped cars in the U. S. That's more auto radios than there are magazine-reading homes, twice as many as the combined circulation of all morning newspapers, nearly as many auto radios as there are TV sets.

Radio leads all other optional equipment as most preferred by new car buyers. At least 76% of all cars, new or old, are equipped with radio. Some 76% of families own cars while multi-car households have increased 80% in the last seven years. American motorists drive 600 billion miles annually.

Virtually all car radio owners are listeners. Some 95.8% of car radio owners listen to car radios within an average week. Most drivers are heavy listeners. Some 72% report listening to car radio at least half the time. Some 48% listen virtually the entire time they're behind the wheel. Motorists average one full hour a day with their car radios. This compares with 39 minutes daily spent reading magazines, only 38 minutes daily with newspapers.

An advertiser who sells exclusively to people who drive cars has no waste circulation in radio. "Auto radio offers motel advertisers a unique opportunity to reach prospects during those important moments when they are making up their minds about where to spend the night."

In addition, the advertiser gets the total radio medium including those listening at home or elsewhere.

Sales Seminar: CBS Radio Spot Sales

"Everywhere you go—there's radio!" may be a venerable slogan but never more valid than it is today.

Stressing the more than 200 million

sets in the U. S. CBS Radio Spot Sales points out radio's many advantages.

Where are the sets?

In every room in the home: in 55.8% of kitchens, 65.6% of bedrooms, 40.2% of living rooms, 13.8% of dens, 9.6% of dining rooms, 7.4% of basements, 3.2% of bathrooms and 12.5% of other rooms. Some 84% of automobiles are equipped with radios.

A 1963 Nielsen study showed radio usage per home per week as 12:12 hours for line-cord sets, 4:06 hours for auto sets and 4:18 hours for battery sets for a total of 20:36 hours per week.

There is a dramatic difference in the coverage of AM stations serving a market as compared with that of TV stations. The range of AM may vary from 250 watts to 50,000 watts while VHF-TV differences run about 22% assuming similar power and transmitter locations. These radio stations also vary greatly in policy, talent and programming.

A CBS Radio study of program interest of adults shows 34% prefer talk programming, 63% music programming and 3% miscellaneous. The 63% preferring music was made up of 40% popular, 16% classical and semi-classical and 7% rock and roll.

The station representatives function is that of station consultant, advisor and breadwinner in the opinion of CBS Radio Spot Sales. He may be responsible for from 30% to 60% of the station's revenue. Offering buyers availabilities is only a part of his duties—he should be able to help the buyer achieve the goals he has in mind. He can help the buyer select the market, the station, the program that most nearly fits his needs.

Repetition is a secret of sales and radio has the ability to reach customers often, reminding them to buy. Research shows a single station can double both reach and average frequency in a four-week period. Combining the station with four others increases the reach about 50% but frequency triples. This provides the repeated impressions needed for sales.

As a rule the average customer is the target of 1,500 advertising impressions a day—radio, television, newspapers, magazines, posters etc. Because memories are short it is not surprising prospects must be reached over and over. That's where radio shines. Studies of supermarket shoppers shows radio, with 61.1% time spent, dominates all media encountered before shopping — TV 23.8%, newspapers 11.9%, magazines, 3.2%. Similar statistics apply to service station customers.

A study of the New York City 26 county area reported by CBS Radio Spot Sales shows radio far ahead of newspapers in reaching suburbia.

Power of Concentration: NBC Spot Sales

Before 1950 radio was the medium of the big show. There were *Amos 'n Andy*, *Jack Benny Show*, *Fred Allen Show*, *Ed Wynn Show*, *Red Skelton Show* and others.

Today it is different. It is primarily a medium of music, news and service features. It is a personal medium rather than a family medium. While radio has changed it has not lost in appeal, but rather it has gained some special strengths.

Everyone listens to radio. RAB reports weekly listening of housewives is 93.8%; working housewives 94.5%; single working women 92.9%; blue collar men 91.9%; young men (25-35) 94.4%; professional men 90.4% and middle-income men 94.5%.

Radio today is the mobile medium with 54,000,000 auto radios and 47,350,000 portable radios. Comparing 1956 with 1962 one finds that all radio listening has gone up from 17:18 hours per week to 20:19 hours.

Radio reaches more adults than television every hour of the day, from 6 a.m. to 6 p.m. Since at least two-thirds of all shopping takes place within these hours the fact that radio has a considerable adult audience advantage over TV is very significant.

Since people forget up to 42% of what they learn within 20 minutes it's important to reach them last. Radio has a clear superiority in delivering messages closely adjacent to the time of purchase. The share of time spent with radio by women before shopping is 61.1% as compared to 23.8% for TV, 11.9% for newspapers and 3.2% for magazines.

Growing Suburbia ■ Today suburban areas have great significance for advertisers. In the period from 1950 to 1960 cities have increased population by only 8% while suburban areas have increased 47%. By regions: Northeast, the central city increase was 5%, outside central city 32%; North Central, central city 3%, outside 56%; South, central city 24%, outside 47%; West, central city 28%, outside 66%.

Not only have people moved to the suburbs, but also the growth of shopping centers in these areas has increased retail sales to the point where they now account for over 50% of total retail sales in many markets. Industry, too, has moved to the suburbs.

All factors considered, marketing men have decided that traditional marketing descriptions are outmoded. Markets have merged into marketing complexes. The linking together of markets through the growth of suburban and exurban areas was researched and defined by J. Walter Thompson, Yale University and *Fortune Magazine*. Each area containing two or more approxi-

COUNTY OF LOS ANGELES
DEPARTMENT OF CHARITIES
WILLIAM A. BARR, SUPERINTENDENT

BUREAU OF ADOPTIONS

WALTER A. HEATH, DIRECTOR
ELIZABETH L. LYNCH, CAREWORK DIRECTOR
2350 W. OLYMPIC BLVD.
LOS ANGELES 8, CALIFORNIA
TELEPHONE: 381-2761



July 29, 1964

Mr. J. J. Bernard, General Manager
Radio Station KFVB
6419 Hollywood Boulevard
Los Angeles, California 90028

Dear Mr. Bernard:

All of us at the Los Angeles County Bureau of Adoptions are especially grateful to Al Wyman and to Radio Station KFVB for your cooperation and support which is so vitally necessary to our children.

Your intensive programming of adoption information during the past week has brought about most gratifying results. Our phones have been literally "ringing themselves off the wall" as, to date, more than 125 KFVB listeners have called in to learn more about adoption. Of this group approximately 50 couples have signed up to attend our group meetings, the first step toward becoming adoptive parents.

Too many people still have outdated misconceptions about adoption. In telling your audience the facts about adoption, KFVB is rendering an invaluable service to the community and to our wonderfully appealing children who are depending on us to find families for them.

Please accept our sincere thanks for all past consideration and we earnestly solicit your continued support and cooperation.

Very sincerely yours,

Walter A. Heath
Walter A. Heath, Director
Bureau of Adoptions

WAH:br



mary goes home today....

CROWELL-COLLIER BROADCASTING CORPORATION



6419 HOLLYWOOD BLVD./HOLLYWOOD 28, CALIF. 90015

Represented nationally by BLAIR RADIO

mately contiguous metropolitan areas with cities of 100,000 population or more, or one city of 100,000 and three cities of 25,000 or more with adjacent counties having less than 25% farm population and more than 100 people per square mile was declared an Interurban. There are 14 in the U. S.

These 14 occupy only 4% of the U. S. land area but account for 48.2% of U. S. population, 56.4% of buying income and 53% of retail sales. How can it be reached by the advertiser?

Network TV coverage is uneven. The top-rated network TV program rates first in only 28 of the top 100 markets, second in 11, third in 6 and is not even among the top 10 in 22 of these markets. National magazines provide only a thin veneer of coverage across the country. Network radio cannot concentrate advertising in important areas. A message is delivered with the same frequency to each network market. While newspapers do a good job of covering the city they fall off drastically in the suburbs.

Spot radio is the medium that can be tailored to market by market problems. You can put greater advertising pressure in one market, less in another with spot. You can buy one station or many stations in the markets of your choice. You can buy all day long or just the morning. One season or another.

Spot provides high frequency at low cost. It is the most flexible of media and may be bought in all types of combinations to cover valuable areas not reached in other campaigns.

Nighttime Radio: Edward Petry & Co.

Approximately, how many AM radio stations are operating in the U. S. today? About 4,000? About 2,500? About 300? All three are correct. Nobody's kidding anybody, because during the daytime the answer is about 4,000. After dark the figure 2,500 is correct. And if we're talking about the all-night hours from midnight to dawn then about 300 is the right answer.

The question was raised to remind buyers that all stations operate under certain prescribed conditions. A station may be a daytime, a full-time operation or on 24 hours a day. Stations have specific frequencies and power limitations. At sundown daytimers go off the air. Full-time stations that have been operating on 5 kw may switch to only 1 kw. A station transmitting in a perfect circle during the day may go to a directional signal.

Only a few stations are full-time, full-power, nondirectional during all their hours of operation. Of these only a handful remain on the air 24 hours a day. As a consequence the stations which offer these advantages offer a virtual monopoly of the available audience at night.

How big is nighttime radio? in *Radio '63* A. C. Nielsen reported weekly listening as follows: M-S 6 p.m. to midnight 25,600,000 homes or 50.1% of U. S. homes listened 4 hours 11 minutes. M-S midnight to 6 a.m. 8,200,000 homes or 16% of U. S. homes listened 4 hours 44 minutes. M-F from 6 a.m. to noon 32,600,000 homes, 63.8% of U. S. homes listened 6 hours, 21 minutes. M-F from noon to 6 p.m. 26,400,000 homes or 51.7% of U. S. homes listened 4 hours, 56 minutes.

Nighttime radio is big, even when compared with daytime radio.

Agency Views On Radio: CBS Radio Spot Sales

Agency people not only listen to radio themselves, because of their work they are well informed on the advertising values and audience characteristics of radio stations in their own markets.

Following through on this supposition agency people in seven large markets were interviewed last December by Charles Harriman Smith Associates for CBS Radio Spot Sales.

Among the conclusions were the following:

Agency people asked if they felt people were listening more, the same, less to radio now than a year ago, in New York 48% answered more, 51% same and 1% less; in Chicago 57% more, 41% same, 2% less; in Los Angeles 63% more, 37% same, none less; in Philadelphia 61% more, 39% same, none less; in San Francisco 29% more, 69% same, 2% less; in Boston 48% more, 48% same, 4% less, and in St. Louis 72% more, 28% same, none less. The composite results were 53% felt people in the seven markets were listening more, 46% same and 1% less.

Asked if programing is more, less or about the same in importance as ratings when buying time on a station the New York group answered 58% more, 27% same, 1% less; Chicago 44% more, 37% same, 4% less; Los Angeles 50% more, 38% same, 6% less; Philadelphia 57% more, 25% same, 11% less; San Francisco 67% more, 27% same, none less; Boston 48% more, 39% about same, 9% less; St. Louis 64% more, 24% same, 8% less. A composite of the seven cities showed 55% more, 31% same and 4% less.

Individual markets as well as individual stations present all kinds and types of research, some of it most revealing. One of the most popular shows demographics on a station's own listeners. For competitive reasons none of those are presented here. Some typical reports on other types of market statistics follow.

Atlanta Market: WSB Radio

Atlanta's retail sales are growing faster than any other city in the nation's top 25. With increases of 23.2%

last year it beats out Washington, D. C. with 19.1% and Houston and Cleveland, both with 18.2%.

Atlanta, including the five Georgia counties comprising the Standard Metropolitan Statistical Area of Atlanta, has a population of 1,121,200, up 1.7% in the past year. Retail sales were \$1,703 million, up 9.5%. Effective buying income was \$2,468 million, up 7.8% and employment was 478,350, a gain of 4.6%.

The work force for its industries totals 420,150, up 20,250 in a year. Military employment totals 2,941 military personnel and 5,390 civilians with a monthly payroll of \$4,188,054. The city has 101 factories, 253 warehouses, 585 sales office and 354 parent industrial corporations.

The city ranks 25th in consumer spendable income estimated by *Sales Management* at \$2,468 million and *Standard Rate & Data* at \$2,403 million. Average earnings weekly in manufacturing are \$93.77 up \$4.30 in the past year. Household incomes of under \$2,500 make up 16.1% of the population, \$2,500 to \$4,000 21%; \$4,000 to \$7,000 26.6%; \$7,000 to \$10,000 14.3% and over \$10,000 22%.

Property evaluation for Atlanta was assessed at \$6,296 million. Bank clearings for 1963 were \$27,644 million, deposits for 1962 were \$1,822 million and debits were \$34,713 million. Total resources of savings and loan associations were \$744 million.

Boston Market: WBZ Radio

A significant advance in business activity in the greater Boston area was noted at the beginning of the summer.

Comparing May 1964 with the same period a year earlier it was noted that advertising lineage was 10,564 lines for the month, highest point reached in the two and one-half year history of the Boston business report.

Bank deposits reached a new high in May, 1964. The total of \$3,188 million was up 28.1% above the same month a year earlier. Bank loans totalled \$2,170 million, up 14.2% above the year before. Bank debits were \$6,117 million, off 8.4% from a year earlier.

Building permits totalled 2,852 as compared with 2,733 in 1963. Business failures in May were 21 as compared to 25 in 1963. Department store sales were up with \$29,906 million as compared with \$29,376 million. Employment of production workers totalled 178,500 as compared with 178,200 a year before. Non-agricultural workers totalled 1,110,200 compared with 1,099,000. Other workers came to 931,700 as compared with 920,800.

Post office receipts for May 1964 reached \$4,938,000 compared with \$4,969,000. The retail price index rose

WWDC radio salutes Washington's finest

W. N. Sales is the man . . . and Coca-Cola is the product! Bill Sales went to work for the Washington Coca-Cola Bottling Co. in 1940 when the people of Washington consumed about 58 million bottles of Coke a year. Today Bill Sales is Vice-President of the James E. Crass Coca-Cola Bottling Plants, Inc., the company which owns and operates 17 plants in Ohio, Pennsylvania, Virginia and Maryland, including the 3 Coca-Cola bottling plants in Metropolitan Washington. Now it takes more than 214 million bottles of refreshing Coca-Cola to meet the demands of the residents, visitors and sightseers in our Nation's Capital every year. The Washington area bottlers of Coca-Cola and their advertising counselors, Wm. D. Murdock Advertising Agency, Inc., consider radio their most efficient selling force and WWDC is proud to carry a substantial spot schedule for Coke during 52 weeks of the year. People in Washington, as they do the world over, prefer Coca-Cola . . . and WWDC is "the station that keeps *people* in mind."

Represented nationally by John Blair & Company



Photograph by Schonbrunn

WWDC RADIO WASHINGTON, D.C.



slightly from 109.4 a year earlier to 109.7.

Total personal income was up to \$648,434,000, a 5.7% increase. Total production hours were up from 6,977,600 to 7,112,800 and total tax collections reached \$2,945,670,000 (cumulative) up 8.7%. Unemployment was down from 59,200 to 52,800. The unemployed percentage of the labor force dropped to 4.3% as compared to 4.9% a year earlier.

Colorado Market: Colorado Broadcasters Assn.

People listen to radio more often than it has commonly been supposed. This was shown in Colorado where more than 60% of those interviewed in a recent survey said they listened at least two hours daily. They depend on radio news and turn to it in times of crisis.

At least 98% of Coloradans have access to an AM receiver, 80% to a portable radio and 49% to an AM-FM receiver. Some 8% have access to only one radio, 30% to 2-3; 39% to 4-6; 17% to 7-9 and 6% to 10 or more.

Radio listeners may be divided in Colorado into light listeners (less than 2 hours daily), comprising 38% of those interviewed; moderate listeners (2 to 4 hours daily), 26% or heavy listeners (4 hours and more daily) 36%.

On an ordinary weekday between 5 and 7 a.m. four out of 10 Coloradans listen. There is a higher ratio of single as compared to group listening than at any other time during the morning. Between 7 and 8 a.m. the at-home audience reaches its peak of 54%. There is a pickup in out-of-home listening as people turn on radios as they drive to work. After 8 a.m. the at-home audience drops from over half the people surveyed to roughly a third. This remains the audience until about 11 a.m. when it picks up.

In the afternoon between 1 and 3 p.m. the listeners fall below a quarter of the sample. By dinner time a third of the sample is listening at home.

Asked about the importance of radio 31% of those questioned replied "very important"; 53% replied "fairly important"; and 16% said "relatively unimportant."

Danville, Va., Market: WDVA Radio

An agency survey of the area showed that 83.8% of the people listen to radio every day with an additional 7.3% several times weekly. Only 4.4% seldom listen.

Hours of listening preferred revealed 33.8% listening between 6:30 and 7:30 a.m.; 23.5% between noon and 1 p.m. and 42.6% in all day periods. Some 80.9% of those interviewed expressed interest in news; 77.9% in weather; 70.6% in entertainment and 25% in market reports.

Danville had a 1960 population of

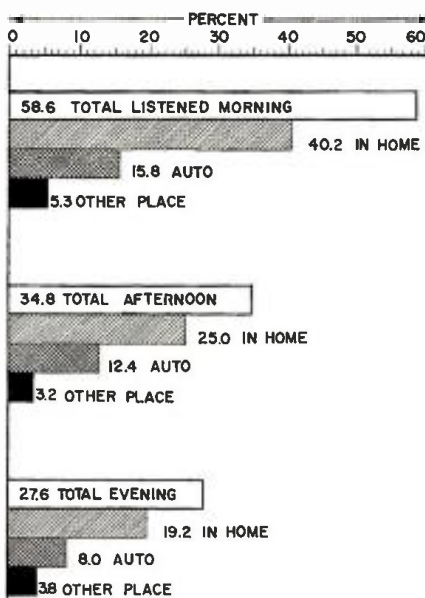
46,577, 99% of whom were American-born. Its taxable assessed valuation is \$125 million and its 1962 retail sales were \$75 million.

Dayton, Ohio, Market: WHIO Radio

Dayton is a fast-growing city with the metropolitan area increase from 1950, when there were 518,642 people, to 1963 when there were 777,800, 49.7%. The 15-county retail trading zone includes 1,565,300 persons and the 19-county radio market 1,638,600.

The metropolitan area includes 90% whites, 10% non-whites and 59% over 21 years of age. The area is 38th in the nation in population, 36th in spendable income, 60th in income per house-

Detroit radio audience



The Sindlinger report on the Detroit radio audience shows the percentage of listening throughout the day and the place of listening.

hold and 41st in total retail sales.

The metropolitan area has 242,500 housing units of which 157,140 are owner occupied. Of these 223,488 have radios and 111,744 have more than one radio. Some 38,740 households have incomes between \$0 and 2,499; 29,250 between \$2,500 and 3,999; 79,080 between \$4,000 and 6,999; 26,990 between \$7,000 and 9,999 and 51,640 \$10,000 and over.

Denver Market: KOSI Radio:

Growth of the Denver market in the ten years between 1950 and 1960 was 51%, one of the highest in the country. The Denver Planning Office predicts continued growth to 1,245,000 by 1970 and 1,600,000 by 1980. The present population is 1,036,000.

The metropolitan area has 318,590 homes, 445,290 passenger cars and a spendable income of \$2,440 million.

Retail sales for the area total \$1,469 million and sales per household come to \$4,613. Denver is third in the nation in the number of households headed by college graduates with 15.7%. Some 63% of Denver residents own their homes.

Annual income is divided as follows: Under \$3,000 15%, \$3,000-\$4,999 20%; \$5,000-\$6,999 22%; \$7,000-\$9,999 25% and over \$10,000 18%.

The city is considered an ideal radio test market partly because of its isolation from other major urban centers. Its explosive growth has brought in people from all parts of the U. S. and as a result backgrounds are widely diversified.

Since industry is widely diversified the city has a stable economy.

Detroit Market: Sindlinger & Co.

Comparison of home listening and automobile listening in Detroit shows that of the 58.6% of people who listened between 6 a.m. and noon 40.2% listened at home and 15.8% in the auto while 5.3% listened in some other place.

In the afternoon, of the 34.8% who listened, 25% were in the home and 12.4% in an automobile. In the evening, of the 19.2% who listened, 8% were in an auto and 3.8% in some other place.

Of people who listened to radio sometime during the average weekday, 78.6% of the men were married and 20% single. Of women, 78.2 were married and 14.5% single. Age ranges were 18-19, 3.2%; 20-29, 20.3%; 30-39, 29.6%; 40-49, 21.2%; 50-59, 11.5%; 60-69, 8.3%; 70-79, 3.5%.

Some 27.4% of men and 20.4% of women attended college.

Income for listeners ranged from under \$4,000 with 8.1% of men, 7.9% of women; \$4,000-4,999, 6.7% men, 11.1% women; \$5,000-7,499, 41.2% men, 34.1% women; \$7,500-\$9,999, 23% men, 23.9% women; \$10,000-14,999, 15.9% men, 17.8% women, and \$15,000 and over 3.1% men, 3.2% women.

Iowa Market: WMT-KWMT Radio

Iowa has 25% of the nation's Grade A farm land. It produces 10% of the nation's food supply.

The state is first in corn production, hog production and in value of livestock and livestock products. It is second in total cash farm receipts, beef production and egg production. It is third in number of farms, hay production and turkey production. The state is fourth in number of sheep and lambs marketed and fifth in dairy animals.

In Iowa 72% of the people listen to radio from one to three hours per day, year round. Radio is the preferred media for farm market information by an overwhelming margin of 52.2%. Near-



ALCOA ZIPS OPEN A NEW MARKET WITH BLAIR GROUP PLAN

Wrapping up a market is no snap in the highly competitive packaging business. That's why Alcoa tied in with Blair Group Plan to put zip in the sales of their new, easy-open cans.

Blair Radio is national in scope, but each package is shaped to local standards. Thanks to Blair's own National Radio Survey #1, spot radio can be aimed at any audience you want on tap. Favorite local personalities add their own unique sparkle to your sales message.

Only the Blair Group Plan can serve up the markets you want through Bull's-Eye Marketing Service. No wonder Blair Radio is America's most influential group of stations. Order your tailor-made plan by calling your Blairman today.

AMONG OTHER SUCCESSFUL USERS: FORD, ACCENT, KELLOGG'S, LINCOLN-MERCURY, CAMPBELL SOUP, ALKA-SELTZER AND ALBERTO-CULVER COMMAND.



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





RINGMASTER CHUCK "BABY" ADAMS
IN THE
BIG TOP RADIO CENTER RING
9:00 - Noon



K·NUZ

HOUSTON'S 24-HOUR MUSIC AND NEWS

National Reps.:

THE KATZ AGENCY, INC.

New York • Chicago
• Detroit • Atlanta •
St. Louis • San Francisco
• Los Angeles • Dallas

In Houston: Call DAVE MORRIS — JA 3-2581

ly 75% of the people list radio as the prime media for weather information.

Rural Iowa (80%) arises between 5 and 6 a.m. in non-winter months, eats breakfast (85%) between 6 and 7:30, lunch at noon (90%) and supper at 6 p.m. (39%). During the winter these habits change slightly with later rising.

A survey of farms showed 95% had listened to radio during the preceding day, 90% have radios in their homes, 78% have radio in their car, 23% carry transistor radios away from the house or barn.

New York Market: WPAT Radio

Among the 18-county New York metropolitan area's 9,735,000 adults (aged 21 and over) there are approximately 4,185,900 cigarette smokers and 2,072,300 beer drinkers. The median family income is \$7,295, and the median family expenditure for groceries each week is \$33.02. Of the 4,678,700 households in the area, 3,637,500 have one or more savings accounts (106,300 have five or more) and 2,990,600 have department store charge accounts. Approximately 4,093,800 adults in 1,984,900 households have FM sets, and 5,148,400 (52.9 percent) own transistor or other portable AM sets.

These estimates come from a two-volume report issued a few weeks ago by WPAT Paterson, N. J. The study, by the Pulse Inc., examines the audiences of nine leading New York area radio stations in terms of these and more than 30 other characteristics, on a station-by-station basis. Among persons listening to one or more of these stations, the median daily listening time is 1 hour 39 minutes.

Philadelphia Market: WIBG Radio

Production costs, selling costs, costs of doing business, research and development costs have all increased. In this area the economy and effectiveness of advertising becomes vital.

To obtain sales results is reasonably easy, but to obtain profitable sales results is quite difficult—particularly

when advertisers use 1948 methods in a 1964 selling environment.

In the Philadelphia market the advertisers' challenge is: "How do you effectively reach 7½ million people who spend 10 billion dollars annually?" Of the three major mediums radio is the most economical.

In the period between 1948 and 1962 two of the Philadelphia newspapers have lost circulation. When all three are combined the increase is only 7%. The combined line rate has been raised 97% in a period when the eight-county metro area population increased some 25%.

The large number of young married people in the Philadelphia market and their importance to the advertiser is stressed statistically including the station's competitive claims. Pointing out that half of the population of the country is above the age of 27 and half below that age, it is suggested that the younger segment is the more important group to advertisers. Advertisers who concentrate on the older half are receiving smaller sales increases each year than those concentrating on the younger half of this population split.

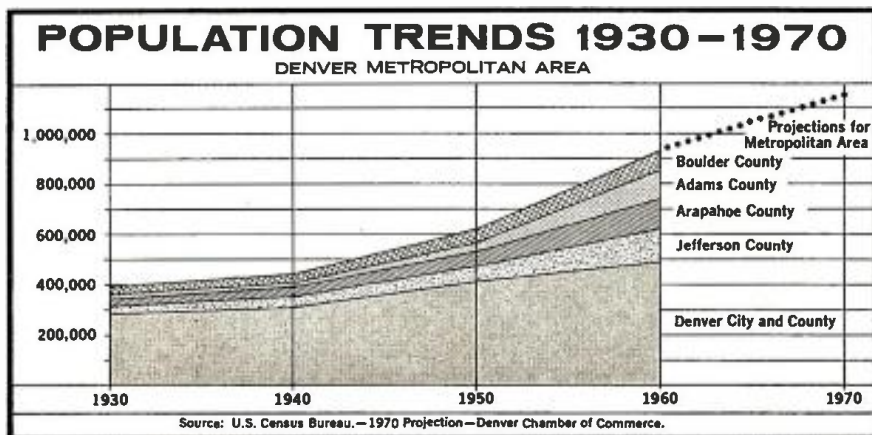
Each specialized field has its own statistical data. Following is an outline of a typical report on an FM market—Houston, and Negro market reports on New York and Philadelphia.

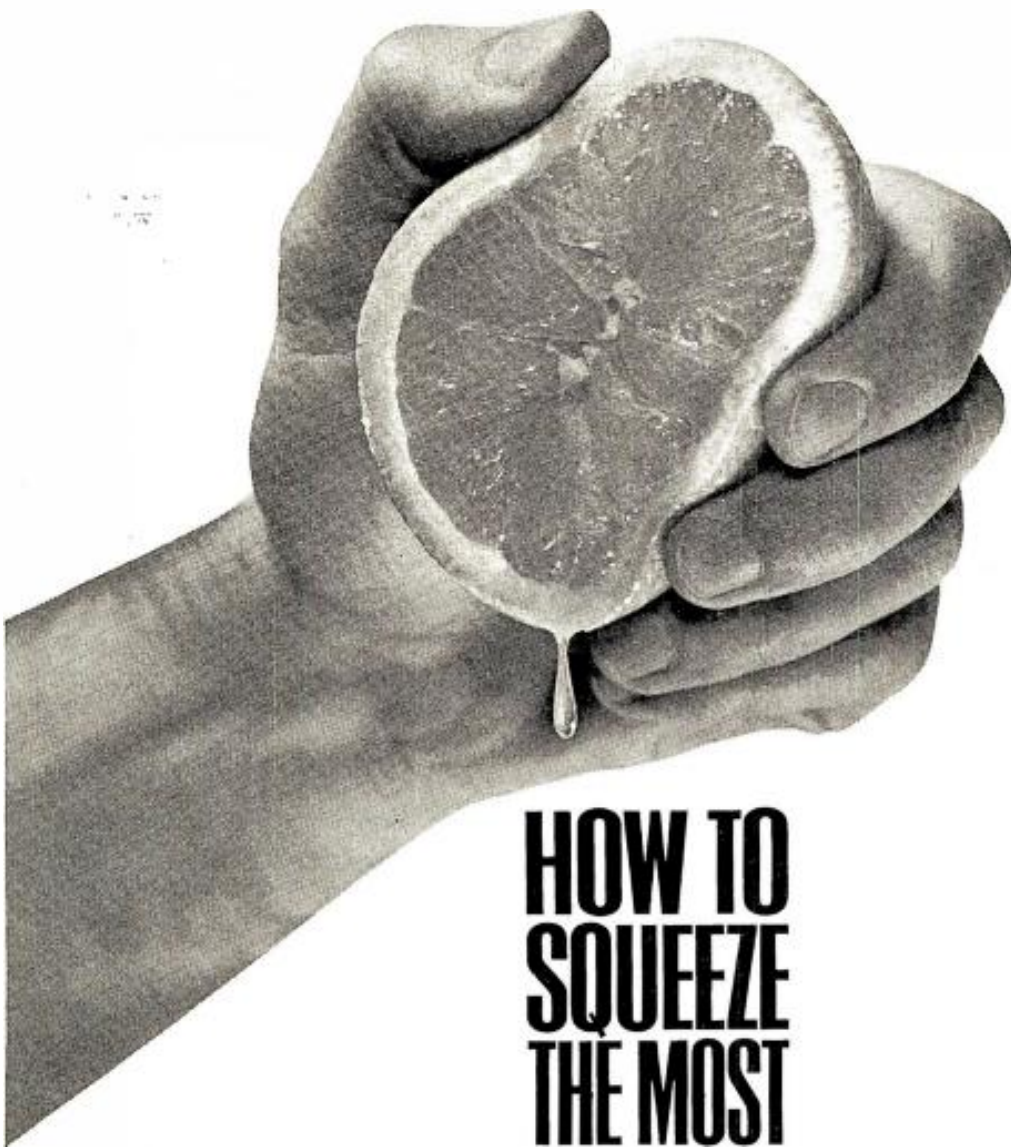
Fort Worth FM Market: WBAP, KFIM, KFJZ and KXOL-FM

In the Fort Worth area 70% of radio listeners have FM sets, it was revealed in a survey conducted by the division of Radio-Television-Film at Texas Christian University during the summer of 1963. An additional 15% said they planned to buy FM sets within the year. Some 27% indicated they owned stereo sets.

Music preferences showed semi-classical leading as the choice of 55%, show tunes next with 40%, standards 37% and classical music 25%.

Of the respondents, 62% had attended college and 35% were in the





HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

In Detroit, the WWJ Stations enjoy an acknowledged **acceptance**. 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 38 years. And home ownership by The Detroit News.

Because of this **acceptance**, the WWJ Stations provide advertisers with a more receptive atmosphere for their 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 oranges or oil.

WWJ and **WWJ-TV**

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc. **THE NEWS STATIONS**

over \$10,000 a year salary bracket. Twice as many men as women listeners showed their preference for FM and the largest part of daily listening was in the evening. Most interviewees wanted fewer newscasts and more music.

New York-Philadelphia Negro Market: WLIB New York, WDAS Philadelphia

In New York the Negro market has grown from 60,666 in 1900 to 1,087,931 today—18 times the earlier figure. This total is divided into 379,101 in Manhattan; 371,405 in Brooklyn, 163,896 in the Bronx; 145,855 in Queens and 9,674 in Richmond.

Of all Negro women 14 years and over 75% live in cities. In the District of Columbia 53% of the potential Ne-

gro women's work force is employed. In the nation 42% of Negro women are in the work force. In greater metropolitan New York 50% of Negro women are employed. Some 45% of those between 20 and 24 work; 47% between 25 and 29; 50% from 30 to 34; 56% from 35 to 44, and 55% from 45 to 54.

Median income for the Negro woman in New York is \$1,962, greater than the white woman with a median of \$1,944. An estimated 45% of the entire Negro work force in New York City is composed of women.

Philadelphia is the third largest Negro market in the U. S. Only New York and Chicago are larger. In the period between 1950 and 1960 the white population of Philadelphia dropped from

1,700,000 to 1,473,000, a decline of 13.2%. In the same period the Negro population rose from 376,000 to 529,239, an increase of 40%. In the metropolitan area the white population rose 11½% while the Negro population of the same area went up 39.9%. In 1960 the Negro population was 26.4% of that for the city.

According to the Philadelphia Department of Health in 1960 the white birth rate was 18.7 babies per thousand. The Negro birth rate was 30.9 per thousand. As of January 1963 the effective buying income of the Philadelphia Negro came to \$852 million. Negro Philadelphia, with a population of 671,304 is bigger than New Orleans, Pittsburgh, San Antonio, San Diego, Seattle, Buffalo or Cincinnati.

Answers to advertisers' problems

RADIO HAS NATIONAL COVERAGE, SPOT INTENSITY OR HOME-TOWN SELL

There is a versatility to radio that is well known to those that have invested in those 10, 30 and 60-second items called commercials.

Commercials fit into the schedule between records, in news and weather programs, at time outs in football games. They can be straight-pitch, hard sell or hilarious. But they have one thing in common: Properly used they move merchandise.

A retailer who has used sports shows for 22 years, an auto firm that is in its ninth year of network newscasts, an oil company that wants motorists to have seat belts: these are typical of the many advertisers who have found radio a successful means of selling.

The advertiser has his choice of radio. He can use network to cover the nation; spot radio to give him coverage in those areas where his product is marketed or needs an extra boost, and, if he is a local advertiser he can use the hometown station to tell the folks up the street about his wares.

Regardless of the approach—network, spot or local—good merchandise coupled with good commercial practices has been found to pay off in increased sales, and after all, isn't that what advertising is all about.

Following are examples of each. There are many others—as good, or better. These are typical.

Spot radio campaign #1: Northwest started in '57

Northwest Airlines first rang the oriental commercial gong in 1957 and it has been ringing it since then.

It was in the fall of that year that

Northwest moved its primary advertising attack from small-space newspaper ads to spot radio. In 1957 Northwest revenues totaled \$83,432,000. In 1964, with radio getting the bulk of a \$3.5 million ad and promotion budget, Northwest revenues are expected to be more than \$200 million.

With the development of the "Give Wings to Your Heart" jingle and gong—created by Goldswan Productions and Northwest's agency, Campbell-Mithun, Minneapolis—it was readily apparent to the airline that radio saturation schedules could also be utilized to tell passengers of the numerous advantages of flying Northwest.

The newspaper ads had emphasized flight schedules and listing of various destinations. When radio became the key medium, Northwest used it to pinpoint customers who fly for business and pleasure. The decision was the result of a series of studies which have been conducted by the airline since 1957.

Initially, there was a program analysis followed by extensive in-flight study providing Northwest with a profile of the typical air traveler, as well as some well-documented attitudes by travelers toward various airlines. Later there were some cross-country studies aimed at finding the kind of radio the typical air traveler listened to most.

The result is reflected in Northwest's current campaign employing radio for high frequency contact in the prime air travel markets selected by time of day—morning afternoon commuter hours—and program—heavy use of news, weather and business programs.

Northwest uses 60-second spots primarily, with 30's and 10's in certain

marketing situations. As many as 750 different commercials are placed each month across the system. Copy is localized to feature competitive service claims of each market.

Basic Campaign—The airline is now using basic schedules on 125 stations in 35 major cities in the northern half of the country, plus Georgia, Florida and California. Spots are tailored to the market and Northwest has its most complicated requirements in Chicago. There the airline must promote 16 major destinations and two more will soon be added to the list.

"The sales problem confronting airlines, Russel E. Kruse, Northwest's director of advertising, explains "is similar to that of radio. Like every unsold spot, every unsold airline seat is gone forever."

Early in the airline's use of radio, flights from Detroit lagged seriously. A heavy one-week saturation schedule produced passengers to fill the empty seats almost immediately, Mr. Kruse said.

A similar situation occurred several months later on Chicago-Seattle flights. In this case a weekend saturation campaign filled the seats.

For several years Northwest has used radio to promote tours to Hawaii and the Orient. Early in 1959, 75 people signed for a tour to Hawaii promoted by a Pittsburgh radio personality. A more recent promotion on wcco Minneapolis produced more than 100 people to take a tour to the Orient.

We have had many experiences, Mr. Kruse said, where new flights were introduced and satisfactory load factors developed after one week of a heavy radio saturation schedule.

For seven years Northwest has had

73% of all KSFO advertisers run schedules consistently: 52 weeks each year. 104 year-round advertisers out of a total of 142.

63 of KSFO's 142 accounts are packaged goods advertisers.

Do these sales points make KSFO unique among radio stations? Very likely. Consistency is a virtue not always found in radio advertisers. Besides, the advertisers of packaged goods are said to be enamoured of other media. Even so, KSFO is obviously a first-choice medium for all types of advertisers. In fact, the solid confidence that so many of these advertisers place in this unusual station is another reason why KSFO is often referred to as

*The World's
Greatest
Radio Station*

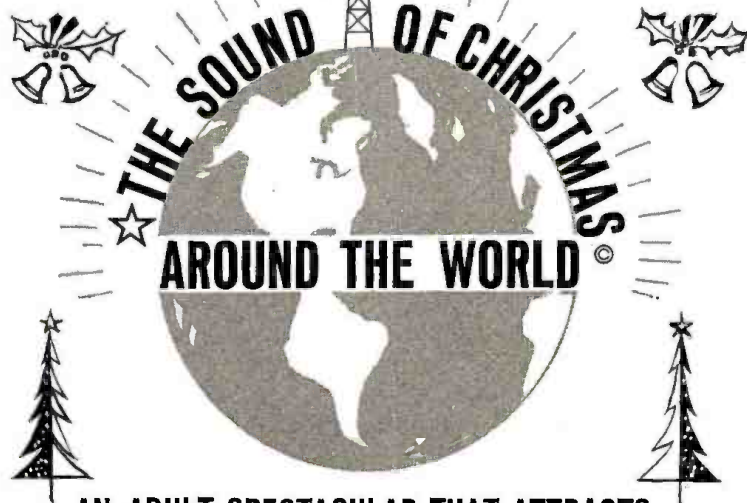
—particularly in San Francisco.

