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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

JWT is still the pacesetter for radio-TV billings. p27  
Chrysler leads radio's top spot customers in first half. p64  
ANA searches impact of satellite-to-home telecasting. p52  
TVB sees television as the nation's chief marketplace. p60

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# SOLD

**SCREEN GEMS**  
711 FIFTH AVE.  
NEW YORK, N.Y.

I would like to spend 105 hours in your screening room to view the sixty Post '60 movies you are raving about

Forget it. I haven't got 105 hours to spare. Send your representative with complete details.

Name: *R. K. O. General O+O's*  
Address: *New York, Chicago, L.A.*  
City: *Boston* State: *Memphis*

NEWSPAPER

**Today in our 5th floor screening room, ABC executives are seeing the final print of a dazzling television performance—Liza Minnelli and Cyril Ritchard in “The Dangerous Christmas of Red Riding Hood.” You’ll see this original musical comedy, written especially for television, Sunday, November 28, in color. It is the latest in a spectacular parade of new programming ideas, new talent discoveries, exciting innovations now in the making at ABC.**

**A lot of tomorrow is happening today at ABC.**



## Price of procrastination

Penalties for late filings of license renewal applications are about to be invoked by FCC. Commission staff has complained that in each renewal period there's stack of filings that come in after deadline (90 days ahead of license-period expiration, according to FCC rules) and that complicates staff processing. Public notice will be issued in week or so warning that late filings will be subject to forfeiture of \$250.

## Headed for home?

Some Florida newspapers are whooping it up on LeRoy Collins-for-governor in next year's election. Former National Association of Broadcasters president (1961-1964) now undersecretary of commerce, fortnight ago said he was giving "careful and serious consideration" to running again. He was governor before taking NAB job. Political writers report he has picked up bipartisan support. He previously had served as governor from 1955-1960.

## Gallery at bat

High on list of prospects to become executive in charge of broadcasting matters in reorganized office of U.S. baseball commissioner is Tom Gallery, onetime sports executive at NBC. Mr. Gallery quit NBC in 1962, became sports adviser to Subscription Television Inc. while that wired pay-TV service was briefly in business in California, has recently been consultant to major leagues' television committee that negotiated big baseball TV package with NBC (BROADCASTING, Oct. 25). Broadcast expert is new staff job under new baseball commissioner, Lieutenant General William Eckert, who was picked for top spot last week.

## Distant future

Informed observers estimate that proceedings involved in FCC's planned investigation of AT&T and related Bell Co. tariffs would run for years—possibly 10—before finally adjudicated. This presupposes FCC will stick to its guns and reject AT&T's petition for reconsideration.

*FCC will await return of Commissioner Rosel H. Hyde from his European assignment in early December before acting on petition for reconsideration. Commissioner Hyde was vice chairman of American delegation*

# CLOSED CIRCUIT<sup>®</sup>

*to Montreux International Telecommunications Conference and was absent when AT&T hearing was ordered by 6-0 vote. Among many parties expected to intervene are networks (because of long line and inter-connection tariffs). It's likely, moreover, that National Association of Broadcasters will be importuned to intervene too.*

## Summer trials

NBC-TV affiliates got advance word at affiliates' advisory board meeting (see story page 73) in Acapulco, Mexico, that NBC-TV hopes to come up with several new programing concepts, with some shows telecast live, next summer. Programs using new forms, under plan, would get their "try-out" during summertime prime time, which normally is devoted almost totally to reruns. One obvious path for any likely hits: place on regular schedule.

## Sheridan's future

On FCC agenda for consideration by its full membership upon return of Commissioner Rosel H. Hyde (see above) will be proposed reorganization of its controversial Broadcast Bureau. Several commissioners understood to feel that only way of eliminating bottleneck on broadcast proceedings would be through replacement of James D. Sheridan as bureau chief. Feeling is that engineer or lawyer, rather than economist, should head bureau. But Chairman E. William Henry has staunchly supported Mr. Sheridan, as has Mr. Sheridan's predecessor as bureau chief, Commissioner Ken Cox.

## All-media surveys

American Research Bureau has compiled what it considers impressive evidence that its new multi-media diary technique is "reliable, superior method of measuring radio." It plans to promote project widely among agency and other users. System has been checked with telephone coincidentals and by comparing TV diaries with measurement of TV viewing in multi-media approach and results show close correlation, says ARB. Study also shows no research bias resulting from offering premiums to diary keepers, and that with use of diary, return rate has almost doubled.

*ARB made claims in conjunction with mailing of 15-market radio survey Nov. 19. Firm says use of 50-cent premium induces high return rate, but doesn't lead person keeping diary to "do more than he normally would" as is case with elaborate premiums.*

## Wire and air

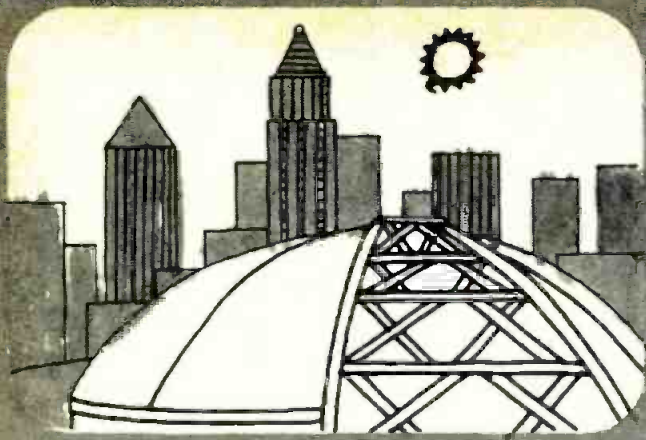
Question of cross-ownership of CATV and television stations in same community may be revived as issue before FCC. Commission gave blessing to such cross-ownership in July, following inquiry, but said it would look into cases where abuses are charged (BROADCASTING, Aug. 2). And commission has received number of complaints—perhaps dozen—about California TV station, only one in town, which has CATV interest there.

*Complainants say programing has deteriorated since station owner began operating CATV. Implication, if not explicit charge, is that TV-CATV owner is attempting to swing free viewers over to cable and monthly fees. This is kind of thing commission was worried about in considering ban on cross-ownership. Staff is said to be preparing report on situation for commission, but no recommendation for action has been formulated.*

## More wire in N.Y.?

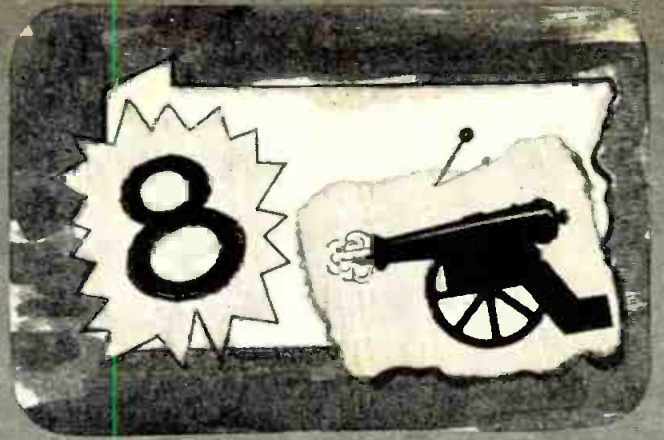
Where is New York City community antenna franchise tangle headed? Originally it appeared that two companies would be selected (Sterling Information Services and CATV Enterprises) to exclusion of other applicants. This had been recommendation of city's Bureau of Franchises to Board of Estimate. But franchise bureau is now working on addendum to original report, which, it's said, may propose that additional applicants be given CATV grants. Most prominent among them is Teleprompter Corp., which contends it met all qualification requirements and was unreasonably denied recommendation.

*Office of City Administrator-Deputy Mayor John Connorton has been assigned to review problem in attempt to expedite new report. City hall sources say CATV proposition has yet to be placed again on Board of Estimate calendar, but with elections over it may come up soon.*



Can you identify this city?

2



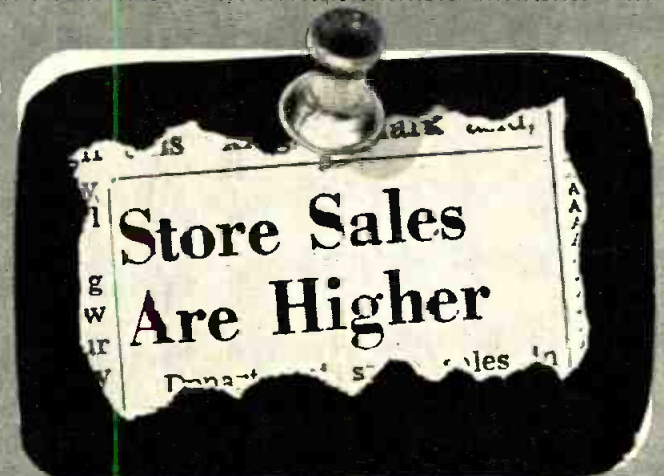
Clue: It's the hub of the nation's Eighth Market -- and booming!



(SFX: BOOM)

*Residential Construction up 12% in '64!*

4



(SFX: BOOM)

*Retail sales up 8%*



Want to reach the families who are building and buying?

6



Clue: Take the "homes-reached" station! Take TAE.

*Swell. But you forgot to mention PITTSBURGH!*

# WEEK IN BRIEF

Like never-ending 'December Bride' reruns, J. Walter Thompson again leads agencies in radio-TV billing with 1965 figure of \$178 million. It marks eighth straight year JWT has been king of the air. See . . .

## JWT'S RADIO-TV BILL . . . 27

Schneider and Pinkham don't think satellite-to-home transmission is a pie in the sky. Technologically, they tell ANA, it can come within a decade. They say TV is at the 'dizzy threshold' of advance. See . . .

## FUTURE OF TV . . . 52

National television policy that makes sense must be developed and a way to do it is to make a sweeping study of the medium a la Hoover Commission study of government, ANA conference is told. See . . .

## 'HOOVER COMMISSION'? . . . 56

ANA finds its broadcast committee inadequate to serve members properly and renames it television committee. Sets up a separate radio committee to be headed by General Motors' Gail Smith. See . . .

## SETS UP RADIO GROUP . . . 54

Will the FCC impose sanctions on broadcasters it feels are carrying too many commercials? Tune in next month and learn answer when all commissioners get back to Washington to vote. See . . .

## VOTE DELAYED . . . 57

Chrysler, Ford and General Motors are big three of RAB's top 100 spot radio buyers. In the first half of 1965, 100 customers spent \$108.5 million in spot. Big three automakers' share was \$22.5 million. See . . .

## RADIO'S TOP 100 . . . 54

TVB unveils its major presentation for the year, 'Mass-electivity,' at its 11th annual conference in Detroit. Members are told estimated billing for '66 is \$2.6 billion, an increase of 8%. See . . .

## CHIEF MARKETPLACE . . . 60

Network television's role in covering racial stories gets praise at FOI conference from NBC's Monroe and WFTV's Brechner. They tell newsmen local stations in the South still face status quo pressures. See . . .

## TV NEWS HAS GUTS . . . 77

In 85-page basic filing with FCC last week, AMST says proposed antenna-farm rule would have commission illegally abdicating power to FAA. Rule should include assurances for 2,000 foot towers. See . . .

## OPPOSE TOWER FARM . . . 82

NCTA and NAMCC attack FCC's rules to adjust frequency allocation policies in light of CATV growth. Associations are joined by 39 common carriers in urging reconsideration of CAR rules. See . . .

## HITS MICROWAVE PROPOSAL . . . 83

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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## Cutting tool

Cyrus A. Bartol said that CHARACTER is the diamond that cuts every other stone. We think you'll notice the Fetzer mark when you work with any of our stations.

### *The Fetzer Stations*

WKZO  
Kalamazoo

WKZO-TV  
Kalamazoo

KOLN-TV  
Lincoln

KGIN-TV  
Grand Island

WJEF  
Grand Rapids

WWTV  
Cadillac

WWUP-TV  
Sault Ste. Marie

WJFM  
Grand Rapids

WWTV-FM  
Cadillac

## CBS-TV starts new policy on availabilities

### WILL PERMIT AFFILIATES TO SELL UNSOLD SPOTS

CBS-TV network officials announced Friday (Nov. 19) that nighttime commercial minute availabilities not sold by CBS-TV will be made available to affiliates for local sale, effective immediately.

To extent any such availabilities exist, policy will free up to seven per week for local sale in CBS-TV programs originated between 6 and 11 p.m. EST. No more than one unsold minute will be made available in any one program, and none will be offered in sustaining programs.