A Golden West Broadcasters station **GWB** Represented by AM Radio Sales Co., KSFO
San Francisco KMPC Los Angeles KEX Portland KVI Seattle-Tacoma KTLA (TV) Los Angeles.

... RADIO STATIONS

IN THE U.S.

NOTICE:



**AN ADULT SPECTACULAR THAT ATTRACTS
ADVERTISERS & LISTENERS!**

SALES MGR. QUOTES

"The biggest profit making seven hours of the entire broadcast year".
 "A quality taped Christmas special that can be sold on an individual spot, segment or program basis, with or without regular hourly newscasts".
 "It appeals to intelligent advertisers and listeners".
 "Designed and conceived by a salesman written and produced by an artist".

PROGRAM MGR. QUOTES

"Presents the individual station as being associated with and a part of a big international production with big-name talent".
 "A well produced Christmas spectacular that appeals to adults without going the lang-hair route".
 "Proves originality and good taste can be entertaining and profitable".
 "A fantastic variety of Christmas music and entertainment sure to please old listeners and attract new listeners".
 "Ideal for AM or FM broadcasting Christmas Eve, Christmas Day or both".

EXCLUSIVE MARKET RATES FOR COMPLETELY TAPED

**7-HOUR CHRISTMAS SHOW \$75.00 TO \$155.00 DEPENDING ON
SIZE OF MARKET**

WRITE OR PHONE FOR SAMPLE TAPE AND BROCHURE

CHARLES M. CONNER PRODUCTIONS

MEMBER OF RADIO AND TELEVISION BRANCH WRITERS GUILD OF AMERICA, WEST
MEMBER OF HOUSTON BETTER BUSINESS BUREAU

3511 LINK VALLEY
HOUSTON, TEXAS 77025
TELEPHONE: MO 7-0549



THE BRIGHTEST FASTEST GROWING FM VOICE

In Southern California's — Orange County Market



POPULATION	1 MILLION
HOUSEHOLDS	1/3 MILLION
INCOME	\$2 1/3 BILLION
SALES	\$1 3/4 BILLION

PHONE OR WRITE FOR DETAILS

**KOCM-FM, 951 WEST SIXTEENTH STREET
NEWPORT BEACH, CALIFORNIA 714-646-0253**

success with radio and it anticipates that "expenditures in the medium will continue to grow."

**Spot radio campaign #2:
Bank of America changes**

In 1963 the Bank of America spent more than a quarter of a million dollars to promote the services of its more than 800 branches in California. This year radio again is being heavily used by the bank and its agency, Johnson & Lewis Inc., San Francisco, but the approach is changing.

The 1963 budget included \$235,000 for 17,510 one-minute music and voice spots placed on 83 AM stations to promote the bank's Timeplan services. The Timeplan loans are available to almost every householder in the state and to cover the market, broad coverage general appeal stations have been used. Concentrated flights of at least 100 or more spots per week were placed in each market.

In San Francisco, Los Angeles and San Diego, FM was used to promote the bank's trust service. Approximately 3,000 live spots at a cost of \$30,000 were used to reach a specifically selective audience of upper income levels in metropolitan areas only.

The Timeplan is getting its 1964 push through AM, but in fewer markets and for only one flight during June. The spots were placed in San Francisco, Los Angeles, San Diego and Sacramento. FM continues for trust services on a slightly expanded basis.

A further radio use in 1964 has been two ethnic stations in Los Angeles. Two Spanish-language stations were used for a 13-week summer schedule to promote the bank's services to this language group.

For the first time the bank went to network radio in 1964. At the peak of the seasonal travel period, spots were scheduled on NBC's *Monitor* for Traveler's Cheques. In addition supporting spot schedules were placed in some eastern markets. There seems to have been, the bank reports, a definite response to the advertising for Traveler's Cheques and business for them has increased. And the radio schedule has been a contributing factor in this increase.

Although 1965 plans are incomplete, radio will probably continue to play an important part in the bank's advertising effort.

**Spot radio campaign #3:
Lawry's finds customers**

When a new product is placed on the shelves of a supermarket, how does the shopping housewife know it's there,

A Question of Content...Not Semantics!

Any station can program information... and many do...but does their information mean anything? Breezy conversation on topics of limited interest or chit-chat between personalities can be construed as information. But is it?

At KMOX Radio, talk has a purpose... to inform, entertain, educate or amuse... to fill the listener's continuing need for knowledge of our ever-changing world...to permit him to share intimately in ideas and events of vital interest.

Whatever form the information takes... political debates, a medical forum on cancer, discussions of the world's religions, broadcast editorials or an analysis of juvenile delinquency... KMOX Radio listeners are assured of thought-provoking, meaningful programming.

CONTENT, not semantics, separates information from talk!

KMOX RADIO

LADIES' MAN



"Sunny" the seahorse comes from the Syngathidae family on the Hippocampus side.

The male of the specie devotes his life to making things happier for the Mama Hippocampus. He's the producer in his family.

Frankly, our "Sunny" goes all out to please the ladies. He brightens their days and nights.

That's why the ladies of Tampa-St. Petersburg go for him.

We'll let him produce for you, too!

WSUN

TELEVISION  RADIO
TAMPA - ST. PETERSBURG

If you feel we've been chewing too much kelp, ask:

Not. Rep.: Venord, Torbet & McConnell
S.E. Rep.: Bomor Lowrance & Associates

among the thousands of other items? How can its producer make her aware of something new to try.

For Lawry's Foods, radio has provided an effective answer. Early in 1963, Lawry's new line of gravy and sauce mixes was introduced to Southern California housewives by saturation radio—six stations broadcasting a total of 150 spots a week for about 20 weeks.

The commercials were made up of parts of conversations, overheard by the listener as if he (or more probably she, since most of them were broadcast in the daytime) were plugged into someone else's telephone call. The conversations dealt with Lawry's mixes and how they had helped the talker to produce wonderful dishes, "the kind grandma never made." At the end a new voice, young and feminine, asked, "Is this the same Lawry's that makes the seasoned salt?," and, after a brief pause, added "Oh, really?" to provide an up-swept ending.

Within a couple of weeks, Lawry's mixes were the second best remembered product in their class, when shoppers were questioned without aided recall, according to Robert Schafhausen, account supervisor at Doyle Dane Bernbach, Los Angeles, agency for Lawry's. The only better remembered product had been on the market for more than 20 years.

New Awareness ■ "In addition to making the market aware of the new sauces," Mr. Schafhausen stated, "radio also created a new awareness of Lawry's as an entity never obtained from any previous advertising in this area. Radio is ideal for Lawry's because it allows the company to compete with some giants in the food business on an equal basis."

This experience in Southern California led to a decision to try radio in the northern part of the state for Lawry's spaghetti sauce mix. Each spot opened with a question: "What kind of a woman are you, anyway?," followed by copy addressed to one special kind of woman—adventurous, traditional, modern, romantic, etc.

One spot asked: "Are you a whiz at sanding down an old sewing machine cabinet and turning it into a nifty-looking desk? . . . Well, you have a flair for saving money—and you're proud of it. . . ."

In each commercial, Lawry's spaghetti mix turns out to be exactly right for that particular type of feminine personality. And the messages apparently got home to the Northern California housewives, for, just as in the south, the radio spots produced a better-than-average awareness and a marked increase in sales. So, early this year, they went on the air in the Los Angeles area and now plans are being made to place them in other markets as well.



Homer and Jethro's 'Cornfucius Say' series was heard from coast to coast in the Kellogg spot radio campaign.

Spot radio campaign #4: Kellogg's corny success

A practical nurse is one who marries a rich man. A letter in a coal bin is blackmail. Corny? Sure, but the gags are part of the 50 used this year by Kellogg's in its successful 1964 "Cornfucius Say" campaign.

The campaign featuring Homer and Jethro was used by Kellogg's for the first time in 1963 in an eight-week campaign. Kellogg's spent more than \$1 million on radio with about 300 stations being used and up to 350 spots a week in the larger markets.

The 1964 campaign, again handled by Leo Burnett Co., Chicago, presents Homer and Jethro in 50 "corny" gags for a six-week campaign in the spring. Radio Advertising Bureau figures report Kellogg's spent \$429,000 in spot and \$169,000 in network for the first quarter of the year.

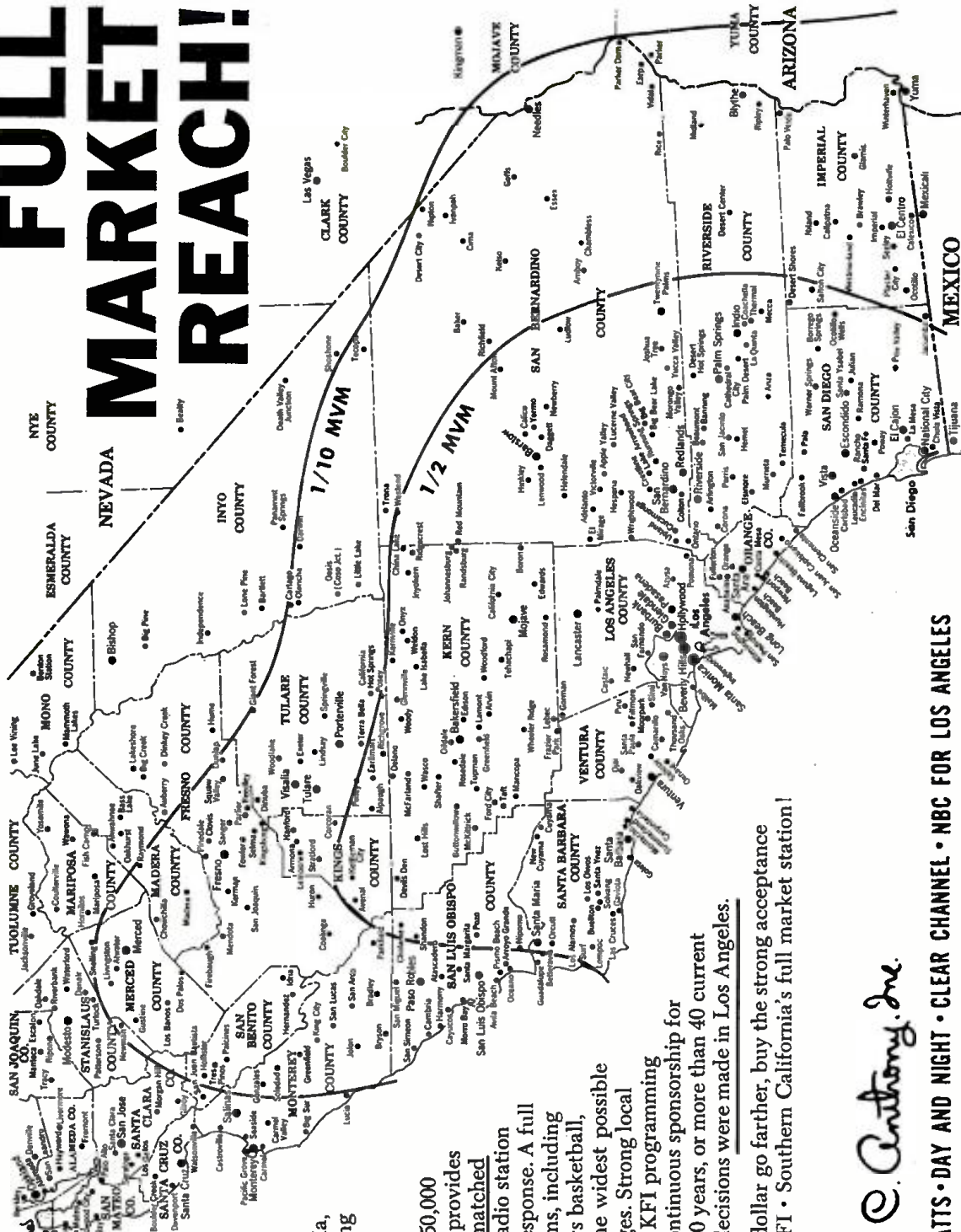
The number of spots, all 60-second, varied from market to market. The bulk of the spots went to independent stations although ABC, CBS and NBC networks were used also.

Local Promotion ■ "Cornfucius Say" has received heavy promotion from the stations getting the campaign. Each station received a series of custom-made ID's promoting the corny jokes. No mention was made of Kellogg's however. Several of the ID's used lyric parodies of well-known songs:

"Once in a while will you give one little thought to corn . . . The corny jokes of Homer & Jethro. Stay tuned to this station."

Included in the station's promotional packet were most of 1964's "corniest" jokes which would be used in the spots and for disk jockeys' use, the "Corn-

FULL MARKET REACH!



Legend says that the father of our country once skimmed a silver dollar across a river. Facts prove that a lot of advertisers have achieved greater distance, roughly 2/3 of the State of California, by spending their advertising dollar on KFI.

The only 1-A clear channel station on the West Coast, 50,000 watt KFI at 640 kilocycles, provides day and night coverage unmatched by any other Los Angeles radio station and documented by mail response. A full range of diversified programs, including Dodger baseball and Lakers basketball, provide advertisers with the widest possible scope for their sales messages. Strong local and regional acceptance of KFI programming policy is reflected by the continuous sponsorship for periods ranging from 2 to 20 years, or more than 40 current advertisers whose buying decisions were made in Los Angeles.

To make your advertising dollar go farther, buy the strong acceptance and unique coverage of KFI • Southern California's full market station!

KFI *Base © Anthony, Inc.*

640

50,000 WATTS • DAY AND NIGHT • CLEAR CHANNEL • NBC FOR LOS ANGELES

Represented Nationally by HENRY I. CHRISTAL CO., INC.



NOW,
BUY SEATTLE
WITH ABSOLUTE
CONFIDENCE:

**America's
FIRST multi-
dimensional
radio study**

PROVIDES A NEW
TOTALLY
SUBSTANTIATED
CONCEPT:

**SEATTLE'S
PRIME-MARKET
AUDIENCE**



*The
sound
that
sells*

KIXI

AM-FM 24 HOURS SIMULCAST

Seattle

ASK YOUR H-R MAN!

fucius Say" Joke Book. The book was a two-month box-top offer from Kellogg's Corn Flakes.

There are no definite plans for Cornfucius Say in 1965, but the success of the first two campaigns may result in his return next spring. Otherwise how would one know that the remedy for bad liver is to take it back to the butcher? Ooh, that's corny!

**Spot radio campaign #5:
American Express image**

In 1962 The American Express Co., New York, moved its account to Ogilvy, Benson & Mather. With the move went a new campaign for American Express's three major services, with 90% of the budget being put into radio.

In 1963 American Express spent \$1,235,000 in spot, according to the Radio Advertising Bureau. In the first quarter of this year it spent \$114,000 in network and \$238,000 in spot.

With Chet Gould, a former New York newsman, as its spokesman, American Express had a new image. OB&M created a distinctive musical device, "something like a coachman's horn," and an over-all corporate slogan: "American Express—the company for people who travel."

Within this framework, the activities of each major service are emphasized with specific promises. For American Express Travelers Cheques, the slogan became "the safe money—safer than cash." For travel service, the motto was "American Express Travel Service will save you money, time and anxiety." For its credit card service, American Express now claims that the credit card "gives you unquestioned credit at over 82,000 establishments."

In the fall of 1962 this campaign was tested in three markets. In 1963 it was extended to more than 20 stations and spring, summer and fall campaigns were run on CBS. And this year the campaign is continuing.

American Express and OB&M are satisfied with their move into radio. During 1963 "sales rose substantially in all three services. Sales were far greater in areas where advertising was heaviest. And now, in 1964, . . . sales in all three services are showing record increases over last year's gratifyingly high levels."

**Spot radio campaign #6:
Chevron finds answer**

When California Oil Co., Perth Amboy, N. J., decided to switch brand names on its gasoline from Calso to Chevron in 1958, it wanted the move handled so that no one thought Calso had gone out of business.

To achieve the results, Jack Gold-

smith of BBDO, New York, California Oil's agency, created Hy Finn, who became the Chevron spokesman. Mr. Finn told listeners in a 12 northeastern state marketing area that "Chevron fits any shape gas tank" and that with Chevron "your car can go backward as well as forward."

The character creation worked and the spots California Oil placed in 85 markets from Maine to Virginia produced new Chevron customers.

Since Hy Finn's introduction, radio has been used every year, either as the major medium or as an "excellent" support medium through cooperative advertising with Chevron distributors, according to M. F. Barry, advertising manager for California Oil.

For the past three years radio has been the major medium in each of Chevron's campaigns, with more than \$500,000 being spent in spot radio in each campaign.

Seat Belt Drive ■ In 1962 Chevron did "a terrific job with radio" on behalf of its seat belt program. The 60-second spots that season offered quality seat belts installed for \$5.95 each. Mr. Barry notes "our radio messages found their way to the ears and minds of enough of our automotive prospects to run up a 250,000 score in seat belt sales that year. Using the same program in 1963 and following the same course in media selection message, we ran up a similarly impressive record."

The advertising emphasis was pulled from seat belts this year and Hy Finn has returned to the airwaves. For 1964 he has been working on two Chevron campaigns. Earlier in the year a sale of imported china at Chevron stations was promoted and a mid-year campaign has been run for the sale of stainless steel flatware.

"Both programs," Mr. Barry says, "proved to be excellent traffic builders and our gallonage results again backed up the wisdom of our media selection."

The emphasis of media selection for the 1965 campaign is still in the planning stage, but for California Oil "radio will most definitely be in the picture."

**Spot radio campaign #7:
GMC divisions try radio**

If continued heavy use of radio throughout the year means the client is happy with the medium's sales impact, D. P. Brother & Co., Detroit, can claim the distinction in the case of at least two members of the General Motors Corp. family—the Guardian Maintenance Dealer Service program and the Harrison Radiator Division.

Brother also handles GM's Oldsmobile division, which uses some radio as well as TV as part of its media mix.

Guardian Maintenance's new radio

RADIO STATIONS... reports show Pen-Pal Promo "BONANZA"

**Here's What's
Happening . . .**

From the Eastern seaboard all the way to Hawaii, radio stations are proving the tremendous pulling power of the "Pen-Pal" promotions. It adds listeners to your station . . . verifies station coverage through mail response . . . attracts new sponsors and anchors the old ones.

Here's what they're saying:

**TRADER Bob Longwell, V.P. and General Manager
W G P R — Detroit, Michigan**

"Fastest listener response I have ever known in my 30 years of radio experience. Accurate audience gauge."

**James L. Morello, General Manager
W B R L — Berlin, New Hampshire**

"A real shot in the arm . . . overwhelming response."

**Sheldon Engel, General Manager
K A L F — Mesa, Arizona**

"Enthusiastic reception. After two weeks test, we are continuing on an indefinite basis."

**David R. Wolf, Manager
W R T A — Altoona, Pennsylvania**

"Mail pull outstanding! Far exceeded our expectations."



JOIN NOW!! *Hurry! Hurry! Hurry!*

The Pen-Pal promotion is moving fast. Grab your city's **EXCLUSIVE RIGHTS**, now!

This tremendous public relations, audience builder promotion is yours at no-cash-cost . . . You send us the names and addresses and we do the rest. We imprint each pen with your station call letters, package it and mail it direct to your listener.

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Target Programs

Our subjects are diverse. Different feature series topics include sports, fashion, diet, child care, gardening, family living, bridge, cooking, sewing, exercise, agriculture, children's stories . . . The potential is unprecedented!

Here's why. Enterprise Broadcast Features draws on experience of the world's largest newspaper feature service . . . Newspaper Enterprise Association. Working with this wealth of outstanding talent, veteran radio producers give radio stations a great range of stimulating, valuable daily features. Here's a sample:

"By-Line" brings into focus the people behind the news and events around the nation and the world.

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"This Is Living" provides news, tips and ideas on fashion, diet, sewing, cooking, family finance and homemaking.

"Let's Exercise" gives keeping-fit hints and daily exercises for women, men, girls, boys.

"Gardener's Notebook" daily guides to better lawns, landscaping, flowers, vegetables and outdoor living.

"Jacoby On Bridge" brings the world's top Bridge authority to radio with advice and tips on better Bridge.

"Agribusiness" includes news, interviews, research developments, valuable information for farmers and rural audiences.

"Storytoon Express" is an exciting series of childhood's traditional stories dramatized with sounds and music.

These and other high interest feature series aim directly at primary areas of audience interest. They provide advertisers with ideal vehicles to target in on potential customers.

Merchandising aids and promotion services also are available with each series.

Call, write, wire today.

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year is to kick off Jan. 1 and will again feature the Stan Freberg spots which the agency reports drew "tremendous reaction" this year. Other personalities to be featured will be Bob and Ray, Cy Harrice and Phil Rizzuto, whose CBS Radio *Sports Time* show will be sponsored 6:55-7 p.m. Monday-Friday by Guardian Maintenance.

The Guardian Maintenance spot drive will cover 90 major markets with more than 2,000 spots per week. The campaign will total 28 weeks for the year.

Harrison Radiator sponsors a new radio drive, also in the humorous vein, for Four-Season Climate Control and Cadillac Comfort Control. It gets underway Oct. 12 with a spot campaign in 93 markets and will involve some 18,000 minute spots on 200 stations. The flights will total 12 weeks during the next 10 months. Stars for the first segment of the drive will be Don Ameche and Frances Langford as *The Bickersons*.

Network campaign #1: V-8 sales spurt upward

For the past three years Campbell Soup Co. has put the advertising budget for its V-8 juice in radio. The move to network and spot radio came in the fall of 1961.

That year V-8 was infrequently mentioned in a consumer survey on what kinds of juices were served in their homes. Although respondents could describe the label and even identify the eight ingredients, when specifically asked, Campbell attacked from a new front—radio.

Needham, Louis & Brorby, Chicago, created the "Wow" jingle and the phrase "that sure doesn't taste like tomato juice" as screamed by Doree Crews became an overnight hit. In a 30-day local market test of the jingle, product awareness rose 18%.

The national campaign that followed saw 100% of the V-8 budget put into two networks and spot radio in 10 markets. The campaign was scheduled for 40 weeks, but discontinued after 12 because a sales spurt dropped the inventory to a low point and sales projections indicated the product would be sold out before Campbell could replenish its store.

But when inventories rose V-8 went back to radio with its 30-second spots and business "has increased at a rate significantly higher than the rate of increase before we launched the campaign," K. L. Jolly, Campbell's director of corporate relations, said.

Beans Now ■ In 1964 Campbell is switching most of the advertising for its four kinds of beans to radio, with commercials having a humorous touch. This

year V-8 commercials are being heard on ABC, CBS and NBC in 30 and 60-second versions and the beans are being promoted on all four networks.

V-8 is also a sponsor of *Don McNeill's Breakfast Club* on ABC and the beans and soups are being sold on *Art Linkletter's House Party* on CBS. Soup products also have a radio schedule, which are pushed in certain spot markets to equalize weight around the country. The soup spots are mostly 60-seconds on the networks and 30 and 10-seconds in spot markets.

The outlook for 1965: An anticipated increase in ad budgets applied to a medium that produces results.

Network campaign #2: Phone ahead? You're sold

If you remember to phone ahead before going on a trip, it's probably due to a campaign, now in its seventh year, of AT&T through N. W. Ayer, New York.

In 1958, AT&T ran a 13-week summer campaign over Mutual. In 1964 the mid-May to mid-August campaign covered 1,241 stations on ABC, CBS, MBS and NBC for a total of 410 spots at a cost of \$278,000. And a campaign of the same level is planned for 1965.

The summer months, when people are planning vacations, are on-route or have arrived at their destinations, have been the most valuable time for this radio campaign, AT&T has found.

The over-all plan is to remind these travelers of the "advantages—physical and emotional—of 'calling ahead' to make reservations; calling home to let everyone know they've arrived safely, or just calling friends and family to keep in touch."

In the campaign just concluded, there were three basic long distance radio messages: making vacation plans; arranging short visits or weekend trips, and keeping in touch with home—all by long distance. There were four spots made on these subjects in 30-second versions, selected by AT&T "as the best broadcast buy."

Each commercial opened with an abbreviated version of a long distance jingle, and all ended with a tag line AT&T has used for the past four seasons: "So long . . . have a nice trip . . . don't forget to phone." The spots were produced by Jack Yopp of Ayer.

Network campaign #3: Rambler sponsors news

News and special events have proved to be good radio advertising vehicles for American Motors, which this year for its ninth, is a sponsor of NBC's



Do you sell toothpaste in Boston?

Whatever *you* sell, brush up on the facts about what's new in Boston radio and prevent sales decay! WMEX delivers the largest share of the five-county Boston mass market — the audience of big, young, growing families — at a far lower cost per thousand! Get the full story from your McGavren-Guild man. It's a story with real teeth in it!

The New Boston is tuned to

WMEX

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Los Angeles
OL 3-3940

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TN 7-0295

Monitor on weekends. Radio Advertising Bureau figures show Rambler spent \$333,000 in network and \$809,000 in spot in the first quarter.

Since Saturday and Monday are big car-selling days, Rambler automobiles get a push on the weekend newscasts. These programs "have good reach and penetration with good cost efficiency," according to E. B. Brogan, advertising manager of American's automotive division. The programs also provide flexibility "so that overnight we can be prepared with a special message of our own" as in "sales achievements, in winning economy runs and other ways. This news can be told promptly on news programs while the news is still fresh. At other times, when we have no special news message, our copy approach on network radio is the same as other media uses at that time, thus complementing and extending our normal advertising story."

In 1963, Rambler spent about \$1.5 million in radio, with the bulk placed on *Monitor* and 18 commercials each weekend on *ABC Weekend News*. A heavy spot program ran in all major markets for five weeks during May and June last year and that May became Rambler's all-time record month in sales.

In 1962, Rambler sponsored broadcasts of the space shots of John Glenn and Scott Carpenter—in one case on three networks. Dealers and the public praised the sponsorship and recordings of the broadcast were made available through local Rambler dealers.

Results ■ The news-approach commercials on the weekend broadcasts produce results, Mr. Brogan says, "in dealer reports of heavier showroom traffic Monday and Tuesday, and of heavy customer prospect discussion of commercials. Spots announcing special offers such as contest or giveaways invariably produce more traffic, often increased sales."

Although the *ABC Weekend News* was dropped in 1964, Rambler has added some heavy spot schedules. A three-week campaign in Rambler's top 50 markets in January consisted of 190 spots per week per market.

Through Geyer, Morey, Ballard, Rambler has used Ed Herlihy and Bob Dixon as spokesmen and singers like Frankie Laine, Chris Connor and the Barry Sisters to make Rambler's customized tunes ("When You're Smiling" and "Bill Bailey") a part of weekend listening.

Network campaign #4: Mennen sales increase

To sell men's products, use programs that men listen to. The idea has been successful for the Mennen Co. which sponsors news and sports programs on

ABC, CBS, Mutual and NBC.

Mennen, in the first quarter of 1964, spent \$949,000 in network radio, according to Radio Advertising Bureau estimates.

The Mennen move to radio began in 1960 when the company, which was advertising in TV and print, added a network radio saturation schedule in programs with high male listening levels. Within 14 months the company reported a 14% increase in sales of Skin Bracer and Spray Deodorant, the products that had received the radio push.

In 1961 Mennen introduced Sof' Stroke, an aerosol shave that was entering an already crowded market. By the end of that year, after the initial campaign, Mennen cut the budget to \$300,000 and added Sof' Stroke to the rotation in the established radio schedule. The first quarter of 1962 showed a 67% sales increase for the product.

Biggest Year ■ Mennen called 1962 its "best year ever" and while sales for all products showed an increase, 90% of the total sales jump was recorded in the three products on network radio.

The campaigns for these products continued through 1963 and their results have produced an increase in Mennen sponsorships and addition of other products in the line to radio.

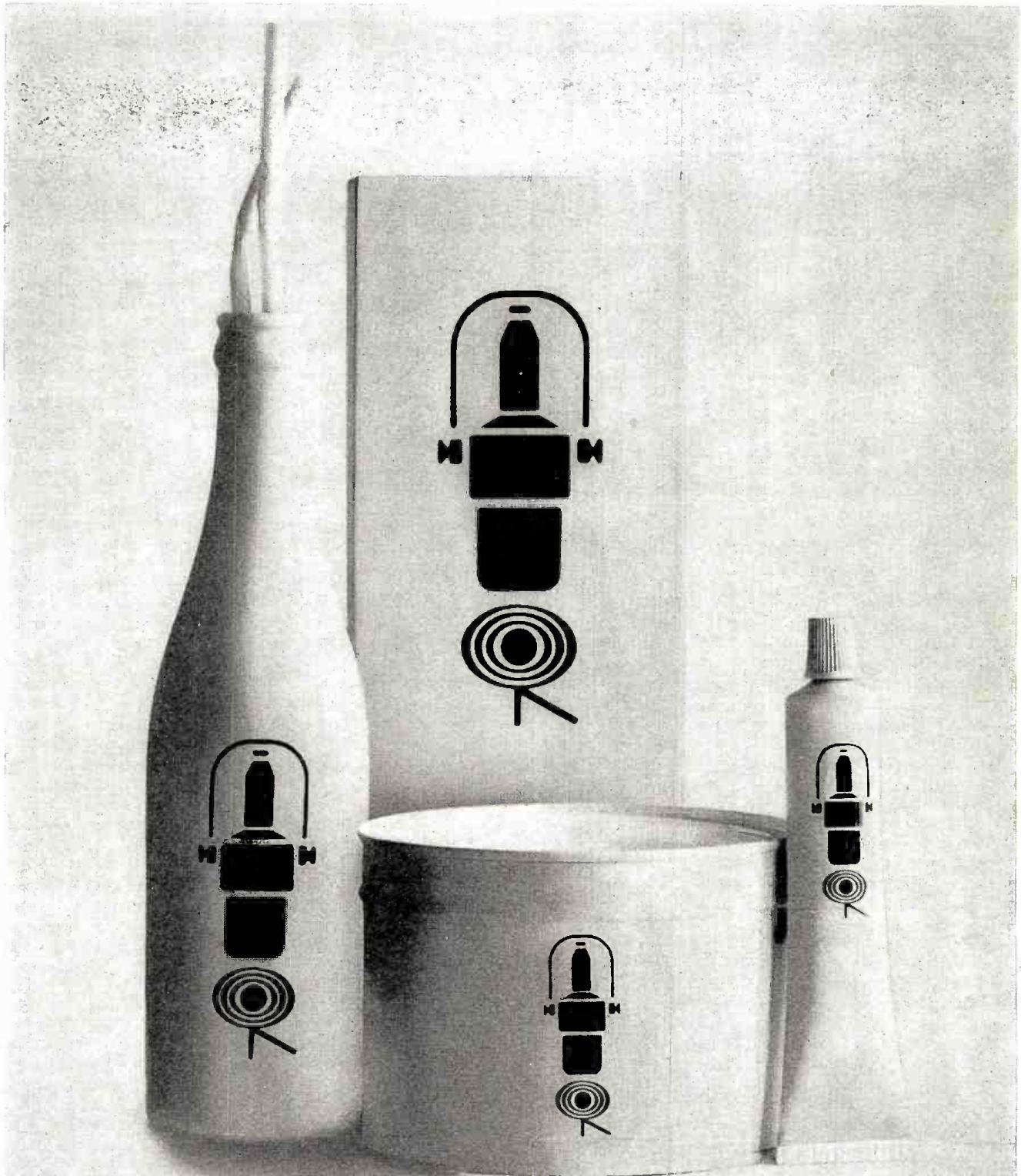
Today Mennen is using Tom Harmon, *News Around the World* and *Weekend News* on ABC; *Jack Drees Sports* and *CBS Radio News* on CBS; *Van Patrick Sports Reel*, 7:30 a.m. *News* and *Weekend News* on Mutual, and Joe Garagiola and *Monitor News* on NBC.

To the three products that gained such substantial results from network radio, Mennen has added Quinsana foot powder and Steri spray. The company is very satisfied with radio and plans indefinite future use. Charles Pentinger, advertising manager for Mennen, said based on the projected figures at the beginning of the year, in terms of sales increase that radio should bring, "brands using radio have progressed well with above average sales increases."

Local radio campaign #1: Shoe chain sales rising

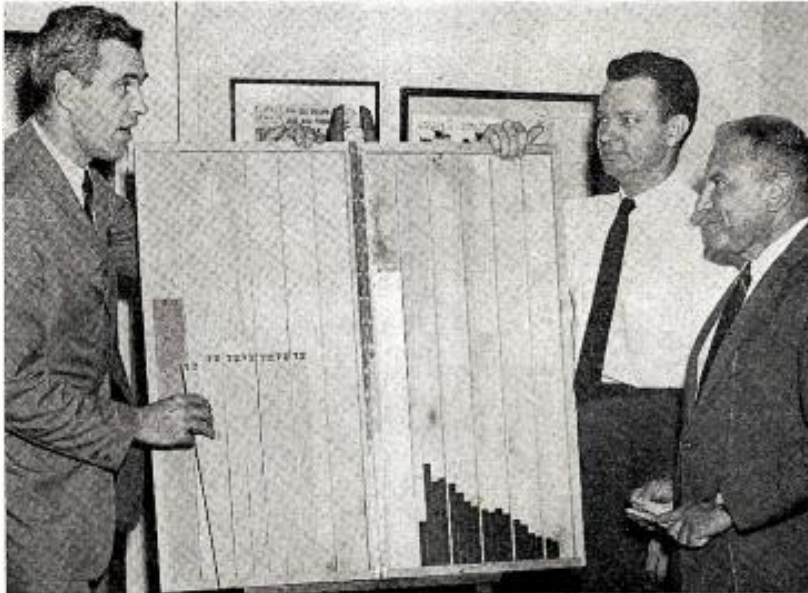
About three years ago a salesman for a Southern California radio station called on an advertising agency, expecting to say a few nice things about radio in general and his station in particular. But instead of talking, he listened, and what he heard was not especially flattering to radio.

It seems the agency had a retail account which was using radio, a top-rated music-and-news-and-sports station, but the agency head felt the commercials he so carefully prepared were being rushed through and brushed off and



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James Yergin, Westinghouse research director (l) discusses "Another Way to Look at Radio Listening" with Ralph F. Glazer, manager of radio sales (c) and A. W. Dannenbaum, vice president sales.

Week's listening: billion and quarter hours

The 18% average sets-in-use level often attributed to radio may sound relatively insignificant, but it figures out to approximately 1,238,000,000 home-hours of radio listening every week.

James Yergin, research director of Westinghouse Broadcasting Co., has developed a presentation (see picture) that stops short of converting the sets-in-use level into the incomprehensible astronomicals of home-hours, but does show its meaning in terms "that reflect the true dimensions of radio."

He starts with the figures of 18% average set-in-use, 72% average daily reach and 90% average weekly reach—all of which, he says, are conservative approximations of the actual figures.

Now, for simplicity, assume that there are 100 home sets; in that case, 18 is the average number of radio homes listening in any given hour, and 72 and 90 are the numbers listening in a day and a week, respectively.

First, multiply average daily reach—72 homes in this case—by seven

days. That shows 504 home-days of listening each week. Then divide the 504 by 90—the average weekly reach—and you get more than 5½ days a week of listening by those 90 homes.

Go back now to the 18 sets in use in any given hour. Multiply by 18 broadcast hours, which shows 324 home-hours of listening per day. Then divide by the 72 homes that listen in the course of a day and you find that the average for each of those homes is 4½ hours of listening per day.

Now convert back to percentage, and what it all means, Mr. Yergin points out, is simply this: "That 18 sets-in-use, when we really look into it, is 90% of the homes—that is, 48.6 million homes—listening for an average of 5½ days a week and spending 4½ hours every day they listen. That 18 is a measure for a moment in time, and radio's true dimensions can't be measured that way. Radio is not a brief encounter—it's an affair that is going on throughout the day, the week and the month."

he didn't like it. Radio stations ought to do more than just sell time and put the copy on the air, he fumed. They should accept some responsibility for seeing that the people who bought the time and used their facilities got the best possible results.

"Read the copy we submit," he challenged. "If you don't like it, tell us so.

Edit it. Change it. Throw it away altogether and write your own. It isn't the words we're interested in, it's the results they can produce for our client."

The salesman—George Green of KABC Los Angeles—took the challenge and got the business.

On Jan. 22, 1962, KABC began broadcasting commercials for Standard Shoe

Stores, a five-store retail chain in Southern California. "But these weren't usual commercials," Phil Lansdale, president of The Lansdale Co., Balboa, Calif., agency for Standard Shoe Stores, explains. "We didn't write them or create them. We simply arranged for each KABC announcer to visit a Standard store, get a free pair of shoes, look around, ask questions and then go back to the station and broadcast whatever he felt like saying about the stores and the shoes.

First-Hand Impression ■ "The theory was that if the announcer saw the name brand merchandise, the cut-rate prices and got the feel of the operation based on volume business and low profit margin, he'd be able to tell it to the listening public in his own way and therefore more effectively. We gave him a fact sheet but from there on he was on his own, with no restrictions.

"So they started. Sid Schwartz, head man of the chain, was in Hawaii that week, but he hadn't been back for more than an hour when he was on the phone asking me if I'd lost my mind. The store managers had been talking to him, reporting that customers had told them they were being maligned and insulted by KABC announcers and that they ought to stop it.

"I told him it was planned that way and if people were complaining about the commercials it meant they'd heard them and then had come to the stores and what was so bad about that? He wasn't very enthusiastic, but he agreed to go along and see what happened. And what happened was this: In January 1961 business at the Standard Shoe Stores was 1% better than it had in January 1960. But the January 1962 total was up 12% over January 1961.

"Of course, it was possible that radio had nothing to do with the upturn. After all, the ad-lib spots had been on for less than two weeks when the month ended. But business in February topped February 1961 by 12.4%, where the gain from 1960 to '61 for the month had been only 4.6%. And the 25 commercials a week on KABC constituted all of the advertising Standard Shoe Stores were doing at the time, so it seemed only fair to assume that there was some connection.

Since then, Standard Shoe Store commercials have been of the professional variety, with a humorous approach blended smoothly with a straightforward sales pitch in which price is strongly stressed. Here's a sample: "Can you qualify as an economish? You don't have to be stingy, exactly. To be an economish, you only have to be slightly tightwaddish. When you hear one of these genuine Standard Shoe Store commercials, you feel you've found a friend. It makes your 10 toes tingle to know that there are 50,000 pairs of shoes for

men, women and children in each of the five Standard Shoe Stores. The little hairs on the back of your neck stand straight out when you realize that every pair is at cut prices. \$24.95 shoes for \$15. \$18.95 shoes for \$12. \$12.95 shoes for \$8. . . . Hurry right down . . . But don't let the salesman know your an economist or he'll sell you three extra pairs."

All the announcements are live. The announcers have updated fact sheets and are encouraged to drop the prepared copy whenever they like, which isn't very often. "I only wish more of them would do it," Mr. Lansdale says.

For the past 32 months, the KABC commercials have constituted the bulk of the advertising of Standard Shoe Stores. Sometimes they were all of it. Newspaper space has been used and stopped.

But KABC continues to get the major share of the chain's advertising budget —now 2% of sales. And, speaking of sales here's the record of the last few years: 1960 — \$1,813,000; 1961 — \$2,102,000; 1962 — \$2,629,000 (and for most of the year there were only four stores); 1963—\$3,723,000 (with a new fifth store opened in March); 1964—\$2.4 million in the first half and the full year total expected to top \$4.5 million.

Local radio campaign #2: Men's shop sports center

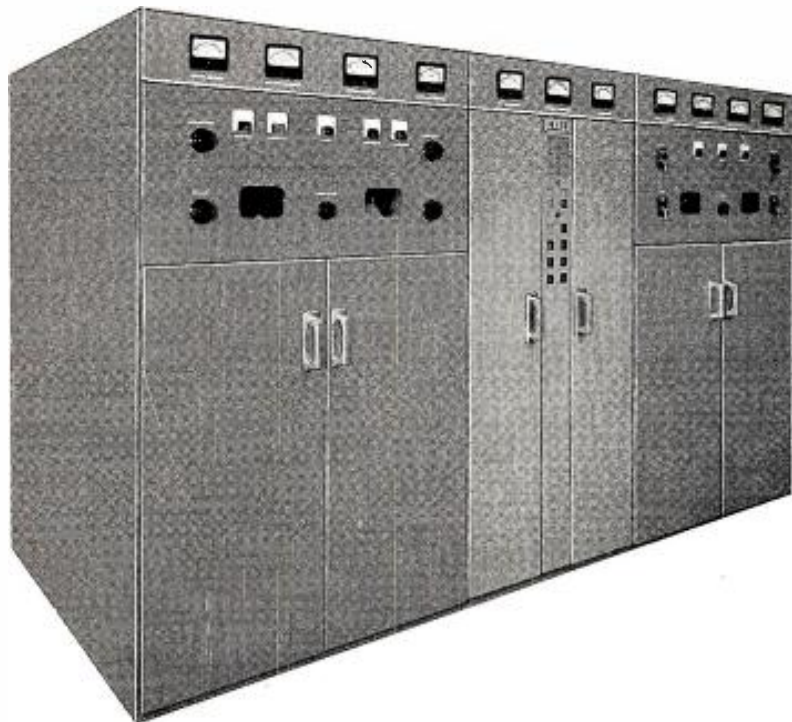
Long before the days of high-priced sports buys, a men's shop in El Dorado, Ark., found football on radio to be a very effective sales tool.

In 1942, B. C. (Cliff) Wright opened Cliff's Men's Shop, using a little radio and a little newspaper to get the store off the ground. His store was not large and it lacked storage room so advertising to keep merchandise moving was a necessity.

In the fall of 1942 the local high school football games, which had been under multiple sponsorship on KELD, were offered to Cliff's at \$45 a game. For the station it was not a gold mine, as the fee paid for the line costs, spotters, announcers and other items required in remote broadcasts.

But the football broadcasts brought people into the store and they bought. So in 1952 when the University of Arkansas games became available for the El Dorado area on KELD, Cliff Wright was ready, checkbook in hand. With the addition of the university games, Mr. Wright began paying as much weekly as he had paid for an entire season of high school football in 1942.

In 1964, Cliff's Men's Shop is paying \$115 a game for the 11-game high school season and \$92 a game for the



2 Million Watts
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40,000 hours of actual logged tube life • flatter frequency response • lower distortion • simple remote control. These are features that have sold independent broadcasters and governments world-wide on the Gates 50 kilowatt medium and short wave transmitters.

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The **LONE RANGER** series
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10 games of the university. His football budget is now more than \$2,000 a season.

Nearly every year, Mr. McKinney says, the men's shop "will spend more money in the football season than the average local account will spend all year long."

The men's shop moves a lot of merchandise these days although its size hasn't changed much. But for 22 years it has been a favorite meeting place for Monday morning quarterbacks to rehash the games.

Mr. Wright, who has been using 60 and 30-second spots prepared by the clothing manufacturers, is a firm believer in radio—particularly sports. Very often he takes some of the extra sports features that come along, including local or university basketball games.

Cliff's Men's Shop, through an unwritten agreement, has first crack at any sports feature available on KFLP. And the success of this store has created a waiting list of local sponsors ready to grab any sports event on the station.

For KFLP, the success of the men's shop has been a shining light. It took the local high school broadcasts "when we weren't able to give them away in a participating sponsor deal," Mr. McKinney notes. "Some of these same old-line merchants who said 'no' now would pay twice the price to have the broadcasts and can't understand why we don't pass them around."

Local radio campaign #3: Big news for Calhoun Life

In Charleston, S. C., wcsc doesn't lose advertising revenue when big news stories break and pre-empt regular programs. The Sam Salamon Co. and Calhoun Life Insurance in Charleston have standing orders to sponsor big news and weather stories.

Aaron Salamon, president and general manager of Salamon's Quality Discount store, buys all special newscasts

and Calhoun sponsors emergency weather broadcasts.

Whenever a news story appears to merit more than routine handling, wcsc contacts Mr. Salamon on his option to sponsor the coverage. In recent months he has picked up the coverage of a local kidnapping and sponsored the Republican convention.

In keeping with the type of program, he sponsors, Mr. Salamon uses only institutional advertising. Shoppers at his store are required to be cardholders, and it is to this audience that the commercials are directed.

Mr. Salamon feels that hard-sell spots usually associated with discount houses would be detrimental to the image he has created as a "quality merchandiser." And the reaction, Mr. Salamon says, "is favorable. Customers tell us quite often what a nice thing we're doing for the people in the area and encourage us to keep it up."

Calhoun Life Insurance got in its bid for the emergency weather broadcasts five years ago and has since sponsored news of four hurricanes.

When wcsc gets news of extreme weather conditions for the area, Calhoun is notified. The station has copy on hand and the contract goes into immediate effect.

Because there are often more than 150 daily weather bulletins necessary, Calhoun is billed on a daily rate. In addition the insurance firm pays the operational costs of the station from midnight to 5 a.m., usually the silent hours, and wcsc stays on the air 24 hours until the hurricane danger has passed.

Spots are based on the length of the bulletin. Short items are introduced as being brought to the listeners by Calhoun Life Insurance, and in-depth reports have one-minute spots with them.

Calhoun's office is in Columbia, S. C. and the Charleston representatives have encouraged continuation of the weather specials sponsorship because they receive good comments and has an effect on their sales.

THIS WEEK...

Devney-represented stations were sent a monthly check to cover all their national spot billing. To get your monthly check, contact . . .

THE DEVNEY ORGANIZATION, INC.

Station Representatives Since 1949

347 Madison Avenue, New York 17, N. Y. MUrray Hill 3-5830



Local radio campaign #4: Dealer group sells cars

Extra local spot dollars have been generated several times a year by WTOL Toledo, Ohio, through a highly successful "million dollar auto strip promotion" for Monroe St. Car Dealers, according to Bill Rimmelin, WTOL commercial manager.

The format has been used several years now and each individual promotion results in still higher sales for both new and used cars of the participating dealers, he said. Chevrolet, Ford, Chrysler-Plymouth and Buick dealers in a five block area take part.

Each promotion runs four to six weeks with 100 spots per week. Each announcement devotes 20 seconds to promote the million dollar strip itself with the remainder concentrating on an individual dealer and his offering. WTOL also airs promotion spots and does remotes from dealer sites.

Customer traffic builders used, Mr. Rimmelin said, have included a trip for two to the World's Fair and drawings for prizes such as radios (tied in last year with WTOL's 25th anniversary) with registration at showrooms. A "mystery" used car giveaway with clues given on the air and at dealers' lots as to its location drew "fantastic" crowds, he said.

AM radio editorializing shows 10% increase

Editorializing by radio stations took a giant step forward in the past 12 months. According to a nationwide survey for the 1965 BROADCASTING YEARBOOK 42.6% of AM radio stations now editorialize, at least occasionally, compared to 32.6% in last year's survey.

The survey of FM stations, which program independently, shows that 31.8% are now editorializing. This compares with 19.6% in the last FM survey, conducted two years ago.

The results:

AM	1964	1963
Stations editorializing	1,692	1,269
AM stations on the air	3,976	3,891
Stations editorializing	42.6%	32.6%
Editorializing daily	8.6%	7.0%
Editorializing weekly	4.6%	4.2%
Editorializing occasionally	29.4%	25.3%
FM	1964	1962
Stations reporting they editorialize	149	61
FM's independently programmed that answered Yearbook questionnaire	468	347
Stations editorializing	31.8%	19.6%
Editorializing daily	2.8%	3.2%
Editorializing weekly	4.9%	3.4
Editorializing occasionally	24.1%	13.0%

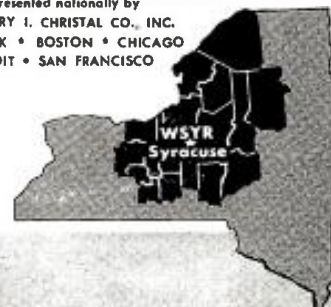
PERSONALITY POWER



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

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

Represented nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO



NBC in Central New York



5 KW - Syracuse, N. Y. - 570 KC

MUSIC A LA CARTE

In the restful hours after a busy day, most of 7½ million Angelenos enjoy a well earned repast. Their companion in these twilight hours is often radio. And for those listeners who are affluent, informed adults there is 50,000-watt KPOL AM/FM . . . to provide genuinely beautiful music and stimulating news coverage and analysis. Pulse, and/or your own experience, will show that KPOL is always among audience leaders in adult listenership and consistently delivers the largest audience of any of Los Angeles' good music stations.

**EVENING, MORNING
OR AFTERNOON . . .
KPOL REACHES
SOUTHERN CALIFORNIA'S
LARGEST AUDIENCE
OF AFFLUENT ADULTS**

KPOL

Distinguished Radio - Los Angeles

Represented Nationally by PAUL H. RAYMER CO.

Why North American is choosing radio

A test of various media during the past year which showed radio to be at least twice as efficient as print in finding people who are about to move was the chief reason that North American Van Line's \$1 million advertising budget this year will be allocated to radio, the firm's newly designated permanent agency, E. H. Russell, McCloskey & Co., Chicago, explained last week (AT DEADLINE, Sept. 21).

To kick off Jan. 1 with afternoon drive-time news shows on three of the four radio networks the campaign also is expected to include additional local radio buys by many of North American's 1,200 agents throughout the U.S. North American, which headquarters in Fort Wayne, Ind. will participate in the local buys through co-op funds for the agents.

The radio network purchases include Alex Dreier on ABC, Chet Huntley on NBC and Doug Edwards on CBS. Mr. Dreier also has been host of *Championship Bridge*, a Walter Schwimmer Productions' syndicated TV series which North American has used for five years in over 100 markets. North American is "phasing out" of TV for the present. Its media test did not include television.

Morning Emphasis ■ The company is recommending that the local radio buys should be made in morning drive-times to complement the afternoon network exposures and is offering a 15% bonus on top of its regular co-op allowance to agents who follow this radio recommendation. One special target executives "on the move" in both their careers and their home sites.

James D. Edgett, North American president, said the theme of the new campaign will be to "tell the public the truth about moving." He explained: "I want the public to know the truth about moving estimates, claims, delays—and what people can do about them. There has been little definitive, helpful information disseminated to the moving public to date."

When the Russell agency acquired the North American account last fall on an interim basis (former agency: Biddle Co., Bloomington, Ill.) it began keying all advertising with offers of free booklets and other items of value so it could measure costs of developing its prospect lists. Radio was tested in Chicago, South Bend, Ind., and Las Vegas.

The radio offers were qualified to restrict the potential respondents more than those solicited in the various print media. Even so, the agency reported, radio developed bonafide moving prospects at less than one-half the cost of the consumer print media.

E. H. Russell, agency president, serves

as account vice president on North American while the agency's Ruth Tumlin serves as creative executive. Charlotte Tucker, media director, is handling radio buying. North American's advertising and marketing director is Jack Schang.

Negro radio medium needs more research

Wilbur Dantzic and Michael J. Donovan of BBDO's media department last week urged Negro radio stations to unite in obtaining syndicated research data to counteract what they said was insufficient material thereby holding back advertisers from the fullest and best use of Negro media.

The pair spoke at the second annual Bernard Howard radio seminar held in New York, Sept. 22 and 23. They were joined by Carol Taylor, president of Negro Women on the March Inc.

Miss Taylor stated that it was the key responsibility of Negro radio to help the Negro help himself, noting that contemporary programming offered "highly commendable but conventional service."

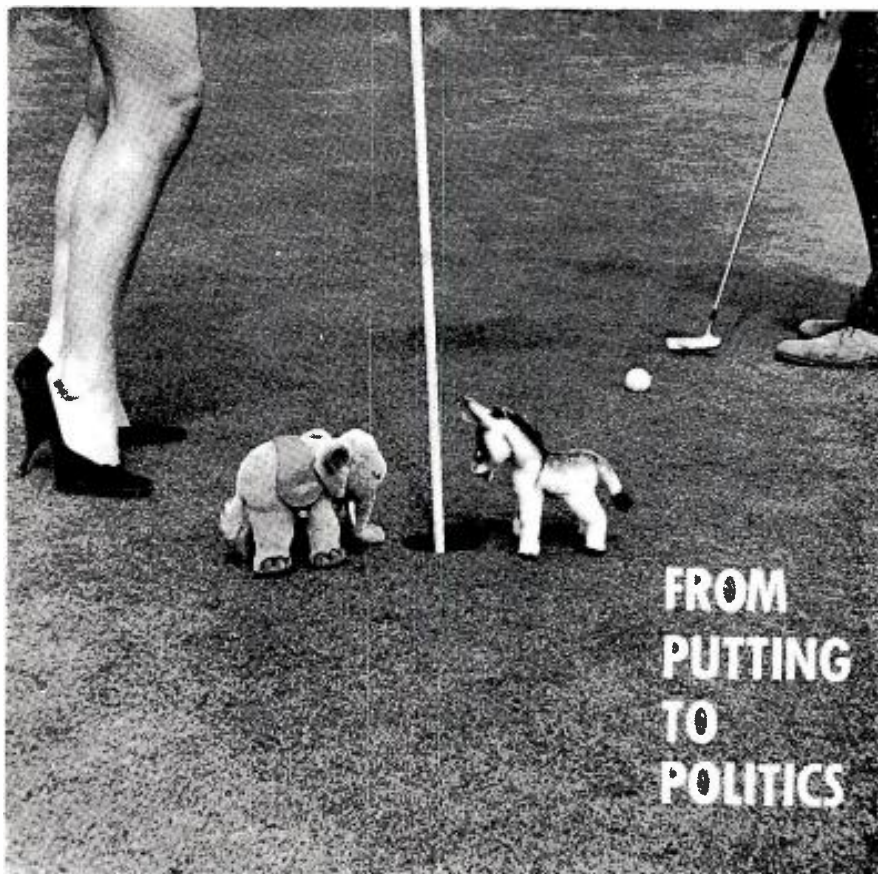
Also last week WLIB New York, announced it had formed a Negro housewives panel consisting of 300 New York women. The panel will be questioned by WLIB in an effort to offer advertisers and agencies an added research tool in the field.

Bell cites increase in radio code members

Between April and September of this year 320 stations became subscribers to the NAB radio code, raising membership to 2,150, Howard Bell, director of the code authority for the NAB, reported last week in a special closed circuit broadcast to managers of ABC Radio affiliated stations.

In an informal discussion with ABC Radio President Robert R. Pauley Jr., Mr. Bell pointed out that the NAB has been attempting to build up subscription to the code so that it will be more representative of the industry. At the same time the NAB has taken steps to make the public more aware of the efforts of broadcasters to regulate themselves, he said.

To assist broadcasters in their efforts to educate local advertisers and others in the community on radio code standards in effect today, the NAB is sending a radio code information kit to its members this month, Mr. Bell added.



Whether WSBT-TV has a Tele-Conference featuring golf pros or political candidates, the results are the same . . . thousands of questions are phoned in by viewers during the programs.

Our July show with three South Bend golf pros was directed to a specialized audience. Yet our phone lines were swamped with calls, and for a week we received heavy mail asking for another golf Tele-Conference.

Coming up next . . . pre-election Tele-Conference with top Indiana candidates. And, of course, WSBT-TV will again lead in reporting election returns on November 3.

Tele-Conference was originated by WSBT-TV in the South Bend market. It is only one of a long series of community-affairs programs that has made WSBT-TV the recognized leader in the greater South Bend market.



Paul H. Raymer • National Representative

The progress and plans of ARMS

Seeks ways to doublecheck automobile radio listening; methodology study will test both diary and 24-hour recall ratings methods

The All-Radio Methodology Study (ARMS) committee is currently working both on ways to doublecheck automobile radio listening and on final specifications for its full-scale radio audience measurement methodology study, Ward Dorrell, executive director of ARMS, reported last week.

Mr. Dorrell reviewed ARMS' progress and plans as principal speaker at a luncheon of the annual clinic conducted by CBS Radio Spot Sales with the general managers of the 11 radio stations CBS Spot Sales represents.

The full-scale methodology study is scheduled to get under way, in the field, by about Oct. 1. The study, to be done by Audits & Surveys Inc. and expected to take at least three months and probably cost \$125,000, "will not only test the various diary methods [of measuring listening] and report the findings according to these various kinds of methods, but will within the same framework of design test 24-hour recall, both by personal interview [system used by

Pulse Inc.] and by telephone [used by Sindlinger & Co.]"



Mr. Dorrell

The area or areas for the survey have not been designated.

Mr. Dorrell reported that the ARMS committee had been "seriously investigating" ways to check the accuracy of diaries in measuring automobile listening. In one test, probably concurrent with the major methodology survey, motorists will be interviewed at traffic intersections to determine sets-in-use, station shares and listeners per car.

Automation Sought ■ The ARMS executive said the committee had hoped to find an automatic device that could be installed in cars to double check auto listening but that none is available in sufficient quantity in time for the test deadline.

However, he said, the A. C. Nielsen Co.—which ceased its radio measurement services early this year—has made available "a sufficient number" of its recordimeters and that these, while not indicating which station is being tuned, "will, at least, record a total number of minutes of listening during the seven-

TABLE I
RADIO AUDIENCE MEASUREMENT SERVICES
CURRENT AND POTENTIAL SYNDICATED COMPANIES
SEPTEMBER 1964

	Current			Potential	
	PULSE 147 (1964 Market List)	HOOPER 97	SINDLINGER 28 plus	ARB 25 plus	SRDS-Data Inc. 10 plus
Markets syndicated					
How done	Personal recall	Telephone coincidental	Telephone Un-aided recall	Diary	Personal recall
Geographic area	Metro	City and Metro non-toll)	Metro	Metro and total area	Metro plus (TV area)
Time periods rated (Average ¼ hour except Hooper average minute)					
Weekdays	½ hour	½ hour (also evenings 7 day)	1 hours	½ hour	2 hour
Saturday	3 hour (22 markets)	2 hours	TBA	Combined, ½ hour	4 hour
Sunday	3 hour (22 markets)	2 hours	TBA		4 hour
Handling of no contact	Substitutes	None	Call back	Substitutes	Call back
Time of interview	After 6 p.m.	Coincidental	After 4 p.m.	Diary	After 4 p.m.

The techniques used by two current and three prospective local radio audience measurement services and the type of information each provides or plans to provide are summarized in these tables. They were released last week by CBS Radio Spot Sales at its annual clinic for the general

managers of the 11 stations it represents. In each case, officials said, the president of the rating company reviewed the analysis in advance and agreed that it offered an accurate appraisal of the particular service of his organization.

day diary period."

Mr. Dorrell said some experts thought an auto measurement device of Tele-globe Cosmotronics Corp., New York, which has been under study by the ARMS group (BROADCASTING, April 13), might be developed for mass production in the future but that the timing "is at the moment indefinite."

Other Sessions ■ Radio research also featured other sessions of the CBS Radio Spot Sales clinic, held Tuesday in New York. Current and potential radio rating services were examined, including SRDS-Data Inc. and its measurement as announced last week (see page 32).

Maurie Webster, vice president and general manager of the radio spot sales organization, announced that six of the eleven represented stations had set new sales records in the first seven months of this year. Four, he said, hit 10-year sales peaks while one set a six-year and one a five-year record.

The sessions also dealt with a spot radio review, sales tools, ingredients of station "image," promotion, merchandising and the value of stations working together to increase total radio budgets as well as their own billings.

Station managers on hand were Don Trageser, WEEI Boston; Ralph Goshen, WCBS New York; Jack Downey, WCAU Philadelphia; Ernie Shomo, WBBM Chicago; Bob Hyland, KMOX St. Louis; Jules Dundes, KCBS San Francisco and Bob Sutton, KNX Los Angeles—all from CBS-owned stations—Lloyd Dennis, WTOP Washington; Sid Levin, WKAT Miami; Larry Haeg, WCCO Minneapolis, and Frank Stewart, KTRH Houston.

Austin UHF plans '65 start

Southwest Republic plans early beginning for channel 42 station

A relatively new broadcasting company with considerable energy and apparently the funds to match, is preparing to challenge the television monopoly the family of President Lyndon B. Johnson has long held in Austin, Tex., with its VHF station. And the effort will be made with a UHF outlet.

Allen B. Heard, executive vice president of Southwest Republic Corp., said last week the company plans to put its station, KHFI-TV, on the air on channel 42 "by the first of the year." He said construction has already begun on the studio and at the transmitter site.

KTBC-TV (ch. 7), the only commercial TV station in Austin, a city of 200,000, is owned by Texas Broadcasting Co., which is controlled by the President's wife and two daughters. The company also owns KTBC-AM-FM.

The family's ownership was put into a trust shortly after Mr. Johnson entered the White House last year. But the President's connection with the federally regulated broadcasting industry has been an issue in the current election campaign—with special emphasis placed by the Republicans on the monopoly

position KTBC-TV has held.

The Johnson family's Texas Broadcasting Co., licensee of the stations, also has an option to acquire 50% of a community antenna television service in the area, Capital Cable of Austin. That company, in turn, has an agreement to purchase a competing CATV, TV Cable of Austin Inc. (BROADCASTING, June 29, 1964).

All Networks on KTBC-TV ■ Adding to the difficulties of a prospective challenger of the Johnson station is its affiliation with all three networks. CBS is the primary affiliate. KHFI-TV hopes to get an affiliation with ABC.

Construction permits for the two UHF channels assigned to Austin—channel 7 is the only VHF facility in the market—have been outstanding for several years. But Southwest's activities are the first sign one of them will definitely be used. The other—for channel 24—is held by Willard Deason, a former business associate of the President. Mr. Deason, who owns KVET Austin, has not indicated when he will start construction.

Southwest has been pointing to operating a UHF station in Austin since December 1963, when it acquired the construction permit held by Texas Longhorn Broadcasting Corp. for \$36,754.

Texas Longhorn had been issued the permit, in March 1962, to build a station, KTXN, on channel 67. Last summer, after the commission, in its proposed table of UHF allocations, proposed adding channel 42 to Austin, Southwest asked for permission to switch to that channel.

The commission approved the change,

TABLE II
RADIO AUDIENCE INFORMATION PROVIDED
CURRENT AND POTENTIAL SYNDICATED COMPANIES
SEPTEMBER 1964

	Current			Potential	
	PULSE	HOOPER	SINDLINGER	ARB	SRDS-Data Inc.
Homes using radio	Yes	No	No	No	No
Radio sets in use	No	Yes	No	No	Yes
Individuals using radio	Yes	No	Yes	Yes	Yes
Listeners per 100 homes	No	No	No	No	No
Ratings	Yes	Yes	Yes	Person only	Yes
Share of audience	Yes	Yes	Yes	Person only	Yes
Audience composition	Limited	Special study only	Detailed	Detailed	Detailed
Place of listening					
In-home	/	Yes	Yes	Tentative yes	Yes
Auto	Combined	Special study only	Yes	Tentative yes	Yes
Other	/	Special study only	Yes	Tentative yes	Yes
Total audience (Metro plus outside)					
Time block	No	No	No	Yes	Yes (TV area)
Daily	No	No	No	Yes	Yes (TV area)
Weekly	No	No	No	Yes	No
¼ hours heard	No	No	Yes	No	Yes
Cumulative audiences	Special study only	No	Average day only	Yes	Average day only
Time block	No	No	Yes	Yes	Yes
Average day	No	No	Yes	Yes	Yes
Weekly	No	No	No	Yes	No

subject to the filing of additional engineering data. This was approved last month, along with a proposal by the permittee to change the station's proposed transmitter site and height, and to increase its power—all of which, Mr. Heard said, was designed to provide a "first-class operation." The call letters were changed to KHFI-TV on Aug. 5.

Confident ■ Southwest, which is already in the broadcasting business, is confident it can put a UHF-TV station on the air and keep it operating until it earns a profit. The company last summer bought two Austin radio stations, KASE and KHFI(FM).

Mr. Heard said the revenue produced by the stations would help the company meet the deficit anticipated in the first year of the television station's operations. He said the company had the resources to meet any deficit that the radio stations' profits could not wipe out.

According to papers on file at the FCC, the company expects to spend \$673,527 to put the station on the air and another \$357,000 in first-year operating costs. Revenues in the first-year are estimated at \$289,000.

The corporation has obligated itself to more than \$300,000 for the two radio stations. The purchase price of KASE was \$275,000. KHFI cost \$50,000, plus \$21,649 in liabilities.

Southwest, which is capitalized at

some \$300,000, estimates it will cost \$726,000 to build the TV station and operate it three months without income, the financial qualification test used by the commission. It expects to raise this through loans and stock sales and deferred credit from equipment manufacturers.

The company is owned by nine Austin businessmen, headed by John Kingsbery, as president, and his father, E. G. Kingsbery, as chairman. They are in the construction-materials business.

The only professional broadcasters are Roderick Kennedy, former owner of KHFI and Mr. Heard, who was vice president and commercial manager of that station. Mr. Kennedy is promotion and sales manager of Southwest.

Mr. Heard said four of the owners, including himself, are Republicans, the others are Democrats or independents, he said. But he denied there was anything political in the decision to operate a television station in the market long dominated by the Johnson family station.

Broadcast Bureau asks FCC uphold revocation

The FCC's Broadcast Bureau last week said "there is no record basis" for WCLM(FM's) claim that the investigation leading to the revocation of the Chicago station's license "was initially or at any time incidental to police activity." The bureau told the commission that WCLM's plea for a reconsideration of the revocation should be dismissed.

The station's position, the bureau added, "is no excuse for deliberate misrepresentations and concealment."

WCLM lost its license by a unanimous vote by six FCC commissioners (BROADCASTING, Aug. 3). One of the issues in the case was that the station's licensee, Carol Music Inc., allegedly used multiplex facilities to provide bookies with horserace results. Hearing Examiner James D. Cunningham, in his initial decision, found that Carol Music was guilty of this charge, among others. The FCC's final decision did not adopt the findings as to the horserace news service, stating that there were sufficient grounds for revocation in that WCLM turned over control of its programming to an outside company without informing the commission.

In making its petition, WCLM said that the Broadcast Bureau has conducted an "intensive prosecution" of every possible irregularity (BROADCASTING, Aug. 31).

The bureau, in reference to the "misrepresentations and concealment," said: "Such actions effectively negate any inference or suggestion that the commission can in the future rely upon the promises or representations of Carol."

Senate antitrust group 'looks into' CBS-Yanks

The sale of the New York Yankees to CBS Inc. is being "looked into" by staff members of the Senate Antitrust

Subcommittee. The investigation was requested by Senator Philip A. Hart (D-Mich.), subcommittee chairman.



Sen. Hart

Senator Hart said last Thursday (Sept. 24) that the \$11.2 million purchase of 80% of the Yankees by CBS (BROADCASTING, Aug. 17) would undoubtedly be included in hearings on his bill next year.

The bill, S 2391, was reported out of the parent judiciary committee in August, but it is not expected to be voted on in this session.

S 2391 would exempt certain practices of organized sports from antitrust action and would place organized baseball in the same category as football, baseball and hockey, with respect to antitrust legislation.

NCTA's charges answered by Springfield UHF group

Springfield Television Broadcasting Corp., owner of five UHF television stations, last week returned an attack by the National Community Television Association against Springfield's position that community antenna television systems are detrimental to the development and growth of UHF-TV service.

Springfield's answer was generated by comments from the NCTA on the FCC's proposed rules to condition grants to microwave operators providing service to CATV systems. The NCTA holds that CATV's have "no discernible adverse impact upon local television stations (BROADCASTING, Aug. 10). In these comments, the association said Springfield's earlier arguments that CATV is a force destructive to UHF were "misleading" and contained a double standard. The NCTA claimed Springfield, for instance, prints an advertising brochure claiming its WRLP (TV) Greenfield, Mass., is carried on 11 CATV systems while at the same time it charges economic injury from these systems.

Defends Position ■ Springfield last week defended its contentions, telling

Career Position BROADCAST SALES ENGINEER

Vitro Electronics, developer of NEMSC-CLARKE equipment, has an immediate opening for a broadcast sales engineer. This position requires a minimum of five years actual selling experience of commercial broadcast transmitters, phase monitors, remote control and studio equipment. Additional knowledge of HF, VHF, or UHF receiving equipment also desirable, but not required.

This is a permanent career position at Vitro's modern facility in Silver Spring, suburb of Washington, D. C. Salary open. Excellent growth potential. Occasional out-of-town travel required. Send resume including salary requirements to: Mr. D. R. Statter.

VITRO ELECTRONICS

919 Jesup-Blair Drive
Silver Spring, Maryland

An equal opportunity employer

the commission that with the growth of CATV systems in the WRLP service area it has been increasingly difficult to maintain local service and advertising revenue. The UHF licensee also said that NCTA's statement that WRLP is a "satellite" is inaccurate. WRLP, Springfield said, broadcasts 17.6% of its programming on a local live basis, 15.9% in prime time. WRLP receives only its network programming and some local shows from Springfield's WWLP(TV) Springfield, Mass.

Springfield told the commission that the prospects facing local TV are "deluge, duplication, depreciation, displacement and destruction." The federal agency was urged not to control CATV via the microwavers, who, in most cases, do not manage the CATV served, but to apply direct regulation of systems. Springfield said only 250 of some 1300 CATV systems are users of microwave relays.

Mid New York Broadcasting Corp., licensee of WKTV(TV) Utica-Rome, N. Y., and 71% owner of a CATV system serving Utica, believes "that where practicable the joint ownership of CATV and television . . . is the best solution" to the conflict of the two services. But the WKTV licensee pointed out that it "entered the CATV field as

the only means at its command for protecting local television service" as it saw CATV springing up around it.

Mid New York Broadcasting filed its comments in response to the FCC's inquiry into CATV ownership by television licensees (BROADCASTING, April 20).

FCC commissioners to attend fall meets

FCC Commissioner Robert E. Lee is scheduled to attend the fall conference of the National Association of Broadcasters in—you guessed it—Richmond, Va. Despite his name, Mr. Lee is from Chicago.

With one exception, all commissioners have agreed to attend the fall meetings which start Oct. 12-13 in Salt Lake City. FCC Commissioner Robert T. Bartley will attend there. Other assignments:

Oct. 15-16, Los Angeles, Commissioner Rosel H. Hyde; Oct. 19-20, Oklahoma City, Chairman E. William Henry; Oct. 22-23, Des Moines, Iowa, Commissioner Lee Loevinger; Nov. 9-10, Detroit, Commissioner Kenneth A. Cox; Nov. 12-13, Albany, N. Y., unassigned;

Nov. 16-17, Richmond, Va., Commissioner Lee.

It's the first time in eight years that FCC commissioners have attended NAB fall conferences.

Also announced last week is the schedule of conferences to be addressed by NAB executive board members. Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, will speak in Des Moines and New Orleans (Oct. 22-23 and 26-27); Rex G. Howell, KREX Grand Junction, in Salt Lake City and Los Angeles (Oct. 12-13 and 15-16); Mike Shapiro, WFAA-AM-FM-TV Dallas, in Oklahoma City and Detroit (Oct. 19-20, Nov. 9-10); Jack W. Lee, WPRO-AM-FM-TV Providence, in Richmond (Nov. 16-17), and Jack F. Dille Jr., Communicana Stations, Indiana, in Albany, N.Y. (Nov. 12-13).

Cox, Quaal to Milwaukee

FCC Commissioner Kenneth A. Cox and Ward Quaal, executive vice president and general manager of WGN Inc., will make a joint appearance Oct. 13 before the Milwaukee Radio Television Council Inc. in that city. They are scheduled to discuss "FCC Regulation and the Public Interest," before a luncheon meeting of the Milwaukee group.

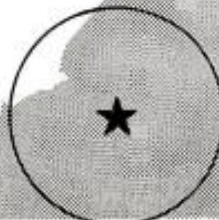
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WDBJ-TV
ROANOKE



National representatives: Peters, Griffin, Woodward, Inc.

World viewed through rose-tinted glasses

CBS Radio affiliates told what they like to hear: network sales and station compensation high

Harmony and optimism prevailed at the 11th annual CBS Radio Affiliates Association convention in New York last week as the network affiliates heard reports of continued high levels of network sales—and of station compensation.

Activities through the Wednesday-Thursday meeting included major luncheon addresses by CBS Inc. President Dr. Frank Stanton and John Crichton, president of the American

Association of Advertising Agencies (see opposite page).

Affiliates heard network President Arthur Hull Hayes forecast "an excellent year" for 1964 in which the network's payments to stations would be at least as high as a year ago, when they doubled original estimates.

In 1963, Mr. Hayes said, network sales jumped ahead 50% beyond their level in the preceding year, and 1964 sales, he added, will equal and may be

Humphrey has a bouquet for broadcasters

FCC Commissioner Lee Loevinger, an ex-justice of the Minnesota Supreme Court, was to address the Minnesota Broadcasters Association Friday (Sept. 25) night, delivering not only a speech but greetings from another man with strong ties to the state: Senator Hubert H. Humphrey (D-Minn.), Democratic candidate for the Vice Presidency.

Senator Humphrey earlier had written the commissioner asking that he "give my friends in Minnesota" a message. Mr. Loevinger complied by relaying the following tribute from the senator:

"I think that the broadcasting industry in this country has done a wonderful job in many respects. It has established a means of communication that truly reaches all the people. It has made entertainment, and, in many cases, culture and education available to the masses without cost. It has served as a means of reporting news quickly and realistically. Government, business and the public depend upon the fast, fair and factual dissemination of news and information which broadcasting provides so well.

"In my view, broadcasting is not merely another business but has become one of the truly important social institutions of our time. With few exceptions, American broadcast-



ers have served the public and the country well." Senator Humphrey's campaign trail crossed stations in Denver when he visited KBTW(TV)-KBTR Denver. Greeting the Minnesota Democrat is John C. Mullins, president and owner of the outlets.

ers have served the public and the country well."

Senator Humphrey's letter to Mr. Loevinger praised in particular the Minnesota broadcasters, saying they included in their number "some of the outstanding broadcasters in the nation as well as some of the most eminent citizens of our state."

a little ahead of those in 1963.

Bigger Share ■ The more than 300 radio executives gathered at the New York Hilton convention site were told that compilations of network sales figures show CBS Radio with a far more than proportionate share of total network billings. Mr. Hayes said CBS Radio continues to increase its share of the total market.

George J. Arkedis, vice president, CBS Radio Sales, said the network's 50% growth figure in 1963 compares with an all-industry average of 14% as estimated by McCann-Erickson.

Mr. Arkedis said the network's success could be attributed to a growing diversification in its list of advertisers. Twenty-five accounts, either new to the medium or returning to it after long absences, have been introduced to the network within the past year, he said.

Mr. Arkedis gave the affiliates a showing of CBS Radio's new presentation, "The Soaring Sixties," a 20-minute slide and film sales tool with Garry Moore as narrator.