William B. Lodge, vice president for affiliate relations and engineering, disclosed new policy and also revealed that, beginning next Sunday (Nov. 28), station break at 11 p.m. between *What's My Line?* and *CBS Sunday News with Harry Reasoner* will be lengthened by 30 seconds so that affiliates can insert 70 seconds of commercials and station identification. For stations taking second feed of Reasoner news show, expanded break will be at 11:15 p.m.

In outlining unsold-minutes plan in letter to Carl Lee of WKZO-TV Grand Rapids, Mich., chairman of CBS-TV Affiliates Advisory Board, Mr. Lodge said CBS-TV would try to give 10 days' notice of each unsold position being made available in any given week, and that "these individual positions will not be recapturable by the network" for that week. Nor will network charge co-op fees for them, he said.

He also noted that unsold positions to be offered are "in addition to station break time and those minutes available for local sale by affiliates within daytime programs."

CBS-TV officials were unable to estimate how many nighttime positions may become available for local sale in "average" week. Number is "seasonal" and thus varies, they said. For current week they indicated none are available.

Network reserved right to review policy "in its entirety each year," but said that it would not make changes without giving affiliates' board chance to be heard.

## New programing firm formed by TV groups

Six broadcasters, representing 21 TV stations, have formed Associated Productions Corp., New York, in move to do what they can in getting more television programing.

Announcement of APC establishment Friday (Nov. 19), said Taft Broadcasting, Corinthian Broadcasting, Pulitzer Publishing, Royal Street Investment, Louisiana Television Stations and Smullin Stations, had joined to insure a continuing supply of program material for TV.

Herb Jacobs, president of TV Stations Inc., which purchases and supplies features and program series to subscribing stations, will remain in that post and be president of APC. Lawrence H. Rogers II, of Taft, will be APC board chairman.

Other board members: Charles Tower, Corinthian; A. Louis Read (WDSU-TV New Orleans), Royal Street; Harold Grams (KSD-TV St. Louis), Pulitzer; William B. Smullin, Smullin Stations, and Douglas L. Manship (WBRZ-TV Baton Rouge), Louisiana TV Stations.

Firm, which has been in planning stage for more than year, is starting with initial capital of \$100,000.

Mr. Rogers noted stations have been concerned about "dwindling supply" of programs "both as to quantity and diversity of sources." APC, he added, "will attempt to fill the need for alternatives to existing sources of supply."

APC will temporarily operate out of TV Stations' offices at 215 East 51st Street, New York. In addition to Mr. Jacobs, Messrs. Ranship, Read and Smullin are all board members of TV Stations.

## McGee promises hearings on controversial airings

At close of two-day hearings on recorded telephone messages used to "defame or destroy" persons or causes, Senator Gale McGee (D-Wyo.), member of Communications Subcommittee, said hearings "were only opening of series of probes concerning controversial issues aired by communications industries." He added, "We will take up with appropriate government agencies, FCC's so-called 'fairness doctrine' and question of balanced programing. We

again must emphasize that we are not concerned with what is said, only in the implications of fairness to the public, and in making available to them methods of recourse to statements impugning their character."

Earlier in proceedings, Dr. William C. Douglas, president of Let Freedom Ring Inc., organization created for distribution of ideas on social issues and political questions via telephone, asked if "Drew Pearson and Eric Sevareid, who often make defamatory remarks in broadcasts, would be subject to the same type of restrictions that you seek to place on the users of telephone announcements?"

Bills before subcommittee would require identification and addresses of persons making announcements.

## Reeves gross, income up

Gains in gross revenue and net income for first nine months of 1965 were reported Friday (Nov. 19) by Reeves Broadcasting Corp.

	For first nine months of year:	
	1965	1964
Earned per share	\$0.18	\$0.14
Gross income	4,293,600	3,809,500
Net income	266,900	206,000

## M'Lennan named to head Bates international unit

Ted Bates & Co., New York, which estimates its foreign billings may surpass domestic business within five years, has formed international division.

J. Ross MacLennan, responsible for Bates' international operations since 1960, has been elected president of new division. Headquarters will be in New York. Bates now has 26 offices in 15 countries. For current fiscal year—

## Price made deputy mayor

Robert Price, New York attorney who managed New York Mayor-Elect John V. Lindsay's campaign, has been named deputy mayor in Lindsay administration which takes office Jan. 1.

Mr. Price owns three radio stations: WLOB-AM-FM Portland, Me., WTSA Brattleboro, Vt., WNVY Pensacola, Fla. Broadcasting know-how was credited with contributing to Mr. Lindsay's election victory on Nov. 2 (CLOSED CIRCUIT, Nov. 8).

March to March—agency expects domestic and foreign billing to reach \$245 million. In present calendar year Bates is billing \$172 million domestically.

Mr. MacLennan has been with agency 15 years, joining research department in 1950. Senior vice president since 1959, he is member of executive committee and of board of directors.

## Seeking UHF in Toledo, hopes for net overflow

Rust Craft Broadcasting Co. has filed application for channel 54 in Toledo, Ohio, which now is two-VHF market.

Rust Craft, according to application filed Friday (Nov. 19), is prepared to finance construction cost (\$781,000) and first year's expenses (\$300,000) out of existing funds. It is not counting on any revenues.

Rust Craft would base hope of successful competition with existing VHF's—WSPD-TV and WTOL-TV—on getting overflow of their network programing. Besides VHF's, Rust Craft would have to compete with UHF. D. H. Overmyer Communications, which holds construction permit for channel 24, broke ground for new station two weeks ago (BROADCASTING, Nov. 15).

## Heads JWT-International

Election of Thomas F. Sutton as executive vice president-international of J. Walter Thompson Co. is being announced today (Nov. 22). He fills vacancy created by retirement last year of Samuel Meek.

Mr. Sutton, currently managing director, J. Walter Thompson Ltd., London, will assume his new post in New York office of JWT on Feb. 1, 1966.

## Metromedia opposes FCC on double billing rules

Metromedia Inc. asked FCC Friday (Nov. 19) to reconsider recently adopted rule on double billing. Rule forbids broadcasters to deceive advertisers regarding amount actually charged for advertising time (BROADCASTING, Oct. 25).

Metromedia argued that commission has no jurisdiction to regulate commercial relationships between licensees and third parties. At any rate, Metromedia said, new rule will not eliminate double billing.

Group owner also protested section of new rule which requires stations to notify manufacturer or advertiser of discounts given to local retailers. Metro-

## WEEK'S HEADLINER



Mr. Morena

cast supervisor after previous service with Cunningham & Walsh.

**John Morena**, associate media director, McCann-Erickson, New York, elected VP in charge of media. He succeeds **Robert A. Wulforth** who resigns as of Dec. 31. Mr. Morena joined M-E in 1956 as broad-

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

media said its rates were matter of public record and that it should not be burdened with additional paperwork by requirement of notification.

## New microwave system for Idaho and Montana

Western Microwave of Bozeman, Mont., is being reorganized with new ownership moving in, according to applications on file with FCC.

Result of reorganization will be new company, Western Microwave Inc., owned by Bob Magness, president of Western Microwave of Bozeman, (25%), KUTV Salt Lake City (50%) and Community Television Inc. (25%).

A. L. Glassman owns station and controls CATV.

Mr. Magness, who with wife owns 50% of Western Microwave Inc., is exchanging stock for shares in new corporation.

Paul McAdam, co-founder of Western Microwave, is selling stock to new corporation and retiring from organization.

Western Microwave serves eight television stations and 12 CATV's in Idaho and Montana.

## Promote those editorials

You're not communicating when sparkling editorial is broadcast with nobody around to listen to it, R. Peter Straus, president of Straus Broadcasting Group, told Public Relations Society of America in New York.

Mr. Straus suggested that anyone interested in delivering information or opinions to large numbers of people must wear two hats, one as barker working to fill house, other as thinker

about public issues.

Mr. Straus said that major problem growing out of editorializing is maintaining objectivity among station's newsmen. If broadcaster "carries a special torch" on some issue, newsroom should forget it, he advised.

## NBC continues MNA lead

NBC's lead in 30-market Nielsen continued for week ended Nov. 14, network sources reported Friday (Nov. 19). NBC had 19.2, CBS 18.6 and ABC 15.9 in average ratings in 7:30-11 p.m. EST periods. In nights of week, NBC won Monday, Tuesday, Wednesday, Saturday and Sunday, losing two nights to CBS.

## More TV in NYC with Lindsay?

New York chapter of the National Academy of Television Arts & Sciences hopes a new political administration in New York City will lead to more television production there.

Chapter president Sonny Fox in a telegram to John Lindsay, asked the Mayor-Elect to meet with Academy representatives to discuss the possibility of a New York Television production center.

He said it has been a long standing concern of the New York chapter "that a proper balance of television production be maintained between Los Angeles and New York City. . . ."

## Newsmen must keep digging

Taking hard swing at growing "management of news" by present administration in Washington, news columnist Bob Considine told Detroit Adcraft Club Friday (Nov. 19) that only hope of public's knowing truth is "our reliance on free speech and news media."

If broadcasters and journalists stop digging for news on own initiative in Washington he said, "we as a nation are going to start withering."

## N.Y. entries for L.A. awards

A group of more than 20 top radio officials are cooperating in project to encourage agency creative executives in New York to enter their best commercials of 1965 in International Broadcasting Awards of Hollywood Advertising Club.

Project is being supported by Miles David, president of the RAB, and presidents of four radio networks: Robert Pauley, ABC Radio; Arthur Hull Hayes, CBS Radio; Stephen Labunski, NBC Radio and Robert Hurleigh, Mutual.



# Get “Big picture” performance from your color films



Three 1-inch vidicons  
used in color channels

Big 1½-inch vidicon used  
in the luminance channel

The 1½-inch vidicon in the luminance channel of RCA's color film camera provides a 50% larger image—50% larger than any used in other cameras. This gives improved signal-to-noise ratio, high resolution capability. Result: Unusually sharp reproduction of color films and slides.

All four of the vidicon pickup tubes are electrostatic-focus, magnetic deflection type. They require no focus coils—eliminating heat problems—and are independent of high voltage variations.

Completely transistorized, the TK-27 employs compact, plug-in circuit modules. They provide top performance and easier maintenance. Circuits are highly stabilized, assuring unvarying picture quality—over extended periods.

The entire “Big Tube” system is made by RCA, including camera, film projectors, slide projector and multiplexer. These are “matched” equipments—all designed to work together in an integrated system to best advantage. It's ideal for turning out top quality color film programs and commercials.

Your RCA Broadcast Representative has the complete story on this “Big Tube” color film system. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



**The Most Trusted Name in Television**



## Adam Young Speaks... Five Hundred Million Dollars of Additional Income

TV stations throughout the country are entitled, according to our estimates, to another five hundred million dollars of profit. This is a nice round figure but probably not too far from being accurate. The half billion dollars is the depreciation we believe stations are entitled to for depreciating their network affiliation agreement. It is our belief that there are two good reasons why this depreciation is legitimate—

1. There is no reason to believe that network affiliations are necessarily permanent.
2. With all of the advances taking place technologically and otherwise, the value of a network affiliation could decrease or even disappear over an extended period of time.

In either case, that portion of the purchase price of a TV network affiliate which can be reasonably attributed to the value of its network affiliation should be a depreciable item.

Recently the courts disallowed this form of depreciation as an expense item. While the last round has not been fought on this case, we believe the industry has done too little to fight this battle. It is our belief that this should be fought not in the courts but at the Congressional level. We believe that Congress can be made to see the logic and validity of this. It may take a monumental effort on the part of the broadcasting industry to bring this about but we believe there is every chance of success. We believe, too, that it is both right and profitable to do so.



# adam young inc.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS  
DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

## DATEBOOK

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

■Indicates first or revised listing.

### NOVEMBER

Nov. 15-20—Great Britain's fourth annual Industrial Photographic and Television Exhibition sponsored by Industrial and Trade Fairs Ltd. Commonwealth House, 1-19 New Oxford Street, London W. C. 1. Earls Court, London.

Nov. 21-22—Annual fall convention of the Texas Association of Broadcasters. Featured speakers include: Robert T. Bartley, FCC commissioner; John F. Dille Jr., chairman of the board, National Association of Broadcasters; Lee G. Lovett, communications lawyer (Booth and Lovett), and Bob Stanford, Dallas advertising executive. Sheraton hotel, Dallas.

Nov. 21-23—Eastern Educational Network conference. Mark Evans, vice president for public affairs programming of Metromedia, and Leland Hazard, honorary chairman of the board, Metropolitan Pittsburgh Educational Television, will address the sixth annual conference. Webster Hall hotel, Pittsburgh.