The presentation will be introduced to advertisers and agencies in Chicago Oct. 20, starting a 16-state tour through 25 major markets. The network sales staff expects "The Soaring Sixties" to be seen by over 2,300 agency and potential-client executives, the approximate number that viewed last year's sales presentation, "SRO-1964."

Focus On News ■ Fred Friendly, president of CBS News, and Bill Leonard, executive producer of the CBS News election unit, gave the radio affiliates a rundown of plans for election-night coverage and an explanation of Vote Profile Analysis, the computer-based system by which CBS predicts election winners from early voting returns in key precincts.

Lee Hanna, director of radio news for CBS, told the meeting "we're finished following television. We're striking out on our own to capture the sound of the news—and the voices of the people who make it."

Stanton On Editorials ■ Dr. Stanton, longtime proponent of broadcast editorials, told the affiliates the matter of endorsement of political candidates should be given serious consideration at this stage in the growth of on-air editorializing.

Addressing a luncheon meeting of the affiliates Wednesday (Sept. 23) Dr. Stanton repeated that the individual station should increasingly take stands on both national and international issues. He also moved to correct what he called "misrepresentations" of his earlier statements on broadcast editorializing.

He said a proposal he made at the National Broadcast Editorial Conference (BROADCASTING, July 13), suggesting that broadcasters help make the civil rights law work by carrying editorials, had been misunderstood by

some as a call for a standardized approach to the rights legislation. "This uniform opinion," he said, "would then—allegedly—be propagated over the airwaves in one great burst of social conscience."

Dr. Stanton said, "this is not the case at all."

"One columnist," he said, "reported that I advocated immediate network endorsements of political candidates; that I planned to 'use' the network to advance my own ideas without providing those with opposing viewpoints the opportunity to answer back; and that it was my intention—and that of my 'henchmen'—to use the public airwaves to 'dictate the opinions of Americans.'"

The question of network editorials, asserted Dr. Stanton, is far less clear than is editorial comment by the individual station. He noted that the CBS Radio and TV networks had editorialized on matters of importance to the industry after first clearing with affiliates, but he said there is an inherent danger that network editorials may preempt a responsibility which primarily belongs to the local station.

A resolution adopted by the affiliates association and presented by Joe L. Smith Jr., of WJLS Beckley, W. Va., noted accord with Dr. Stanton's statements on editorial responsibility, expressed appreciation for CBS Radio's "increasing program, advertising and audience stature," commended network president Hayes for his 30 years with CBS, and expressed satisfaction with the health of network radio and "the consolidation in 1964 of the outstanding gains made in 1963."

\$6 million expected by WGN for the year

WGN Chicago will have a projected gross radio revenue of \$6 million for 1964 for a record year and giving it a volume "greater than any other station west of the Hudson River," Ward L. Quaal, executive vice president and general manager of WGN Inc., reported last week.

The projection, he said, is based on a 14% increase for the year's first six months. Chicago's 32 AM and FM stations together gross \$25 million in national and local business, he noted.

Three of WGN's 1964 baseball season sponsors already have renewed for the 1965 games of the Chicago Cubs, the station also announced last week. Oak Park Federal Savings & Loan renewed for the eighth year through Conner Associates while G. Heileman Brewing Co. renewed for the sixth year through McCann-Erickson and Serta Mattress Co. renewed for its fourth season via W. B. Doner & Co.

The need for radio research

4A's Crichton says agency computers can be radio's ally if fed good data

The use of computers by advertising agencies is moving more money into radio advertising, but radio still faces a "pressing need for better and more penetrating audience research," John Crichton, president of the American Association of Advertising Agencies, said last week.

Addressing a luncheon of the CBS Radio Affiliates' Association convention in New York last Thursday (see page 98), he praised radio as "a great medium of communication" and "a fine advertising medium" but said that from the buyer's standpoint the need for

Hayes gets gold mike

Arthur Hull Hayes, president of CBS Radio, was presented on Sept. 23 with a gold mike award in recognition of his 30 years with CBS. The presentation was made by Frank Stanton, CBS Inc. president, during the eleventh annual CBS Radio Affiliates Association convention in New York.

Mr. Hayes joined CBS in 1934. Since 1955, he has been president of CBS Radio and a member of the CBS board of directors.

Also honored with gold mike awards for achieving three decades with CBS Radio were WIBX, Utica, N. Y., and WDNC Durham, N. C. WIBX and WDNC bring to 32 the number of stations that have been awarded the trophy.

more radio research "is a requirement of the first magnitude."

Mr. Crichton recalled his prediction two years ago that the emergence of the computer would probably benefit radio.

"I believe it is more true today," he said. "In fact, in a check of AAAA agencies using their computers for media analysis, it is interesting to note that every one of them except one is now spending more money in radio than two years ago when I made the original forecast. The exception is an agency which has always used a good deal of radio, and its usage is at about the same level as in 1962.

"The evidence suggests that the computer is not an adversary for you, but an ally.

"But it must be fed information, and Ruth Jones of J. Walter Thompson has repeatedly made the point that unless radio stations produce more information of real use to buyers there is nothing to program into computers."

Reflections Not Complaints ■ Mr. Crichton quoted several agency executives on the handicaps imposed by inadequate or insufficient research. These are not "complaints or suggestions," he said, so much as "reflections of the need which agencies feel for more and better information on radio.

"This demand," he said, "will not diminish. It will increase. It will increase because the need for better documentation and more sharply defined media targets is increasing. In short, it is not an aggravation to the radio business but an opportunity."

The reasons for agency interest in radio, he said, are clear:

"Radio is a medium with considerable reach, it can be bought to accommodate a flexible advertising pattern, and it is still quite cheap. It offers considerable opportunity for testing and innovation. It permits quick promotional support for products in limited distribution. It offers the possibility of quick testing of promotional deals and offers. Its basic materials are inexpensive, can be changed readily and are not technically complicated. Finally, radio offers 'proximity to purchase'—one may reach the prospect on his or her way to work or shopping."

The Problems ■ But many more advertisers would be using radio "if they could satisfy themselves on several difficult points," he said.

Among the problems, he said, are rates: "Because they believe radio rates are totally unfathomable, some advertisers and agencies have written radio off, and if not, there is a suspicion that someone is buying radio cheaper than they are."

There also are problems in too-competitive selling practices and in programming, he suggested, but he said most knowledgeable agency people think improvement is being made on both of these points.

Taped Commercials ■ Mr. Crichton noted that a National Association of Broadcasters survey, made "with a push from the AAAA," found that most broadcasters preferred to air commercials on cartridge tapes—but that "nearly a quarter of the stations do not have cartridge tape facilities." Moreover, he said, the survey turned up "a surprising amount of old equipment in use in stations.

"Some of the problems of poor quality in sound reproduction in commercials are traceable to antiquated

equipment, some to inept and careless maintenance, some to the dubious practice of using announcers to transfer tapes in lieu of engineers," he asserted.

He also stressed agencies' interest in the balance of volume in sound between programs and commercials. "We are led to believe," he said, "that too often commercials are aired without ever having been rehearsed in advance and levels set so that they will match the peaks of the surrounding program or commercial material."

Mr. Crichton also noted AAAA's past participation in broadcast talent union negotiations on a national scale and called upon broadcasters for "your support for equitable local [talent union] codes, in areas where the talent is unionized."

KCET(TV) begins ETV in Los Angeles

Today is ETV Day in Southern California, when KCET(TV) Los Angeles makes its debut as the area's first non-profit educational television station. Its program schedule will be divided between daytime classroom instructional programming and nighttime cultural pro-

gramming for the home audience.

The debut climaxes three years of effort by a group of citizens who organized Community Television of Southern California, secured an FCC license and raised the funds to get KCET started, with a healthy assist of \$250,000 each from CBS, NBC and Metro-media and \$100,000 from KCOP(TV) Los Angeles (BROADCASTING, Feb. 10). The ETV also will receive 80% of the profits of Oak Knoll Broadcasting Corp.'s interim operation of KRLA Pasadena-Los Angeles.

KCET plans to program roughly 12 hours a day, from 11:15 a.m. to about 11 p.m. The first half-hour and the 1-3 p.m. period are slated for in-school programming. The luncheon interval is devoted to mother-and-child programs; the late afternoon to programs of interest to the youngsters returning from school; the evening to programs of general family interest, but with a cultural, intellectual accent.

The problem of KCET in diverting viewers from the commercial stations serving the Los Angeles area—seven VHF and one UHF, the latter an all-Spanish station programmed for the more than 1 million Latin Americans living in the area—is accentuated by its UHF location on channel 28. Some 200,000 homes are equipped to receive UHF

programs, but most them are occupied by families who are more interested in dramas and bullfights taped in Mexico City than in educational programming, U. S. style.

FCC shows it has a heart, after all

Because of "the extreme physical disability" of the proposed seller, the FCC has departed from rigidly held policy to approve the sale of WJZR Johnstown, N. Y.

A hearing examiner last year issued an initial decision recommending the revocation of the construction permit for the station held by Martin Karig. The examiner said he lacked the character qualifications to be a licensee.

Normally, the commission does not consider assignment applications in cases where a seller's character qualifications are in issue. But the commission made an exception because of Mr. Karig's physical disability.

The commission noted that Mr. Karig has a congenital fused spine depriving him of free locomotion. It said that because of this and his training, broadcasting is the only business in which Mr. Karig can participate.

The commission said Mr. Karig has an operator's license but that he has been unemployed since the commencement of revocation proceedings. It added that unless the sale is approved, he would not be able to educate his four children or support his family.

The sale, to Schoharie County Broadcasting Corp., is for \$45,000. The commission said Mr. Karig would make no profit on the transaction.

Hearing Examiner Herbert Scharfman recommended revocation of the construction permit on the ground that Mr. Karig had failed to keep the commission informed of his financial interests in the Johnstown radio station as well as in two Saratoga Springs, N. Y., outlets, WSPN and WSRA. Both are dark. The examiner also held that Mr. Karig continued to hold them after he had been told to dispose of his interests in all but one. The examiner noted that Mr. Karig's part ownership in the two Saratoga Springs stations violated the commission's overlap rules.

Changing hands

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

■ WADC Akron, Ohio: Sold by Allen Simmons to group of Cleveland businessmen headed by Harrison Fuerst for \$1,350,000. The Fuerst group includes

Outstanding Values in Radio-TV Properties

5-kw daytimer in progressive market. \$60,000 gross. Can be improved with owner-management. Excellent equipment.

\$100,000

1-kw daytimer. Absentee-owned. Good ratings. \$60,000 sales can be improved.

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Sheldon Singer, former general manager of KFOR Colorado Springs, Colo., who will become general manager of WADC following FCC approval; Stanley Fisher, Cleveland attorney; Arthur Schaffer, banking; Robert D. Gries, investor, and Robert D. Moss, attorney. Mr. Fuerst and others own KCEY Turlock-Modesto, Calif., and until last February owned KVOR. WADC was established in 1925, operates fulltime on 1350 kc with 5 kw and is affiliated with CBS.

▪ **KWIZ Santa Ana, Calif.:** 51% sold by Ernest L. Spencer to M. Philip and Thomas Davis for \$350,000. Retaining their 49% interest are Richard F. Dwyer and William A. Wilson. The Davises are attorneys. KWIZ operates on 1480 kc with 5 kw daytime and 1 kw nighttime. Broker: Blackburn & Co.

▪ **KKAS Silsbee, Tex.:** Sold by Val D. Hickman and Billie J. Holmes to Jewel P. White for \$65,000. KKAS is a daytimer on 1300 kc with 500 w. Broker: Hamilton-Landis & Associates.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (FOR THE RECORD, page 109).*

▪ **WJPS Evansville, Ind.:** Sold by Robert S. Davis and associates to Wayne Wyndham Geyer for \$251,500 plus \$100,000 for agreement not to compete. Mr. Geyer also owns WKEE-AM-FM Huntington, W. Va. WJPS is on 1330 kc with 5 kw day and 1 kw night.

▪ **WNNJ-AM-FM Newton, N. J.:** 50% interest sold by Robert A. and Agnes P. Mensel to Simpson C. and Naomi E. Wolfe (from 50% to 66⅓%) and Irving and Ethel Goldberg (33⅓%) for \$225,000. WNNJ is a daytimer on 1360 kc with 1 kw. WNNJ-FM is on 103.7 mc with 2.85 kw.

Eichmann forms sales presentation group

A new organization specializing in sales presentations has been formed by Ray Eichmann, former director of sales presentations and promotion for NBC-TV, New York. Mr. Eichmann's organization, The Communications Group, will be allied with Vizmo Productions, which supplies rear-screen projection for several TV shows. The Communications Group, now located at 1250 Avenue of the Americas, plans to move into joint offices at Rockefeller Center with Vizmo Productions early in January.

The Communications Group's services will be available to stations, representatives, networks and program packagers.

Triangle details CATV plans

Would spend \$2.2 million for New Haven operation;
PUC shows interest in Jerrold-Waterbury relationship

New Haven TV Cable Co. Inc., subsidiary of Triangle Publications Inc., Philadelphia, last week said that it planned to spend \$2.2 million for a community antenna TV system in New Haven, Conn., if given state authorization.

New Haven TV Cable presented its case as one of five applicants for a system in that city in hearings before the Connecticut Public Utilities Commission that began Sept. 14 (BROADCASTING, Sept. 21).

Triangle operates WNHC-TV (ch. 8) in New Haven.

Its proposed system would be equipped to deliver 12 TV channels to subscribers' homes, but would originally carry the programs of eight stations: WNHC-TV; WTIC-TV (ch. 3); WEDH-TV (ch. 24) both Hartford, Conn.; WHNB-TV (ch. 30), New Britain-Hartford; WNEW-TV (ch. 5), WOR-TV (ch. 9), WPIX-TV (ch. 11) and WNDT-TV (ch. 13), all New York.

In its application, New Haven TV

Cable estimated capital costs for the system would be \$2.2 million. Under proposed rates, the connection charge would not exceed \$25 and the monthly service charge would not be more than \$5. Projected losses for the first two years of operation at a \$15 installation charge and \$5 monthly fee would amount to \$500,000, thus requiring initial construction and operating funds in excess of \$2.7 million.

In a section devoted to its financial qualifications to operate the proposed CATV system, Triangle stated its net income, after taxes, for the year ending Dec. 28, 1963, was "in excess of \$5 million." The financial statement listed assets of \$84,110,413 on Aug. 8, 1964. This breaks down into current assets, \$42,473,464; plant and property, \$31,680,994, and what the statement calls "goodwill trademarks," \$9,955,955.

The application states that the CATV system will provide free installations for all public and parochial schools in the area, as well as fire and police stations,

TIME Magazine—Sept. 18, 1964

"... Radio stations are the ideal small business. They can be picked up for very little cash down. They cost little to stay on the air, have few failures and are easy to unload..."

(Provided, of course, a buyer has both extensive knowledge of a station and market along with the ability to place this knowledge into the right perspective as related to price and terms. May we help you in that respect?)

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SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22½" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

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BROADCAST ELECTRONICS, INC.

8800 Brookville Road
Silver Spring, Maryland

the city hall and five other city-owned buildings.

Also detailed are the company's CATV experiences in Binghamton, N. Y.

The application describes the proposed operation as potentially being "the largest community antenna system ever installed" in the U. S.

Triangle Stations are: WFIL-AM-FM-TV Philadelphia; WBNF-AM-FM-TV Binghamton; KFRE-AM-FM-TV Fresno, Calif.; WNHC-AM-FM-TV; and WFBG-AM-FM-TV Altoona and WLYH-TV Lebanon, both Pennsylvania.

Triangle Publishing also owns the *Philadelphia Inquirer*, the *Philadelphia Daily News*, *Seventeen* magazine, *TV Guide*, the *Morning Telegraph* and other publications and printing plants.

Other Elements ■ The hearing in Connecticut, in addition to receiving Triangle's proposal, continued to center on the relation of the Jerrold Corp., Philadelphia electronics firm and a CATV pioneer, to the Waterbury Community Antenna Inc., an applicant for a CATV license.

On Sept. 22 (Tuesday) the PUC adjourned sessions until next Monday (Oct. 5).

In discussing the Jerrold relationship, Frank M. Russell, a former NBC vice president said that Jerrold owns 80% of the Waterbury applicant; Congressman John S. Monagan (D-Conn.), whose district covers Waterbury, 10%; and that Mr. Russell and James E. Greeley of Washington, an attorney, each own 5%.

Also last week, the PUC began looking into the question of protecting local TV stations from CATV systems that would carry the same programs the local stations do. Two stations reportedly most likely to ask this protection are WHNB-TV, an NBC-TV affiliate, and WATR-TV Waterbury, an ABC-TV affiliate.

At one point in the hearing, Joel P. Smith, manager of Jerrold's operations division, said his firm would protect WATR-TV from CATV program duplication but could not hold out the same promise for WHNB-TV, a statement questioned by the commission.

Midwest says CATV would hurt competition

Midwest Television Inc., licensee of WCIA-TV Champaign, Ill., last week told the FCC that the part ownership by its competitor, Plains Television Corp.—owner of a second Champaign TV, WCHU—of a Danville, Ill., community antenna system would result in discrimination against Plains's broadcast competitors.

Plains, Midwest said, is 50% owner of Danville Community Antenna Inc., which has applied to the commission

for microwave relay authorizations.

Midwest said that "a license should be granted only if the applicant makes a compelling showing that its CATV operation would not adversely affect development of broadcast service to Danville and only on the condition that Danville Community Antenna Inc. will originate no programming and sell no advertising time."

Midwest said that its WCIA places a "strong grade B" signal over Danville, a city of 40,000 population. The WCIA licensee argued that its Danville audience "would be drastically splintered" by the proposed CATV system which would bring in two other sources of CBS network programming.

Discrimination ■ Midwest outlined the Plains' competitors that would allegedly be discriminated against: "WCIA . . . would find its CBS programming triplicated on the CATV; WTVP (TV) Decatur, Ill., an ABC affiliate and a broadcast competitor of Plains', WCHU Champaign and WICS Springfield [both Plains outlets] would not even be carried, and Plains' WICD (TV) [Danville] would be the only source of NBC programming on the CATV."

WCIA operates on channel 3. The three Plains stations are on UHF channels.

The Danville CATV, which has received a franchise from that city, would carry WFAM-TV Lafayette and WTHI-TV Terre Haute, both Indiana, and CBS affiliated, WGN-TV Chicago, an independent, educational WILL-TV Champaign and WLWI (TV) Indianapolis, an ABC affiliate.

Midwest also suggested that the Danville CATV would be in a "unique position to originate programming through the use of WICD's studios."

ABC Radio affiliate meetings

ABC Radio said last week it will hold a series of eight regional affiliate meetings in October and November in conjunction with National Association of Broadcasters regional sessions. The ABC meetings: Oct. 11, Salt Lake City; Oct. 16, Los Angeles; Oct. 20, Oklahoma City; Oct. 23, Des Moines, Iowa; Oct. 27, New Orleans; Nov. 10, Detroit; Nov. 13, Albany, N. Y., and Nov. 17, Richmond, Va.

Half of CATV sold

Purchase of half interest in the community antenna system in Waynesville, N. C., by Larry Flinn, New York, has been announced. Mr. Flinn bought the 50% interest from Bill Turner who retains the other half and who will continue to manage the system. The Waynesville system, which has been in operation the last several months, has approximately 300 subscribers. No price for the stock interest was reported.

To change or not to change?

Three commissioners hear oral argument on whether financial-qualification standards, applied to UHF's, should be amended

The FCC last week began the task of determining whether and how its financial-qualification standards can be amended, as they affect UHF applicants in intermixed markets, without shutting out all but the wealthiest aspirants.

The initial effort wasn't encouraging. It took the form of an oral argument before a three-member panel of commissioners on whether new financial issues should be added in three comparative hearings involving UHF channels in multiple-VHF markets—Buffalo, N. Y.; Boston, and Cleveland. The cases had been referred to the commission by the review board, because, it said, they raised novel questions.

The commission's Broadcast Bureau and two UHF applicants agreed that changes were needed but disagreed on the shape the new criteria should take—with the sticking point being the degree to which changes could be made before only the wealthiest corporations would be regarded welcome in UHF.

Four UHF applicants, against whom the new financial issues have been raised, opposed any change—at least so far as the hearings in which they are involved are concerned.

The commission has no rule specifying the financial qualification standards to be met. It follows a rule of thumb, developed over the years, by which an applicant is considered financially qualified if he can demonstrate an ability to build a station and operate it for three months without income.

Commission's Concern ■ But the commission is concerned that, in view of the past failures of new UHF stations, this standard might be inadequate in the case of applicants seeking UHF licenses in intermixed markets. Creation of the panel—consisting of Commissioners Robert T. Bartley, Kenneth A. Cox and Robert E. Lee—was one expression of the commission's concern. Another was its tentative decision to hold a rulemaking proceeding on the financial qualification issue as it affects all services (BROADCASTING, Sept. 14).

The Broadcast Bureau last week recommended a relatively limited extension of the rule of thumb. P. W. Valicenti, in making the bureau's presentation, said the commission should simply broaden the standard to include a requirement that an applicant demonstrate

that he can amortize loans and interest payments and pay equipment bills for the first year.

He said tests proposed by WEBR Inc. and United Artists would favor applicants with the greatest financial resources and would discourage applicants who have "modest means," but who are otherwise qualified, from applying.

WEBR Inc., licensee of WEBR-AM-FM Buffalo, has asked that its opponent for channel 29 in that city, Ultravision Broadcasting Co., be required to justify the reasonableness of its estimate of first-year revenues. Ultravision has estimated revenue of \$275,000; WEBR's estimate is \$86,000. If the estimate is found unreasonable, WEBR said, the FCC should determine whether Ultravision's programing promises can be kept.

Two Proceedings ■ UA has filed motions in two proceedings. In one involving its contest for channel 25 in Boston, UA has asked for a determination of whether the programing proposals of Integrated Communications System Inc. are feasible for a nonnetwork UHF operation in Boston.

In the other, involving channel 65 in Cleveland, UA asked for an issue to determine whether operating deficits of Cleveland Broadcasting Corp. and Superior Broadcasting Corp. are likely to extend beyond the first year and, if so, whether the applicants have the capital to continue a UHF operation for a "sustained" period. UA has since dropped out of that hearing.

Counsel for WEBR and UA said the present three-month standard is an inadequate test for UHF applicants in intermixed markets. And they said the Broadcast Bureau's proposed expansion of it does not go far enough.

Aloysius McCabe, counsel for WEBR, said the commission should require proof UHF's can survive. And he argued that requiring justification of first-year revenues would not constitute a "major overhaul" of commission rules. He noted that the commission has no rule, as such, on this matter, and that it has in the past required applicants to justify revenue estimates.

In response to a question from Commissioner Cox, he said he didn't think WEBR's proposal would bar only the wealthiest from entry into UHF. "You wouldn't be freezing out people who

weren't millionaires," he said, "only those who didn't have anything" but bank loans and "hope."

Harry M. Plotkin, counsel for UA, predicted that if stricter financial standards for UHF applicants were not adopted, "rich applicants" would still wind up with UHF stations. But these applicants, he said, would obtain the facility by buying it from the "little guy who went broke and looked for someone to bail him out"—not by applying for an initial grant.

Recommends New Test ■ He suggested that the commission establish the minimum amount of capital a UHF applicant must have to qualify financially. He said the commission has sufficient information—from station financial reports—to estimate the amount needed to launch a UHF station with a reasonable hope of success—a statement with which Mr. Valicenti sharply disagreed. Mr. Plotkin also suggested that studies be made to provide a basis for estimating the revenue a UHF could expect in various-sized markets.

Counsel for Integrated, Superior, Cleveland and Ultravision opposed the addition of a requirement that first-year revenue estimates be justified. They said this would introduce a speculative issue. They also opposed the bureau's recommendation that applicants demonstrate an ability to meet debts, interest and equipment payments in the first year.

Commissioners Cox and Bartley, after hearing several times the argument that applicants should not be expected to prove estimated revenues, asked, finally, how much weight the commission should give to the estimates applicants make.

Vincent B. Welch, counsel for Ultravision, who was asked the question, said applicants make "an educated guess." But, he said, submitting data that is subject to proof is extremely difficult. He said advertisers can't be expected to commit themselves to time buys before a license is even granted. And market conditions might change radically after an application is filed, he added.

Richard L. Perry of Integrated and Charles McKerns of Superior said that if changes are needed they should be made through a rulemaking that would affect future cases. Mr. Perry noted that the cases involved in the argument had been set for hearing on the basis of existing criteria.

And Miss Lorie Molnar, representing Cleveland Telecasting, said the commission would face a "gigantic problem" if it attempted to set a dollar figure on the capital an applicant would need to establish a viable station.

Warning on VHF poachers given

AMST session reminded land mobile services, military
covet channels; short-spacing attempts also cited

A stern warning that VHF broadcasters must continue to fight the battle of TV allocations, perhaps even more vigorously than before, was sounded last week to more than 80 engineers representing member stations of the Association of Maximum Service Telecasters.

The threat to television was raised by Edgar F. Czarra, Washington attorney with the law firm of Covington & Burling, and consulting engineer Howard T. Head of A. D. Ring & Associates. Both represent AMST.

Both noted that the next big move against TV is from the land mobile services which have asked the FCC for permission to share some TV channels. The FCC has established a committee to look into means of bettering land mobile use of its now-assigned frequencies.

But, Mr. Czarra went on, the request for sharing is just a first step. What land mobile users want, he said, "is to capture some television channels outright. . . ."

He also cautioned that the military still has its eyes on all 72 mc of the present 12-channel VHF television band, and that the proposals to establish farms for TV antennas bode no good for TV unless television's need for maximum height, maximum power and compliance with the mileage separation rules were permitted.

Mr. Czarra told the AMST engineers that in the eight years since AMST was founded 156 different proposals for short spacing were presented to the FCC threatening 163 different stations.

And, he noted, some proposals were repeated several times; Channel 13 in

Grand Rapids, Mich., has been threatened four times since 1956.

More than three out of every 10 TV stations have been threatened at least once by short spacing proposals in the last eight years, he observed.

Now UHF's Turn ■ There have already been short spacing proposals for UHF channels, Mr. Czarra reminded the engineers. And, he added, AMST must continue to protect the allocations plan for UHF as well as VHF. The growth of UHF is necessary to protect the integrity of the VHF allocations, he warned. "If UHF doesn't show healthy development by 1969 or 1970," he said, "one does not have to be clairvoyant to foresee renewed proposals either for deintermixture and all-UHF, or for no UHF and an emasculated VHF."

Mr. Head told the AMST engineers that the association was now looking into the worth of precision offset which has been proposed as a method of short spacing TV stations in the VHF bands without increasing interference. Although carrier offset as now practiced does minimize interference, it uses carrier frequency separations of 10 kc to 20 kc. Precision offset, he explained, required carrier frequency separations down to "a very few cycles per second."

Precision offset looks good in the laboratory, he said, but it has not been field-proved. This is what AMST is undertaking now, he said.

Mr. Head also described the method by which AMST keeps up-to-date on all applications, petitions, rulemaking motions, etc., involving TV stations. About four years ago a master file of punch cards with technical data on ex-

isting stations was established. Every Monday morning, all new applications, petitions and proposals are entered on new cards, which are then compared with the master file in a computer. The computer prints out pertinent information where short spacing is indicated and then AMST decides what to do.

Panel Discussion ■ Following the two speeches, a panel of former chairman of the AMST's technical committee discussed the engineering activities of the association and answered questions.

EIA wants status quo on tube ads

A decision seeking to persuade the Federal Trade Commission to maintain the status quo on what can and cannot be used to advertise television picture-tube sizes was voted by the executive committee of the consumer products division of the Electronic Industries Association.

Acting at the fall conference of EIA in Boston, the consumer products division instructed Jack Wayman, EIA consumer products staff director, to meet with tube division representative to arrange for a single spokesman from EIA to appear before the FTC at its scheduled hearing Oct. 20.

The group authorized the EIA witness to ask the commission to continue the present trade rule, although it expressed no opposition if the FTC wants to change the rule into a regulation. The present rule, adopted in 1955, permits TV picture tubes to be advertised on the diagonal, including all the area covered by phosphor. This includes the sidewalls which, the FTC says, is not a picture viewing area.

Last month, the trade commission issued a notice proposing that the rule be changed, and made into a regulation,



Fielding questions from engineers at the first technical meeting of the Association of Maximum Service Telecasters were present and past chairman of AMST's technical committee. Shown here are (l to r): John H. DeWitt Jr., WSM-TV Nashville; Henry E. Rhea, WFIL-TV Philadelphia;

Orrin W. Towner, WHAS-TV Louisville (the present chairman); Howard T. Head, A. D. Ring & Associates (moderator); Joseph B. Epperson, Scripps-Howard Broadcasting Co.; Clyde M. Hunt, Post-Newsweek Stations, and Edgar F. Czarra of the Washington law firm of Covington & Burling.

to ban the advertising of picture tube sizes unless it is "the actual size of the viewable picture area measured on a single plane basis." It also provides that if the size is not the horizontal measurement, the advertisement must "clearly" show the manner of measurement" (BROADCASTING, Aug. 31).

Under the present FTC rule, adherence is voluntary; when the FTC issues a regulation it has the force of law.

Opposition to the change among TV manufacturers is based on the fact that the 1955 rule was adopted after many months of conferences between the government officials and TV set makers, and the adoption world wide of the current practice. Manufacturers also maintain that the present system adequately protects the consumer.

In other highlights at the Boston meeting EIA:

- Reiterated its stand opposing the FCC's proposal to approve aural power of TV stations at 10% to 20% of peak video effective radiated power (EIA and its TV manufacturer members have asked the FCC to raise this ratio to 20% to 30%, because of critical tuning especially in UHF [BROADCASTING, Aug 31]).

- Authorized Mr. Wayman to explore ways of exhibiting radio and TV products in conjunction with such other organizations as National Appliance & Radio Dealers Association, National Association of Music Merchants, the High-Fidelity Institute. The ultimate hope, it's understood, is to have a joint radio-TV show on a national basis.

- Expressed its opposition to an informal proposal by the FTC requiring labeling on U. S. products that contain parts imported from other countries. There is no need for such a labeling requirement to protect the U. S. consumer, the EIA officials contended.

Japanese company to make Ampex gear

The Ampex Corp., Redwood City, Calif., and Toshiba/Tokyo—Shibura Electric Co. received approval of the Japanese government for the formation of Toamco, a joint venture to manufacture and market Ampex products in Japan.

Mr. B. A. Olerich, vice president of international operations at Ampex, said incorporation of the firm will be completed in October with production beginning later this year. He added that increased sales are expected from the formation of the new company which will manufacture Ampex Videotape recorders, computer tape transports and instrumentation recorders.

Toshiba will have controlling interest

of 51% of Toamco while Ampex will own the remaining 49% with capitalization of \$1.1 million.

In addition to Toamco, Ampex has foreign operations in Reading, England; Nivelles, Belgium; Hong Kong; Calgary, Canada, and Annecy, France. Ampex's domestic manufacturing facilities are located in Los Angeles; Chicago; Houston; Opelika, Ala., with operations under development in Colorado Springs.

Annual sales for Ampex were approximately \$140 million last year while Toshiba's sales were about \$700 million for that period.

Johnson nominates 3 Comsat directors

President Johnson has sent to the Senate for confirmation the names of the three public directors of the Communications Satellite Corp. to round out the first elected board of directors (BROADCASTING, Sept. 21).

Nominated by the President are Frederick G. Donner, chairman of the board of General Motors, for a term ending next year; George Meany, AFL-CIO president, for a term ending in 1966, and Clark Kerr, president of the University of California, for a term ending in 1967.

When confirmed, these three will complete the 15-man board of Comsat, which includes six directors elected by the public stockholders and six by the common carrier stockholders.

RCA says its color profits not excessive

RCA denied last week that its profit on the sale of color television picture tubes is out of line considering the company's long history of multi-million dollar expenses in the development of color TV. The over-price charge was raised earlier by Admiral Corp., Chicago, which plans to make its own color tubes starting next year.

RCA acknowledged that the sale of color tubes and color sets have been contributing materially to RCA profits for the past two years, but explained that in the light of the "substantial" color pioneering effort the company does not consider these profits "unreasonable."

Admiral charged that RCA's color tube price is "abnormal" because the company charges essentially the same for the tubes today as a decade ago. Admiral said the RCA price is \$98.50 for a round 21-inch model.

Syncom III has full-scale test

Japanese development which saves bandwidth used in Japan-to-U.S. transmission

A Japanese development which saves bandwidth but doesn't degrade the picture was scheduled to be tested for the first time last weekend with the first full-scale TV transmission between Japan and the United States via Syncom III. The test was in preparation for live TV coverage of next month's summer Olympics in Tokyo.

Syncom III, now hovering over the international date line in an equatorial orbit, is in nearly circular orbit. Its distance from earth ranges from 22,164 miles to 22,311 miles, and from earth appears to hang motionless in the sky.

Using a compression system which reduced the bandwidth requirements, the Japanese have planned to send a TV program from its ground station at Kashima, near Tokyo, to Point Magu, Calif., via the synchronous satellite. The system, expected to double the signal-to-noise ratio, uses TV tape recorders at both ends. The TV picture is recorded at the transmitting site. Only every other line is beamed to the satellite from the sending transmitter, resulting in stronger signals in narrower bandwidths. The signals are received in the United States also on a tape recorder, with missing lines interpolated through a special device developed by the Japanese. The completed picture is then sent on regular microwave or cable lines to its destination—for the United States and then to Canada and Europe.

Television tests already transmitted from Japan to the California receiving site, without the bandwidth reduction technique have resulted in "very good" TV pictures, a spokesman for the Communications Satellite Corp. reported. Comsat is handling the arrangements for the Olympic transmissions by way of Syncom III.

The hanging satellite was not designed to handle TV relay, but the compression technique is expected to permit TV pictures with good quality definition to be received in the U. S.

Sometime last weekend, scientists at the National Aeronautics & Space Administration planned to command the firing of hydrogen peroxide jets aboard the satellite to change the relay's spin axis. This is expected also to help improve signal strength.



Time-Life engineers hold skull session

Engineering executives of Time-Life Broadcast stations conferred in Washington for two days last week, trading technical and manpower experiences among themselves and hearing from George Bartlett, manager of engineering for the National Association of Broadcasters; Edward W. Allen Jr., FCC chief engineer, and Wallace E. Johnson, assistant chief (engineering), FCC Broadcast Bureau. The conference was under the guidance of Ole Morby, *Time-Life* Broadcast coordinator. Shown

at work in Washington are (l-r) Louis P. Gratz, director labor relations, Time Inc.; Ward Bledsoe, KERO-TV Bakersfield, Calif.; Charles F. Robison, WOOD-AM-FM-TV Grand Rapids, Mich.; John M. Baldwin, director of engineering, foreign operations; Eugene Jenkins, KLZ-AM-FM-TV Denver; Robert Flanders, WFBM-AM-FM-TV Indianapolis; LeRoy Bellwood, KOGO-AM-FM-TV San Diego, Calif., and Frank Merklein who is production manager, foreign operations.

Sylvania has new closed-circuit camera

Sylvania Electric Products last week introduced a transistorized, closed circuit, high resolution television camera with a built-in electronic viewfinder.

The new 800-line resolution viewfinder camera provides broadcast quality

in a transistorized lightweight package which, Sylvania reported, can be used for studio, educational, business, research, and industrial purposes. A self-contained unit, the camera requires a television monitor to provide a closed circuit link that can show detailed pictures of laboratory experiments, scan fine print, or monitor employee identification badges.

In another development, Sylvania in-

roduced a mobile television studio that can be "plugged in" to a coaxial cable to transmit educational programs over telephone wire. The studio on wheels will be used by the students and faculty of the Darien, Conn., public school system. This specially designed studio is believed by Sylvania to be the first of its kind used by a public school system. It measures 34 feet by 8 feet. Programs may be taped, filmed or presented live.

Delay asked in comments on microwave rule change

The National Community Television Association and the National Association of Microwave Common Carriers last week asked the FCC to delay until April 1, 1965, the deadline for comments on the technical aspects of the commission's proposed rules to reallocate common-carrier microwaves serving only community antenna television systems in the 12700-12950 mc band. The associations asked that the deadline of commenting on other aspects of the proposed rules be postponed until Jan. 4, 1965.

The deadline for comments is this Thursday (Oct. 1).

The proposed rules would establish a new service, the community antenna relay service (CAR), and is "designed to provide for the potential growth of CATV systems and more efficient usage of the spectrum allocated to them" (BROADCASTING, Aug. 3).

The NCTA and the NAMCC said that they are working on a cooperative study of the technical aspects of the rulemaking and seek the additional time to complete the work. Both association's pointed out that there would be no need to delay comments on legal and other aspects beyond Jan. 4, 1965.

FANFARE

Triangle opens new \$5-million facility

The new \$5-million circular structure housing the headquarters of Triangle Stations, and also WFIL-AM-FM-TV Philadelphia, Triangle's key stations, was officially opened in Philadelphia with a tour of its facilities on Sept. 21.

Approximately 150 people took part in the tour, more than 100 participants representing advertisers, advertising agencies and news publications, and others representing John H. Blair & Co., station representation firm, Triangle executives, talent and personnel. Triangle Stations is the radio-TV division of Tri-

angle Publications Inc.

The ceremonies included a whirlwind bus tour of Philadelphia landmarks, an inspection of the Triangle broadcast center, and samplings of Triangle's new syndication program product. The group also attended a Philadelphia Phillies-Cincinnati Red baseball game at Connie Mack Stadium. Roger W. Clipp, Triangle's chief broadcasting executive, was host to the group which also included educators and "VIP's." George A. Koehler, station manager of WFIL-AM-TV, was host at a reception in downtown Philadelphia.

The new circular building, which has 80,000 square feet of floor space, is on four acres at Monument and City Line avenues. Elements of Triangle's broadcasting operation started occupying the

site late in January. In a 90-day period, more than 200 employees transferred the functions of 30 departments to the new quarters. Other Triangle stations: WNHC-AM-FM-TV New Haven; WNBK-AM-FM-TV Binghamton, N. Y.; WFBG-AM-FM-TV Altoona and WLYH Lebanon, both Pennsylvania, and KFRE-AM-FM-TV Fresno, Calif.

Drumbeats . . .

Naval hero - An award to Navy Secretary Paul H. Nitze was presented by Mutual in recognition of the Navy's contribution in fostering patriotism. Mutual carries a weekly, five-minute program, *Portraits in Patriotism*, produced by the Navy recruiting office. The pro-

gram was named by the Freedoms Foundations as the best of its type produced by a government agency in 1963.

Making the circuit ■ An all-expense paid trip around Washington's new 67-mile beltway in a chauffeur-driven limousine was the top prize in a contest held by WRC Washington to commemorate the opening of the highway. The contest was run on the *Joy Boys* program and drew more than 450 entries. The winner also received an overnight stay in a motel, theater tickets, traveler's cheques and household products.

Kind hearts ■ KAPT Salem, Ore., attended the Oregon State Fair and gave away more than 4,000 hamburgers and 900 theater tickets. During the festivities, its broadcast booth, a 32-foot trailer, also was taken from them. The trailer, supplied by one of its participating sponsors, was sold during the first

day of the fair but the purchasers let the station use the trailer.

Artful gift ■ CBS-TV Stations division last week was awarded 1964 Graphic Arts award certificates at the 78th annual convention of Printing Industries of America in St. Louis. The awards were presented for mailing pieces which were prepared by CBS-TV's advertising and sales promotion department for its series of special Sunday afternoon children's programs produced by WCBS-TV New York. The mailing was sent to nursery and elementary schools.

BPA push ■ Broadcaster's Promotion Association Inc., New York is sponsoring "Operation Treasure Hunt" by asking its members to submit samples of their promotion, publicity and merchandising materials used in station campaigns. The material will be presented to member colleges and universities of

the Association for Professional Broadcasting Education for use in libraries and radio-TV courses.

Petry plans promotion seminar for BPA meet

Edward Petry & Co., New York station representative firm, will hold its annual promotion seminar Nov. 16 at the Pick-Congress hotel, Chicago.

The seminar, the 10th in this series, will be held in conjunction with the Broadcasters Promotion Association convention, Nov. 16-18.

Robert L. Hutton Jr., vice president of promotion for the Petry TV division, and William H. Steese, vice president of promotion for Petry radio, will supervise the meeting for the promotion managers of Petry-represented stations.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Castle

Robert W. Castle named to executive committee of Ted Bates & Company, New York. **T. Howard Black Jr.** and **David C. Loomis** elected directors of agency. Mr. Castle, also member of Bates' international



Mr. Black



Mr. Loomis

operating committee, joined agency in 1957 and is director, senior VP and management representative. Mr. Black, senior VP and senior group head, joined Bates 15 years ago. Mr. Loomis, who also becomes senior group head, is senior VP and joined agency in 1959.

Prescott Lustig, with McCann-Erickson since 1950 and since 1960 in Portland, Ore., office, appointed VP. He is account supervisor and member of Portland office board of management.

S. Bryan Hickox III, formerly with KTAR-AM-FM-TV and KEPI(FM), both Phoenix and KSBW Salinas and KSBY-TV San Luis Obispo, both California, named general sales manager of KRML Carmel, Calif.

Gerard W. Brooks, VP for marketing of Mack Truck Co., joins American

Airlines Oct. 15 as vice president for marketing, newly created position.

Harry Folts, formerly account executive with ABC-TV network sales, and **Nicholas Gordon**, director of sales development for NBC-TV, added to eastern division of NBC Television network sales department as account executives. Prior to his association with ABC-TV and ABC Radio, Mr. Folts was with WINS New York and WLW Cincinnati. Mr. Gordon joined NBC in 1953 after being with Keystone Broadcasting System and William H. Weintraub Agency.

Kenneth Sammon, formerly with Charles Pfizer & Co., New York, joins Street & Finney, there, as account executive on Colgate-Palmolive.

Ralph Allison, director of planning and research at Carling Brewing Co., Cleveland, for past seven years, named director of market research of National Distillers Products Co., New York.

Roy Gordon, account supervisor on American Tobacco Co., at Sullivan, Stauffer, Colwell & Bayles, New York, elected VP.

John J. Bresnahan, formerly media director of Brown & Williamson Tobacco Co., Louisville, Ky., joins Post-Keyes-Gardner, Chicago, as account executive.

William T. Berry, formerly with KAYO Seattle, appointed account executive at KOL-AM-FM, that city.

Clarence Hatch Jr., executive VP of Campbell-Ewald Co., Detroit, retires Oct. 1 after 43 years in automotive advertising field. He plans to continue in advertising.

Bradley R. Pohlig, formerly with TECCO (surgical instrument manufacturer), Bolivar, N. Y., joins Rumrill Co., Rochester, as media buyer.

Robert A. Elwell Jr., formerly with Young & Rubicam, J. Walter Thompson and Fuller & Smith & Ross, joins creative department of Gardner Advertising, New York.

James R. Boswell, previously with WFAA Dallas, joins Dallas radio sales staff of The Katz Agency.

William A. Sawyers, general sales manager of KJEO(TV) Fresno, Calif., appointed assistant general manager, continuing to direct national sales for stations. **Ray Grant**, formerly at KRCR Redding, Calif., which was under same ownership as KJEO until sale of Redding station last year appointed KJEO station manager and local sales manager.



Mr. Boe

Barron Boe appointed VP and account manager at Knox Reeves Advertising, Minneapolis. Formerly he was with BBDO and Dancer-Fitzgerald-Sample in New York as well as Campbell - Mithun,

Minneapolis.

Jerry R. Germain, formerly advertising manager of Exchange National Bank, Chicago, joins Powell, Schoenbrod & Hall there as account executive.

Raymond M. Berland, senior associate of McDonald, Weller and Klein, New York, becomes president of New York chapter of American Marketing Association for 1964-65.

Gerald Sherwin, previously with WINS

New York and Grey Advertising, that city, joins Warren, Muller & Dolobowsky, New York, as account executive.

George Gregg, KQEO Albuquerque, N. M., account executive, promoted to sales manager.

Howard A. Heinsius, VP of Needham & Grohmann, New York, named executive VP. Added to agency: **John L. Gillespie** on account staff; **Lois McRoberts** in copy department; **Victor Nelson Grohmann**, son of President H. Victor Grohmann, as trainee.

Dana Baird, formerly at WESX Salem, Mass., joins sales staff of WMLO Beverly, Mass.

Lee Kahn, formerly media director of Doner-Harrison and Friend-Reiss, New York, joins Newmark, Posner & Mitchell, that city, in similar capacity.

Ernest A. (Bill) Gray, VP of Kudner Agency, New York, appointed director of planning services for agency. He will also serve as co-chairman of Kudner's plans and review board, developing account strategy.



Mr. Gray



Mr. Renault

Michael A. Renault, account executive at WOR-TV New York, named sales manager, reporting to Jacques Biraben, VP and director of sales for WOR-AM-TV. Prior to joining WOR-TV eight years ago,

Mr. Renault was with ABC Radio and Headley-Reed.

A. Gardiner Layng, VP since 1951 and manager of contact department since 1960, elected senior VP at Young & Rubicam, New York. He joined agency in 1933 in messenger room.

Joseph Battaglia Jr., who joined Ben Sackheim Inc., New York, as TV director in 1960, appointed VP in charge of media and broadcast services.

Jack Gunnels, formerly with WSGN Birmingham, Ala., joins WBRC-TV that city as account executive.

Irwin S. Davis, formerly media supervisor at Kenyon & Eckhardt, joins Richard K. Manoff Inc., New York, as assistant media director.

Blake Lewis, sales manager of The Blue Magic Co., Lima, Ohio, returns to sales staff of WNCN(TV) Greenville, N. C. He was account executive at station from 1960 to 1962.

Dan Bellus, formerly manager of WDBK Cleveland and promotion manager Transcontinent Television Corp. from 1960 to 1963, named local sales and promotion manager of KFMB-TV San Diego, replacing **Jack Van**, who resigned due to ill health. Mr. Bellus was sales manager of KFMB before going to New York headquarters of Transcontinent, then owner of San Diego stations. **Bob Richards**, KFMB-TV sales executive, has become assistant local sales manager. Station Manager **Bill Fox** continues supervision of all KFMB-TV sales activities.

George Andrick, local sales manager of WSAZ-TV Huntington, W. Va., elected governor of the fifth district, Advertising Federation of America.

Wilbut A. Thomas, former western divisional manager of Allied Artists TV Corp., joins KGO San Francisco as account executive.

Kenneth E. Bowes, formerly assistant advertising manager of the Atlanta Gas Light Co., joins Liller, Neal, Battle & Lindsey, Atlanta.

Robert Ferguson, formerly VP and marketing director of Erwin Wasey, Ruthrauff & Ryan, Los Angeles, appointed associate director of merchandising for Foote, Cone & Belding, Los Angeles.

Timothy F. Moore appointed account executive at KEX Portland, Ore.

Nancy Wilson, recording star, has been signed to new contract to be singing commercial spokeswoman for Hamm's Beer during 1965-66 season.

Jerry Coleman, formerly VP with Wade Advertising, Los Angeles, joins

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12-21 OCTOBER 1964

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MIFED - the International Film, TVfilm and Documentary Market - will hold its Tenth Cine-Meeting this Autumn. MIFED meets twice a year in Milan: in APRIL at the time of the Milan Fair, the world's largest annual trade show, and again in OCTOBER.

Interested persons are cordially invited to attend the next Cine-Meeting. It will be held from 12 to 21 October 1964 and has already attracted a widespread response. Sponsored and concurrent with the next Cine-Meeting, the Second International Salon of Technical Aids for the Cine and TV Industries (SINT), and the First Exhibition and Congress of World Television Progress (EXCOT 1964) will also be held from 12 to 21 October next.



Information from: MIFED Largo Domodossola 1 Milano (Italy)
Telegrams: MIFED - Milano

MacManus, John & Adams, that city, as senior account executive, effective Nov. 1, on his return from European trip.

Account supervisors **Gene D. Fairly**, **Robert E. Gernert** and **John T. Hancock**, elected VP's of Foote, Cone & Belding, New York.

THE MEDIA

Dr. Robert L. Hilliard, associate professor, Department of Radio, Television and Motion Pictures at University of North Carolina, appointed chief of FCC's Research and Education Division. Dr. Hilliard takes one-year leave from UNC, effective Oct. 5. Dr. Hilliard is also faculty manager of university's WUNC(FM) Chapel Hill. He is author of *Writing for Television* and *Understanding Television*. He received his doctorate from Columbia University in 1959.



Malcolm G. Morehouse appointed manager of KTMS Santa Barbara, Calif., succeeding **Joe Benes** who resigned to become manager of KGUD, that city. Mr. Morehouse joined KTMS sales staff in 1950. **Albert H. Meyer** promoted from acting manager to sales manager of KTMS.

Richard W. Owen, supervisor of sales research for WCBS-TV New York, promoted to director of research and sales promotion. Before joining WCBS-TV in 1963, Mr. Owen was research and sales development supervisor for WPIX(TV) New York.

John J. Brennan joins WPRO-AM-FM-TV Providence, R. I., as business manager. Mr. Brennan at one time was business manager at WNBC-AM-TV New York.

Leonard M. Bush named manager of Sumter, S. C., community antenna television operations for the Broadcasting Company of the South. Mr. Bush was national sales coordinator of BCS station WIS-TV Columbia, S. C.

James E. Draper appointed station manager of WMBI-AM-FM Chicago. Mr. Draper will assume partial responsibilities at stations until January when present commitments to Moody Alumni Association are fulfilled. Moody Bible Institute is licensee of the noncommercial stations.

Andrew T. Faller named account executive for national sales and service in the media research division of A. C. Nielsen Co. Mr. Faller joined Nielsen in

CBS Radio affiliates select officers



Mr. Hanna reelected chairman of board of CBS Radio Affiliates Association at network's annual preconvention meeting. Other officers elected to serve association for 1964-65 year were **Lee Fondren**, KLZ Denver, vice

chairman and **William H. Bell**, WHEN Syracuse, N. Y., secretary-treasurer. Named as directors at large were Mr. Hanna and **William Dean**, WWL New Orleans, and **E. K. Hartenbower**, KCMO Kansas City.

Executive committee for 1965 will have Mr. Hanna as chairman and other members Mr. Fondren, **William A. Roberts**, KRLD Dallas, and **Westerman Whillock**, KBOI Boise, Idaho.

1951 as radio-TV field man and was promoted to client service in New York in 1959.

A. Donovan Faust, manager of WJRT (TV) Flint, Mich., for past ten years, elected vice president and director. Mr. Faust continues duties as station manager.

PROGRAMING

Edward A. Warren, director of program services for ABC-owned television stations, New York, named executive producer for ABC-TV programing department. He will be directly responsible for ABC-TV's late night *Les Crane Show* which premieres Nov. 9.

Louis S. Israel appointed to newly created post of sales service manager, MGM-TV, New York. Mr. Israel joined MGM-TV in 1956; served successively as chief booker, southern sales manager and administrative assistant.

Cleveland J. Hebert, Jr., formerly president of Gold Eagle Enterprises Inc., joins Charles M. Conner Productions as sales representative in Southwest.

Marty Scott, formerly with WILZ St. Petersburg Beach, Fla., joins WNNJ-AM-FM Newton, N. J., as program and news director.

Norman Macdonnell, producer of

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Gunsmoke on CBS-TV for eight years, has received release from his contract with network to work on development of new shows for 1965-66 season. **Philip Leacock**, director of TV and motion pictures, succeeds Mr. Macdonnell as *Gunsmoke* producer.

Bill Friedkin, formerly documentary producer at WGN-TV Chicago, joins David L. Wolper Productions, Hollywood, on Oct. 1 as producer-director. His initial assignment will be *The World of Thrills*, hour-long program about people who challenge death, one of special series which 3M Co. will sponsor on ABC-TV.

Barry Shear, producer-director of new *Valentine's Day* series on ABC-TV, will produce and direct comedy, "The Going Astray of Leonard McMinn," written by John D. Hess, for presentation on the *Bob Hope-Chrysler Theater* series, produced at Universal TV for NBC-TV.

Robert P. Chenault, formerly vice president and general manager for Don Fedderson Commercial Productions, joins VPI of California, Hollywood, as producer.



Mr. Chenault



Mr. Hegelund

Fred Hegelund joins KTVI(TV) St. Louis, as producer, director and writer and assistant in creation of specials and documentaries. Mr. Hegelund goes to KTVI after an 11-year association with NBC Hollywood. In 1949 Mr. Hegelund won the Peabody Award for network public service for the creation of the series *Forest Aflame*.

David Freedman, formerly with business affairs department of CBS-TV,

Knowles named

Donald E. Knowles, WDEA Ellsworth, elected president of Maine Association of Broadcasters, replacing **Stanley Lyons**, WAGM-AM-TV Presque Isle. Other new officers: **Eugene W. Wilkin**, WGAN Portland, VP; **Donald K. Powers**, WCSH-TV Portland, **John Libby**, WCOU Lewiston, **Mr. Lyons** and **Jasper Haynes**, WMKR Millinocket, district representatives. **Norman G. Gallant**, WFAU-AM-FM Augusta, continues as secretary-treasurer.

Hollywood, joins TV department of Warner Bros. to direct newly created office of business affairs.

Mark Prichard, formerly program director at WINZ Miami, appointed program director of WLAC Nashville.

Dan Danuer promoted to program director at WSYR Syracuse, N. Y., succeeding **Floyd Ottoway** who relinquishes post because of his heavy air schedule. Mr. Danuer joined WSYR in 1952 and has served as chief announcer since 1957. Mr. Ottoway joined WSYR in 1946.

Wesley J. Cox, executive director of the United Services Federation-United Fund in Bucks county, Pa., appointed program development consultant for Hatos-Hall Productions, Los Angeles.

Sherman A. Strickhouser appointed program director at WJAR Providence, R. I. Mr. Strickhouser joined WJAR as staff announcer in 1961. He replaces **Philip B. Taylor** who was named assistant to chief engineer of WJAR-AM-TV.

Chester L. Weil, director of special services for King Features Syndicate, New York, retires Oct. 16. He was responsible for sales of King Features' *Blondie* comic strip to movies, radio and TV, and also issued several merchan-

dising licenses for King properties.

William S. Sanders, formerly program director at WNOX Knoxville, Tenn., joins WPTR Albany, N. Y. in similar capacity.

Jim Thomas, production manager at KOCO-TV Oklahoma City since 1959, promoted to program director. **John Bobst** and **Bill Thrash** named night supervisor and video-tape supervisor, respectively.

Robert Brown, formerly sports announcer for Armed Forces Radio & TV Service, joins KGVO Missoula, Mont., as sports announcer.

Hal Fuller, formerly staff announcer at WCIL Carbondale, Ill., joins WINI Murphysboro, Ill., as sports director.

Brad Biske, announcer at WKFM(FM) Chicago, promoted to program director.

Lestre H. Brownlee, formerly reporter for *Chicago's American*, joins WBK (TV) Chicago news staff as reporter.

Tom Koller named program director, WMRC Milford, Mass.

Dave Howe moves from WFLR Penn Yan, N. Y., to WCKY Cincinnati, where he will emcee 11 a.m.-4 p.m. daily show.

Tom Niven, formerly program director at WCHA Chambersburg, Pa., moves to WKER Pompton Lakes, N. J., as airpersonality and operations manager.

Don Weberg joins WNAX Yankton, S. D., as advisor in the station's farm service department.

Floyd Moler appointed sports director for KOL-AM-FM Seattle. Mr. Moler was in same post at WHLS Port Huron, Mich., and WJCD Seymour, Ind.

David J. Waters, former NBC television producer-director, named assistant news secretary to President Johnson. Mr. Waters, who served with network's Central Division, Chicago, from 1949 to 1956, joined White House staff last week. Before that he was radio-TV officer, State Department's office of protocol.

NEWS

Sheldon Hoffman named operations manager and assistant to the director of radio news at CBS News, New York. Mr. Hoffman transferred from WNEW News where he was technical supervisor and assistant to the director. **Roger Sharp** promoted to executive news editor of radio news for CBS News. He formerly was with ABC News and WOR-TV New York.

Rudy Ruderman appointed assistant news director for public affairs at WNEW New York. Mr. Ruderman joined WNEW in 1953.

Robert C. Wood, political writer in Associated Press Phoenix bureau for

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Management Consultants to Broadcasters



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past year, moves to Sacramento, Calif., as political writer for California. Mr. Wood succeeds **Morrie Landsberg**, who resigns Oct. 3 to join McClatchy Broadcasting Corp. as editor. **Jerry D. Harrell**, city editor of AP's capital bureau in Sacramento, becomes Sacramento correspondent, succeeding Mr. Landsberg in that capacity.

Michael Buchanan, formerly trade and business news editor of press information staff of CBS-TV, Hollywood, promoted to manager of press information. **Clark Roberts** succeeds him as trade press editor.

Deek Kurtz, director of photography, and **David Otto**, studio supervisor, named program director and production manager, respectively, of WCHU(TV) Champaign, Ill.

Martin Rubenstein promoted to general events and public affairs department, New York.

Stan Bernard named to WINS New York news staff. He was formerly freelance news writer and broadcaster at WINS.

Bob Stahly Moore, previously with KSTT Davenport, Iowa, named news director of WIRE Indianapolis.

Keith Silver, formerly news director at WSPR Springfield, Mass., joins WWLP (TV) news staff, that city.

Jim McGuirk joins WJXT(TV) Jacksonville as special reporter. He was formerly with *Gainesville (Fla.) Sun*. **Windsor Bissell**, WJXT, named producer of television news for station.

Ralph Hart, with *Streator (Ill.) Daily Times Press* as editor for 25 years, joins WZZ there as news and sports director. He succeeds **Bob Clark**, promoted to operations manager of WZZ and its new sister operation, WZZ-FM now on air.

Robert West joins news and public affairs staff of WTAR-AM-FM-TV Norfolk-Newport News, Va.

EQUIPMENT & ENGINEERING

F. Gordon Fuqua joins Television Communications, New York, as general manager. He was formerly with National General Corp., Los Angeles. **Jack Gault**, manager of Community Antenna Television firm's Pittsfield, Mass., system and eastern regional manager, named to newly created post of operations manager and **James Cavanaugh**, formerly at Price Waterhouse, New York, joins TVC as controller.

Donald M. Christie appointed VP-operations for Home & Commercial Electronics Division of Sylvania Electric Products, Batavia, N. Y. Mr. Christie, who was manager of Sylvania's Electronic Systems Division in Buffalo,

Oberfelder picked



Mr. Oberfelder

Ted Oberfelder, KRAM Las Vegas, elected president of Nevada Broadcasters Association, succeeding **Lee Hirshland**, KOLO-TV Reno, who becomes board chairman. Other new officers: **John J. Gammick**, KELK Elko, VP-radio; **Edward R. Tabor**, KORK-TV Las Vegas, VP-TV; **Mike Gold**, KLUC Las Vegas, secretary-treasurer.

succeeds **O. John Hayle**, recently named assistant general manager for central operation of same division.

Lynn F. Olsen, chief engineer of KJEO(TV) Fresno, Calif., appointed operations manager.

Charles F. Adams elected chairman and **Thomas L. Phillips**, formerly executive VP, named president of Raytheon Co., Boston. Mr. Adams has been president since 1962 and before that served as chairman.

Cay Cooley joins Teleprompter Corp., New York, as general manager of Community Antenna Television division. Mr. Cooley had been with Jerrold Electronics Corp., Philadelphia, for past 14 years, most recently as VP and general manager of industrial products division.

FANFARE

Elizabeth W. Stilz promoted to promotion-publicity director of WLWT(TV) Cincinnati. Mrs. Stilz joined Crosley Corp., licensee of WLWT, in November 1963 after service with KDKA-TV Pittsburgh.

Novik for Humphrey

Morris S. (Morrie) Novik, New York consultant on public service broadcasting, serving Senator Hubert Humphrey's (D-Minn.) vice presidential campaign organization as special radio-TV consultant, in voluntary capacity (CLOSED CIRCUIT, Sept. 14). Mr. Novik, former director of WNYC New York and longtime friend of senator, has been active in many Democratic campaigns. His New York-based activities include advice on production, time buying advance preparations.

Lou Farraye, formerly of WHYE Roanoke, Va., joins WSVA-AM-FM-TV Harrisonburg, Va., as promotion director.

Irving Handelsman joins Weston Merchandising Corp., New York, as director of sales. He will work with major manufacturers on behalf of Weston's TV and movie licensed properties. Mr. Handelsman was formerly account executive and sales promotion manager of character merchandising division at Walt Disney Productions, New York.

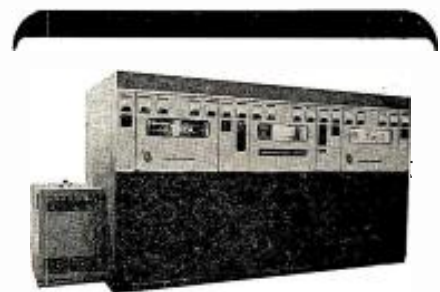
Paul Sidney, program director of WLNG Sag Harbor, N. Y., also appointed director of promotion for the station.

ALLIED FIELDS

Professor Walter B. Emery, professor of TV and Radio at Michigan State University, East Lansing, and former FCC attorney, leaves Oct. 15 on one year study of European broadcasting under grant from International Communications Institute, supported by funds from Ford Foundation.

INTERNATIONAL

Alvis Lee Tinnin joins Doyle Dane Bernbach, New York, as director of international marketing. Mr. Tinnin was



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formerly manager of export sales for Squibb division of Olin International, that city.

Takao Akiyama named first program associate in U. S. of United States-Japan Television Exchange Information Center, New York. The U. S. information center and its counterpart in Tokyo, will exchange programs between TV stations, networks and schools in both countries.

Bob Doyer appointed managing director of J. Walter Thompson, N. V., Netherlands, succeeding **George Johnston Jr.**, who becomes head of Thompson-Japan in Tokyo Oct. 1. Mr. Doyer will be chairman of management committee for Thompson-Netherlands along with **Wessel Wessell**, director, and **Roy A. Glah**, who is going to Amsterdam office from New York. Mr. Doyer has been with JWT for 10 years and in the Amsterdam office since 1958. At Tokyo office, Mr. Johnston succeeds **J. Hutcheson Page**. Mr. Johnston has been in Amsterdam since 1961, previously directed JWT's Bogota, Colombia, branch for three years.

DEATHS

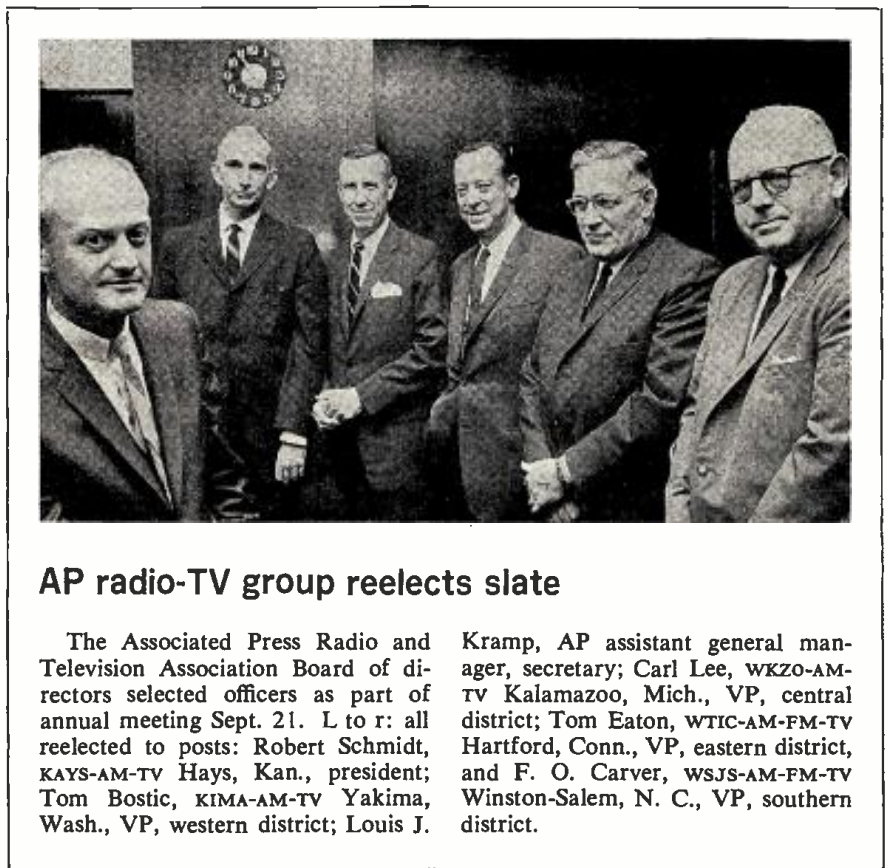


Mr. Lefton

Al Paul Lefton, 66, president of Al Paul Lefton Co., Philadelphia, died Sept. 19 of heart attack at his suburban home in Bethayres. He founded ad agency in 1926. Survivors include widow, former Clara Belle

Gianns, and two sons, James A. and Al Paul Jr.

William J. Kotera, 61, director of engineering at WOW-AM-FM-TV Omaha, died Sept. 19 in Omaha. Mr. Kotera began in broadcasting in 1922 as engi-



AP radio-TV group reelects slate

The Associated Press Radio and Television Association Board of directors selected officers as part of annual meeting Sept. 21. L to r: all reelected to posts: **Robert Schmidt**, KAYS-AM-TV Hays, Kan., president; **Tom Bostic**, KIMA-AM-TV Yakima, Wash., VP, western district; **Louis J.**

Kramp, AP assistant general manager, secretary; **Carl Lee**, WKZO-AM-TV Kalamazoo, Mich., VP, central district; **Tom Eaton**, WTIC-AM-FM-TV Hartford, Conn., VP, eastern district, and **F. O. Carver**, WSJS-AM-FM-TV Winston-Salem, N. C., VP, southern district.

neer-announcer for WIAK Omaha. In 1925 he joined WOAW, predecessor to wow, and helped put wow-TV and wow-FM on the air. He is survived, among others, by wife, Gertrude; daughter, Mrs. Barbara Harris; sons, Kelvin, Keith and Kevin.

William B. Robinson, 46, radio-TV producer at Geyer, Morey, Ballard, New York, died Sept. 22 at CBS studio of a heart attack. He was working on American Motors Corp. commercials at CBS when he was stricken. Mr. Robinson joined GMB in 1961 and before that was with CBS-TV and N. W. Ayer,

both New York, in producer-director capacity.

Anthony W. Neally, 69, retired VP and former manager of BBD&O's Los Angeles office, died Sept. 20 in Toledo, Ohio, where he was vacationing. Mr. Neally had been in advertising for more than 35 years. He is survived by his wife, Doris.



Mr. Dixon

Dave Dixon, 38, VP and director of programs at KATZ St. Louis, died Sept. 19 at Homer G. Phillips hospital in that city. Mr. Dixon, also president of National Association of Radio Announcers, suffered

complications following auto accident two weeks before. Survivors include widow, Corinne, two sons and Jerome Dixon, brother with KATZ. Funeral services were held last Thursday (Sept. 24) in St. Louis.

Paul V. Cochrane, 64, retired head of Associated Press Connecticut bureau, died Sept. 21 of hepatitis at Veterans Hospital, West Haven, Conn. Mr. Cochrane joined AP in 1924, was named Connecticut bureau chief in 1940.

Herb Harris, 48, newsman at WSB, WAGA and WQXI, all Atlanta, from late 1930's through mid-1950's, died Sept. 14 at his Atlanta home.

Broadcasting

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 17 through Sept. 23, and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: DA—directional antenna. CP—construction permit. ERP—effective radiated power. VHF—very high frequency. UHF—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—special hours. E—educational. Ann.—announced. CH—critical hours. CATV—community antenna television.

New TV stations

APPLICATIONS

San Bernardino, Calif.—Harriscop Inc. UHF channel 18 (494-500 mc); ERP 17.8 kw vis., 8.3 kw aur. Ant. height above average terrain 340 feet, above ground 42 feet. P.O. address 291 South La Cienega Boulevard, Beverly Hills, Calif. Estimated construction cost \$123,564; first year operating cost \$144,000; revenue \$180,000. Studio and trans. locations both San Bernardino. Geographic coordinates 34° 11' 51" north latitude 117° 17' 10" west longitude. Type trans. GE TT-20-A, type ant. GE TY-22-B. Legal counsel Shur, Oppenheimer & Harris, Washington; consulting engineer Hammett & Edison, San Francisco. Principals: Burt I. Harris (12.31%), Irving B. Harris (36.93%), Donald P. Nathanson (27.36%), William W. Harris (3.42%), Virginia Harris Polsky (3.42%), Roxanne Harris Meyer (3.42%), Norde Advertising Inc. (4.10%), City Capitol Corp. (3.29%), Robert N. Harris, Harold Rosenzweig, Maurice H. Bronner, Daniel J. Edelman, and William E. Conner (each 0.82%) and Gus Friesem (1.65%). Harriscop stockholders have interest in KFBE-AM-TV Great Falls, Mont., through Harriscop Broadcasting Corp.; KTWO-AM-TV Casper, Wyo.; KBAK-TV Bakersfield, Calif.; and KKRK-Pomona, Calif., through Harriscop Inc., and KLFM (FM) Long Beach, Calif., through Harriscop Music Corp. Ann. Sept. 15.

San Francisco—Jail Broadcasting Inc. UHF channel 26 (542-548 mc); ERP 834 kw vis., 66.8 kw aur. Ant. height above average terrain 1207 feet, above ground 251.5 feet. P. O. address 8530 Wilshire Boulevard, Beverly Hills, Calif. Estimated construction cost \$478,950; first year operating cost \$300,000; revenue \$360,000. Studio location San Francisco. Trans. location Mt. San Bruno. Geographic coordinates 37° 41' 28" north latitude 122° 28' 14" west longitude. Type trans. RCA TTU-30A, type ant. RCA TFU-301. Legal counsel Welch, Mott & Morgan; consulting engineer George C. Davis, both Washington. Principals: Al Lapin Jr. (30%), Jerome M. Lapin (30%), Irving A. Lapin (30%), Daniel Harrison (5%) and Irving A. Bernstein (5%). Mr. Irving Lapin is employed by NBC in Burbank, Calif. Mr. Bernstein is attorney. Others are California businessmen. Ann. Sept. 18.

Casper, Wyo.—Duhamel Broadcasting Enterprises. VHF channel 6 (82-88 mc); ERP 94.4 kw vis., 18.9 kw aur. Ant. height above average terrain 2066 feet, above ground 383 feet. P.O. address Box 1752, Rapid City, S. D. Estimated construction cost \$345,655; first year operating cost \$175,000; revenue \$150,000. Studio location Casper, trans. location Casper Mountain. Geographic coordinates 42° 43' 48" north latitude 106° 20' 05" west longitude. Type trans. RCA TT-25DL, type ant. RCA TF-6BM. Legal counsel Fisher, Wayland, Duvall and Southmayd, consulting engineer Commercial Radio Equipment Co., both Washington. Principals: Helen S. Duhamel (66.7%), John N. Heffron (3.3%), William F. Turner (3.3%), Clifton J. Woodhouse (3.3%), William F. Duhamel Sr. (3.3%), Helen Kathleen D. Tarrant (3.3%), Marguerite D. Heffron (3.3%), Jacqueline Duhamel (3.3%), Peter A. Duhamel (3.3%), Francis A. Duhamel (3.3%) and Lois G. Duhamel (3.3%). Helen S. Duhamel is president and 73% owner of KOTA-AM-TV

Rapid City, S. D., and KDUH-TV Hay Springs, Neb. Mr. Heffron Sr. is vice president of news and public affairs for KOTA-AM-TV; Mr. Turner is secretary and station manager for KOTA-AM-TV, and Mr. Woodhouse is treasurer and local sales manager for KOTA. Ann. Sept. 18.

New AM stations

ACTION BY FCC

Toledo, Ohio—Rossford Broadcasting Inc. Granted CP for new AM on 1520 kc, 1 kw, unl., DA-2. P.O. address 705 Olive Street, St. Louis. Estimated construction cost \$79,765; first year operating cost \$120,000; revenue \$120,000. Principals: Eugene R. Myers (20%), Darwin F. Doubrava (40%), Robert E. McGinley (20%) and Ralph J. Bitzer (20%). Mr. Myers is employed by CBS Sales. Mr. Armstrong is attorney. Action Sept. 11.

APPLICATIONS

Mount Holly, N. J.—West Jersey Broadcasting Co. 1460 kc, 5 kw, D-AN. P.O. address 11 West Union Street, Burlington, N. J. First year operating cost \$100,000; revenue \$125,000. Principals: Henry O. Bisbee (31%), Ernest A. Pullen (31%), Nicholas G. Grand (10%), Anthony Greski (5%), Manuel Polsky (5%), William F. Lucas (5%), Andrew J. Torre (5%), George Reinhard (5%), John Paul Thomas Jr. (2%) and Donald Edward Kidwell (2%). Mr. Pullen is station manager of WJJZ Mount Holly and Mr. Greski is mayor of Burlington, N. J. Messrs. Bisbee, Thomas, Kidwell and Grand are on staff of WJJZ. Applicant proposes to purchase existing facilities of WJJZ. Ann. Sept. 18.

Sumner, Wash.—Puyallup Valley Broadcasting Inc. 1560 kc, 250 w, D. P.O. address 158, Sumner. Estimated construction cost \$27,200; first year operating cost \$32,000; revenue \$36,000. Principals: Terry P. McMonagle (41.66%), Brian K. Calkins (41.66%), Erma J. Calkins (8.34%) and Madelyn A. McMonagle (8.34%). Mr. McMonagle is chief engineer at KASY Auburn, Wash. Mr. Calkins is program director at KASY. Ann. Sept. 23.

Existing AM stations

ACTION BY FCC

WINK Fort Myers, Fla.—Granted increased daytime power on 1240 kc from 250 w to 1 kw, DA-D, continued nighttime operation with 250 w; conditions.

By order, commission (1) granted application of C. Sweet Smith Jr. to change operation of WRKT Cocoa Beach, Fla., on 1300 kc from 500 w-D to 1 kw-N, 5 kw-LS, DA-2; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; and (2) dismissed opposing petition by WEZY Inc. (WEZY). Cocoa. Action Sept. 17.

New FM stations

ACTIONS BY FCC

Key West, Fla.—Florida Keys Broadcasting Corp. Granted CP for new FM on 92.5 mc, channel 223, 27 kw. Ant. height above average terrain 140 feet. P.O. address c/o Roth E. Hook, Aliceville, Ala. Estimated

construction cost \$24,466; first year operating cost \$8,000; revenue \$10,000. Applicant is licensee of WKIZ Key West. Action Sept. 16.

Fort Wayne, Ind.—WKJG Inc. Granted CP for new FM on 97.3 mc, channel 247, ERP 50 kw, unl. Ant. height above average terrain 500 feet. P.O. address 2633 West State Boulevard, Fort Wayne. Estimated construction cost \$36,000; first year operating cost \$15,000; revenue \$7,500. Applicant is licensee of WKJG-AM-TV Fort Wayne. Action Sept. 16.