■Nov. 22—Western States Advertising Agencies Association monthly dinner meeting. Featured is panel discussion, "Should an Advertising Agency Handle Public Relations?" Panel includes: Daniel H. Baer, vice president of western operations for Harshe-Rotman & Druck; Douglas E. Anderson, president of Anderson-McConnell Advertising Agency, and James B. Marine, public relations director of The Bowes Co. Continental hotel, Los Angeles.

■Nov. 22-23—Final National Association of Broadcasters fall regional meeting. Westward Ho hotel, Phoenix.

Nov. 29—FCC deadline for filing reply comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II of proposed new rules deals with (1) effect on development of independent (nonnetwork) JHF stations (2) generalized restrictions on CATV extension of station signals "leap-frogging" (3) program origination or alteration by CATV; pay TV or combined CATV-pay TV-TV operations.

Nov. 30—Deadline for reply comments on proposed FCC rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety. Former deadline was Oct. 29.

■Nov. 30—Annual stockholders meeting of Screen Gems Inc. New York.

■Nov. 30—Annual stockholders meeting of Allied Artists Pictures Corp. Hollywood.

### DECEMBER

Dec. 1—Association of National Advertisers' sales promotion committee workshop on "the effective use of premium promotions." Speakers include William Prout, director of promotion services, Lever Bros. Co.; Austin Johnson, vice president-director of merchandising and promotion, Benton & Bowles; Harry Fleming, president, Price-Adams Associates; Robert Mueller, publisher. Hotel Pierre, New York.

Dec. 1—Deadline for reply comments on FCC inquiry into question of who, besides international common carriers, is authorized user of satellite systems under Communications Satellite Act of 1962. Former deadline was Nov. 1.

Dec. 3—Southern California Broadcasters Association Christmas party honoring the retirement of BROADCASTING Magazine's West Coast senior editor, Bruce Robertson. Beverly Hills hotel, Beverly Hills, Calif.

Dec. 3—Deadline for comments on FCC rulemaking relating to network programs not made available to certain television stations. Former deadline was Nov. 1.

Dec. 3—Deadline for comments on FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 3—Annual winter meeting and election of officers of Arizona Broadcasters Association. Arizona Biltmore hotel, Phoenix.

Dec. 3—Deadline for entries in the 1964-65 annual awards competition of Writers Guild of America, West, TV-radio branch. Awards are made in seven categories for scripts initially broadcast between Sept. 1, 1964, and Aug. 31, 1965.

Dec. 6—Hearing before the Federal Trade Commission on questions relating to the failure to disclose the foreign origin of radio, television, phonographs, tape recorders and their components. Room 532, FTC Bldg., Washington.

Dec. 8—Deadline for comments on proposed amendment of FCC rules relating to timely and truthful responses to commission inquiries and the making of misrepresentations to the commission by applicants, permittees and licensees. Former deadline was Oct. 24.

■Dec. 8-10—American Management Association seminar, "Marketing through Distributors." Chairman is Ralph Bautz, regional manager Slant/Fin Corp. AMA headquarters, New York.

Dec. 10—Deadline for entries in the International Broadcasting Awards competition for the world's best radio and TV advertising of 1965 conducted by the Hollywood Advertising Club. Entries should be sent to HAC-IBA 6362 Hollywood Blvd., Hollywood 90028.

Dec. 13—Special stockholders meeting, Storer Broadcasting Co., to vote on recommended two-for-one stock split and to increase authorized common stock from 3.6 million shares to 6 million shares. Miami Beach, Fla.

■Dec. 14—Meeting of National Academy of Television Arts and Sciences, Hollywood chapter, to debate, "Is TV as a Mass Medium Doomed to Mediocrity?" Hollywood Palladium.

Dec. 15—New deadline for comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 1.

Dec. 15—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Oct. 20.

Dec. 16-17—Meeting of National Association of Broadcasters TV code board. Waldorf-Astoria, New York.

Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

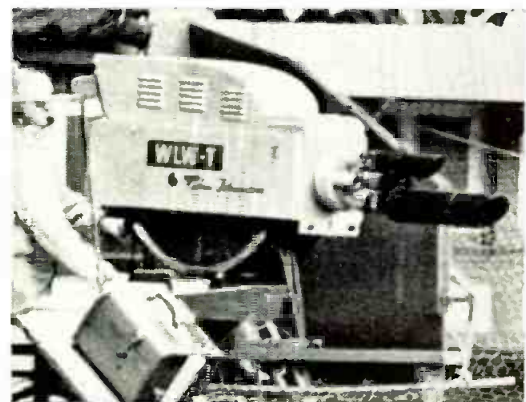
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Dec. 31—Deadline for reply comments on FCC rulemaking relating to network pro-

**WOAI & WOAI-TV, San Antonio  
joins Crosley  
October 28, 1965**



**GO!**



**On the go in  
REMOTES!**

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- Our own color film processing unit to be installed this fall
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THE WKY TELEVISION SYSTEM, INC.  
WTVT, Tampa - St. Petersburg  
WKY-TV & RADIO, Oklahoma City  
KTVT, Dallas - Fort Worth

**THE KATZ AGENCY, INC.**  
National Representatives



grams not made available to certain television stations. Former deadline was Dec. 3.

## JANUARY

Jan. 5—New deadline for reply comments on FCC's further notice of proposed rule-making relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 15.

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.

Jan. 14—Annual banquet, Federal Communications Bar Association. Washington Hilton hotel, Washington.

Jan. 14—Winter meeting of Colorado Broadcasters Association. Albany hotel, Denver.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 22.

Jan. 23-29 — Winter meeting of National Association of Broadcasters joint boards. Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 25-27 — Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

■Jan. 25-27—21st annual Georgia Radio and Television Institute, co-sponsored by Georgia Association of Broadcasters and Henry W. Grady School of Journalism. University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 27-29 — Annual winter convention and election of officers of South Carolina Broadcasters Association. Francis Marion hotel, Charleston.

Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NEC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Oct. 21.

## FEBRUARY

Feb. 1—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

Feb. 2-4 — Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic System, formerly convention on Military Electronics. International hotel, Los Angeles.

Feb. 8-9 — Eighth annual mid-winter conference on Advertising/Government relations, jointly sponsored by Advertising Federation of America and Advertising Association of the West. Shoreham hotel, Washington.

Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 14-17—Broadcasting workshop seminar sponsored by Rho Tau Delta, honorary professional radio-TV-drama fraternity at the University of Cincinnati. The theme will be "Radio and Television's Challenge of Tomorrow." Student Union building, University of Cincinnati.

Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Sheraton-Park, Washington.

■Indicates first or revised listing.

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# Broadcasting

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### Two-year term needed

EDITOR: While I have strong points of disagreement with your recommendation to help in adopting Representative Frank Chelf's (D-Ky.) proposed constitutional amendment, I am sure you have rightly emphasized the power in editorializing by the broadcasting industry [BROADCASTING, Nov. 8]. In the case of the proposed four-year terms for representatives in Congress, I feel this would be adverse to the best interests of the U.S.

Our founding fathers were concerned, rightly I think, that the representative House should be kept responsive to the thinking of the electorate in each district. This was assured by the two-year term, and most probably, then and now, could not be with a longer one . . . Not popular favor but true representation was, and is, the keynote.

Conceding that popular thinking can at times be rash, the Constitution makers provided the staggered six-year Senate term as a check.

Two-year terms necessitating biennial elections do present difficulties in time and money for our Representatives. But our chief goal must be the best public service possible. The editorial power of broadcasting could well be devoted to urging research on ways to cut election time and cost.—*John J. Coyle, president, Commercial Recording Corp., Dallas.*

### 'Distilled the essence'

EDITOR: This is just a note to express our appreciation for the fine coverage given our [National Association of Educational Broadcasters'] 41st convention in BROADCASTING [Nov. 8].

The space was generous, the stories accurate, and the play appropriate. The reporters distilled the essence of a very full three-day agenda and, what's more, conveyed the significance of the event.

. . . You would say that you merely cover the news as it happens and if we do things worthy of notice we will get appropriate attention. Well, we intend to continue to do newsworthy things, but we did feel that you had done especially well by us in this instance . . . —*William G. Harley, president, National Association of Educational Broadcasters, Washington.*

### Radio shines in blackout

EDITOR: . . . Congrats are in order for all the stations and the emergency broadcasting that went into effect [dur-

ing the blackout in the Northeast] . . .

Again, I think radio showed or rather proved itself as the main information media. When it came to immediacy . . . radio was definitely ahead of the rest . . .

—*Gary L. Portmess, production director, WYRE Annapolis, Md.*

### Plaudits for BPA coverage

EDITOR: CONGRATULATIONS TO YOU AND EDITORIAL STAFF ON SPLENDID REVIEW OF BROADCASTERS' PROMOTION ASSOCIATION SEMINAR IN CURRENT ISSUE (BROADCASTING, NOV. 15).—*Ned Jay, promotion manager, WAGA-TV Atlanta.*

EDITOR: . . . I was facilities chairman at the BPA seminar last week and, as such, I really didn't get to hear many of the panel discussions and speeches. Instead, I was running around the hotel checking on microphones, projectors, etc.

But after having read BROADCASTING . . . I really feel I know the complete story of the seminar. Your coverage was outstanding. Your reporters got the meat out of each panel and the full essence of every talk.—*Robert M. Adams, director of promotion, WTOP-TV Washington.*

### Educational radio too

EDITOR: . . . the initials ETV [educational television] are not synonymous with NAEB [National Association of Educational Broadcasters] . . . Participation in the reported session [BROADCASTING, Nov. 8] originated from the NAEB's two broadcast divisions: National Educational Radio and Educational Television Stations.—*Bill Kling, WBUR(FM) Boston.*

### C&W in California

EDITOR: Our congratulations to your fine publication on the special report on country and western music in the Oct. 18 issue.

We have noticed . . . KHER [Santa Monica, Calif.], the only fulltime country and western station on the California south-central coast, and which provides country and western service to Santa Barbara and San Luis Obispo counties, was inadvertently omitted from the list of stations represented by Broadcast Time Sales.—*R. C. Curry, general manager, KHER Santa Maria, Calif.*

**Peachy!**

**Hey, Bunch!  
How's business?**



**the  
Meredith  
bunch**



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;

PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

## How long will retailers be but a stepchild to television?

Can you stage a fashion show in 60 seconds?

The answer is yes, we are doing it on television. But not by choice.

Just how effective television's compressed "instant" fashion show can be made to be, particularly in view of the constantly escalating cost problem, is something we have under constant and careful study.

Television long has had a role in the building of our business and our image as the world's largest retail furrier. We never wanted to squeeze fashion or our image as a fashion store into just 60 seconds but the spiralling commercial costs are forcing us into greater use of minute spots rather than program sponsorships.

**No Newcomer** ■ We are pioneers in the use of radio and television. Evans has the longest continuous representation in the broadcast media of any fur retailer in the country.

Evans began its use of radio back in the 1930's. We have been in television since 1948. That long ago we staked our faith and our dollars in what was then an unproven "baby" medium.

At the beginning of our association with television we sponsored full-length motion pictures, some running as long as three hours. During the film breaks we had a wonderful opportunity to show fashions at a leisurely pace in appropriate and beautiful settings.

More importantly, we were able to show our viewers behind-the-scenes activities of the fur business. These were actual consumer education commercials without any strong selling pitch. They provided the viewers with important information on the fine points of selecting furs and judging the quality and craftsmanship.

Our object in television advertising is to promote the same image of integrity, quality and fashion as in those earlier days. But it isn't as easy to project such an image on TV today as it was then.

In the first place, we are faced with the staggering costs of TV today; second, with the competition of the multi-million dollar national corporations, and third, with the fragmentation of the advertising message.

**Greater Potential** ■ Ironically this comes at a time when we have widened the scope of our operation. Through the years we have added new departments so that now we are in every sense of the word a women's fashion store. Naturally we now wish to reach even

more potential customers through television.

Our problem is how. Model costs have gone up. Talent costs have gone up. Time costs have gone up. So have production costs. But the minute commercial is still just 60 seconds long.

We have always felt we could not do an adequate or effective job with 10-second, 30-second or even minute commercials. We don't have our product scattered everywhere in thousands of outlets. To make TV work for us we must sell our institution and our merchandise well enough to bring viewer-customers into our single location at 36 South State Street.

In addition, television must compete with the direct results we can and do get from the daily newspapers. It is very difficult to do this in the short time we now have to telecast our commercials.

**'Sold on TV'** ■ Let me assure you we are sold on TV. It has played and still is playing an important part in our overall merchandising program.

The only way that we have been able to stay in TV, however, has been through the institutional approach. You cannot sell fur coats the same way you sell chewing gum, cigarettes or toothpaste. When a customer is spending thousands of dollars for a fur coat she cannot be sold by reminder advertising.