Russellville, Ky.—South Kentucky Broadcasters. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 300 feet. P.O. address Russellville. Estimated construction cost \$26,553; first year operating cost \$6,000; revenue \$7,500. Principals: Roth E. Hook (75%) and Woodrow P. Sosh (25%). Applicant owns WRUS Russellville. For Mr. Hook's other interests, see application for Forest, Miss. Action Sept. 16.

Halfway, Md.—Regional Broadcasting Co. Granted CP for new FM on 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 160 feet. P.O. address Box 481, Hagerstown, Md. Estimated construction cost \$4,800; first year operating cost \$5,000; revenue \$6,000. Principals: Arthur A. Snowberger (39%), John L. Miller (41%), Richard Hildreth (10%) and Arthur W. Arundel (10%). Mr. Snowberger has 16.6% interest in Bel Air Broadcasting Co., licensee of WVOB Bel Air, Md. Mr. Arundel owns WAVA-AM-FM Arlington, Va., WXVA Charles Town, W. Va., through WXVA Broadcasting Corp., and WARR(FM) Warrenton, Va., and is trustee of Greater Washington ETV Association, licensee of WETA-TV, channel 26, Washington educational station. Action Sept. 11.

Forest, Miss.—Scott County Broadcasting Inc. Granted CP for new FM on 93.5 mc, channel 228, 18.2 kw. Ant. height above average terrain 226 feet. P.O. address Box 188, Forest. Estimated construction cost \$21,525; first year operating cost \$6,500; revenue \$7,000. Principals: Roth E. Hook (55%), Lucille Hook (5%), Hugh Hughes (25%) and Willie Weems (15%). Applicant owns WMAG Forest. Mr. Hook also has interest in WDOB Canton, WELZ Belzoni, & WDAL Meridan, all Mississippi; WRAG Carrollton, Ala.; WKIZ Key West, Fla.; and WRUS Russellville, Ky. Mrs. Hook has interest in WELZ, WDOB & WDAL. Messrs. Weems and Hughes have interest in WDAL. Action Sept. 16.

Columbia, Mo.—Stephens College. Granted CP for new FM on 90.5 mc, channel 213, 10 kw. Ant. height above average terrain 45 feet. P.O. address c/o Neal Balanoff, Stephens College, Columbia. Estimated construction cost \$26,804; first year operating cost \$500. Principal: board of trustees. Action Sept. 18.

El Dorado Springs, Mo.—Paul Vaughn. Granted CP for new FM on 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 134 feet. P.O. address KESM Radio Lane, El Dorado Springs. Estimated construction cost \$9,969; first year operating cost \$1,200; revenue \$2,500. Mr. Vaughn is owner of KESM and Vaughn Radio and TV sales and service firm. Action Sept. 11.

Franklin, N. J.—Louis Vander Plate. Granted CP for new FM on 102.3 mc, channel 272, 335 w. Ant. height above average terrain 730 feet. P.O. address Box 394, Branchville, N. J. Estimated construction



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cost \$17,900; first year operating cost \$25,064; revenue \$45,000. Mr. Plate is sole owner; owns home for aged. Action Sept. 23.

Jamestown, N. Y. — Trend Radio Inc. Granted CP for new FM on 101.7 mc, channel 289A, 3 kw. Ant. height above average terrain 56 feet. P.O. address c/o Lowell W. Paxson, 415 West Forth Street Jamestown. Estimated construction cost \$22,345; first year operating cost \$18,674; revenue \$22,880. Principals: Lowell W. Paxson (62%), Jean L. Paxson (25.5%) and Burton O. Waterman (12.5%). Trend Radio is licensee of WKSN Jamestown. Action Sept. 16.

Middletown, N. Y. — Community Broadcasting Corp. Granted CP for new FM on 92.7 mc, channel 244A, 820 w. Ant. height above average terrain 180 feet. P.O. address 62 North Street, Middletown. Estimated construction cost \$8,000; first year operating cost \$7,500; revenue \$7,500. Applicant is licensee of WALL Middletown. Action Sept. 16.

Memphis—East Memphis Broadcasting Co. Granted CP for new FM on 102.7 mc, channel 274, 73 kw. Ant. height above average terrain 274 feet. P.O. address c/o Harold Seligman, L&C Tower, Nashville, Tenn. Estimated construction cost \$40,000; first year operating cost \$40,000; revenue \$40,000. Principal: Reeves Hughes Jr. Action Sept. 18.

APPLICATIONS

Tuscaloosa, Ala.—New South Radio Inc. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 70 feet. P.O. address Box 112, Tuscaloosa. Estimated construction cost \$10,863; first year operating cost \$9,000; revenue \$12,000. Principals: F. E. Holladay (26%), Joseph E. Carson (26%) and Clyde W. Price (48%). New South is licensee of WACT Tuscaloosa. Ann. Sept. 17.

Charleston, Ill.—Friendly Broadcasters Inc. 92.1 mc, channel 221A, 2.65 kw. Ant. height above average terrain 142 feet. P.O. address 1125 Judson, Evanston, Ill. Estimated construction cost \$11,119; first year operating cost \$10,000; revenue \$12,000. Principals: William L. Kepper (73%), Philip H. Thompson (17%) and Marvin Homer (10%). Friendly Broadcasters is licensee of WEIC Charleston. Ann. Sept. 17.

Urbana, Ill.—Robert Durst. 103.9 mc, channel 280, 3 kw. Ant. height above average

terrain 290 feet. P.O. address 505 South Locust, Champaign, Ill. Estimated construction cost \$15,000; first year operating cost \$7,500; revenue \$7,500. Mr. Durst owns electrical contracting firm in Champaign. Ann. Sept. 21.

Manchester, Ky.—Clay County Broadcasting Co. 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 293.5 feet. P.O. address 106 Dickenson Street, Manchester. Estimated construction cost \$7,500; first year operating cost \$18,000; revenue \$30,000. Principals: Calvin C. Smith, Cloyd Smith, Jack C. Hall and John E. White (each 25%). Mr. Calvin Smith is general manager of WYGO Corbin, Ky. Mr. White is general manager of drive-in theater in Manchester and is Kentucky state representative. Ann. Sept. 16.

Portland, Me.—Hildreth Broadcasting Co. 101.9 mc, channel 270, 5.8 kw. Ant. height above average terrain 384 feet. P.O. address 477 Congress Street, Portland. Estimated construction cost \$17,286; first year operating cost \$1,059; revenue nil. Principals: Horace A. Hildreth (77.33%), Horace A. Hildreth Jr. (3.38%), Anne L. Hildreth (3.27%), Katherine Pierce (3.27%), Josephine Mirza (3.27%) and others. Hildreth Broadcasting is owned by Community Broadcasting Service, licensee of WABI-AM-FM Bangor, Me. Ann. Sept. 16.

Marshall, Tex.—Harrison County Broadcasting Co. 103.9 mc, channel 280A, 126 w. Ant. height above average terrain 310 feet. P.O. address Box AA, Marshall. Estimated construction cost \$3,250; first year operating cost \$550; revenue \$3,600. Principals: Mr. and Mrs. E. W. Mahone Jr. (each 25%), H. A. Bridges Jr. (45%) and H. A. Bridges Sr. (5%). Harrison County is licensee of KMHM Marshall and stockholders of Harrison County own KLUZ-AM-FM Longview, Tex., in same percentages through licensee corporation, Radio Longview Inc. Ann. Sept. 17.

Waynesboro, Va.—Music Productions Inc. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 179 feet. P.O. address Box 1027, Waynesboro. Estimated construction cost \$13,500; first year operating cost \$8,000; revenue \$6,000. Principals: M. Robert Rogers (50.5%) and Louis Spilman (49.5%). Music Productions is licensee of WANV Waynesboro. Ann. Sept. 22.

Menomonee Falls, Wis.—Falls Broadcasting Corp. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 216, Menomonee Falls. Estimated construction cost \$39,221; first year operating cost \$33,000; revenue \$35,000. Principals: Harold D. Nichol, Kenneth E. Mayer and Ronald F. Amann (each 33 $\frac{1}{3}$ %). Ann. Sept. 22.

Ownership changes

ACTIONS BY FCC

KCKY Coolidge, Ariz.—Granted assignment of CP from Craig E. Davids, Kathleen E. Davids and Paul Dean Ford d/b as Coolidge Broadcasting Co. to Pinal County Broadcasting System, owned by same individuals at same percentages. No financial consideration; transaction of asset transfer. Action Sept. 18.

KBLA Burbank, Calif.—Granted assignment of license and CP from George E. Cameron Jr. and Broadcasters of Burbank Inc. d/b as Radio Station KBLA to George E. Cameron Jr. Communications and Broadcasters of Burbank Inc. d/b as Radio Station KBLA. No financial consideration. Action Sept. 22.

KVEC-FM San Luis Obispo, Calif.—Granted assignment of license from San Luis Obispo Broadcasting Corp., owned by John C. Cohan (100%) to Central California Communications Corp., owned by John C. Cohan (54.7%), Edward S. Shattuck (11%), Robert Klein (2.9%), William M. Oates (3.7%) and others. Consideration \$50,000.75. Central California is licensee of KSBW-AM-FM-TV Salinas; KNCS Hanford; KSBY-TV San Luis Obispo, and is applicant for new AM in Santa Maria, all California. Action Sept. 22.

WGUL New Port Richey, Fla.—Granted assignment of license from Jasmin Properties Inc., owned by W. C. Tranter, Ronald C. Tranter, Sam Y. Allgood and Reginald Sims (each 25%) to Richey Airwaves Inc., owned by Donald Armstrong (25%), Thad M. Lowrey (25%) and Sam Y. Allgood, W. C. Tranter, Ronald C. Tranter, Reginald Sims and Marie Armstrong (each 12.5%). Consideration Messrs. Armstrong and Lowrey will pay \$11,000 for their share of corporation. Mr. Lowrey is announcer and program director for WGUL. Mr. Tranter has interest in Tranter Construction Co., New Port Richey. Mr. Allgood is attorney. Action Sept. 18.

WLNR-FM Lansing, Ill.—Granted transfer of negative control of licensee corporation, Illiana FM Broadcasters Inc., by Gordon D. Boss and John M. Van Der Aa (each 16 $\frac{2}{3}$ % before, 50% after) through purchase of stock from William H. Botma (50% before, none after) and Harold D. Botma (16 $\frac{2}{3}$ % before, none after). Consideration \$1,500 to William H. Botma and \$500 to Harold D. Botma and assignment of note for \$18,000 to Messrs. Boss and Van Der Aa. Mr. Van Der Aa is attorney. Action Sept. 22.

KCMK(FM) Kansas City, Mo.—Granted acquisition of positive control of licensee corporation, FM Broadcasting Inc., by F. A. Mesch (50% before, 100% after) through purchase of stock from T. R. Bengimina and Tudy Gulotta (each 25% before, none after). Consideration assumption of corporation liabilities. Action Sept. 22.

KLEA Lovington, N. M.—Granted transfer of control of licensee corporation, Lea County Broadcasting Co., from David R. Worley, deceased, (98%) to Iva Lea Worley (98% after), administratrix of estate. No financial consideration. Action Sept. 22.

WIZR Johnstown, N. Y.—Granted assignment of CP from Martin Karig (100%) to August J., Louis F. and Emil F. Galasso (each 33 $\frac{1}{3}$ %), tr/as Schoharie County Broadcasting Corp. Consideration \$45,000. Applicants, brothers, are local businessmen. Action Sept. 16.

WSOM(FM) Salem, Ohio—Granted acquisition of positive control of licensee corporation, Salem Broadcasting Co., by Leo R. Dixon (27.08% before, 51.5% after) through purchase of 145 unissued shares of stock from corporation. Consideration \$26,825. Action Sept. 18.

WATP Marion, S. C.—Granted assignment of license from Raymond A. Somers to WATP Broadcasting Corp., owned by T. Lamar Simmons (37.5%), John W. Covington Jr. (37.5%) and Edward L. Burwell (25%). Consideration \$51,000. Messrs. Burwell and Simmons have 25% interest in Tri-County Broadcasting Corp., licensee of WTYC Rock Hill, S. C. Mr. Covington has 10% interest in Sandhills Publishing Co., publishers of Rockingham, N. C., weekly newspaper. Action Sept. 16.

KWBA Baytown and KOKE Austin, both Texas—Granted assignment of licenses from David R. Worley, deceased, tr/as Bayshore Broadcasting Co. and Travis County Broadcasting Co., respectively, to Iva Lea Worley, administratrix of estate. No financial consideration. See application for KLEA Lov-

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ington, N. M. Action Sept. 22.

KERC Eastland, Tex.—Granted assignment of license from Floyd Shelton and Billy J. Fox (each 50%) to Eastland County Broadcasting Co., owned by James W. Staggs (51%), Thomas W. Staggs (23%) and L. D. Irvine (26%). Consideration \$78,850. Mr. Thomas W. Staggs is assistant chief engineer at KPAR-TV Abilene, Tex., and Mr. Irvine is owner of radio and telephone service in Abilene. Action Sept. 16.

KRAN Morton, Tex.—Granted assignment of license from Mike A. and Elma R. Barrett (each 50% before) d/b as Morton Broadcasting Co. to Mike A. Barrett (100% after) d/b as Morton Broadcasting Co. Consideration \$15,000. Action Sept. 18.

KAWA Waco-Marlin, Tex.—Granted transfer of control of licensee corporation, M-L Radio Inc., from La Salle Broadcasting Corp. (79.2% before, none after) owned by Daily Post Co. to Daily Post Co., (20.8% before, 100% after) owned by Peter Miller (100%). Action Sept. 22.

APPLICATIONS

WBIB Centreville, Ala.—Seeks assignment Mid-South to Voice of Mid-South Broad-Mid-South to Voice of Mid-South Broadcasting Co., owned by Fred H. Davis (51%), Paul D. Nichols (24.5%) and Houston L. Pearce (24.5%). Consideration \$1,453. Ann. Sept. 16.

WELR Roanoke, Ala.—Seeks assignment of license from Mrs. I. W. Wright and John W. Buttram Jr., joint executors of estate of J. W. Buttram d/b as Roanoke Broadcasting Co. to Earl E. Manning Jr. Consideration \$49,000. Mr. Manning has 10% interest in Chipola Corp., licensee of WTOT-AM-FM Marianna, Fla. Ann. Sept. 22.

KEYM(FM) Santa Maria, Calif.—Seeks assignment of license from Frank J. Nesmith, Walter W. Smith and Marion A. Smith (each 33 1/3%) d/b as Santa Maria Broadcasting Co. to Key Broadcasting Inc., owned by Clark B. Smith, James E. Carey and John W. Wideman (each 33 1/3%). Consideration \$60,000. Mr. Carey is music director and announcer for KCOY-AM-TV Santa Maria. Mr. Wideman is insurance agent. Ann. Sept. 22.

KCOL Fort Collins, Colo.—Seeks assignment of license from Northern Colorado Broadcasting Co., owned by Ellis Atteberry (98%), Terry Atteberry (1%) and Mona Atteberry (1%) to Beef Empire Broadcasting Co., owned by Huse Publishing Co. (80%), R. E. Thomas (7%), E. G. Meier (7%), H. B. Francis (3%) and James Prchal (3%). Huse Publishing Co., Norfolk, Neb., is publisher of Norfolk Daily News and is owned by E. F. Huse Jr. (88.2%) and K. S. Huse (11.8%). Consideration \$152,000 and \$48,000 covenant not to compete within Larimer county. Stockholders in Beef Empire have interest in WJAG Norfolk; KVSH Valentine, and KCSR Chadron, all Nebraska. Ann. Sept. 14.

KTEE Idaho Falls, Idaho—Seeks transfer of control of licensee corporation, Benay Corp., from V. Melvin Brown and Lloyd Mickelson (each 25.25% before, none after) to Leo U. Higham (16.51% before, 23.21% after), Thomas A. Fairchild (16.51% before, 23.21% after), Keith H. Clarke (16.48% before, 23.17% after), George A. Freund (none before, 23.21% after), Orval Hansen (none before, 4.63% after) and Melvin L. Erickson (none before, 2.57% after). Consideration \$11,000 each to Messrs. Brown and Mickelson for their interest in corporation. Mr. Freund is 99% owner and president of Western Nuclear Corp., Idaho Falls consulting engineers. Mr. Hansen is partner in law firm of Hansen & Hansen, Idaho Falls. Ann. Sept. 17.

WSMD-FM Waldorf, Md.—Seeks transfer of control of licensee corporation, Fidelity Broadcasters Inc., from Edward H. and Rita Lenaway (jointly 50%) and John R. Dorsey (50%) to Charles County Broadcasting Inc., owned by David P. Samson Jr. (51.80%), C. J. McAllister (17.25%), Rudolf A. Carrico (6%) and others. Consideration \$80,000. Mr. Carrico is attorney. Mr. Samson is aeronautical engineer. Ann. Sept. 23.

WJAN Ishpeming, Mich.—Seeks assignment of license from WJAN Inc., owned by J. J. Belourgy (37.45%), H. Walter Thompson (37.55%) and Walter D. Steben (25%) to S. Harvey Klein, receiver. No financial consideration. Ann. Sept. 11.

KWFM(FM) Minneapolis—Seeks transfer of control of licensee corporation, Fidelity Broadcasting Co., from Northwestern Television and Electronics Institute, (100% before, none after) a non-profit organization, Gerald Hill president, to Supermarket Broadcasting System Inc., owned by Richard A. Potter. Consideration \$2,910. Ann. Sept. 22.

KDEX Dexter, Mo.—Seeks assignment of license from Dexter Broadcasting Co., owned by Jerome B. Zimmer and Lionel D. Speidel (each 50%) to Stoddard County

Broadcasting Inc., owned by Messrs. Zimmer and Speidel at same percentages. No financial consideration; transaction of incorporation. Missouri-Illinois Broadcasting Co., owned by Messrs. Zimmer and Speidel is applicant for new AM in Cape Girardeau, Mo. Ann. Sept. 15.

WQMG Greensboro, N. C.—Seeks transfer of control of licensee corporation, Murray Hill Broadcasting Co., from Harry J. Hill (50.1% before, 43.5% after) through sale of

CATV BOXSCORE

Permits granted	6*
Permits granted since October 1963	213
Communities with applications pending	294
CATV systems in operation	1,400†
Total CATV subscribers	1,600,000†

New permits: Cape Canaveral, Fla.—Five Beaches Cable TV. Montague, Mass.—Pioneer Valley Cablevision Inc. of Keene, N. H., and Bennington, Vt. Henderson, Nev.—CATV ordinance approved by city council. Lancaster, N. H.—Paper City TV Corp., Richard L. Blais, general manager. East Hampton, N. Y.—Long Island Cablevision Inc. for 2 mile area outside Sag Harbor, N. Y.

* Reported to National Community Television Association Sept. 17-Sept. 23. All figures provided by NCTA.

† NCTA estimate as of Sept. 1, 1964.

stock by corporation to Ralph C. Price (48.1% before, 53.2% after). Consideration \$11,020. Mr. Price is 66 2/3% owner of Musico Corp., background music firm in Greensboro along with other non-broadcast holdings. Ann. Sept. 17.

KVOO-TV Tulsa, Okla.—Seeks transfer of control of licensee corporation, Central Plains Enterprises Inc., through transfer of stock of 38.88% owner, Southwestern Sales Corp., from estate of Gertrude Frank Skelly (100% before, none after) to Mrs. Harold C. Stuart (75% after) and Carolyn Skelly Burford (25% after). Mr. Harold C. Stuart has 12% interest in Central Plains and Mrs. Stuart will have voting control of Southwestern resulting in Mr. and Mrs. Stuart, as family group, owning controlling interest in Central Plains. See application for KVOO-AM. No financial consideration. Ann. Sept. 21.

KVOO Tulsa, Okla.—Seeks transfer of control of licensee corporation, Southwestern Sales Corp., from Mrs. Harold C. Stuart (25% as individual and 50% as co-executrix of estate of Gertrude Frank Skelly, deceased) to Mrs. Harold C. Stuart 75% as individual. No financial consideration. Ann. Sept. 17.

WACB Kittanning, Pa.—Seeks transfer of control of licensee corporation, WACB Inc., from Joel W. Rosenblum (100% before, none after) to Ray H. Rosenblum (none before, 100% after). Consideration \$36,000. Mr. Ray H. Rosenblum is general sales manager for Allegheny-Kiski Broadcasting Co., licensee of WKPA and WYDD(FM) New Kensington, Pa., and has 49% interest in Butler Broadcasting Inc., licensee of WISR Butler, Pa. Ann. Sept. 17.

WLWM(FM) Nashville—Seeks acquisition of positive control of licensee corporation, Barlane Broadcasting Corp., by Webber Parrish (48.1% before, 96.2% after) through purchase of stock from Julian A. Zander and Julian M. Zander (each 24.05% before, none after). Consideration \$8,000. Mr. Fred Graham retains his 3.8% interest. Ann. Sept. 16.

KMAP(FM) Dallas—Seeks assignment of license and SCA from W. B. Carver to Century Broadcasting Corp., owned by Howard Grafman (27.4%), George A. Collias (27.4%), George A. Rafel (27.4%), Anthony C. Karlos (6.5%) and others. Consideration \$55,000. Century Broadcasting is seeking assignment of license of KSHE-FM Crestwood, Mo. Mr. Grafman is central division manager for Allied Artists Pictures Corp., Chicago. Mr. Collias is attorney. Ann. Sept. 22.

KTRE-AM-TV Lufkin, Tex.—Seeks assignment of license from Forest Capitol Broadcasting Co., owned by Lucille Buford (36.75%), Marshall H. Pengra (15%), Richman C. Lewin (12.5%), Fred C. Hill (12.5%), Robert Buford (7.5%), Gerald Buford (7.5%), Geoffrey Buford (7.5%), John Lenox (0.3%) and Hudson C. Collins (0.3%) to Forest Capitol Communications Corp., owned by same individuals at same percentages. No financial consideration. Ann. Sept. 16.

Hearing cases

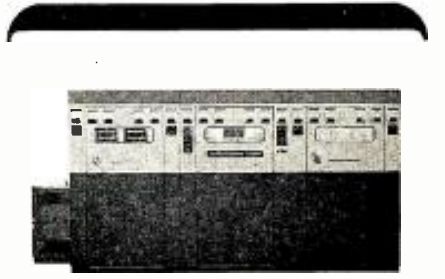
DESIGNATED FOR HEARING

■ Commission designated for hearing mutually exclusive applications of United Artists Broadcasting Inc. and Ohio Radio Inc. for new TV's on channel 31 in Lorain, Ohio. Further ordered that hearing issue concerning requisite qualifications of United Artists Broadcasting in light of past conduct of parent corporation United Artists Corp. involving antitrust actions be heard at same time with similar issue in proceedings on applications for new TV's in Boston, Cleveland and Houston, with all parties to participate in presentation of evidence on issue before single examiner who will preside in all four proceedings. Commissioner Lee absent. Action Sept. 17.

■ By memorandum opinion and order, commission designated for hearing application of Radio Station KVOL Inc. to increase daytime power of KVOL Lafayette, La., from 1 kw to 5 kw, continued operation on 1330 kc, 1 kw-N, DA-N (BP-14947), and made KXYZ Houston, KINE Kingsville, and KOLE Port Arthur, all Texas, parties to proceeding; denied opposing petitions by Queen City Broadcasting Inc. and Wagenwest Inc. former and present licensee, respectively, of KVIM New Iberia, La. Action Sept. 17.

OTHER ACTIONS

■ By memorandum opinion and order, commission, on own motion, dismissed application of Capitol Broadcasting Inc. for new VHF-TV translator on channel 2 to serve Roanoke Rapids, N. C., by rebroadcasting programs of WRAL-TV (ch. 5), Raleigh; dismissed as moot objection by WTAR-TV (ch. 3), Roanoke, Va., and related pleadings. Application violated Sec. 74.702 and 73.703(a) of rules which provide that VHF translator shall cause no interference to direct reception of any TV operating on same or adjacent channel and that application for new translator will not be granted where it is apparent that interference will be caused. Commission believes WTAR-TV made prima facie showing that there will be interference by proposed translator to WTAR-TV. Commissioner Cox ab-



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stained from voting. Action Sept. 23.

■ By memorandum opinion and order, commission (1) granted application of Louis Vander Plate for new FM in Franklin, N.J., on channel 272 (102.3 mc); ERP 360 w; ant. height 750 feet and (2) denied petition by Sussex County Broadcasters Inc., Newton, taking exceptions to applicant's (a) financial qualification, (b) estimation of available revenue and (c) showing that proposed programming will serve public interest. Commissioner Cox dissented. Action Sept. 23.

■ By letter, commission denied request by WMGA for waiver of clear channel criteria in Sec. 1.569 of rules and returned as unacceptable for filing application to change operation of WMGA Moultrie, Ga., from 1400 kc, 250 w-N, 1 kw-LS, to 1130 kc, 250 w-N, 10 kw-LS with DA during critical hours, DA-N. Action Sept. 23.

■ By report and order in Doc. 15511, commission amended FM table of assignments by adding channel 221A to Jacksonville, N. C., and substituting 249A for 221A at Beaufort, N. C. Action Sept. 23.

■ By order, denied petition by KXYZ Television Inc. applicant for new UHF-TV in Houston, for leave to intervene in oral argument in Cleveland UHF-TV proceeding in Doc. 15249-50, which is scheduled in consolidation with Buffalo, N. Y. and Boston proceedings to be heard Sept. 21 before panel of commissioners. Action Sept. 18.

■ By memorandum opinion and order, commission (1) accepted for filing application of Radio KHAI Inc. for new AM on 1080 kc, 5 kw, U, in Honolulu and (2) denied motion to dismiss said application filed by Royal Broadcasting Inc. (KHAI), Honolulu, and dismissed latter's petition to grant its renewal of license without hearing. Action Sept. 12.

■ Commission invited comments to notice of proposed rulemaking looking toward amending FM table of assignments to add channel 285A to Pekin, Ill., in addition to presently assigned channel 237A. Application by WSIV Inc. for operation on latter channel, was granted on Sept. 2. Action Sept. 17.

■ By letter, dismissed application of Radio Southwest Inc. to increase daytime power of KOLE Port Arthur, Tex., from 250 w to 1 kw, continued operation on 1340 kc, 250 w-

N. Proposal would cause interference to XEMT Matamoros, Tams. Mexico, in contravention of U. S.-Mexico Agreement. Commissioner Ford abstained from voting. Action Sept. 17.

■ On own motion, commission cancelled oral argument scheduled for Oct. 1 in proceeding on applications involving Martin R. Karig in Doc. 14617-14620. Action Sept. 17.

■ In proceeding on applications of St. Albans-Nitro Broadcasting Co. and WCHS-AM-TV Corp. for new FM's in St. Albans and Charleston, W. Va., respectively, in Doc. 15593-4, issued memorandum of agreements reached at Sept. 17 prehearing conference, scheduled certain procedural dates and scheduled further prehearing conference for Dec. 7; further conference will be held at call of examiner if case reaches Jan. 7, 1965 exchange stage, at which time hearing date will be scheduled in lieu of Oct. 12 date which is hereby cancelled. Action Sept. 17.

■ By memorandum opinion and order, commission, on petition for expedited consideration by Martin R. Karig, granted assignment of CP of WIZR Johnstown, N. Y., from Karig to Schoharie County Broadcasting Corp.; consideration \$45,000. Aug. 9, 1963 initial decision in consolidated proceeding on applications involving Karig looked toward, among other things, revoking CP of WIZR. Commission policy has been not to consider assignment applications where character qualifications of seller are in question. However, it believes that special circumstances of case warrant exception. Action Sept. 16.

■ By order, commission amended table of frequency allocations in part 2 of rules to delete availability of channel 4 (66-72 mc) to TV broadcasting in Guam and thus limit use of those frequencies to government stations in maritime mobile service. Action Sept. 16.

■ By memorandum opinion and order, commission denied (1) petition by Lorain Journal Co. for reconsideration of March 31 decision insofar as it denied applications of WWIZ Inc. for renewal of license of WWIZ Lorain, Ohio, and for transfer of control from Sanford A. Schafitz to Lorain Journal, and (2) petition by WWIZ Inc. and Schafitz for reconsideration of denial of license renewal, also denied request for oral argument. In order to permit licensee opportunity to wind up affairs, memorandum opinion and order is not effective until 60 days after release or, if judicial review is sought, until 60 days after final court order. Action Sept. 16.

■ By joint notice of inquiry and notice of proposed rulemaking, commission moved to deal with problems presented by mutual funds and other investment groups holding stock in publicly held commercial AM's, FM's and TV's to degree contrary to multiple ownership rules. It has recently developed that number of investment entities have acquired stock interests of more than 1% in more than maximum allowable number of TV and radio stations. Action Sept. 16.

Routine roundup

ACTIONS BY REVIEW BOARD

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras and Mid-Ocean Broadcasting Corp., San Juan, P. R., in Doc. 14977-8, granted Abacoa's petition for acceptance of late filed reply to exceptions and brief of Broadcast Bureau. Action Sept. 22.

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., granted Mid-Cities petition to extend time to Sept. 25 to file responsive pleadings to appeals filed by Western Broadcasting Co. and Broadcast Bureau. Action Sept. 18.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Basil P. Cooper to preside at hearing in proceeding on AM application of Radio Station KVOL Inc. (KVOL), Lafayette, La. Scheduled prehearing conference for Oct. 16 and hearing for Nov. 10. Action Sept. 21.

■ Designated Examiner Sol Schildhouse to preside at hearing in proceeding on applications of United Artists Broadcasting Inc. and Ohio Radio Inc. for new TV's on channel 31 in Lorain, Ohio; scheduled prehearing conference for Oct. 15 and hearing for Nov. 9. Action Sept. 21.

■ Ordered that Hearing Examiner Eliza-

beth C. Smith in lieu of Examiner French will preside at hearing on applications of Dirigo Broadcasting Inc. and Downeast Television Inc. for new TV's on channel 7 in Bangor, Me. Action Sept. 18.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Dubuque Broadcasting Co. and Telegraph-Herald for new FM's in Dubuque, Iowa, granted applicants' request to continue Sept. 22 hearing to Nov. 17. Action Sept. 21.

■ Issued order concerning rulings made and agreements reached at Sept. 1 prehearing conference in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky. and, among other things, scheduled further prehearing conference for Oct. 8 and continued Sept. 24 hearing to Oct. 15. Action Sept. 18.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at Sept. 18 hearing conference in proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., continued Sept. 24 hearing to Oct. 26. Action Sept. 21.

■ In Kingston-Hyde Park, N. Y., FM proceeding in Doc. 15535-7, granted motion by Big River Broadcasting Corp. to extent of dismissing, but with prejudice, application for new FM in Kingston. Action Sept. 18.

By Hearing Examiner Millard F. French

■ In Bangor, Me., TV channel 7 proceeding in Doc. 15485-6, granted Dirigo Broadcasting Inc. petition to continue Oct. 1 hearing to Oct. 12 and to extend time for exchange of exhibits from Sept. 15 to Sept. 28. Action Sept. 17.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of Continental Broadcasting Inc. and Suffolk Broadcasting Corp. for new FM's in Norfolk and Suffolk, Va., respectively, in Doc. 15538-9, granted Continental's petition to extent of dismissing, but with prejudice, application, cancelled Oct. 1 further prehearing conference and scheduled hearing for that date. Action Sept. 21.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Broadcast Bureau to extend time from Sept. 24 to Oct. 1 to file proposed findings and, on own motion, extended time from Oct. 5 to Oct. 16 for replies in proceeding on AM applications of Eaton County Broadcasting Co. (WCER), Charlotte, and Flat River Broadcasting Co. (WPLB), Greenville, Mich. Action Sept. 22.

■ In proceeding on applications of Community Broadcasting Service Inc. and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., in Doc. 15265-6, granted Community's petition to extend time from Sept. 21 to Sept. 28 to file replies to proposed findings and conclusions. Action Sept. 18.

■ In proceeding on AM applications of Community Radio of Saratoga Springs, New York Inc. and AM Broadcasters of Saratoga Springs Inc., Saratoga Springs, N. Y., in Doc. 15587-8, (1) on own motion, continued Sept. 24 prehearing conference to Oct. 8; and (2) dismissed as moot request of intervenor party Kenneth H. Freebern to be excused from attendance at Sept. 24 prehearing conference, and dismissed his further request for advice as to consequence of his nonappearance at any prehearing conference. Action Sept. 18.

■ On own motion, continued Sept. 18 hearing conference to Oct. 9 in proceeding on applications of Springfield Telecasting Co. and Midwest Television Inc. for new TV's on channel 26 in Springfield, Ill. Action Sept. 17.

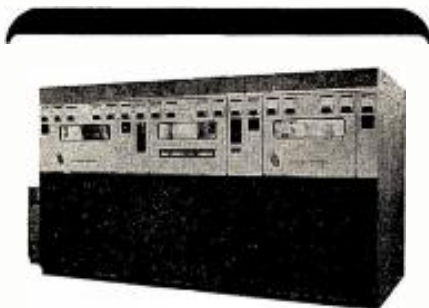
■ On own motion, rescheduled Oct. 5 further hearing for Oct. 6 in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev. Action Sept. 17.

■ Pursuant to certain agreements reached at Sept. 17 prehearing conference in proceeding on applications of Cumberland Publishing Co. and East Kentucky Broadcasting Corp. for new FM's in Pikeville, Ky., in Doc. 15569-70, scheduled certain procedural dates and hearing on direct cases of applicants pertaining standard comparative issue for Dec. 1. Action Sept. 17.

By Hearing Examiner H. Gifford Irion

■ Scheduled prehearing conference for Oct. 2 in proceeding on applications of Faragut Television Corp. and Peoples Broadcasting Corp. for new TV's on channel 40 in Columbus, Ohio. Action Sept. 22.

■ Granted request of Broadcast Bureau to continue Oct. 6 further hearing to Nov. 9 in proceeding on applications of American



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Colonial Broadcasting Corp. to change trans. site and ant. height of WSUR-TV Ponce, P. R., and to increase power of WKBM-TV Caguas, P. R. Sept. 18.

■ Pursuant to agreement reached at Sept. 18 prehearing conference in proceeding on AM application of Atlas Broadcasting Co. (WMAX), Grand Rapids, Mich., rescheduled Oct. 12 hearing for Nov. 17. Action Sept. 18.

■ In proceeding on applications of Skylark Corp. and Kingston Broadcasters Inc. for new FM's in Kingston, N. Y., cancelled Oct. 26 hearing and scheduled further prehearing conference for Dec. 21. Action Sept. 18.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Middle Tennessee Enterprises Inc. and Middle Tennessee Broadcasting Co. for new FM's in Columbia, Tenn., in Doc. 15567-8, granted Enterprises application for leave to amend application to reflect changes in ownership interests. Action Sept. 21.

■ Pursuant to understandings and agreements of parties at Sept. 18 prehearing conference in proceeding on applications of Middle Tennessee Enterprises Inc. and Middle Tennessee Broadcasting Co. for new FM's in Columbia, Tenn., in Doc. 15567-8, rescheduled hearing for November 23 and scheduled certain procedural dates. Action Sept. 18.

■ In Paterson, N. J., UHF-TV proceeding in Doc. 15089 et al., (1) granted petition by Bartell Broadcasters Inc. for leave to amend application by substituting new ant. proposal, type trans., and reduction of ERP, and financial proposals in conformity therewith; and (2) granted motion by Spanish International Television Inc. to extent of extending date for hearing to Oct. 20. Action Sept. 17.

By Hearing Examiner Jay A. Kyle

■ In proceeding on applications of Lorenzo W. Milam & Jeremy D. Lansman, partnership, M. R. Lankford, tr/as M. R. Lankford Broadcasting Co., and Christian Fundamental Church for new FM's in St. Louis, granted M. R. Lankford petition to extent of dismissing, but with prejudice, application, and retained in hearing status remaining applications. Action Sept. 23.

■ In proceeding on applications of Dover

Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia, and New Philadelphia, Ohio, respectively, in Doc. 15429-30, granted Tuscarawas petition to extent of cancelling date for exchange of lay exhibits and for notification of witnesses desired for cross-examination, and rescheduling Oct. 20 hearing for Nov. 30; and by separate order, granted Dover's request for acceptance of late filing of opposition to Tuscarawas petition for leave to amend application. Actions Sept. 22, 23.

■ In proceeding on applications of KTTV Television Co., Peoples Broadcasting Corp., and Central Broadcasting Co. to change trans. sites and make other changes in respective KTTV and KVTV Sioux City, and WHO-TV Des Moines, Iowa, granted petition by Palmer Broadcasting Co. to substitute new corporate name in Doc. 15376. Action Sept. 21.

■ Pursuant to Sept. 21 prehearing conference in proceeding on applications of KTTV Television Co., Peoples Broadcasting Corp., and Central Broadcasting Co. to change trans. sites and make other changes in respective TV's KTTV and KVTV Sioux City, and WHO-TV Des Moines, both Iowa, rescheduled Sept. 23 hearing for Sept. 24, and scheduled resumption of hearing for Oct. 7. Action Sept. 21.

By Hearing Examiner Forest L. McClenning

■ Formalized by order certain agreements reached at Sept. 17 prehearing conference in proceeding on applications of Nelson Broadcasting Co. and WBNR Inc. for new FM's in Newburgh, N. Y., in Doc. 15591-2, and scheduled certain procedural dates and continued Oct. 15 hearing to Nov. 16. Action Sept. 18.

By Hearing Examiner Sol Schildhouse

■ In Boston TV channel 44 proceeding in Doc. 15323-5 granted petitions by Integrated Communication Systems Inc. and United Artists Broadcasting Inc. to reflect change from channel 44 to channel 25. Action Sept. 17.

■ Granted petition by Ottawa Broadcasting Corp. (WJBL), Holland, Mich., to extend time to Oct. 15 to file proposed findings and to Oct. 30 for replies in proceeding on AM application. Action Sept. 17.

By Hearing Examiner Herbert Sharfman

■ Scheduled further hearing for Sept. 28 in proceeding on AM applications of Southern Radio and Television Co., Lehigh Acres, and Robert Hecksher (WMYR), Fort Myers, Fla., in Doc. 14909-10. Action Sept. 17.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at Sept. 21 prehearing conference in proceeding on applications of Tidewater Broadcasting Inc. and Edwin R. Fischer for new AM's in Smithfield and Newport News, Va., respectively, in Doc. 13243, 13248, scheduled hearing for Nov. 19. Action Sept. 21.

■ In proceeding on applications of College Radio and Pioneer Valley Broadcasting Co., for new FM's in Amherst and Northampton, Mass., respectively, in Doc. 15562-3, granted Pioneer's petition for leave to amend application by correction of typographical error in exhibit 3. Action Sept. 21.

■ Closed record in proceeding on application of United Audio Corp., for new FM in Rochester, Minn. Action Sept. 21.

■ In proceeding on applications of College Radio and Pioneer Valley Broadcasting Co. for new FM's in Amherst and Northampton, both Mass., respectively, in Doc. 15562-3, (1) granted Pioneer's petition for leave to amend application to correct omission of estimated costs and revenues; and (2) granted College Radio's oral motion, made on record at Sept. 18 oral argument and prehearing conference, for leave to amend application and dismissed petition for leave to amend. Action Sept. 18.

By Office of Opinions and Review

■ Granted petition by WHDH Inc. to extend time to Sept. 22 to reply to oppositions to application for review in Boston TV channel 5 proceeding. Action Sept. 21.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Sept. 22

WZIP-FM Cincinnati—Remote control permitted.

K80BO, K78BF, K82AX Preston, Idaho—Granted mod. of CP's to change trans. location to 4 miles east-southeast of Preston, and make change in orientation of trans. ant. for UHF-TV translators.

■ Following were granted extensions of completion dates WCHK-FM Canton, Ga., to Nov. 15; KRON-FM San Francisco to March 18, 1965; WCAW-FM Charleston, W. Va., to Nov. 15; WFRM-FM Freeport, Ill., to Feb. 11, 1965; WMTV(FM) South Bristol township, N. Y., to Feb. 26, 1965.

KWPC-FM Muscatine, Iowa—Granted CP to change operation from channel 259 (99.7 mc); ERP 780 w; ant. height 290 feet to channel 225 (92.9 mc); ERP 25.5 kw; ant. height 285 feet.

WPSX-TV Clearfield, Pa.—Granted mod. of CP to change ant. height to 880 feet; aural ERP 25 kw; type trans. and studio location to State College, Pa., and make changes in ant. supporting structure; condition.

KVEN Ventura, Calif.—Granted CP to install new auxiliary trans. at main trans. site.

KAMD Camden, Ark.—Granted CP to install new auxiliary trans. at main trans. site, using non-DA.

WNCN(FM) New York—Granted CP to move ant.-trans. location, increase ant. height to 1,340 feet, install new trans. and new polarized ant., and decrease ERP to 1.55 kw; remote control permitted.

Middlesboro Emergency Squad Inc., Middlesboro, Ky.—Granted CP for new VHF-TV translator, on channel 7, to rebroadcast programs of WLOS-TV (ch. 13) Asheville, N.C.

K09DS, K11DY, K13DT Georgetown and Montpelier, Idaho—Granted CPs to replace expired permits for new VHF-TV translator's; include Dingle, Idaho in principal community, change trans. location to 0.5 mile southeast of Montpelier, change type trans. and make changes in ant. system.

K07FP Show Low, Ariz.—Granted CP to replace expired permit for new VHF-TV translator.

Actions of Sept. 21

WNDT(TV), channel 13, Newark, N. J.—Granted license covering change in TV; and mod. of license to reduce aur. ERP to 33.9 kw.

W08AF Greensburg, Pa.—Granted CP to change trans. location for VHF-TV translator.

■ Following were granted extensions of completion dates as shown: WTVI(TV) Charlotte, N. C., to March 21, 1965; KYAC Kirkland, Wash., to Jan. 1, 1965; KTOT Big Bear Lake, Calif., to March 30, 1965; WKLP Keyser, W. Va., to March 1, 1965; WLAN Lancaster, Pa., to Jan. 1, 1965; KWAM Memphis to Jan. 1, 1965; KWJJ Portland, Ore., to Dec. 31; WVCG Coral Gables, Fla., to Feb. 1, 1965; WLNH-FM Lacombe, N. H., to Feb. 10, 1965; KDVR(FM) Sioux City, Iowa, to Dec. 1; KFLY-FM Corvallis, Ore., to March 24, 1965; WCMF-FM Brunswick, Me., to Feb. 17, 1965; WDXE-FM Lawrenceburg, Tenn., to Nov. 15; WMCF(FM) Stuart, Fla., to Nov. 26; WSLU(FM) Canton, N. Y., to Nov. 30.

Actions of Sept. 18

*WEDK(FM) Springfield, Mass.—Dismissed application for renewal of license of non-commercial educational FM for failure to prosecute.

WRPL Charlotte, N. C.—Pursuant to Sec. 1.113 of rules, set aside Aug. 19 action which granted license for AM; and reinstated program test authority to permit continuance of broadcast operation pending outcome of commission consideration of statement filed by Charlotte Radio and Television Corp. (WGIV), Charlotte, N. C.

WJCW-FM Johnson City, Tenn.—Approved engineering technical data submitted, pursuant to commission's July 25, 1963 third report, memorandum opinion and order in Doc. 14185 and as authorized by modified license on Oct. 3, 1963, to modify license of WJCW-FM and specify operation on channel 268 (101.5 mc); ERP 65 kw; ant. height 1,380 feet; specify type trans.

■ Granted renewal of license of Don Hancock Broadcasting Inc. (WREB), Holyoke, Mass., conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419.

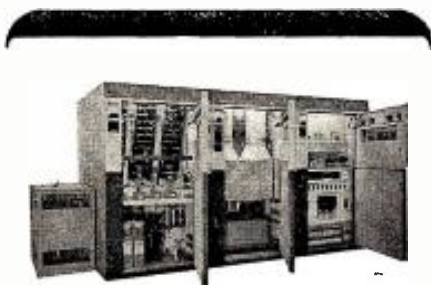
■ Granted renewal of licenses for following: WKOA Hopkinsville, Ky.; WNNJ Newton, N. J.; WSEE-TV Erie, Pa.; WMTL Leitchfield, Ky.; WOCH-AM-FM North Vernon, Ind., and KFAY Fayetteville, Ark.

KQTE Missoula, Mont.—Granted license covering change in ant.-trans. and studio location, and increase in ant. height.

K07FS Plevna, Fallon Creek area, Lame Jones area and Willard area, Mont.—Granted license for VHF-TV translator.

WEFM(FM) Chicago—Granted CP to install new ant.

K77BI, K79AZ, K81AN, K83AY Cherokee, Okla.—Granted mod. of CP's to include Alva, Okla., in principal community, change



317C 50 kw AM

NEW DESIGN

- Uses high power tetrodes and unique modulation technique to advance the state of the art
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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 23

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	3,969		67	79	344
FM	1,167		59	200	272
TV	541 ¹		50	84	175

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 23

	VHF	UHF	TV
Commercial	509 ²	162	671
Noncommercial	59	50	109

COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31

	AM	FM	TV
Licensed (all on air)	3,916	1,143	522
CP's on air (new stations)	66	46	56
CP's not on air (new stations)	88	204	88
Total authorized stations	4,070	1,393	666
Applications for new stations (not in hearing)	159	196	79
Applications for new stations (in hearing)	80	37	65
Total applications for new stations	239	233	144
Applications for major changes (not in hearing)	184	54	37
Applications for major changes (in hearing)	45	5	10
Total applications for major changes	229	59	47
Licenses deleted	0	0	0
CP's deleted	0	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

trans. location to 5.5 miles east-southeast of Alva, change type trans., and make changes in ant. system for UHF-TV translator's.

KBOW Butte, Mont.—Granted request to cancel license and deleted call letters.

KTCR Minneapolis—Granted authority for wireline delivery of "Hootenanny Jamboree" program to CFOB Fort Frances, Ont., Canada, from Sept. 21 to June 30, 1965, Monday through Saturday.

K06DA Alma, Colo.—Granted CP to make changes in ant. system for VHF-TV translator.

K13FW, K11GE Clarks Fork, Wyo., and Cooke City and Silver Gate, Mont.—Granted CPs to replace expired permits for new VHF-TV translator.

Actions of Sept. 17

WCUE Cuyahoga Falls, Ohio—Granted license covering change in hours of operation and to DA-2, change studio and station location, install new trans. nighttime and specify different day and night sites.

WRIG Wausau, Wis.—Granted license covering changes in ant. system.

WMIX-FM Mt. Vernon, Ill.—Granted license covering installation of new ant. and change in ant. system.

WMCA New York—Granted mod. of license to change name to Straus Broadcasting Group Inc.

***WBFO(FM) Buffalo, N. Y.**—Granted CP to increase ERP to 770 w; remote control permitted; condition.

KPAL Palm Springs, Calif.—Granted CP to increase daytime power on 1450 kc from 250 w to 1 kw, continued operation with 250 w-N, and install new trans.; conditions.

***KUMD-FM Duluth, Minn.**—Granted CP to move studio and ant.-trans. location, delete remote control of trans., and install new trans.

WONO Syracuse, N. Y.—Granted mod. of CP to change type ant. and trans. line.

■ Granted licenses for following translator's: **K75AO**, Point Arena Television, Point Arena, Calif.; **K03AX**, Umatilla River TV Association Inc., Umatilla River Valley, Ore.; **K13EO**, Lake George Volunteer Fire Dept., Lake George and Florissant, Colo.; **K06DT**, Chinook TV Association Inc., Chinook, Zurich, Fairview and Clear Creek, Mont.

■ Granted licenses covering changes in following translator's: **K07GA**, Northern Television Inc., Sterling, Soldotna, Kasilof and Kenai, Alaska; and **K08AM**, Buffalo TV Association, Buffalo, S. Dak.

KFNF Shenandoah, Iowa—Granted extension of authority to operate sign-off 7:15

p.m., Monday through Saturday and 7:30 p.m., Sunday, except for special events, for period ending Nov. 16.

WLAC-FM Nashville—Granted mod. of CP to change ant.-trans. location, type trans., decrease ant. height to 410 feet, and make other engineering changes; conditions.

KYLE-FM Temple, Tex.—Granted mod. of CP to change type ant. and increase ant. height to 340 feet.

WVHI Evansville, Ind.—Granted mod. of CP to change type trans., install vertical ant., and make changes in ant.

WLRS Louisville, Ky.—Granted mod. of CP to change type trans. and ant.

WMRO-FM Aurora, Ill.—Granted mod. of CP to change type ant., and extend completion date to March 15, 1965.

■ Granted licenses for following AM's: **WMAC** Metter, Ga.; **WVAL** Sauk Rapids, Minn., and change name to Herbert M. Hoppe, tr/as Tri-Country Broadcasting Co.

■ Granted renewal of licenses for following: **WAKR-TV** Akron, Ohio; **WBNS** Columbus, Ohio; **WFMJ-TV** Youngstown, Ohio; **WLX-TV** Onondaga, Mich.; **WJIM-TV** Lansing, Mich.; **WKBN-TV** Youngstown, Ohio; **WKNX-TV** Saginaw, Mich.; **WMSB(TV)** Onondaga, Mich.; **WNEM-TV** Bay City, Mich.; **WJW-TV** Detroit; **WWTW(TV)** Cadillac, Mich.; **WWUP-TV** Sault Sainte Marie, Mich.; ***WCET(TV)** Cincinnati; ***WGSF(TV)**, Newark, Ohio; ***WGTE-TV** Toledo, Ohio; **WMUB-TV** Oxford, Ohio; ***WOSU-TV** Columbus, Ohio; ***WOUB-TV** Athens, Ohio; **WKZO-TV** Kalamazoo, Mich.; **WEWS(TV)** Cleveland; **WCPO-TV** Cincinnati; **WWJ-TV** Cleveland; **WJBK-TV** Detroit; **WKRC-TV** Cincinnati; **WOOD-TV** Grand Rapids, Mich.; **WSPD-TV** Toledo, Ohio; **KYW-TV** Cleveland; **WLUC-TV** Marquette, Mich.; **WHIZ-TV** Zanesville, Ohio; ***WTVS(TV)** Detroit.

Actions of Sept. 16

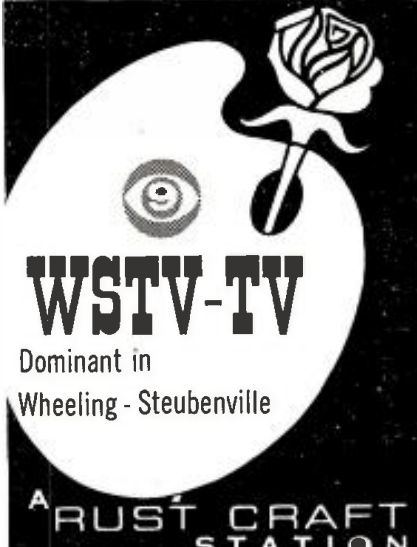
■ Granted renewal of licenses for following: **WCLA** Claxton, Ga.; **WIBR** Baton Rouge, La.; **WKIG** Glennville, Ga.; **WKJG** Fort Wayne, Ind.; **WLAU** Laurel, Miss.; **WMC-FM & SCA** Memphis; **WMCT(TV)** Memphis; **WPGA** Perry, Ga.; **WRIN** Rensselaer, Ind.; **WTCW** Whitesburg, Ky.; **KABC-AM-FM** Los Angeles; **WKGN** Knoxville, Tenn.; **WOWO** Fort Wayne, Ind.

WIZR Johnstown, N. Y.—Granted mod. of CP to change main studio location, and change type trans.; also granted extension of completion date to Nov. 30.

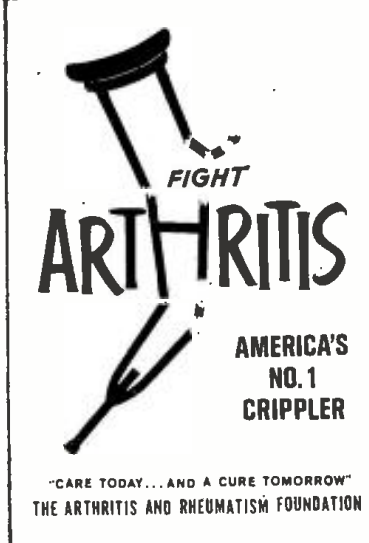
Actions of Sept. 15

■ Granted renewal of licenses for follow-

Continued on page 121



WSTV-TV
Dominant in
Wheeling - Steubenville
A RUST CRAFT
STATION



FIGHT
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 - All other classifications 30¢ per word—\$4.00 minimum.
 - No charge for blind box number. Send replies to *Broadcasting*, 1735 DeSales St., N.W., Washington, D. C., 20036.
- APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return

RADIO—Help Wanted

Management

Sales manager—Background music system, HI-FI and sound systems familiarity and good sales accomplishments required. Manager would step into newly established multiple background music system serving three New England states. Base salary with liberal commission arrangements. Send detailed resume, photograph and 5 personal and 5 business references to Box J-229, BROADCASTING.

Multi-Station operation needs man to assume management of small market, profit-making, one kw. Resume to Box J-241, BROADCASTING.

General manager—Midwest fulltime net affiliate in medium market seeks aggressive, sales oriented manager. Group operation with plenty of room for you to grow. Many company benefits. Box J-274, BROADCASTING.

Manager with 1st phone. Little engineering or managerial experience necessary, but must be strong on sales and good all-round radio man. Excellent opportunity for go-getter to learn management. Young, civic-minded, settled man can go places in growing community. Call Jim Synnott, at WBUG, Ridgeland, S. C.

Are you a selfstarter? Want to be in business for yourself? Have assured but unlimited income? Some of our men earn over \$25,000 representing the industry's oldest and most respected promotion firm selling to radio and TV stations. CCA is now looking for state and regional representatives. Preference given men with previous station CCA experience. Fulltime travel, home weekends. Station or sales management experience only. References checked. Mature, neat, personable. Send detailed resume, picture to John Gilmore, President, CCA Building, Westport, Connecticut. Personal interview required.

Manager-for AM station in major North Florida market. Excellent opportunity for man with proven sales ability. Contact Joe Carson (area code 801) 482-6133.

Sales

KMUS, Muskogee, Okla. needs experienced time salesman. Contact Horace Boren, Owner, Box G-214, BROADCASTING.

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Group. Box J-10, BROADCASTING.

South . . . immediate opening for a salesman with management potential for Negro appeal radio station. Guaranteed beginning salary with liberal compensation plan. Write Box J-58, BROADCASTING.

Sales opportunity. Experienced salesman should earn \$8,000 first year. At least \$10,000 second year selling excellent product with good rate card. Single station market. Sales training available. Will consider man presently doing part time sales. This is your dream answered if you want to settle in a good community with a good income from a professional station. Send resume to Box J-160, BROADCASTING.

Have immediate opening for top-notch salesman in major Ohio market with management potential. Box J-239, BROADCASTING.

Sales—(Cont'd)

Young, aggressive salesman for single station market. Present billing assures above average income. Station located in progressive upper-Midwest city. Character references mandatory. Married applicants only. Box J-254, BROADCASTING.

Small market North Carolina station needs salesman to also handle some announcing and programing duties. Salary commission. Box J-302, BROADCASTING.

Experienced, married salesman. 450 guarantee plus commission. KSEN, Shelby, Montana.

KIDO in Monterey, Calif. needs a thoroughly experienced time salesman. We pay \$800 guarantee against 20% commission. If you are near enough for personal interview send full details.

Need assistant because of station's growth. If you're that "guy Friday" with proven sales record, interest in announcing, are a mature type who knows adult level radio, married and willing to settle and grow with us in a wonderful area. I want you! Contact Don Novelli, WBUZ Fredonia, N. Y.

Detroit suburban station needs salesman with ability and imagination. Multiple chain. Choice account list. Guarantee. Write or call WERV, Livonia, Michigan.

Salesman wanted. Good salary plus 15% commission. Fast growing Piedmont, North Carolina market. Must be experienced, educated also salesman-announcer. Write Manager, WSTP, Salesbury, N. Carolina.

Professional salesman metro market. Need help due to new drama format and increased business. Write or call WKKW, Troy, N. Y.

Working sales manager, experienced, successful, married; opportunity advancement. Galen Gilbert, Box 346, Neosho, Missouri.

Announcers

California calls! First phone man needed to help keep us #1 in highly competitive market. Send tape, complete resume, and photo to Box H-48, BROADCASTING.

Immediate opening for college graduate professionally trained and experienced communicator for medium market New York station. Must be outstanding airman capable of good dj performance. AM & FM commercials, TV on camera work and news. Station is part of expanding group operation offering unusual opportunity for advancement and individual growth. A.F.R.T.A. plus talent fee. Reply Box H-394, BROADCASTING.

You may be the right man for a moving and progressive station in the South. Send tape, resume and money needs—If you are the right man—you are for us. Box J-99, BROADCASTING.

For Better than average announcer-newsman, established idlowatter in pleasant, prosperous Illinois city offers better-than-average situation as to pay, extra benefits, opportunity, working conditions. Must be able to gather and write news, be familiar with modern and adult music, be able to keep things moving with bright production, sell on the air with conviction, help create good sound for progressive, popular station. Send tape and resume to Box J-111, BROADCASTING.

Virginia station seeks an announcer preferably experienced. Send tape and resume to Box J-144, BROADCASTING.

Announcers—(Cont'd)

Young man, authoritative voice; experience not required; willing to assist; send tape, photo, salary requirements. Tape returned. Address Box J-183, BROADCASTING.

Needed immediately—announcer with or without first phone, no maintenance, for Illinois daytime station, solid operation, no floaters, secure position, salary dependent on experience and qualifications. Box J-199, BROADCASTING.

Announcer needed immediately. 3rd ticket and endorsement required. Old established middle-of-the-road station. Mid-Atlantic area. Box J-213, BROADCASTING.

Experienced middle-road personality with production ability for position with growing chain. Box J-233, BROADCASTING.

Bright sounding dj for upper Midwest. Modified Top 40 AM and FM operation. Send tape, resume and photo to Box J-252, BROADCASTING.

Experienced announcer with news and sports capabilities. Single station, city of 20,000 near metro market. Additional salary advantages. Start above \$105 weekly. Prefer married man. Send references and sincere letter. Box J-253, BROADCASTING.

Negro station with modern programing in one of the Top 10 markets. Needs experienced disk jockey able to handle modern rhythm and blues format. First class ticket helpful, but not necessary. Solid opportunity for the right party. Send tape and resume to Box J-262, BROADCASTING.

Wanted: Announcer who wants to learn news, to work night shift and help with news under capable news director. Prefer young college man who wants to make radio a career. Must have 3rd phone with endorsement. Midwest. Box H-265, BROADCASTING.

Play-by-play man. Some announcing. Sales combination possible. Great Plains area. Start \$100 weekly. Box J-288, BROADCASTING.

All around men—music, commercial, news. Must be experienced. Top pay, fringe benefits, 40 hour week. Eastern Canada—10 kw. Apply box J-278, BROADCASTING.

Negro format station needs dependable man who can fit into a tight, modern, swinging R&B format. Man must also be able to handle news and production. The right man will have the opportunity to grow along with one of the countries fastest growing radio chains. Send tape, photo, resume and references to Box J-289, BROADCASTING.

Professional, adult sounding dj with strong teen appeal wanted for evening shift at one of the Midwest's best Top 40 stations. Salary open. 1st phone desirable but not required. Rush aircheck, photo, resume & references to Box J-290, BROADCASTING.

Top grade announcer for major Michigan market modern formula station. Require sharp, experienced man able to do production and run tight board. Good salary, excellent future. Send tape, resume, photo, recent earnings to Box J-291, BROADCASTING.

Rather switch than fight? Stop fighting tight, restrictive format. Switch to bright, creative, adult radio. Midwest metro middle-roader offers talented. 1st phone personality freedom to develop. Send resume and tape to Box J-293, BROADCASTING.

Experienced announcer for variety format station in Carolinas. Prefer man capable of some sales or inside detail work. Box J-303, BROADCASTING.

Help Wanted

Announcers—(Cont'd)

Wanted—Experienced morning announcer. Also sharp beginner. Both must sound alive, be able to type, write copy (send sample of work). Send tape and resume to KAWT, Douglas, Arizona.

KPRM Radio, Park Rapids, Minnesota looking for dependable announcer that might enjoy working! If such exists contact us.

Announcer with first phone, no maintenance. WAMD, Aberdeen, Md.

5 kw regional needs first phone announcer. No maintenance. Compensation above average. Send resume, tape and photo to D. D. Curtis, WANV, Waynesboro, Virginia.

WBCM, Bay City, Michigan accepting applications for staff announcer with experience. Send resume etc. to Leo A. Jylha, Manager.

We need another good 1st phone announcer for our 5000 watt expansion. If qualified, you will be developed as a distinct personality to handle our increased Philadelphia coverage. WBUX, Doylestown, Penna. David Ross, Program Director, 215-348-3583. No collect call.

We need a qualified first phone, 1000 watt daytimer, WCAZ, Carthage, Illinois.

Wanted experienced announcer. Station WCLW, 771 McPherson St., Mansfield, Ohio.

Immediate opening for morning man, capable on news, sports and announcing. Permanent position. Send tape and resume, WDDY, Gloucester, Virginia.

General announcing—including news, dj work etc. Middle of road format. Start \$70-80 weekly depending upon ability. WEPM, Martinsburg, W. Va.

Experienced announcer with good voice and first phone. Midwest applicant preferred. Send tape and resume to WFAW, Ft. Atkinson, Wisconsin.

Announcer—experienced in adult format with third class license. Good opportunity in South's fastest growing market with well established, successful station. Also opening for program director. Send tape, photo and resume to John Garrison, WFTX, Huntsville, Alabama, 35804.

Expanding central Pennsylvania group seeks sales and announcing personnel. Positions offer an opportunity to continue at either of two Pennsylvania Universities. Contact Croy Pitzer, WMAJ, State College, Pennsylvania.

Immediate opening for mature announcer with better-than-average ability on news and commercials, capable of running own board, doing production work and with a third class ticket. Also need combination announcer-salesman to handle weekend air shift and sell in area accounts. Experience in radio sales a must. Send tape, photo, resume in first letter to WMIX, Mt. Vernon, Illinois, or Contact Robert L. Whitaker, Vice President.

Announcer for general staff work. Play-by-play ability desirable. Near Philadelphia. WNJH, Hammonton, New Jersey. 215-696-3690.

Immediate opening for 1st phone announcer. We need an experienced man with good mature voice for morning shift on tightly formatted good music station. Excellent opportunity for right man. Rush info to Irv Laing, WQTE, Whittier Hotel, Detroit, Mich. 48214.

Announcer with some experience and writing ability. Middle-of-the-road format. Send tape, photo and resume. WTIM, Taylorville, Illinois.

Immediate opening for experienced afternoon DJ on middle road station. Send tape & resume to WTKO, Ithaca, N. Y.

Staff announcer plus play-by-play. Permanent employment for right man. Sports play-by-play and news audition, experience, salary requirements to WTNS, Coshocton, Ohio.

Announcers—(Cont'd)

Wanted Negro announcer-salesman. Immediate opening, experience necessary. Good working conditions. Salary commensurate with experience. Contact Joe Evans, WVOE, Chadbourne, N. Carolina. 654-3971.

Information needed immediately about Harry Lane formerly of Billings, Montana, and then Los Angeles, California. Please contact Ben Taitel, Box 2513, Billings, Montana.

Develop network announcing technique! Authoritative news! Personalized, taped home study. Also elementary. Consultation invited. Free brochure. Hal Fisher, Broadcasting Consultant, 678 Medford Brd, Patchogue, New York. 11772.

Technical

Engineer-combo man—first class ticket. Engineering primary, announcing secondary for New York State daytimer. Salary open our main objective is to get right man! Write soonest Box J-88, BROADCASTING.

Wanted . . . Chief engineer announcer for station. Medium town in Northwest. Reply Box J-176, BROADCASTING.

Chief: A man proud of his profession to assume full responsibility for engineering and maintenance in a well equipped Virginia radio station. Good man for good salary. Beautiful location, fine working conditions. Box J-221, BROADCASTING or call prepaid: Operations manager, 703-635-5526.

Mature chief engineer with sports or announcing capabilities. Position available within three weeks. Salary range starts at \$498.00 monthly. You will live in a modern progressive upper-Midwest community. References will be thoroughly investigated. Box J-255, BROADCASTING.

Chief engineer for fine AM-FM in Northwest Penna. market. Top flight experienced maintenance man required. Want married man seeking permanency with good future. Congenial staff. \$400 up depending on qualifications. Resume including present salary to Box J-292, BROADCASTING.

Immediate opening for chief engineer who can announce or sell. Daytime station in small Southeast market. Good opportunity. Write Box J-301, BROADCASTING.

Chief engineer for AM-FM in unusually pleasant living area. Strong maintenance background. Good salary and excellent opportunity with expanding group. Phone or see if nearby, otherwise send resume, photo and recent earnings to Jim Nicholson, WMGW, Meadville, Penna.

Want to hire first class engineer to work at 5000 watt, non directional station in San Juan, PR. Send pictures, resume, travel expenses for right man. Equal opportunities for right man. Carpenter, WUNO RADIO, San Juan, Puerto Rico.

Production—Programing, Others

Administrator, with background in programming, publicity writing and marketing for major diversified group. Complete resume to Box J-153, BROADCASTING.

Immediate opening for Gal Friday who knows and can write good ad copy. Take over department. Florida East Coast Station. Send resume and photo to Box J-204, BROADCASTING.

We need right now, experienced, aggressive, program-production man who can do some football and basketball play-by-play. Box J-238, BROADCASTING.

Girl for top continuity position in group operation. Excellent salary, production aids galore, lots of voice talent. If your creative, ambitious and ready to go places; we invite you to come where the action is. Send resume to Box J-246, BROADCASTING. All replies answered.

Production man for group, air talent not necessary but must have flair for creating swinging Top forty style promos and effects that stand out and create notice. Completely equipped recording studio, lots of helpful talent. This is a top job with an administrative future. Write Box J-247, BROADCASTING.

Production—Programing, Others

Continued

Midwest daytimer has immediate opening for copywriter. Announcing experience also helpful. Good salary with opportunity for advancement in production and program department. Box J-279, BROADCASTING.

Newsman to write, gather, and broadcast local news. Aggressive, hard-working. \$110. Metropolitan market update New York. Box J-281, BROADCASTING.

Negro newsman who knows how to dig out local news & deliver it with authority is needed now by headquarters station in fast growing R&B format chain. DJ & production experience helpful. You can grow with us. Send tape, resume, references, photo and salary needed to: Box J-288, BROADCASTING.

Wanted: A radio newsman to join the professional team which worked 81 straight hours covering the Rochester riots for the nation. A team which has been first in the coverage of news for 40 years. We want a man who can write well and who reads well. A man who knows news and knows what to do about it. Call Dick Tobias, WHAM, Rochester, N. Y., 716-LO-2-9200.

Immediate opening for experienced, thoroughly competent news director capable of handling a prestige news department at this 5000-watt Midwest regional station. Must have excellent air presentation, must be able to write local news, and above all, dig it out. Ability to write editorials essential. Men without experience need not apply. Contact Robert L. Whitaker, Vice President, WMIX, Mt. Vernon, Illinois.

Immediate openings for 2 qualified men in our Washington audio news bureau. All applications considered—complete training provided. Send tape, photo and resume to: Jack Brody, Republic News International, 7523 Spring Lake Dr., Bethesda, Md.

Situations Wanted—Management

Strong on sales and programing: Veteran broadcaster, 8 years experience all phases, seeking managerial position. Reliable, hard worker. Excellent references. Box J-168, BROADCASTING.

Manager, sales manager: 15 years experience in radio, lastly in major market as both General Manager and General Sales Manager. Strong on sales and community relations. Know New York agencies. Have done sports, and play-by-play; taught sales and speech on high school and college levels. Record and references available. Box J-206, BROADCASTING.

Station owners, heavy and successful experience as co-owner, general manager and sales manager in California metro market. Presently employed as sales manager. Desire medium to small market in California. Will consider far Western markets for attractive opportunity. Family man. Over 15 years in radio and TV. Box J-214, BROADCASTING.

Just sold my station. Seek affiliation with station needing all around competent man. Offer dependability, versatility, many years experience in all phases of broadcasting including management and engineering. College trained family man with top references. All offers considered including CATV management. Will also consider purchase of radio or CATV. Box J-232, BROADCASTING.

General manager—recently upgraded metro station to highest income and ratings. Station sold for cash at owners price. Have past outstanding success in upgrading other major and metro stations to high volume income, profit and top ratings. Strong on personal sales, sales management, programing and administration. Best references. Box J-273, BROADCASTING.

Is there a radio property owner in the Western U. S. who is unhappy with the operation of his station? A man who has looked in vain for someone to run it with experience, ability, proven performance, integrity and willingness to work? If there is such a man, then I'm your man! Please write for full details and highest references—Box J-287, BROADCASTING.

Situations Wanted

Sales

Money-making special events sales campaign available to California, Arizona radio stations. Box J-98, BROADCASTING.

Proven Tiger \$20,000 to invest—radio Television. Heavy sales. Call "Tiger" before breakfast: 212-249-2464.

Announcers

Negro dj, bright delivery, specialty R&R, third phone license, some experience. Prefer small market, will consider all. Box H-391, BROADCASTING.

School of Broadcasting and Announcing graduate, Negro. Ambitious, hard worker, some experience. Married. Box J-82, BROADCASTING.

Southern majors: Dependable format radio personality. 7 years. Must relocate. Box J-135, BROADCASTING.

I am a professional. I believe in the honest, sincere broadcast approach. The mobility and versatility of our industry continues to fascinate me; and with each new broadcast experience I realize how vast are the possibilities for creative and original thinking. If your station needs someone dedicated to broadcasting, who has made the broadcast industry a way of life, please consider my qualifications. I am university trained and have been in my present job for 2 years. I am vitally interested in the future of my business and want to use my abilities to the utmost extent. I have reached the top at the station for which I now work. Although I am very happy here, I feel that I must move to a station offering me more challenge and opportunity. If you are interested in offering this challenge and the corresponding financial recompense, please write for my resume and tape. I am 28 years old, single, and will go wherever opportunity abounds. Box J-143, BROADCASTING.

Top 30 markets: Stop here if you are seeking a Top 40 personality with ability and desire to create. Voices, situations, comedy and promotion in one neat, married, dependable package. Evening show preferred. Personal interview welcome. Excellent references. Box J-149, BROADCASTING.

Hark!! College grad, family man, currently at 50 kw Philadelphia NBC, announcing vacation relief, desires position in radio or TV where good production skills and proven, adult-oriented, humorous air personality in needed. Available one week notice. Full poop from Box J-150, BROADCASTING.

C & W specialist 16 years, seeks powerful station. Know artists, adlib specialty, sober, employed. Tape, resume available. Box J-184, BROADCASTING.

Available now. Announcer/dj/news/board, \$95. 3rd class. 6 years experience. Box J-215, BROADCASTING.

Announcer? No. Jock? No. Personality? Yes! And you get experience, top references and quality production at no extra cost. You can expect more from this one, you'll get it. Box J-223, BROADCASTING.

Top notch modern music pro looking to move presently PD in Florida and one of the most versatile cats in the biz. Want PD post but will consider top jock spot in Top 100 market if the bread is right. A solid, all around man that eats, drinks, and sleeps radio 24 hours a day. Box J-227, BROADCASTING.

Good format dj, less than year experience. Looking for chance with medium market. Top 40. Start at low \$. Box J-237, BROADCASTING.

Personality-broadcaster, 12 years on mike returning from two year stint with the Voice of Germany in Cologne. Adult stations with openings for one with my qualifications will receive tapes upon request. Personal interview if desired. Available starting October. 3rd ticket. Box J-244, BROADCASTING.

Live Top 40 deejay. Sharp production. Hard working personality. Eager. Box J-250, BROADCASTING.

Announcers—(Cont'd)

I have 9 years experience, eight with present employer, in all phases of radio . . . news and sports, special events etc. . . . Would like to relocate in medium market area. . . . Married, four children, reliable . . . expect reasonable salary . . . air check tapes on request. Box J-256, BROADCASTING.

Mature, yet happy sound. Twenty-six years old, family. Six years experience. Three years at present morning man slot. Medium or major markets. Box J-257, BROADCASTING.

Fun personality jock, voices, 1st phone, etc. Available \$150 wk. Box J-259, BROADCASTING.

Experienced announcer, 4-radio, 2-TV. Mature, dependable, draft free, very good voice. Will consider quality stations only. Hard worker. Box J-260, BROADCASTING.

Announcer, dj, tight board. Good news. Family man. Not a drifter nor a prima donna. Box J-261, BROADCASTING.

South-Southwest—Want to return. Eleven years—solid references. Production—news—music. Veteran with college, finest background. Reasonable. Box J-263, BROADCASTING.

Ambitious young announcer seeks permanent connection metropolitan New York-New Jersey area. Board experience includes network news, commercials-local newscasts, commercials, sportscasts, special announcements, middle-of-the-road music format. Third class ticket with endorsement. Box J-271, BROADCASTING.

First phone announcer-dj: Sober family man. Excellent ratings with adult and teen appeal. Desire some C & W or Top 40. Prefer Midwest. \$120 (\$3 hourly) minimum. Available about November 1st. Box J-277, BROADCASTING.

Sports-minded announcer, well versed in sales looking for sports-minded station. Have 4½ years radio experience in all important phases. Contact Box J-280, BROADCASTING.

Top 40 dj with 1st phone. Currently employed, but would like to join swinging Top 40 station. Willing to travel. Box J-282, BROADCASTING.

Announcer seeks first job. Good voice, third phone, college. Good worker, dependable, ambitious. Box J-283, BROADCASTING.

Straight announcer-sales for C/W slot. PD's promotion, C/W artist, twenty years experience. CMA member. Box J-284, BROADCASTING.

Help stamp out night time TV—Hire me. Three years experience "battling" the Nielsen ratings. Personality, but no screamer. Veteran. Box J-286, BROADCASTING.

Announcer 8 years experience strong on news. Looking for news job. Box J-295, BROADCASTING.

First phone announcer, strong on news, wishes to return to West Coast. Experienced all phases radio. Eight years experience. Box J-296, BROADCASTING.

First phone announcer seeks position as PD or possibly staff. 18 years radio-TV. Now in Los Angeles. Prefer to remain S. California. Others considered. College-married-veteran. 714-635-0642 or Box J-300, BROADCASTING.

Announcer-dj. Recent broadcasting school graduate with first phone—age 20, no experience but want chance to be heard. Prefer S. Calif. Write—Wire—Call John Helm, 1089 Summit Dr. Whittier, Calif. 693-9026.

First phone, announcer—strong maintenance desires Ohio—only—320 Thrush Rd., Crestline, Ohio.

Announcer—3rd phone. Do all kinds of program, strongest in news. Experience at small station. Single. Write: Bradley C. Bowen, 5 Richwood Ct., Apt. 3-H, Mineola, N. Y. c/o S. H. Bean.