This customer must be sold the integrity of the store, the quality of the merchandise and the styling, fashions and values we have to offer. How to do all of this in 60 seconds is a job we are still tackling. We intend to continue trying.

One major obstacle, of course, has been the fact that the prime viewing hours on network stations are available

only to the big national advertisers. We are left with fringe time, mostly daytime or late hours, and some of this ends up in the hands of whatever retailers are left who use strong-sell, bombastic commercials. As a fine store selling mink, ermine and sable coats, for example, we are not happy to be next to the hard sell accounts.

Our only hope is in making our messages look, sound and sell so differently that we are set apart from the fist-slaming, finger-pointing, fast-talking variety. We do this through the use of costly sets and props and by continuing to use live models—all extremely expensive.

**Hope for Retailers?** ■ What is the future hope for the retail advertiser in local television?

Perhaps the addition of new stations will be part of the answer. We have been very fortunate in having one independent station in Chicago that has been most cooperative. More independents may help open up prime viewing time for the retail advertiser.

It has always been our belief that the stations in a large metropolitan market owe some sort of an obligation to the local businesses that comprise that market. They should make available to local advertisers time segments reaching maximum audience.

I suppose it should be said in fairness that this time is available if the local advertiser is willing to pay the national advertiser's price. Newspapers have found the answer. They provide the local retailer with a special local rate.

I'm not advocating this policy for TV. But I do say a TV station in Chicago (or anywhere) is a "local" station. It and the retailer have a mutual obligation to find a common meeting ground.



A. L. Meltzer, board chairman of Evans Inc., Chicago, founded his retail firm in 1929, right after the crash, on a \$4,000 gamble. Since then he has invested several million dollars in radio-TV and today claims to be "the world's largest retail furrier." Now spending in local broadcast media billings well in six-figure bracket, Evans places through Malcolm-Howard Advertising Agency, Chicago. Evans has five floors of a building at its Chicago Loop site.



# JWT's radio-TV bill \$178 million

Leading agency increases total \$27 million over last year; nine agencies place \$100 million or more in broadcast; 1965 marked by spectacular rises

The J. Walter Thompson Co. established a new \$178 million mark in broadcast billing this year with a gain of \$27 million above its 1964 record, remaining the number one TV-radio advertising agency.

JWT's spurt came in a year highlighted by a number of spectacular rises in radio-TV billing by the country's major agencies.

In retaining its number one position this year, JWT scored several firsts:

- The Thompson agency has placed first in the last eight of BROADCASTING's annual radio-TV billings studies, of which this is the 14th.

- It set a new high for any one agency's TV billings: \$158.4 million.

- In the past two years, JWT's broadcast billing has been estimated at 52% of total billing. This year the estimate is 60%, a new high for the agency.

Agencies making up the leading five in the top 50 list in 1964 retained the same ranking this year, but their radio and television billings were \$90.1 million higher than in 1964.

Young & Rubicam, in the second spot, billed \$146 million in broadcast, \$17.2 million more than last year. Ted Bates & Co., in third place, billed \$16.7 million more this year, for a total \$143 million. BBDO was number four with \$132.2 million, \$8.9 million more than in 1964 (BBDO's figures do not include those of Clyne-Maxon, which becomes a subsidiary on Jan. 1.) In fifth place, Leo Burnett Co.'s broadcast billing was \$131.6 million.

The sixth spot went to McCann-Erickson, the big agency plank in the Interpublic complex, at \$107 million (up \$13.8 million). Foote, Cone & Belding moved from ninth last year to seventh with \$103.8 million, an increase of \$15.6 million.

Others in the top 10: Benton & Bowles and Dancer-Fitzgerald-Sample tied for eighth place at the \$100-million level. B & B last year was sixth with the same total broadcast billing. D-F-S, in eighth place last year, absorbed

Guild, Bascom & Bonfigli earlier this year, gained \$8 million in radio-TV billing. William Esty was 10th—same position as last year—increasing its broadcast billing by \$8.4 million.

Ted Bates & Co. held its supremacy of recent years in spot television by billing \$60.5 million, the approximate spot level Bates reached last year. BBDO, tied with JWT for first place in radio billing last year, added \$7.7 million more in 1965 and took first place with a total \$27.7 million. Campbell-Ewald and Needham, Harper & Steers tied in network radio placement at \$5 million, and BBDO easily was on top in radio spot by billing a hefty \$23.9 million.

**Record for Ten** ■ A new record was set this year in the top 10. In 1964, six agencies topped \$100 million in radio-TV. This year nine agencies came in at or above that figure.

Though the top 10 agencies showed substantial gains in broadcast billing, the surge was not confined to that list. Grey Advertising, moving from 15th to 11th, piled up \$21.6 million more. Doyle Dane Bernbach, 27th in 1963 and 25th in 1964, shot to the 15th spot

by billing \$27.09 million over last year. Only JWT, the top billing agency, came close to that gain in broadcast volume.

The continuing march toward merger (see page 42) affected this year's rankings and struck off the top 50 list such names as Guild, Bascom & Bonfigli; Doherty, Clifford, Steers & Shenfield and Needham, Louis & Brorby (the last two merged into Needham, Harper & Steers, which billed \$58 million in broadcast and ranked 16th).

Capsules of the top 50 agencies in radio-TV are listed below in alphabetical order:

**N. W. Ayer & Son:** Combined TV-radio billing \$54 million; \$40.5 million in TV (\$18 million in network, \$22.5 million in spot); \$13.5 million in radio (\$2.7 million in network; \$10.8 million in spot); TV-radio share of overall billing: 40%.

Broadcast billings for N. W. Ayer & Son were \$6 million less this year than in 1964. During the year, United Air Lines, Pharmaco and Corning Glass Works, with estimated broadcast billings of \$6.6 million, left the agency. The losses were partially offset by the acquisition of American Tobacco's

## The biggest agencies in these categories

In . . . .	Agency . . . .	Billings . . . .
. . . . Total broadcast billings	J. Walter Thompson	\$178 million
. . . . Total television billings	J. Walter Thompson	\$158.4 million
. . . . TV network billings	J. Walter Thompson	\$110.4 million
. . . . TV spot billings	Ted Bates & Co.	\$60.5 million
. . . . Total radio billings	BBDO	\$27.7 million
. . . . Radio network billings	Campbell-Ewald and Needham, Harper & Steers (tie)	\$5 million
. . . . Radio spot billings	BBDO	\$23.9 million
. . . . Biggest gain in the year	Doyle Dane Bernbach	\$27.09 million

Montclair and Charlton cigarettes, with billings of about \$3 million in radio-TV.

The agency's strong investors in network TV include AT&T on NBC-TV's *Bell Telephone Hour* and *Hank*; Plymouth-Valiant on NBC-TV's *Chrysler Theater*, and DuPont with a number of participations on all three networks. Bissell, Plymouth-Valiant dealers and Atlantic Refining are heavy users of spot TV.

Spot radio business came from United Air Lines (before the account left Ayer), Atlantic Refining, Sealtest and Plymouth Valiant. AT&T was a major network radio user.

**Ted Bates & Co.:** Combined TV-radio billing \$143 million; \$136.6 million in TV (\$76.1 million in network, \$60.5 million in spot); \$6.4 million in radio (\$600,000 in network, \$5.8 million in spot); TV-radio share of overall billing: 83.2%.

Bates remained in number three position while its broadcast billings were gaining by \$16.7 million, the best part of the increase going to network TV. Some new business, bigger budgets, and a growing proportion of dollars allocated to the broadcast media, all contributed to the substantial increase.

Bates still remains the agency with the heaviest percentage allocation to broadcast at 83.2%, up from 79.8% last year.

The agency's principal network television clients are American Chicle, American Home Products, Brown & Williamson and Colgate-Palmolive, all with scatter plan packages. Spot TV accounts are American Chicle, American Home Products, Colgate-Palmolive, Continental Baking, Mars Inc. and Standard Brands.

The agency's major network radio account is Standard Brands and spot radio accounts include American Home and Continental Baking. During the year Bates added four accounts currently in test marketing situations: Howard Johnson (Ho-Jo), Colgate-Palmolive (007 plus five new products), American Home (four new products) and National Biscuit Co. (Hi Graham cereal). It also picked up American Chicle's Clorets and Sour Gum line and Scott Paper's Softweave toilet tissue.

**BBDO:** Combined TV-radio billing \$132.2 million; \$104.5 million in TV (\$54.8 million in network, \$49.7 million in spot); \$27.7 million in radio (\$3.8 million in network, \$23.9 million in spot); TV-radio share of overall billing: 49.2%.

BBDO clung to the top five this year by upping its broadcast billing nearly \$9 million with most of the increase in radio. Yet the share of billing repre-

## TOP 50 AGENCIES . . . . .

All dollar figures are in millions

	Combined Broadcast Billing
1. J. Walter Thompson	\$178
2. Young & Rubicam	146
3. Ted Bates	143
4. BBDO	132.2
5. Leo Burnett	131.6
6. McCann-Erickson	107
7. Foote, Cone & Belding	103.8
8. Benton & Bowles	100
8. Dancer-Fitzgerald-Sample	100
10. William Esty Co.	92
11. Grey Advertising	81
12. Compton Advertising	73.1
13. Sullivan, Stauffer, Colwell & Bayles	67.8
14. Lennen & Newell	67.2
15. Doyle Dane Bernbach	59.12
16. Needham, Harper & Steers	58
17. N. W. Ayer & Son	54
18. D'Arcy Advertising	48
19. Ogilvy, Benson & Mather	44.2
20. Kenyon & Eckhardt	41.7
21. Clyne Maxon	39
22. Campbell-Ewald	37
23. Norman, Craig & Kummel	36.7
24. Cunningham & Walsh	34.4
25. Campbell-Mithun	34.2
26. Gardner Adv.	30.9
27. Tatham-Laird & Kudner	29
28. Marschalk	24.8
29. Post-Keyes-Gardner	23.6
30. Papert, Koenig, Lois	21.4
31. MacManus, John & Adams	21
32. Geyer-Morey-Ballard	18.8
33. Gumbinner-North	18.1
34. Erwin Wasey	17
35. Wade Advertising	16.75
36. W. B. Doner & Co.	16
37. Arthur Meyerhoff & Associates	15.5
38. Jack Tinker & Partners	13.5
39. Parkson Advertising	13.1
40. Honig-Cooper & Harrington	12.8
41. Ketchum, MacLeod & Grove	12.6
41. Richard K. Manoff	12.6
41. Warwick & Legler	12.6
44. Fuller & Smith & Ross	12.5
45. Grant Advertising	12.2
46. Kastor, Hilton, Chesley, Clifford & Atherton	12
47. Carson/Roberts	11.6
48. Clinton E. Frank	10
49. Street & Finney	9.8
50. D. P. Brother	9.5