Announcers—(Cont'd)

DJ-announcer—Washington-Baltimore area. Part time college student. Experience. 914-429-8652.

First phone personality—7 years all formats, married, available immediately. Announcer 684-2411 or Apt. 14 4880 Sandyland Rd., Carpinteria, Calif.

Beginner, 3rd class, elem. 9, college training, family, part time S. Calif. Others fulltime. Steve Hardtke, 7512 El Cortez, Buena Park, Calif. 714-522-5083.

Radio Engineering Institute, 1336 Main St., Sarasota, Florida. Graduates a class of First class Radio Telephone licensees every (5) weeks. We have both experienced and non-experienced. Get your first phone ticket or hire your personnel at REI.

Situations Wanted—Technical

First phone engineer. Experienced maintenance and operation. Mature and capable. Box J-148, BROADCASTING.

Universities: Get a top flight recording engineer at minimal cost. 13 years experience as chief engineer, former major market announcer, seek opportunity to contribute talents in exchange for living wage, and opportunity to complete degree. Box J-234, BROADCASTING.

Chief engineer: 10 years experience in am broadcasting, 5 kw and directional antenna. Strong on maintenance; no announcing. Box J-243, BROADCASTING.

Experienced radio-TV operation engineer. Any location considered. No announcing. Box J-251, BROADCASTING.

First phone, 25 years experience, 20 as chief. Installation, operation, maintenance. No announcing. Prefer West. Box J-272, BROADCASTING.

Broadcast technician with a 1st class license, available immediately, will relocate. Box J-297, BROADCASTING.

ST-TRANS. technician, experienced. 1st phone, available immediately, will relocate. Box J-298, BROADCASTING.

Broadcast engineer, dedicated to field. Reliable vet, first phone, married, settled. 2½ years AM-FM-audio equipment. Good education. Would like Florida TV-AM-FM station (Fla. native). Available immediately. Box J-299, BROADCASTING.

Production—Programing, Others

Radio-TV sportscaster. 11 years experience. News and staff background. Box J-3, BROADCASTING.

Will exchange 60 hours labor for 40 hour paycheck as copywriter in temperate climate. 3rd phone. Some announcing experience. Well grounded in most phases "off mike radio", except eng.-sales. Good work, good references . . . good training. Good man. Hope you're the same. Write if you have work. Box J-192, BROADCASTING.

Experience newsman seeks position with growth possibilities at news-conscious station. College graduate, school training, first phone. Box J-203, BROADCASTING.

Newsman-recent Missouri journalism grad. with radio-TV writing experience desires opportunity to break in on-the-air. Box J-217, BROADCASTING.

Creative producer-director, eight years experience in two major markets desires position as production manager. Married. Two degrees. Box J-219, BROADCASTING.

Attention: Small or medium markets. Need PD? Top rated major market jock with first phone looking. Some experience and great potential. Jock offers accepted. Ready now! Box J-225, BROADCASTING.

Fine on the air newsman with style and a nose for digging. Looking for a combo radio TV slot. If your looking for top quality let's talk. Box J-228, BROADCASTING.

Production—Programing, Others

Continued

Producer-director, seven years experience desires step up to larger market in East, increased responsibilities. Box J-231, BROADCASTING.

Program director strong on production looking for bigger opportunity. Also am strong on morning program. Box J-235, BROADCASTING.

Program director—deejay—production—copy writer. Family man . . . 10 years in biz. Highest references . . . seek station open to imaginative ideas. Box J-249, BROADCASTING.

Attention Florida! No winter visitor. Permanence required. 13 years radio, TV experience, announcing & program director. Currently employed. Box J-258, BROADCASTING.

Free-lance reporter traveling Europe will tape man-in-street, interviews, description—what will you? Box J-285, BROADCASTING.

Assistant news director in major Eastern market, eight year veteran, seeks news director position in established station. Box J-304, BROADCASTING.

TELEVISION—Help Wanted—Sales

Wanted: Account executive who wants to grow with a top Southeastern NBC affiliate located in North Carolina's finest living area. A home owned station, you'll work with experienced personnel and become part of a television family that believes in the future of this area. Salary plus commission. Car and expenses to the right man. Send resume to—G. Earl Broome, Vice President—Sales, WITN-TV, Washington, N. Carolina.

Announcers

Information needed immediately about Harry Lane formerly of Billings, Montana, and then Los Angeles, California. Please contact Ben Taitel, Box 2513, Billings, Montana.

Technical

Chief engineer—New UHF ETV station in Southeast has immediate opening for mature, settled engineer with transmitter, VTR, and studio maintenance experience. Excellent facilities, community, salary scale and employee benefits. Box J-134, BROADCASTING.

Transmitter supervisor needed for group owned VHF maximum power station in Rocky Mountain region. Send complete resume, present income, and salary desired to Box J-222, BROADCASTING.

Immediate opening for TV engineer, 1st phone required. Send resume to Ray Kruger, WQAD TV, 3003 Park 16th St., Moline, Ill.

Director-switcher experienced only. Immediate opening. Contact: E. Whitmeyer, Production manager, WJAR-TV, Providence, R. I.

Production—Programing, Others

Newsman—Top station in major Florida market needs strong on-the-air newsman with college journalism background. Must have television training or experience. Box J-51, BROADCASTING.

Here's opportunity for young assistant director wanting quick advancement to directing and production management Fine station Northeastern Ohio. This man needs experience all studio, remote shows; ability learn management of department. Rush full details. Box J-156, BROADCASTING.

Attractive on air talent for news features and interviews in leading midwest market. Should be well versed on theater and current events. Prefer age in 30's. Salary open. Send resume and photo or VTR to Box J-196, BROADCASTING.

News director—for Radio-TV operation in middle West. Should have photographic ability, college journalism background, and TV training or experience. Send information including approximate salary requirement. Box J-220, BROADCASTING.

Production—Programing, Others

Continued

Mature and experienced male director or continuity for TV and radio. Must have ability to supervise, teach others and write good copy. Regional radio, VHF-TV in one of first hundred markets. Send resume and snap-shot. Box J-248, BROADCASTING.

Top-rated station in Northeast wants photographer-editor for documentary unit. Send resume and films showing A and B roll editing with double system sound. Box J-276, BROADCASTING.

Wanted—Newsman with reporting and photography background. On camera experience necessary. Send full details to WALB-TV, Albany, Georgia.

We're expanding. Need newsman-film cameraman, with emphasis on journalistic ability. Contact Gil McLoed, WVEC-TV, 110 Third St., Norfolk, Virginia.

Versatile production man for group station. Opportunity to use your creative talents on programs commercials. Contact John Wheat, Fetzer Television, Cadillac, Michigan Dial 616-775-3478.

Need director with imagination and desire to work. Call collect. Wes Diamond, 205-432-5505.

TELEVISION—Situations Wanted

Management

General manager — sales and promotion manager, 39, AB degree. In radio 17 years; television 8 years. Past decade in nation's 24th market. Nationally known and connected. Professional, thoroughly experienced. Successful producer of ratings, profits and prestige. Weekend interview anywhere. Please write Box H-13, BROADCASTING or telephone 404-355-4501 evenings or Sunday.

TV General Manager/Sales Manager—Top 100 TV markets. Plan to relocate due to pending ownership change. Strong sales, personnel, programing, excellent rep, national contacts. Family man, 37, B.A. degree, finest references. Outstanding record. Presently employed as General Manager. Box J-151, BROADCASTING.

TV program manager—39; married. Seventeen years radio-television. Last 10 years major market TV program specialist. Thoroughly experience management; programing; film buying; operations; production. Top references. Box J-216, BROADCASTING.

TV executive, experienced all phases small market operation, seeking affiliation aggressive operation, will consider station or sales management opportunity. Box J-242, BROADCASTING.

Enthusiastic sales manager 15 years VHF, UHF, radio selling experience. Outstanding record. Now TV sales manager in top 50 market. Family man, 38, civic leader. Box J-275, BROADCASTING.

Announcers

Studio engineer—1st phone. RCA graduate, experienced, prefer Southeast location. Box J-179, BROADCASTING.

Technical

Experience—first phone, TV studio, transmitter, switching and radio, Tech school graduate. Area looking for position, Indiana. Box J-224, BROADCASTING.

Engineer experienced in TV. Transmitter operation and maintenance. Box J-230, BROADCASTING.

Need a supervisor or maintenance technician who thinks "maintenance"? Four years xmtr. Supervisor, six years studio maintenance. Box J-236, BROADCASTING.

Production—Programing, Others

Veteran news photographer looking for top Mid-Atlantic station. Has 8 years with major East coast CBS affiliate. Can offer right station wide experience in all phases of news and public affairs photography. Box H-283, BROADCASTING.

I know television production VTR . . . ATR . . . SOF . . . live for information. Box J-21, BROADCASTING.

Photographic chief, 8 years editorial, PR, documentary, visuals, informational photography; presently 3 years with major ETV. Looking for a small, challenging market. Will furnish complete lab, if desired. Box J-96, BROADCASTING.

Newsman—recent Missouri journalism grad. with radio-TV writing experience desires opportunity to break in on-the-air. Box J-218, BROADCASTING.

Attention West Coast TV stations: Available —A top rate TV sports, director-switcher. Have ten years radio & 7 years TV experience. Am above draft age. Experienced in National Hockey League, Jr. "A" Hockey League, Canadian football league, International League Baseball and have also done Wrestling, Bowling and Golf shows. Any offers??? Box J-240, BROADCASTING.

Traffic manager—Sales service. Television and/or radio. Thoroughly experienced. Box J-245, BROADCASTING.

News director. Station managers: Have you poured money into your newsroom without results? Have you manpower, equipment . . . and low ratings? Ideas and organization are the answer. I have that, plus two college journalism degrees, 12 years experience, 4 in major market radio-TV. Much more. Box J-294, BROADCASTING.

TV newscaster, eight years experience, now in Southern metro market. Call: 504-348-1810.

Gal . . . Radio/TV . . . DJ/announcer—news—sales—clerical—writer—car. . . . Please telephone 906-486-4284,—Write Apt. 2, 634 Empire St., Ishpeming, Michigan.

Experienced "Weather girl," commercials, children shows, telethons. Single, former alternate "Miss Wisconsin" appeared in Nat'l travelogs, movies—write Weather Gld, 522 Michigan, Sturgeon Bay, Wisconsin. Phone 743-4140.

WANTED TO BUY—Equipment

UHF-TV. Need all equipment to set up station. Send particulars and prices to Box J-210, BROADCASTING.

Would like to buy a 5000 or 10,000 watt transmitter. Send complete details to Radio La Prensa, Guayaquil, Ecuador % Miguel Ulloa. F. South America.

FOR SALE—Equipment

Television/radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Parabolic antennas, six foot dia., new, solid surface with hardware, dipole, etc. \$100.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

More broadcasters are discovering the fastest way to locate the best buys in used equipment. Write for our listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Antenna—RCA TF6AH adjustable to any channel 7 through 13. Completely assembled on ground for your inspection. Also 3½-inch transmission line. Sanford Terry, WRVA TV, P. O. Box 2370, Richmond, Va.

Gates-Seeburg record changer, new condition, reduced to \$450, 1305 Corrinne, Midland, Mich.

Magnecord model 816, Gates M5862 remote control Type RDC10AC with M4703A motor controlled reostat. Two years old. Make offer. KNTO-FM, Wichita Falls, Texas.

Complete stock model 450 tape reproducer spares. Used 450's bought and sold. VIF Int. P. O. Box 1555, Mtn. View, Calif.

FOR SALE—Equipment

Continued

FM transmitter, Gates BFE-10A reconditioned, write LR, Drawer E, Alamogordo, N. Mexico.

For Sale: Towers, Type (K) welded, 4-400', 6-300', 8-200', 3-160'. U. S. Towers and Construction, 249 Bartow Lane, Petersburg, Va.

Tower 550' self supporting Blaw-Knox H-21. Excellent condition. We will dismantle and ship. Send your best offer to Box J-211, BROADCASTING.

3 kw FM transmitter, 192-A Federal with 4-Bay antenna, 104.5, plus 1 1/2 coax. On air until change over to 50 kw. First certified check for \$2,500 takes package. Purchaser arranges shipment. WKRI, Box 111, Portsmouth, Va.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 600 One Liners, Gags, sound effect bits, station breaks, ad libs, etc. . . \$7.50. Show-Biz-Comedy Service, 1735 East 26th St. Brooklyn, N. Y. 11229.

What would you pay for a good radio sales idea this morning? Get baker's dozen per week for \$2.00 per week. Subscribe now and tie up your market to the Brainstorm. Write Box 20496, Dallas, Texas.

If anyone knows the whereabouts of a country jock by the name of Lee West or Raymond Portenga who used to be at KHEY, El Paso; please have him contact Mike Oatman, KFDI, Wichita, Kansas, Phone TEmple 8-3377 immediately.

Emcee "comedians" magazine. Hilariously funny. Seven assorted issues, no two alike, plus comic's dictionary. \$4.00. Frankel, P.O. Box 983, Chicago, 60690.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Los Angeles, Seattle, Kansas City and Washington. For free 44-page brochure write Dept. 4-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing, programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

INSTRUCTIONS—(Cont'd)

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Pittsburgh, FCC first class "success-proven" accelerated course now in Pittsburgh. Day or evening. Free placement. For brochure, write American Electronics School, 415 Smithfield St., Pittsburgh 22, Pa. Phone 281-5422.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting September 23, January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

REI down among the swaying palms beside the cool green surf in Sarasota, Florida. FCC first phone in (5) weeks guaranteed. Tuition \$295.- private rooms \$10 per week. Job placement free. Classes begin Oct. 13.-Nov. 17. For reservations write or call Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

America's pioneer, 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Broadcasters seeking first phone in a hurry at low tuition, write Bob Johnson Radio License Training, 1201 Ninth Street, Manhattan Beach, Calif.

Help Wanted—Announcers

ANNOUNCER

One of America's finest good music radio stations (50kw) seeking smooth, professional and dedicated announcer capable of top performance on music and news programs. Personality must be pleasant, warm and believable. Send complete brochure and air-check immediately.

Box J-226, BROADCASTING

NEWSMAN WANTED

Leading AM station in Midwest market of 300,000 looking for experienced newsman for 3 man department. Comprehensive technical equipment, excellent salary, valuable fringe benefits including hospitalization. Send all particulars, references and salary requirements to:

Box J-305, BROADCASTING

Production—Programing, Others

Radio—PROGRAM DIRECTOR

Pioneer NBC Affiliated Midwest 5 kilowatt operation with TV associate has good opportunity for experienced program-production man with dedication to, and belief in, good contemporary radio. Address Resume, shapshot, and requirements to:

Box J-269, BROADCASTING

Situations Wanted—Announcers

Radio—OUTSTANDING—TV one 6 1/2" record player looking for place to sing, lightly or politely (pop or rock) versatile. Bright & happy personality with clever ad libs or warm deep voice for pop music. Top references—presently employed at NYC Top 10 station. Can do good production and read news. NBC O&O experience. Seeks position in NYC-Boston-Washington area. Top \$ only. Available October.

Box J-264, BROADCASTING

Production—Programing, Others

EXPERIENCED PROGRAM DIRECTOR

Looking for station with rating and programing problems. Can take complete charge of programing and produce winning sound with #1 ratings. Proven success at present station. For details write:

Box J-270, BROADCASTING

PROFESSIONAL BROADCASTER

with 8 years experience, past 4 in major market with proven success as personality in Top 40 and standard pop format. Promotion and production. Television news writing and presentation. First phone AB and MS in broadcasting. Market research. Ready for position as assistant manager, program or news director.

Box J-266, BROADCASTING

TV Situations Wanted—Management

General Sales Manager

Major market. Experienced Sales Manager plus proven success in New York, Chicago and National TV spot. Contacts and references will demonstrate top flight capacity to direct powerful sales drive.

Box J-267, BROADCASTING

EMPLOYMENT SERVICE

POSITIONS OPEN

ALL BROADCAST PERSONNEL PLACED ALL MAJOR U. S. MARKETS MIDWEST SATURATION WRITE FOR APPLICATION NOW BROADCAST EMPLOYMENT SERVICE

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INSTRUCTIONS

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed. 84th year. For catalog write: Director of Admissions.

EMERSON COLLEGE
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RADIO
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BUSINESS OPPORTUNITY

Managing Partner-RADIO

Seasoned radio man will invest to \$150,000 on terms for 10%-50% interest. Dominant money maker in Northeast desired.

Box J-148, BROADCASTING

FOR SALE—Stations

We have a number of qualified buyers interested in

AM; FM; TV or CATV.

Your inquiry or listing treated in complete confidence.

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S.E.	Top 50	daytime	237M	29%

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- SOUTHEAST. Exclusive market. \$125,000. Terms.
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- SOUTHWEST. Exclusive market. Fulltime. \$25,000 down.
- SOUTHWEST. Major market. Daytime. \$20,000 down.

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Los Angeles 28, California

Continued from page 115

ing: KYW-AM-FM Cleveland; WHK Cleveland; WING Dayton, Ohio; WJW-AM-FM Cleveland; WQTE Monroe, Mich.; WADC Akron, Ohio; WAKR-AM-FM Akron, Ohio; WHLO Akron, Ohio; WILS Lansing, Mich.; WLEC-AM-FM Sandusky, Ohio; WMPL Hancock, Mich.; WEXL Royal Oak, Mich., and WIZE Springfield, Ohio.

■ Granted renewal of licenses for following translator's: K08ES, Community TV Association Corp., Red River, N. M.; K06DE, K08EA, K10BQ, Raton Community Television Club, Raton, Springer and Maxwell, N. M.; K02AJ, K09AW, K11AW, Roy TV Club, Roy, N. M.; K02BM, K06BN, K09CR, Wagon Mound TV Club, Wagon Mound, N. M.; K70BT, K78AS, K83AB, Santa Rosa Chamber of Commerce, Santa Rosa, N. M.; K74BO, School District No. 8 & New Mexico Department of Education, Santa Rosa, N. M.; K02DE, K13DG, Glenwood TV Club, Glenwood, N. M.; K09CA, Devil Mountain TV Association, Dyke and rural area, Colo.; K83AH, Teleservice Co., Roseburg, Ore.; K02AC, K07AG, K09AH, Aguilar Television Club, Aguilar, Colo.; K13DK, Bond-McCoy TV Association, Bend and McCoy, Colo.; K04BP, Collbran TV Association, Collbran, Colo.; K06CK, Crystal River TV Association, Redstone and upper Crystal River Valley, Colo.; K13AM, Gateway TV Association, Gateway, Colo.; K09EM, K07EL, La Veta TV Association, La Veta and rural area, Colo.; K70CR, K80AV, Pagosa Springs Television Association, Pagosa Springs, Colo.; K08AV, San Miguel Power Association Inc. Nucla, Colo.; K07BV, City of Ouray, Ouray, Colo.; K72AX, K76AS, K80AR, ITHF TV Association, Tucumcari, N. M.; K03BN, K07EP, K11EX, Video Utility Corp., Bend Ore.; K08BC, Springer Community TV Club, Springer and rural area, N. M.; K12BL, town of Holyoke Colorado, Holyoke, Colo.

Action of Sept. 10

WMVG Milledgeville, Ga.—Remote control permitted.

Action of Sept. 8

WHCU-FM Ithaca, N. Y.—Granted change in remote control authority.

FOR SALE—Stations—(Cont'd)

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS

Negotiations Management
Appraisals Financing
HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

F—M

Radio Station

FOR SALE

in Long Beach, Calif.

1 KW Power

For information communicate with:

E. Sonderling
220 E. Anaheim St.
Long Beach Calif. 213-775-2367

Rulemakings

PETITIONS FOR RULEMAKING FILED

WLFA LaFayette, Ga.—Radio Dixie Inc. Requests assignment of channel 269A to LaFayette. Received Sept. 10.

Lyons, Kan.—Ly-Kan Broadcasting Co. Requests institution of rulemaking proceedings toward allocation of channel 288A to Lyons. Received Sept. 14.

WEND-FM Ebensburg, Pa. — Cambria County Broadcasting Inc. Requests institution of rulemaking proceedings to make following changes: Ebensburg: delete channel 280A; add channel 256, Phillipsburg, Pa.; delete channel 257A; add 280A. Received Sept. 15.

Casper, Wyo. — Natrona County High School District. Requests institution of rulemaking proceedings to make following changes in TV channel allocations: Casper: from 2, 6; change to 2, 6.* Received Sept. 16.

KSIB Creston, Iowa — Southwest Iowa Broadcasting Co. Requests institution of rulemaking proceedings to make following changes in FM channel allocations: Creston: add channel 289A or channel 296A. Received Sept. 16.

Ellwood City, Pa.—B.B.P.S. Broadcasting Co. Requests amendment of FM frequency allocations to add channel 221A, 92.1 mc to Ellwood City. Received Sept. 17.

KPQ Wenatchee, Wash.—Wescoast Broadcasting Co. Modified original petition to request the following: Wenatchee: add channel 271, Prosser, Wash.; delete channel 272A; add channel 269A, Pendleton, Ore.; delete channel 267; add channel 295. Received Sept. 14.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.571(c) of commission rules, that on Oct. 27 standard broadcast application listed will be considered as ready and available for processing. Pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application appearing on list or with any other application on file by close of business on Oct. 26 which involves conflict necessitating hearing with application, must comply with provisions of Sec. 73.24(b) and 73.37 of commission rules as adopted July 1 to govern acceptance of standard broadcast applications and be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) close of business on Oct. 26 or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

Application from the top of the Processing Line

WFGW Black Mountain, N. C., Blue Ridge Broadcasting Corp.; Has: 1010 kc, 10 kw, DA, D. Req: 1010 kc, 50 kw, 10 kw-CH, DA-2, D.

■ Application listed is mutually exclusive with application, File No. BR-4120, of licensee of KHAI Honolulu for renewal of license assigned to KHAI: NEW, Honolulu Radio KHAI, Inc. Req: 1090kc, 5 kw, U, Class II.

Accordingly, notice is hereby given that application is accepted for filing and that on Oct. 27 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on Oct. 26 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington by whichever date is earlier: (a) of close of business on Oct. 26 or (b) earlier effective cut-off-date which application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists. Commission hereby waives provisions of note to Sec. 1.571 of commission's rules, adopted July 1 to extent necessary to permit acceptance of other applications seeking essentially same facilities.



HEADQUARTERS
DEPARTMENT OF THE ARMY
OFFICE OF THE CHIEF OF INFORMATION
WASHINGTON 25, D.C.
20310

CINFO-CIU

SUBJECT: Letter of Appreciation

TO: The Broadcasting Community

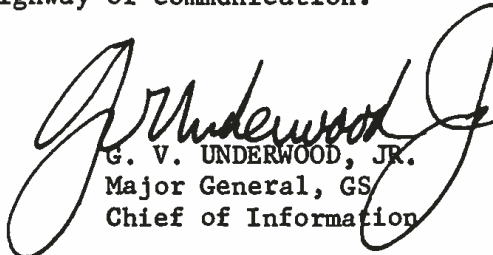
1. The Department of the Army wishes to express its sincere appreciation to the entire broadcasting community for its outstanding cooperation with the United States Army.

2. Broadcasting has for many years given freely of its resources by presenting to the public the informative television documentary series, THE BIG PICTURE, and the Army's official, award-winning radio program, THE ARMY HOUR.

3. THE BIG PICTURE, now in its 14th continuous year of production, is viewed by the nation on more than 320 television stations. The enthusiasm displayed by the broadcaster in presenting the series has brought about increased public understanding of the Army.

4. THE ARMY HOUR, in its 11-year history, is a 10-time recipient of the Freedoms Foundation Award. Carried on some 1200 commercial radio stations in the United States and 125 stations overseas, THE ARMY HOUR is one of the most widely broadcast programs in the world.

5. The Army is conscious of its obligation to inform the American soldier and the American people of its mission, its capabilities, and its wide-ranging activities. THE BIG PICTURE and THE ARMY HOUR are primary means by which the Army meets this obligation...because broadcasting provides a main highway of communication.


G. V. UNDERWOOD, JR.
Major General, GS
Chief of Information

WITHOUT a single day of experience in the broadcast field, John M. Rivers was appointed president of the South Carolina Broadcasting Co. (WCSC Charleston, S. C.) on Jan. 1, 1938.

"People have always told me that the best place to start is at the top and that's where I started," Mr. Rivers commented with a smile. "The only trouble is that it doesn't leave me any place to go."

Devotees of Horatio Alger need not lose heart. Mr. Rivers's rapid rise at WCSC was based not on sheer luck or nepotism. It reflected years of diligent work as a successful banking and investment executive who had earned a reputation in the Charleston area as a person of sound business judgment.

"I think the reason that W. Frank Hipp, president of the Liberty Life Insurance Co. of Greenville, which owned the station, hired me was that he trusted me," Mr. Rivers said. "We had done business together over the years while I was associated with the bank and later in my own business."

"The station wasn't doing too well at the time. It was quite a change from banking and finance to broadcasting, but looking back, I've enjoyed every minute of it. I guess it's the ham in me that has helped me to enjoy and succeed in the broadcast field."

If he is a "ham," he belongs to the subdued variety of the species. At 61, Mr. Rivers is a tall, slim man with graying hair and a courtly manner. He can speak easily and graciously over a wide range of subjects, but his favorite topic could be the city of Charleston.

In tradition-steeped Charleston, the Rivers family is a tradition in itself. There was a John Rivers in Charleston back in 1670 and the family line has been continued there ever since that time. An indication of Mr. Rivers's involvement with his native city is the long list of civic organizations with which he is affiliated.

Mr. Rivers is also proud of the role that his stations, WCSC-AM-FM-TV, have played in the community life of Charleston. Through program, promotion and personal participation by its executives, the stations muster support for virtually every civic project in the area.

As a businessman, Mr. Rivers is equally proud of the financial accomplishments of the stations under his stewardship. He observed that at the outset, in 1938, he brought to WCSC two ingredients: a business sense of responsibility and enthusiasm.

"I am delighted to say that our radio station lost money only in one year, 1938, the first year of my tenure," Mr. Rivers said. "And WCSC-TV lost money during one month—in August 1953, the first month we were on the air."

Mr. Rivers acquired majority ownership in South Carolina Broadcasting in

Broadcasting brings out 'ham' in banker

1944 and related this sidelight to the transaction:

"I had an unsigned memorandum of intension to sell from Mr. Hipp. Although he had died by the time I was prepared to buy the station and although the memorandum was unsigned, Mr. Hipp's son honored it. I think that's an example of high moral and business responsibility."

WCSC's format consists of "music,

news and information," according to Mr. Rivers. He added that "we like to say that if it happens, we'll be there." The station has a mobile unit that covers the Charleston area.

Mr. Rivers is particularly pleased with the progress of WCSC-TV. He stated that the station consistently delivers the largest share of the total audience in the Charleston metropolitan market in the face of stern competition from two other VHF stations.

"We think our top position can be explained by saying that the things we do locally we do well," Mr. Rivers remarked. "Of course our affiliation with CBS-TV helps tremendously."

He believes that one growing problem facing TV station operators is the dearth of satisfactory off-network programs and feature films. He feels there is a need particularly to fill time slots before 10 a.m. and after 11:30 p.m.

Documentary programs produced by the television station focus on such issues as mental health, alcoholism and juvenile delinquency. Mr. Rivers is not an advocate of consistent editorializing by the broadcast media, but added:

"We feel we should editorialize only when we have something to say. And we go on the air on both radio and television from time to time."

WCSC-TV's income is derived in approximately equal parts from network, national spot and local sources and this breakdown is the take-off point for one of Mr. Rivers's points of contention.

"I think the Charleston market is one that has been overlooked by the national advertiser to a substantial extent," he contended. "And I think this situation should be corrected."

His position is that the large military personnel population in the Charleston area often is not recognized by time buyers. A few years ago, at his own expense, Mr. Rivers collected added statistics on the Charleston market, funneled them to the local chamber of commerce, which redirected them to various trade sources. As a result, the Charleston market was upgraded from 112th to 96th in the ranking by *Sales Management*.

Mr. Rivers was in New York last week to attend the CBS Radio Affiliates Association convention. He has been a member of this group since 1940 and was its chairman 10 years ago. But he used part of the time for an unrelated activity: a promotion for his stations.

"Last Saturday [Sept. 19] The Citadel, which is located in Charleston, played the West Point football team," Mr. Rivers reported. "I went up to West Point and arranged with General Mark Clark, president of The Citadel, to send some inspirational messages to the students back in Charleston. We used 12 carrier pigeons to fly the messages back home."

WEEK'S PROFILE



John Minott Rivers—pres., WCSC Inc., Charleston, S. C. (WCSC-AM-FM-TV); b. Charleston, S. C., July 22, 1903; College of Charleston, 1920-1922; U. of Pennsylvania, BA in economics, 1924; Bank of Charleston (later South Carolina National Bank), 1925-1935; stock broker, Charleston, 1936-37; pres., South Carolina Broadcasting Co. (WCSC), 1938-44; acquired majority ownership of licensee in 1944 with name changed to WCSC Inc.; m. Martha Robinson, 1929; children—Mrs. E. B. Graham of Nashville, Elizabeth Craig Rivers of New York City and John M. Rivers Jr., a student at the U. of North Carolina; past pres., Charleston Chamber of Commerce; chairman—Charleston Development Board, Charleston United Fund and Red Cross; director, South Carolina National Bank; pres. and director, Charleston Industrial Association; past chairman—CBS Radio Affiliates Association, Charleston Country Club, Kiwanis, Navy League, Yacht Club and Air Force Association; member of the vestry and past Senior Warden of St. Philip's Protestant Episcopal Church.

Time to hit the street

ALL too many buyers of advertising think of the average radio listener as a gum-popping teen-ager who is deaf to every external stimulus but rock 'n' roll music and commercials for acne cures.

Well, the teen-ager is in the audience all right, and in larger numbers than can be found in the audience of any other advertising medium. But he and his contemporaries are vastly outnumbered by their elders. The extraordinary size and buying power of the adult audience of radio are examined in considerable detail elsewhere in this issue. The examination provides enlightenment for anyone in the business of selling goods or services.

It is not surprising that radio commands so large and faithful a universe of listeners, for the range of program services it now offers encompasses the spectrum of public tastes. To the vast majority of Americans all kinds of music, all kinds of talk are available at the simple turning of a radio dial.

The commercial opportunities presented by radio are already recognized by many advertisers whose marketing interests range from the very local to the totally national. Samples of the countless advertising success stories that can be attributed to radio are contained in this issue's special radio report.

Yet despite the many virtues that radio demonstrably enjoys, the medium remains ignored or misunderstood or underrated by too many large advertisers and their agencies. This condition may be traced to inadequate and inexpert radio salesmanship. Radio, which is doing so much to sell products and services to the American public, is doing too little to sell itself to the advertising community.

In the past couple of years a number of stations, station representatives and networks have conspicuously enhanced the quality and vigor of their media promotion and selling, as the sampling of their work in this issue's special report clearly shows, but their efforts have been made the more conspicuous by the inertia of their fellows. Some of the radio broadcasters who would stand to gain most by beefing up their selling are doing the least to promote themselves and their medium in those advertising quarters that are oriented toward other media. These inactive broadcasters will benefit to some degree from the good work of the Radio Advertising Bureau and other individual elements in broadcasting, but they would benefit more if they added their money and enthusiasm to the job of selling radio.

STV: in a bind

WHATEVER the outcome of the California vote Nov. 3 on a proposition to outlaw subscription television, the theater owners who have financed the anti-pay TV campaign will have bought quite a bit for their money. Pat Weaver's Subscription Television Inc., the wired system at which the California proposition is principally aimed, has been stopped almost dead in its tracks. Even if the anti-pay proposition is defeated, Mr. Weaver will have problems in recovering lost momentum, and he will have spent a million dollars or more in unrecoverable capital on an election campaign that at best will do nothing more than grant him the legal right to stay in business.

So far the theater owners, by the shrewd use of a political device, have denied STV the chance to be tested in the market place, where new, legitimate enterprises ought to be tested in this country.

The main argument that the theater interests are using to terrify voters into supporting their proposition is that

STV, if allowed to grow, will steal all of free television's programs. Surely the California electorate was interested last week to hear that the television rights to the Clay-Liston fight next November were sold to Sportsvision Inc. for theater presentation. Sportsvision outbid ABC-TV which wanted the event for free television.

The theater men pretend that their California campaign is in the public interest. The truth is, of course, that they accord the public's interest a priority somewhere below that of their popcorn suppliers.

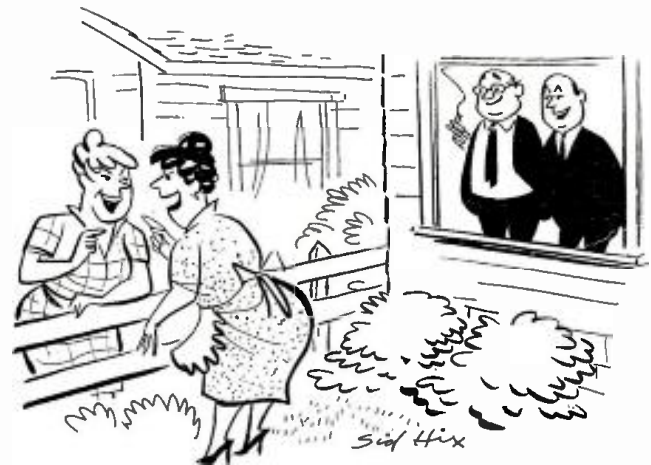
What's news?

ANOTHER item may be added to the ever-growing inventory of idiocies created by Section 315, the political broadcasting law. The FCC has been struggling, without success, to decide whether live broadcasts of the President's news conferences qualify as news broadcasts of the type that are exempt from equal-time requirements.

Among the kinds of programs that are exempt, in the language of the law, is "on-the-spot coverage of bona fide news events." Whether Mr. Johnson's conferences are bona fide might be a matter of dispute in some quarters, but they do seem to us to be news events of considerably greater magnitude than any of the congressmen who support Section 315 would be capable of generating. As the law is written, the exemption ought to be automatic.

Still, the FCC cannot be entirely faulted for its irresoluteness. In the debate that preceded the adoption of the Section 315 exemptions in 1959, congressmen made it clear that they wanted to put limits on the broadcasters' freedom, and the FCC, not unnaturally, has used that legislative history as an excuse to circumscribe the exemptions whenever it could. If it now accorded an exemption to coverage of the President's news conferences, it would be turning its back on a decision it made in 1962 when it ruled that broadcasts of a debate between the two leading candidates for the governorship of California—appearing at a meeting of newspaper editors and publishers—were *not* exempt from equal-time requirements.

We can think of one news event that would justify full coverage of every radio and television station in the country. That would be the repeal of the whole of Section 315. Whether that event will come to pass will depend entirely on the interest broadcasters really have in the practice of the profession of journalism.



Drawn for BROADCASTING by Sid Hix
 "Well, that's one form of local news dissemination that radio can't beat."

BUY KPRC!



The Hibernians of Houston have a ball every March 17 with Tim 'n Bob, shown here on either side of a City Councilman in their lead car. This community wearing of the green has made about nine other Houston radio stations green with envy, but Tim 'n Bob thought of it first about five years ago and the St. Patrick's Day Parade has been an annual Houston festival ever since, like the annual KPRC Valentines Day contest. These events are KPRC affairs all the way, part of the personality, like news and sports, that go to make up a great radio station.

HOUSTON DOES!



When Bill Calder blew into town Houston inherited a chronic cyclone. First thing Uncle Billy Earl did was to release a loud "Yeth Thirr!" and the formidable, 2,000 strong, Show Biz Army was born! At Billy's command they don straw hats and canes, line up behind their leader and attack! All of the campaigns are for fun and harmless, like the time early this year when The Show Biz Army invaded Colt Stadium, but they all end in victory for your sales force!

KPRC RADIO-HOUSTON, TEXAS

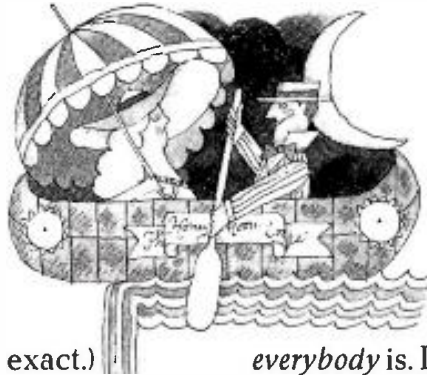
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

summer romances (and some aren't.)

FORTUNATELY, there's nothing seasonal about the fans of NBC Radio's *Monitor*—they love the program all year long. (All *nine* years long, to be exact.)

What's more, *Monitor* listeners also drive, shop, relax and entertain all year long. Weekends find them in a buying frame of mind. Add to these observations the fact that *Monitor* is the *only* weekend entertainment service on network radio, and you have the most economical and effective way to reach people all-year-round on weekends—namely, *Monitor*.

Take those drivers, for instance. Did you know that more than 53 million cars in the United States are radio-equipped? They are—and more of these radios are in service on week-



ends than at any other time. Small wonder, then, that so many automotive advertisers are buying *Monitor*.

But then, just about *everybody* is. Indeed, the list of *Monitor* buyers since 1955 includes virtually every top national advertiser, in every imaginable category of product.

In sum, *Monitor* is one great medium—unique, prestigious, *listened-to*. It's an entertainment service with a nine-year record of reaching people on weekends—at their most receptive.

Have *you* discovered what *Monitor* can do? Very likely. But if, by chance, you're an advertiser still looking for a place to go on Saturdays and Sundays—*any* time of the year—go *Monitor*. And let your increased sales be your reward.

MONITOR 
ON THE NBC RADIO NETWORK