# ..... AND THEIR 1965 RADIO-TV BILLINGS

Total TV	TV Network	TV Spot	Total Radio	Radio Network	Radio Spot	Broadcast Share of Agency's Total Billing	Broadcast Billing Change(\$) From 1964	Agency's Rank in 1964	
\$158.4	\$110.4	\$48	\$19.6	\$3.6	\$16	60%	+27	1	1
137.2	93.8	43.4	8.8	2.3	6.5	54%	+17.2	2	2
136.6	76.1	60.5	6.4	0.6	5.8	83.2%	+16.7	3	3
104.5	54.8	49.7	27.7	3.8	23.9	49.2%	+ 8.9	4	4
127.9	84.8	43.1	3.7	0.1	3.6	74.8%	+20.3	5	5
91	60	31	16	2	14	60%	+13.8	7	6
94	68.4	25.6	9.8	1.5	8.3	61%	+15.6	9	7
99	68	31	1	....	1	78%	None	6	8
95	50	45	5	0.5	4.5	77%	+ 8	8	8
82	56	26	10	2.2	7.8	82%	+ 8.4	10	10
76.8	37.2	39.6	4.2	3.6	0.6	67.5%	+21.6	15	11
69.5	45.9	23.6	3.6	2.2	1.4	70%	- 5.4	11	12
60.4	41.5	18.9	7.4	0.8	6.6	80%	- 0.9	12	13
56.7	39.6	17.1	10.5	2	8.5	53.8%	+ 4.3	13	14
54.14	25.83	28.31	4.98	....	4.98	45.6%	+27.09	25	15
45	24	21	13	5	8	66.4%	†	†	16
40.5	18	22.5	13.5	2.7	10.8	40%	- 6	14	17
36	17	19	12	4	8	48%	+ 8	22	18
42.2	19.7	22.5	2	0.5	1.5	60%	+ 6.1	16	19
33.5	15.8	17.7	8.2	0.7	7.5	47.3%	+ 1.2	17	20
38	30	8	1	....	1	79%	*	*	21
29.5	23	6.5	7.5	5	2.5	33%	+ 1.5	21	22
33	18.1	14.9	3.7	2.8	0.9	67%	None	19	23
27	15.5	11.5	7.4	3	4.4	60%	+ 0.9	23	24
25.8	12.5	13.3	8.4	0.7	7.7	55%	+ 1.2	24	25
23.9	5.4	18.5	7	2.1	4.9	55%	+ 4.2	26	26
27	13	14	2	0.5	1.5	53.7%	†	†	27
18.7	4.0	14.7	6.1	0.3	5.8	44.4%	+11.8	40	28
19.6	14	5.6	4	0.6	3.4	65%	+ 5.3	27	29
21	12	9	0.4	....	0.4	75.1%	+ 3.3	32	30
15.5	14	1.5	5.5	2	3.5	29%	+ 5	35	31
13	8.8	4.2	5.8	1.6	4.2	32%	- 0.1	30	32
17.6	10.5	7.1	0.5	0.05	0.45	57%	+ 0.7	34	33
15	11	4	2	0.5	1.5	39.5%	- 1	33	34
15.6	9	6.6	1.15	0.05	1.1	77.9%	- 2.13	31	35
10	5	5	6	1.5	4.5	80%	+ 3.5	41	36
12	0.3	11.7	3.5	1.5	2	94%	+ 1	37	37
13	8	5	0.5	....	0.5	80%	*	*	38
13	12.5	0.5	0.1	....	0.1	79.5%	- 0.05	38	39
9.6	0.6	9.0	3.2	0.25	2.95	64%	+ 1.65	47	40
11.1	4.6	6.5	1.5	0.6	0.9	21%	+ 0.6	43	41
12.5	5.0	7.5	0.1	....	0.1	85%	+ 2.5	49	41
10.3	9.1	1.2	2.3	1.5	0.8	41.7%	+ 1.6	48	41
11	6.8	4.2	1.5	0.1	1.4	22.6%	- 3.5	35	44
9.5	2.3	7.2	2.7	0.4	2.3	40%	+ 0.3	45	45
10	4	6	2	....	2	54%	- 0.2	42	46
11.2	7.2	4	0.4	0.13	0.27	60%	None	46	47
9	4	5	1	0.2	0.8	40%	*	*	48
8.6	4.6	4	1.2	1	0.2	70%	*	*	49
5.3	5.3	....	4.2	0.7	3.5	28.8%	- 2.5	43	50

† Result of agency merger in past year. No comparison possible.  
\* Not listed in 1964 top 50.

# 10-year track record of 1965's top 10 agencies

Billings in millions of dollars. Figures in parentheses ( ) indicate rank.

	1965	1964	1963	1962	1961	1960	1959	1958	1957	1956
JWT	\$178 (1)	\$151 (1)	\$144 (1)	\$133 (1)	\$125 (1)	\$126 (1)	\$124.5 (1)	\$113.5 (1)	\$ 92 (3)	\$ 70 (4)
Y&R	146 (2)	128.8 (2)	127.1 (2)	115 (2)	95.7 (4)	106 (2)	102.5 (3)	95.2 (3)	100 (2)	82 (1)
Bates	143 (3)	126.3 (3)	113.84 (3)	115 (2)	117.5 (2)	105 (3)	95 (4)	84 (5)	76.5 (5)	55 (5)
BBDO	132.2 (4)	123.3 (4)	104.5 (4)	100 (4)	100.8 (3)	91.5 (5)	88 (5)	88 (4)	85 (4)	80 (2)
Burnett	131.6 (5)	111.3 (5)	90.2 (7)	98.5 (5)	75.6 (7)	65.6 (7)	58.6 (7)	54.3 (7)	49 (7)	43 (7)
M-E	107 (6)	93.2 (7)	94.5 (5)	66.3 (10)	†91.9 (5)	†105 (3)	†108 (2)	†102 (2)	†103 (1)	†76.4 (3)
FC&B	103.8 (7)	88.19 (9)	70.89 (11)	57.3 (13)	51.5 (13)	46 (13)	40.3 (14)	35.5 (14)	36 (11)	32.5 (11)
B&B	100 (8)	100 (6)	92 (6)	84 (6)	83 (6)	80.5 (6)	75.9 (6)	66.5 (6)	54.5 (6)	53.8 (6)
D-F-S	100 (8)	92 (8)	80 (9)	75 (7)	69.4 (8)	62.4 (8)	58 (8)	48.7 (8)	47 (8)	37.5 (9)
Esty	92 (10)	83.6 (10)	76 (10)	72 (8)	60 (10)	56.25 (10)	41.5 (13)	39 (12)	32 (10)	40 (8)

† Includes billings of McCann-Marschalk before 1962.

sented by broadcasting was not as great this year: 49.2% compared to 50.9% in 1964.

Radio alone went up \$7.7 million, of which some \$6 million was in increased spot and about \$1.7 million in additional use of network radio by clients. Pepsi-Cola, DuPont, Campbell Soup, B. F. Goodrich, Autolite, Dodge and American Tobacco are users of network radio. Spot radio is used by Standard Oil, American Tobacco, Campbell Soup and Schaeffer Brewing.

TV clients at BBDO are legion. Among the many national TV advertisers on the BBDO list: Alberto-Culver, Campbell Soup, Chrysler Corp., DuPont, Pepsi-Cola, General Electric, B. F. Goodrich, Lever Brothers, 3M's, Warner-Lambert (Bromo-Seltzer) and United Fruit, all in network; Schaeffer, Alberto-Culver, Pepsi, Standard Oil, United Fruit, Campbell, Famous Artists, Lever, Bromo-Seltzer and Liberty Mutual, all in spot.

BBDO's business ledger continued to favor acquisitions. During the year the agency added Stanley Works, Alberto-Culver's VO5 hair dressing and hair spray, *Popular Science*, *Christian Science Monitor*, Carbonated Beverage Can Makers Committee (spot radio), Sawyer's Viewmaster and additional National Distillers' business. Losses included Famous Photographers, Gallo Winery, American Iron & Steel Institute, International Salt and Texas Consumer Finance.

Also negotiated during the year: stock acquisition of Clyne Maxon, which, though operating independently, will be wholly owned by BBDO effective Jan. 1.

**Benton & Bowles:** Combined TV-radio billing \$100 million: \$99 million in TV (\$68 million in network, \$31 million in spot); \$1 million in radio (all spot); TV-radio share of overall billing: 78%.

The agency's total broadcast billing

of \$100 million is the same as last year, despite increases in television billing mainly in network. Offsetting the TV gain was a continued decline in radio billing, which was one-third the amount handled a year ago.

B&B is a top network TV agency: General Foods (*Andy Griffith* and *Gomer Pyle* on CBS-TV); Procter & Gamble (*Dick Van Dyke* on CBS-TV, *The Fugitive* on ABC-TV, *Run for Your Life* on NBC-TV); Philip Morris (*Hogan's Heroes*, *Red Skelton* and *Jackie Gleason Show*, all CBS-TV), Texaco in NCAA football and golf (PGA), Beech-Nut (*Voyage to the Bottom of the Sea* on ABC-TV) and Norwich Pharmacal (*Fugitive* and *The Addams Family* on ABC-TV and CBS-TV's movie).

P&G, General Foods, Philip Morris, Texaco, Beech Nut and American Motors are all on spot TV. Texaco is in spot radio.

For Benton & Bowles, its actual radio-TV billing tells only part of the agency's story in 1965. B&B earlier this year plucked American Motors' \$16 million account (as much as \$11 million in radio-TV) but its billing for the auto firm begins this fall and hence is not represented in the figures. Also acquired during the year was Anderson-Clayton. No major accounts were lost.

**D. P. Brother:** Combined TV-radio billing \$9.5 million; \$5.3 million in TV (all in network); \$4.2 million in radio (\$700,000 in network, \$3.5 million in spot); TV-radio share of overall billing: 28.8%.

D. P. Brother fell off its pace this year, billing \$2.5 million less than in 1964. The drop was in network TV, \$3.2 million worth, and was only slightly made up in increased radio billing.

The agency is tied with General Motors Corp. advertising, principally for the Oldsmobile division and a few

other GM units. Oldsmobile in Walter Cronkite's CBS-TV evening news program, *McHale's Navy* on ABC and various special events programs is Brother's major network-TV advertiser though AC Spark Plug division is a sponsor on ABC's *Combat*.

Network radio is used by Oldsmobile and by the GM Service Section. Both also use spot radio as do the Harrison Radiator and New Departure divisions of GM. GM's Fisher Body division was added to the account list late in 1965 but its billing on sponsorship of Lowell Thomas on CBS Radio will not become effective until next January.

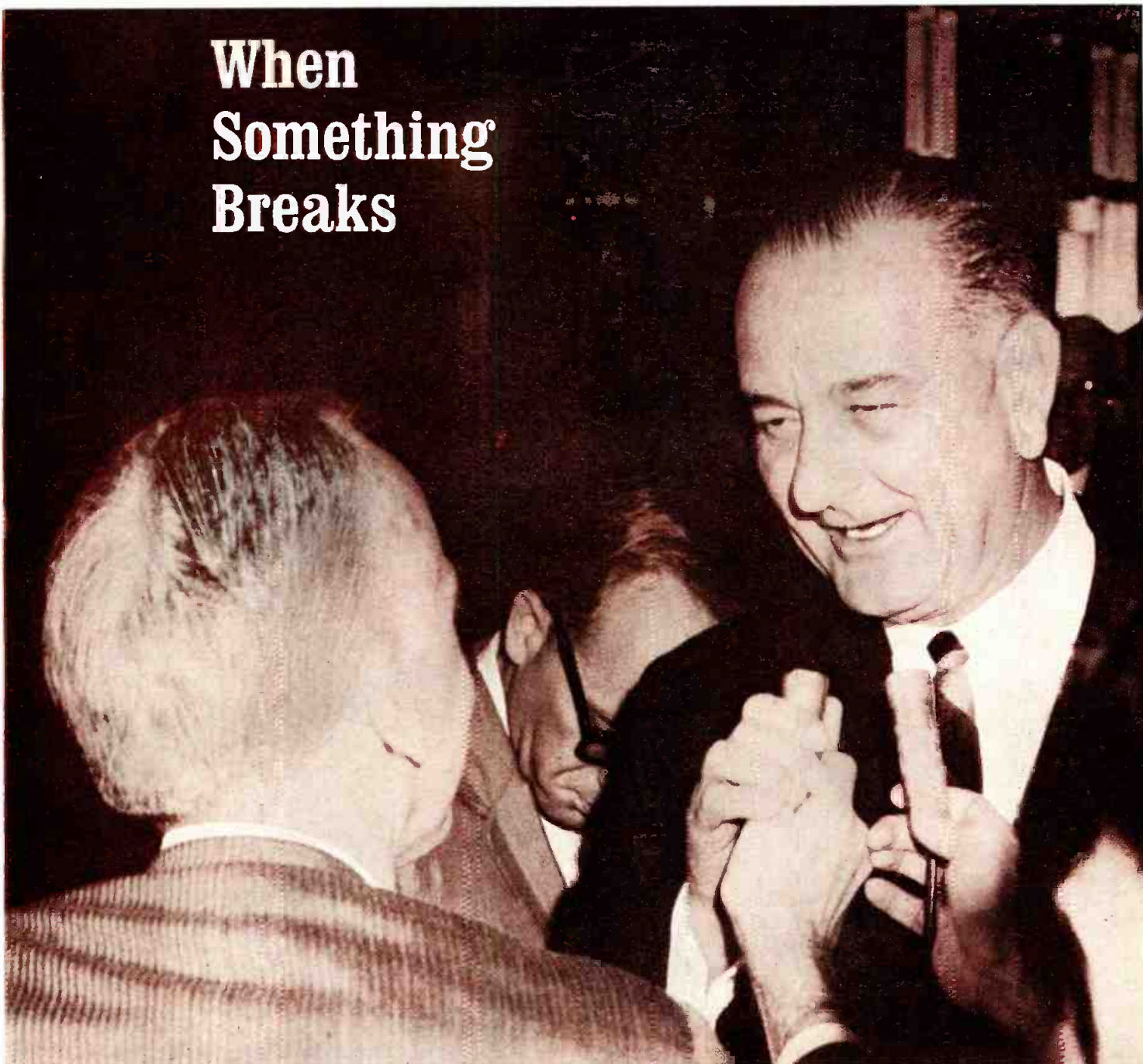
**Leo Burnett Co.:** Combined TV-radio billing \$131.6 million; \$127.9 million in TV (\$84.8 million in network, \$43.1 million in spot); \$3.7 million in radio (\$100,000 in network, \$3.6 million in spot); TV-radio share of overall billing: 74.8%.

Leo Burnett, which moved into the top five broadcast agencies in 1964, retained its ranking by increasing its radio-TV billing by \$20.3 million. In TV alone, Burnett went up \$19.5 million, the increases spread across both network and spot.

The broadcast share of the overall billing also worked upwards, from 73.62% last year to 74.8% this year.

In all, 14 major clients in network TV and 15 in spot TV, six in spot radio and another two in network radio make up the bulk of Burnett's billing. In network TV are such companies as Allstate Insurance (participations on ABC-TV), Campbell Soup (news on CBS-TV and several daytime shows), Green Giant (*Today* and a movie night on NBC-TV, and CBS-TV's Thursday movie), Kellogg (mostly on CBS-TV and ABC-TV nighttime shows as well as in daytime children's programs), Motorola Inc., participations on ABC-TV and NBC-TV), The Nestle Co. (CBS-TV and NBC-TV nighttime and with some daytime sponsorship), Philip

# When Something Breaks



WSB Radio's microphone is always the one up front, adding authority and understanding to the news. Aubrey Morris is a public affairs editor who gets his mike before the President with the same alacrity used to push it behind every headline focused on Georgia. Atlantans for 20 years have followed and appreciated his penetrating news analyses. Public affairs in depth: another reason WSB Radio is the choice of listeners and advertisers alike.

**WSB RADIO** ATLANTA 750

NBC affiliate. Represented by Edward Petry & Co., Inc.



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; WIIC, Pittsburgh.

Morris (CBS-TV evening news, Thursday movies, *Jackie Gleason Show* and *The Loner*), The Pillsbury Co. (daytime programming), Procter & Gamble (in *Branded*, *Laredo* and *Convoy* on NBC-TV and in *To Tell the Truth* on CBS-TV as well as in daytime), Joseph Schlitz Brewing (ABC-TV night programming), Star-Kist Foods (daytime), Union Carbide Corp. (participations on NBC-TV and in daytime shows), United Air Lines (AFL and NCAA NBC-TV as well as other football sponsorship), and Vick Chemical Co. (daytime programming).

Major spot-TV advertisers include all of the network-TV clients (with the exception of Allstate) and in addition Sunkist Growers Inc. and E. & J. Gallo Winery. Allstate, Charles Pfizer & Co., The Pure Oil Co., Schlitz, Swift & Co. and United Air Lines are in spot radio and Pillsbury and Pfizer are in network radio.

E. & J. Gallo Winery, General Development Corp. and United Air Lines accounts were acquired during the year, and Dow Corning Corp. and the Atchison Topeka and Santa Fe Railway (spot TV and radio in the area served) were dropped.

**Campbell-Ewald Co.:** Combined TV-radio billing \$37 million; \$29.5 million in TV (\$23 million in network, \$6.5 million in spot); \$7.5 million in radio (\$5 million in network, \$2.5 million in spot); radio-TV share of billing: 33%.

The top C-E billing comes from Chevrolet, a big network TV spender, which invests an estimated \$14 million a year in *Bonanza* on NBC-TV alone, another \$500,000 in CBS-TV's *Perry Mason Show*, and \$3.4 million in *Bewitched* on ABC, and had earmarked \$650,000 on a scatter plan on ABC. Chevrolet also uses network radio (CBS and NBC) and has backed introductory advertising with spot TV. Both Delco (also a General Motors division) and Firestone Tire & Rubber Co. have increased their use of spot radio during the year.

This agency (with the General Motors backbone of Chevrolet, GM institutional, Delco, United Motors Service division and GM Acceptance Corp.) has moved ahead in broadcast billing. It is \$1.5 million ahead of last year, its radio-TV share of overall billing (\$110 million) continuing at about 33%.

Campbell-Ewald gained Alberto-Culver business (Rinse Away), totaling some \$2.3 million in broadcast, and lost the \$1.9 million in broadcast business when Florist Telegraph Delivery moved to Post-Keyes-Gardner. Another account, Folger coffee (\$2.8 million in broadcast), begins billing at Cunningham & Walsh, effective Jan. 1.

**Campbell-Mithun:** Combined TV-radio billing \$34.2 million; \$25.8 million in TV (\$12.5 million in network, \$13.3 million in spot); \$8.4 million in radio (\$700,000 in network, \$7.7 million in spot); TV-radio share of overall billing: 55%.

Billing held steady at Campbell-Mithun in 1965, showing a slight growth of \$1.2 million in overall radio-TV. In the breakdown of network and spot TV, however, C-M billed \$4.3 million more in spot and \$2.7 million less in network than in 1964. Its major spot-TV users are Hamm's beer, Pillsbury, Kroger, Malt-o-Meal, among others. Pillsbury, Gold Seal, Honeywell, Hamm's and Admiral are active in network TV.

In radio, spot is used by Northwest



Color is the key to the new Mattel commercial for Color 'n Curl Barbie dolls. The one-minute commercial points out that this new toy allows junior mothers to change the color of their Barbie dolls' hair back and forth at will—without using dye. Minutes are scheduled as spots on Saturday morning shows and prime-time programs. A half-minute version is also scheduled. Agency is Carson/Roberts Inc., Los Angeles.

Orient Airlines, Hamm's, Kroger, Gold Seal, Universal Foods and Northwestern National Bank. Clients in network are Dairy Queen, La Choy and Master Lock.

During the year, C-M lost Bubble Up Corp., which billed about \$700,000 in broadcast, Mercedes-Benz (\$200,000 in broadcast), Pillsbury flour (\$200,000) and Pillsbury refrigerated foods (\$4.5 million).

**Carson/Roberts:** Combined TV-radio billing \$11.6 million; \$11.2 million in TV (\$7.2 million in network, \$4 million in spot); \$400,000 in radio (\$130,000 in network, \$270,000 in spot); TV-radio share of overall billing: 60%.

For the second year this Los Angeles-based agency appears on the top 50 list with the same TV-radio billing as last year. Of its total billing, 58% goes to TV advertising, with Mattel Toys, Max Factor and Adolph's, all network TV participants. Spot TV users are:

Mattel, Mission Pak, McDonald's Drive-Ins and White King.

Carson/Roberts' radio spot clients: McDonald's Drive-Ins, Mission Pak, Baskin-Robbins and Bullock's. California Date and Max Factor are in network radio.

During the year the agency added five new accounts: McDonald's with \$400,000 in spot radio and TV, Adolph's with \$800,000 in network TV. Bullock's, White King and Jantzen do not have broadcast billings. Four clients were resigned in the same period: Gallo with \$2 million in spot TV, and White Stag, Rose Marie Reid and Calusa, all without broadcast billing.

**Clyne Maxon:** Combined TV-radio billing \$39 million; \$38 million in TV (\$30 million in network, \$8 million in spot); \$1 million in radio (all in spot); TV-radio share of overall billing: 79%.

Clyne Maxon, recently acquired by BBDO as a wholly owned subsidiary, will maintain separate accounting of billings. Last year the agency appeared on BROADCASTING's top 50 list as Maxon Inc., prior to separation of Maxon, Detroit from Clyne Maxon which incorporated in New York. Therefore there is no basis of comparison with last year's figures.

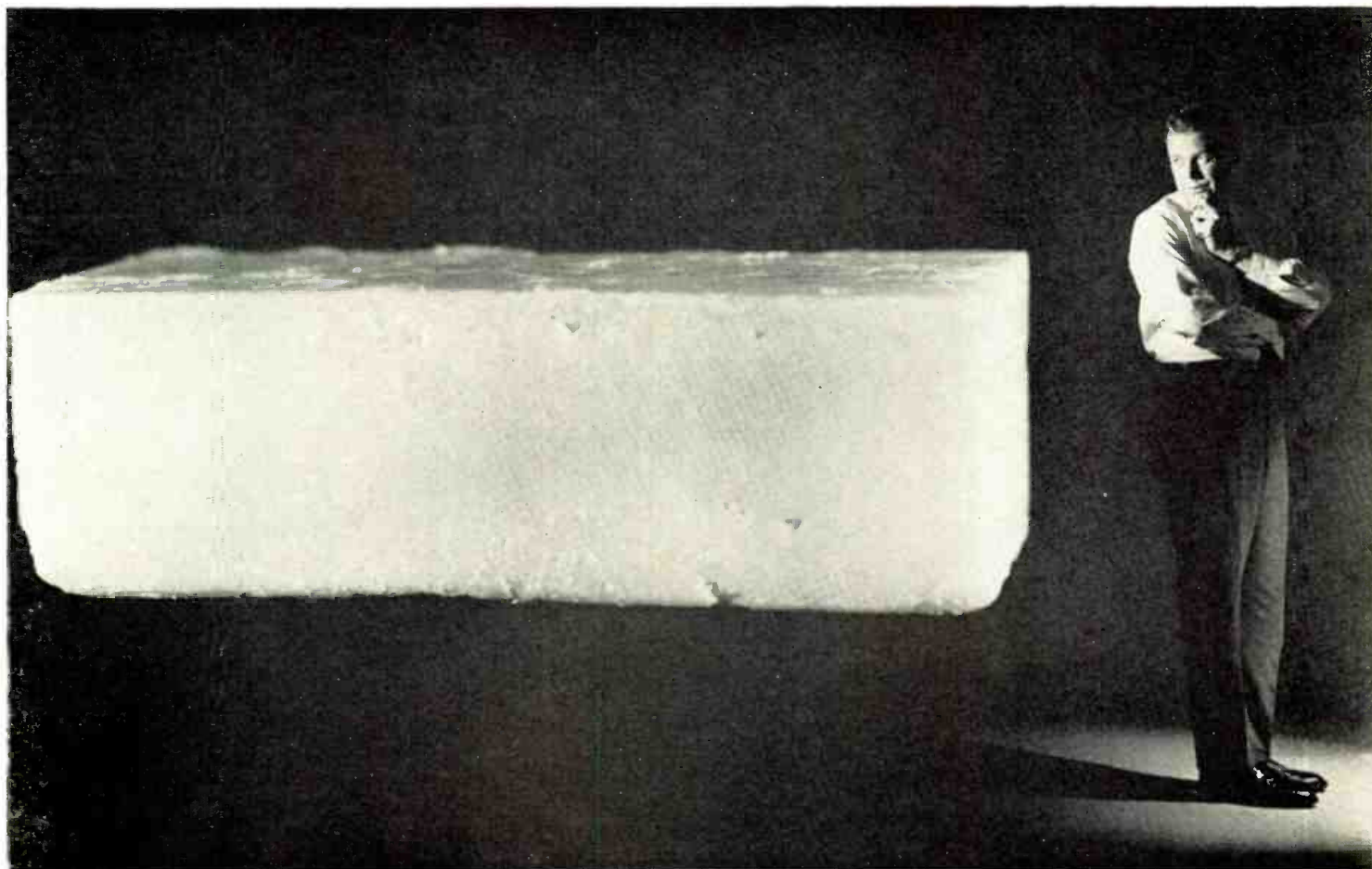
The agency's major clients are Gillette and General Electric. In network TV, Gillette sponsors World Series (NBC), NFL Football (CBS) NCAA football (NBC) in addition to other sports as well as Wednesday movies (NBC), Sunday movies (ABC) and participations. General Electric carries *College Bowl* (NBC), specials and participations in *Today* and *Tonight* (NBC) among others. Mohasco Industries and Revere Copper & Brass sponsor network specials. Clyne Maxon places heavy spot TV schedules for General Electric, Gillette, Staley and Revere.

Spot radio is bought for Staley, Gillette and General Electric. The agency added \$10 million to total billing during the year with the addition of following accounts: GE Portable Appliances, Universal GE Appliances, Handy Hannah GE Appliances, Lady Gillette Shaving Products, American Smelting & Refining and GE Timing Appliances.

**Compton Advertising:** Combined TV-radio billing \$73.1 million; \$69.5 million in TV (\$45.9 million in network, \$23.6 million in spot); \$3.6 million in radio (\$2.2 million in network, \$1.4 million in spot); TV-radio share of overall billing: 70%.

TV-radio spending by Compton clients dropped by \$5.4 million from \$78.5 million in 1964 (a figure revised from the \$80.3 million supplied by the agency for last year's compilation). The decline can be attributed to the loss of

## I'VE GOT A PROBLEM!



I just purchased 17½ tons of AA Grade Wisconsin Cheddar Cheese and I don't know what to do with it.

I thought that since WEAU-TV was going to have the tallest tower in Wisconsin (2,000 feet) and the largest NBC-TV coverage area in the world, why not have the world's largest cheese!

So now I **have** the world's largest cheese, 35,591 pounds of it, and I simply don't know what to do with it. In fact, the boss is holding my job over my head.

This is why I am turning to you, the media buyers of the world. You are used to working with facts and figures and if one of you can come up with the best idea on how WEAU-TV can get rid of 17½ tons of prime Wisconsin

Cheddar Cheese, I'll give you a beautiful new 1966 RCA Victor color television set.

Here are some of the facts that might help you. WEAU-TV's new 2,000 foot tower will give your clients an additional 12 counties in Wisconsin and Minnesota, 290,000 more viewers, 121,000 more TV households, 117,600 more farm viewers and \$770,000,000.00 more spendable income not to mention the additional 200,000 cows.

Now, with that vast amount of information at your fingertips, you tell me how to get rid of 17½ tons of the world's largest cheese and no fair enlisting the help of copywriters or creative departments.

Send your entries to:

**The Big Cheese**  
**WEAU-TV**  
**1907 South Hastings Way**  
**Eau Claire, Wisconsin 54702**

P.S. Even if you don't win the color TV set, I'll send you a free gift of cheese from the world's largest cheese.

# AAAA details breakdowns desired on audience data

A new version of the American Association of Advertising Agencies' recommended breakdowns for media to follow in submitting audience data to agencies was released by the AAAA last week.

Officials said "the revisions are not major," and represent refinements "prompted by the passage of time and usage" since the original version was adopted in July 1963.

Two new age breaks have been added in the household-heads and housewives categories. Instead of asking for information on members of these categories who are "34 and younger," the new version asks for it on those "24 and younger" and those "25 to 34" as part of the "minimum basic data" to be supplied. Other age breaks are unchanged: 35 to 49, 50 to 64 and older.

Most of the changes, the AAAA announcement said, occur in the occupational category and in the secondary requirement section called "additional data highly desired."

Under "data for individuals" and "data for household-heads" several changes have been made in the "minimum basic" information requested regarding occupation, including the addition of breakdowns on "employed," "housewives (not employed outside home)," "armed services" and "other."

Officials said the standards, entitled "Recommended Breakdowns for Consumer Media Data," continue to reflect "the urgent need for demographic data on consumer media audiences furnished in standardized, comparable categories." Because "agencies are especially in-

terested in encouraging media to conform to these recommendations." They said wide distribution of the revised version is planned.

The new version also points out that furnishing information on demographic breakdowns implicitly requires "larger sample sizes, for a given degree of accuracy."

It acknowledges that no "easy rules of thumb exist" for determining adequate sample sizes in relation to these recommended breakdowns, but says that "in any event the sample underlying each study should be thoroughly described," including "at least the nature of the sample design, the base for each total and each demographic breakdown, and an estimate of sampling error inherent in each estimated population value produced by the study."

about \$20 million of Alberto-Culver business in mid-year. Partly offsetting this defection was Compton's acquisition during 1965 of billing from Boyle Midway, Chock Full O' Nuts and Sweets Corp. of America.

Strong network TV advertisers during the year were Procter & Gamble on such shows as CBS-TV's *Petticoat Junction* and *Green Acres*, and NBC-TV's *Branded*; El Producto on ABC-TV's *Honey West*, *Shenandoah* and *Lawrence Welk Show*; Schick Safety Razor on CBS-TV's *Trials of O'Brien* and *Perry Mason*; Hotpoint on NBC-TV's *Tonight* and American Dairy Association on NBC-TV's *Flipper*, *The Virginian* and *Daniel Boone*.

Active spot television and radio advertisers at Compton were Procter & Gamble, El Producto Cigars, Schick Safety Razor, Quaker Oats, American Dairy Association, Gulton Industries, Boyle-Midway, Boston Edison and New England Electric Co. Network radio spenders were Kaiser Jeep and Schick Safety Razor.

**Cunningham & Walsh:** Combined TV-radio billing \$34.4 million; \$27 million in TV (\$15.5 million in network, \$11.5 million in spot); \$7.4 million in radio (\$3 million in network, \$4.4 million in spot); TV-radio share of overall billing: 60%.

C&W's major network TV clients include Andrew Jergens (*The Virginian* and *I Dream of Jeannie* on NBC-TV, and various daytime programs on ABC-TV) and Glenbrook Laboratories (*Wackiest Ship in the Army*, *Hullabaloo*, *Dr. Kildare* and *Run for Your Life* on NBC-TV and *Jimmy Dean*

*Show*, *Donna Reed*, *Sunday Night Movies*, *Patty Duke Show*, *Addams Family*, *Shindig II* and *The King Family*, all on ABC-TV). Sunshine Biscuits is also a network user.

In spot TV C&W has Jergens, Boyle-Midway division of American Home Products and Glenbrook among its accounts. Boyle-Midway and Sunshine Biscuits are in radio.

C&W billing for 1965 was up an estimated \$900,000 over 1964. The agency this year picked up a potential \$2 million in radio-TV when Boyle-Midway shifted \$2.8 million in new broadcast billing to C&W, but at the same time, reassigned \$800,000 worth out of C&W to other agencies. Next year C&W will add an estimated \$2 million from its newly acquired Folger coffee account.

**Dancer-Fitzgerald-Sample:** Combined TV-radio billing \$100 million; \$95 million in television (\$50 million in network, \$45 million in spot); \$5 million in radio (\$500,000 in network, \$4.5 million in spot); TV-radio share of overall billing: 77%.

D-F-S gained \$8 million over 1964 in broadcast billing. This was attendant on an increase of two percentage points in the share of all billing going into radio and television. The advance in total broadcast spending is attributed mainly to higher budgets of established D-F-S clients, with no major accounts being dropped or picked up by the agency during the year.

The agency's major network-TV accounts are Procter & Gamble in *Hazel*, *Gunsmoke* and *Dick Van Dyke*, (all CBS); Sterling Drug in *Dr. Kildare*

(NBC) and *Perry Mason* (CBS), General Mills in *Patty Duke* (ABC) and daytime shows. Peter Paul, Frigidaire and Simoniz are network-TV package buyers. D-F-S's heaviest accounts in spot TV are Procter & Gamble, Frigidaire, Corn Products, Sterling Drug, Falstaff Brewing, Peter Paul, General Mills and Simoniz.

Most of the agency's radio billing goes into spot for Sterling, Falstaff, American Cyanamid and Corn Products.

**D'Arcy Advertising:** Combined TV-radio billing \$48 million; \$36 million in TV (\$17 million in network, \$19 million in spot); \$12 million in radio (\$4 million in network, \$8 million in spot); TV-radio share of overall billing: 48%.

D'Arcy's TV-radio billing increased by an estimated \$8 million over its 1964 total of \$40 million (a figure revised upward from the \$33.8 million reported in last year's compilation), spurred by more active spending by Colgate-Palmolive, Royal Crown and Gerber particularly.

Colgate was represented on NBC-TV's *Saturday Night at the Movies*, and *Huntley-Brinkley* and on CBS-TV's *Thursday Night at the Movies*. Gerber bought into NBC-TV's *Flipper* and the *Man from U.N.C.L.E.*; American Oil Co. on CBS-TV's NFL football and Budweiser on NBC-TV's *Tonight*.

Spot TV-radio spenders at D'Arcy included Royal Crown Cola and Diet-Rite Cola, Budweiser, General Tire & Rubber Co. and American Oil.

**W. B. Doner & Co.:** Combined TV-radio billing \$16 million; \$10 million in TV (\$5 million in network, \$5 million in



# Gypsy's Great!



She looks great, her tongue nimbler than ever. Gypsy never forgets that her customers are interested in watching and hearing a living legend. **LIFE**

What do famed "Strip" artists talk about when they get together? Well, the other day on the set of Gypsy Rose Lee's TV show, Gypsy, her sister June Havoc and Sally Rand were talking about —needlepoint! **LOUELLA O. PARSONS**

She's quite well-informed and widely-experienced and has a considerable knack of showing interest in and a contagious appreciation of her guests. **VARIETY**

Jack Paar bought Gypsy Rose Lee's TV show for his station in Maine. **HEDDA HOPPER**

GYPSY ROSE LEE is doing a syndicated show. She's talking. **TV GUIDE**

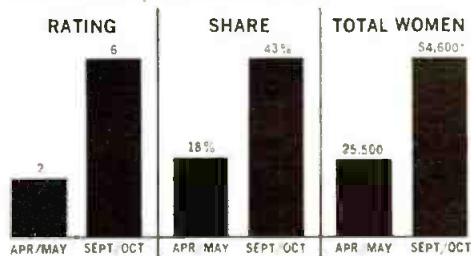
Gypsy Rose Lee, who started her career by getting things off her chest is back at it again. Only now she does it by quipping instead of stripping. The censors plague her still, but now it is her tongue they worry about. **TIME**

Gypsy is a natural for TV chatter. **AP**

## LATEST A.R.B. REPORT

### GYPSY INCREASES SETS-IN-USE

Sets-In-Use in San Francisco Mon.-Fri. from 8:30 to 9:00 A.M. have jumped 58% in the past 6 months since the April/May A.R.B. 29,100 more women are now watching GYPSY (Sept./Oct. A.R.B.). As a matter of fact, everything is up:



\*That's 10,900 more than "Girl Talk" which follows GYPSY from 9:00-9:30 A.M.)

NOTE: GYPSY is now KGO-TV's highest rated program slgn-on to 5:00 P.M. Mon.-Fri.!

## SOLD!

San Francisco	... KGO-TV
Los Angeles	... KABC-TV
Chicago	... WBKB
Buffalo	... WBEN-TV
Flint	... WJRT-TV
Miami	... WLBW-TV
Pittsburgh	... WTAE
Poland Spring	... WMTW
Richmond	... WRVA-TV
Schenectady	... WRGB
Syracuse	... WHEN-TV



## Seven Arts Television

New York: 200 Park Avenue • YUkon 6-1717  
 Los Angeles: 9000 Sunset Blvd. • CRestview 8-1771  
 Toronto: 11 Adelaide Street West • EMpire 4-7193

Seven Arts Productions International, Limited  
 Roberts Bldg., East St., Nassau, Bahamas  
 Cable: SEVINT

# Daytime or Nighttime

spot); \$6 million in radio (\$1.5 million in network, \$4.5 million in spot); TV-radio share of overall billing: 80%.

W. B. Doner's broadcast billing rose \$3.5 million over 1964. Network TV was up \$1.5 million and spot TV \$1 million, while network radio showed a \$1 million gain.

Major network-TV account was the National Brewing Co., with heavy participation in NFL football on CBS-TV. Major spot TV accounts include National Brewing, I. J. Grass Noodle Co., Hygrade Food Products, Food Fair Stores (Detroit) and Fago Beverages.

Biggest user of network radio was the chemical division of Studebaker Corp. In spot radio, heavy billers included National Brewing, Red Dot Cigars, Hygrade Food and Vlasic Pickle Co.

**Doyle Dane Bernbach:** Combined TV-radio billing \$59.12 million; \$54.14 million in television (\$25.83 million in network, \$28.31 million in spot); \$4.98 million in radio (all in spot); TV-radio share of total billing: 45.6%.

DDB, one of the fastest growing broadcast-billing agencies, billed \$27.09 million more in radio-TV over last year's level. In 1964, billing rose by \$10.6 million. This year, television has mushroomed at DDB. The agency increased its network-TV billing by \$16.33 million, and spent \$10.51 million more in spot TV.

The agency's accelerated growth in TV, spurred by higher TV budgets of existing clients, was enhanced by the addition of Lever Bros., a network and spot-TV user. Other acquisitions were Burlington Industries, Rheingold Breweries. Socony-Mobil Oil, U. S. Rubber, WTX Pharmacraft, Olin Mathieson Chemical, and Chas. Pfizer. Among major accounts dropped were General Mills, Levy's Bakery and Ronson.

DDB bills in network TV for Chemstrand, H. J. Heinz, Lever, Polaroid, Quaker Oats, U. S. Rubber and Volkswagen. In spot TV, leading spenders are Columbia coffee, American Airlines, Heinz, Clairol, Lever, Thom McAn, Rheingold and Cracker Jack. Radio billing includes spot business by American Airlines, Bulova, Chemstrand, Rheingold and Thom McAn.

**Erwin Wasey:** Combined TV-radio billing \$17 million; \$15 million in TV (\$11 million in network, \$4 million in spot); \$2 million in radio (\$500,000 in network, \$1.5 million in spot); TV-radio share of total billing: 39.5%.

Erwin Wasey's billing this year approximates that of last year—about \$1 million off and spread across both radio and TV. The chief source of Erwin Wasey's broadcast billing is Carnation, a substantial advertiser in network and spot TV. Carnation is the

agency's biggest client in broadcast. Among other accounts, Gulf Oil is in radio (mostly in spot), and Luden's is heavy in spot TV.

**William Esty Co.:** Combined TV-radio billing \$92 million; \$82 million in TV (\$56 million in network, \$26 million in spot); \$10 million in radio (\$2.2 million in network, \$7.8 million in spot); TV-radio share of overall billing: 82%.

Esty jumped its total broadcast billing approximately 10% over 1964. Esty maintains a relatively short list of blue chip clients, all of them substantial broadcast users. The radio-TV growth is due to increased budgets of these ac-



### Animal-mation

Bank of America, San Francisco, opened the TV portion of its pre-Christmas drive Friday (Nov 26) with two color commercials to be used in prime time on 26 California stations. Both a 20-second spot and a minute commercial will show a toy orchestra of stuffed animals with the voice over suggesting BankAmericard, an all-purpose family credit card, for Christmas giving. Print media and billboards are also part of the \$320,000 campaign.

counts as well as a slightly bigger portion of money going to the broadcast media. Esty's R. J. Reynolds account is a king-sized network television spender with program buys in 11 prime-time shows spread over three networks. American Home Products is another big network TV spender through Esty with buys including *To Tell the Truth* (CBS) *Lawrence Welk* (ABC) and *Gunsmoke* (CBS). Among other net-

work customers handled by Esty are Chesebrough Pond's and Union Carbide. Esty spends substantially in spot TV for the above accounts as well as for Sun Oil, Colgate-Palmolive, and Kimberly Clark. Spot radio is placed for Reynolds, Union Carbide and American Home among others. Network radio accounts include Sun Oil and Reynolds. The agency lost the Ballantine account (beer to Y&R and ale to SSC&B) during the year with broadcast billings estimated at \$6.2 million. It gained Noxzema Chemical Co.'s shave cream and complexion lotion with radio-TV budgets estimated at \$890,000. Also gained were billings of National Biscuit Co's Welch candy division and cereals.

**Foote, Cone & Belding:** Combined TV-radio billing \$103.8 million; \$94 million in TV (\$68.4 million in network, \$25.6 million in spot); \$9.8 million in radio (\$1.5 million in network, \$8.3 million in spot); TV-radio share of overall billing: 61%.

FC&B pushed ahead of 1964 in overall billing and in the share of billing going into radio-TV. Broadcast placements climbed an estimated \$15.6 million during the year. In the previous year they had grown by a reported \$17.3 million.

The agency's network television accounts include Clairol, Menley & James, General Foods, Papermate, Purex, Sunbeam, Ralston Purina, Kraft, Sara Lee, B. F. Goodrich, S. C. Johnson, Kimberly-Clark and Armour.

Among FC&B spot-TV accounts are all of the above and TWA, Sunkist Growers, Gallo and Ovaltine.

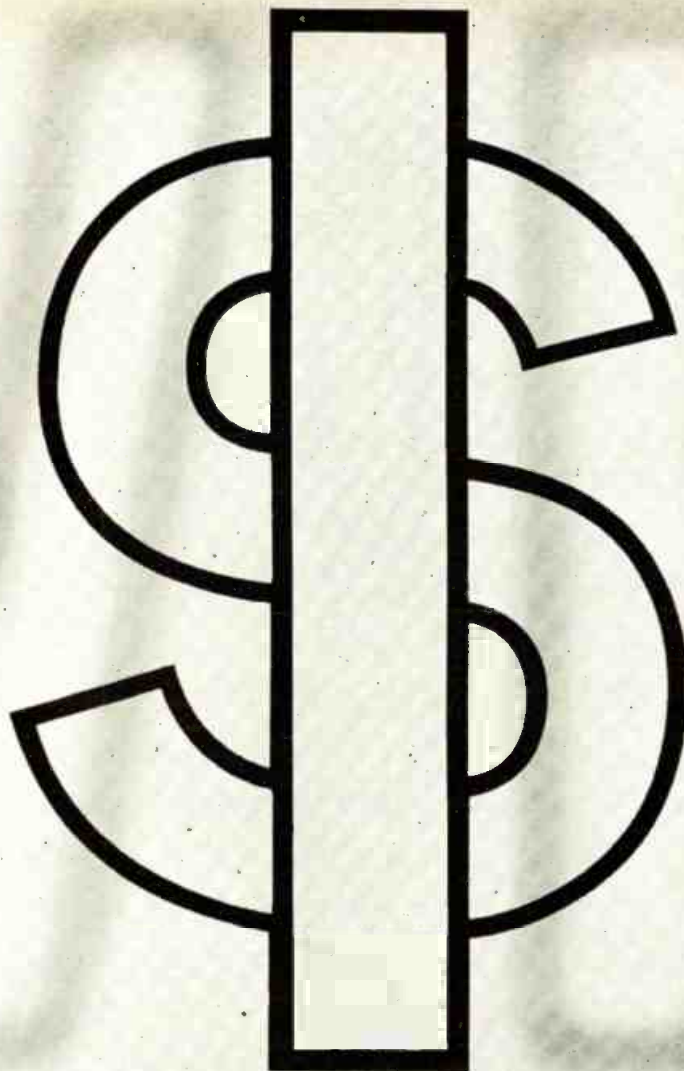
Spot radio is bought for TWA, Equitable, Kraft, Sara Lee, Armour, International Harvester and Booth Fisheries. Among network radio accounts are Menley & James, Purex Corp., Armour and Sara Lee.

During the year FC&B resigned Lockheed and Lanvin. It added business from Gallo, Hills Bros., P. Lorillard, Ralston Purina and Monsanto Corp.

**Clinton E. Frank:** Combined TV-radio billing \$10 million; \$9 million in TV (\$4 million in network, \$5 million in spot); \$1 million in radio (\$200,000 in network, \$800,000 in spot); TV-radio share of overall billing: 40%.

The agency's Continental Oil, Hamilton Beach, Curtiss Candy and Toni are in spot TV.

In network TV Kemper Insurance is a sponsor of *NCAA Football Scoreboard* (NBC-TV), Reynolds Metals is in the *Red Skelton Show* (CBS-TV) and Toni is in various network shows. Spot-radio users are Continental, Elanco Crop Chemicals, Dean Foods and O'Brien paint. Wurlitzer and Kohler



## **In Philadelphia, one thing is clear.**

Business is good at WIP. Advertisers clearly recognize our hold on Philadelphia's young, spending adults. So many advertisers, in fact, that we've even had to turn a few away to adhere to our commercial standards. But not now. We're happy to say that once again, there's room at the top of the Philadelphia radio market. Clearly a time to take time on WIP.

### **WIP RADIO 610**

David C. Croninger, V.P. & General Manager  
Metropolitan Broadcasting Radio  
A division of Metromedia, Inc.  
Represented by Metro Radio Sales

are in network radio.

The agency picked up Fort Howard Paper and United Air Lines during the year, neither of them, however, billed in radio or TV at Clinton E. Frank.

**Fuller & Smith & Ross:** Combined TV-radio billing \$12.5 million; \$11 million in TV (\$6.8 million in network, \$4.2 million in spot); \$1.5 million in radio (\$100,000 in network, \$1.4 million in spot); TV-radio share of overall billing: 22.6%.

F&S&R's broadcast billing suffered a drop of \$3.5 million from 1964. This decrease was reflected in the TV billing which fell \$4.5 million during 1965. On the other hand, radio billing increased \$1 million.

Network-TV accounts include Alcoa and the National Cotton Council. Spot TV spenders are Air France, American Chicle (which the agency resigned during the year), Borden Chemical, Transogram and Helena Rubinstein (the latter two are accounts the agency picked up during 1965).

**Gardner Advertising:** Combined TV-radio billing \$30.9 million; \$23.9 million in TV (\$5.4 million in network, \$18.5 million in spot); \$7 million in radio (\$2.1 million in network, \$4.9 million in spot); TV-radio share of overall billing: 55%.

Gardner's gain in broadcast billing over 1964 (nearly 11%) brought the agency to a level over \$30 million this year. One indicator for Gardner's upward trend is the share that radio-TV represents of overall billing, 55% this year compared to 49.8% last year.

The increases occurred in television, in both spot (up \$3.5 million) and network (up \$1 million). Radio held steady. Gardner now is billing another \$700,000 in broadcast through acquisition of the Bissel Inc. account.

Anheuser-Busch, Ralston Purina, Pet Milk, American Tobacco (Roi-Tan) and Southwestern Bell Telephone are spot-TV users. Ralston Purina is in network TV (*Gilligan's Island* on CBS-TV and in daytime shows). Anheuser-Busch, Pet Milk, Sunray DX Oil Co., Grove Laboratories, Whitman Candies and Southwestern Bell are in spot radio. Pet Milk, Grove and Whitman use network radio.

**Geyer, Morey, Ballard:** Combined TV-radio billing \$18.8 million; \$13 million in TV (\$8.8 million in network, \$4.2 million in spot); \$5.8 million in radio (\$1.6 million in network, \$4.2 million in spot); TV-radio share of overall billing: 32%.

GMB's broadcast billings dipped \$100,000 from 1964. A drop of \$1.8 million in TV billings was almost balanced by a rise of \$1.7 million in spot radio. On Sept. 30, American Motors, with about \$11.5 million in broadcast advertising, left GMB for Benton & Bowles. The agency is also losing some Lehn & Fink billing at the end of the year. Accounts gained during 1965: U.S. Gypsum, Mennen, Goodyear, Merck Co., Victor Fischel Co. and the Tip Corp. of America.

Major GMB spot-TV accounts include Lehn & Fink, John Morrell, Sinclair Refining, Irish International Airlines and DeKalb Co. Lehn & Fink, par-

ticipates in NBC-TV's *Run for Your Life*, *My Mother, the Car*, *Tuesday Movies*, *The Virginian*, *I Spy*, *Laredo*, *Camp Runamuck*, *Convoy*, and *Mona McCluskey*. Lehn & Fink also participates heavily in daytime programs—particularly on ABC-TV. Other network users: Mennen Co. and The Tip Corp.

Heavy spot-radio spenders include Sinclair Oil, American Motors, Irish International and Lehn & Fink. Users of network radio: American Motors, Mennen, John Morrell, Sinclair, Lehn & Fink and DeKalb Co.

**Grant Advertising:** Combined TV-radio billing \$12.2 million; \$9.5 million in TV (\$2.3 million in network, \$7.2 million in spot); \$2.7 million in radio (\$400,000 in network, \$2.3 million in spot); TV-radio share of overall billing: 40%.

Grant's broadcast billing rose slightly from the 1964 level, despite the fact the agency lost two advertisers who used spot TV and spot radio—Penick and Ford and Burlap Corp.

Dr. Pepper continued to be one of the agency's major spot-TV users, and on network was in CBS-TV's *Miss Teenage America Contest* and ABC-TV's *American Bandstand*. Users of spot radio and spot TV: Ambassador Hotel (Los Angeles), Home Milk (Miami), Plough Inc. and Nass Foods.

**Grey Advertising:** Combined TV-radio billing \$81 million; \$76.8 million in TV (\$37.2 million in network, \$39.6 million in spot); \$4.2 million in radio (\$3.6 million in network, \$600,000 in spot); TV-radio share of overall billing: 67.5%.

Grey continued its upward expenditure spree in 1965, with TV-radio billing jumping to \$81 million from \$59.4 million in 1964 (this latter figure was revised from \$54 million which had been reported by agency last year). Grey's broadcast share also expanded from 64% to 67.5% this year.

The increase reflects additional assignments from Bristol-Myers and other companies and new business from the Formfit/Rogers Co., Olympia Airways, W. T. Grant Co., Olympic Airways, Sentry Insurance Cos., Thayer Laboratories and Trans Caribbean Airways. Contributing also were accounts landed by Grey in 1964—more than \$20 million in billing at that time—which billed for the entire year in 1965.

In network TV, active advertisers included Bristol-Myers on such series as ABC's *O.K. Crackerby*, *Long Hot Summer* and *F Troop*; P & G on NBC's *Branded*, CBS's *Dick Van Dyke Show*, *Green Acres* and *Petticoat Junction*; P. Lorillard on CBS's *Dick Van Dyke Show* and *Steve Lawrence Show*

## What's needed for a good radio commercial?

You don't need an unlimited budget to create a good radio commercial. What you do need is creative, imaginative thinking. Approximately 180 advertisers and agency people heard this opinion voiced at a radio commercial workshop sponsored by the Advertising Club of Washington last Monday (Nov. 15).

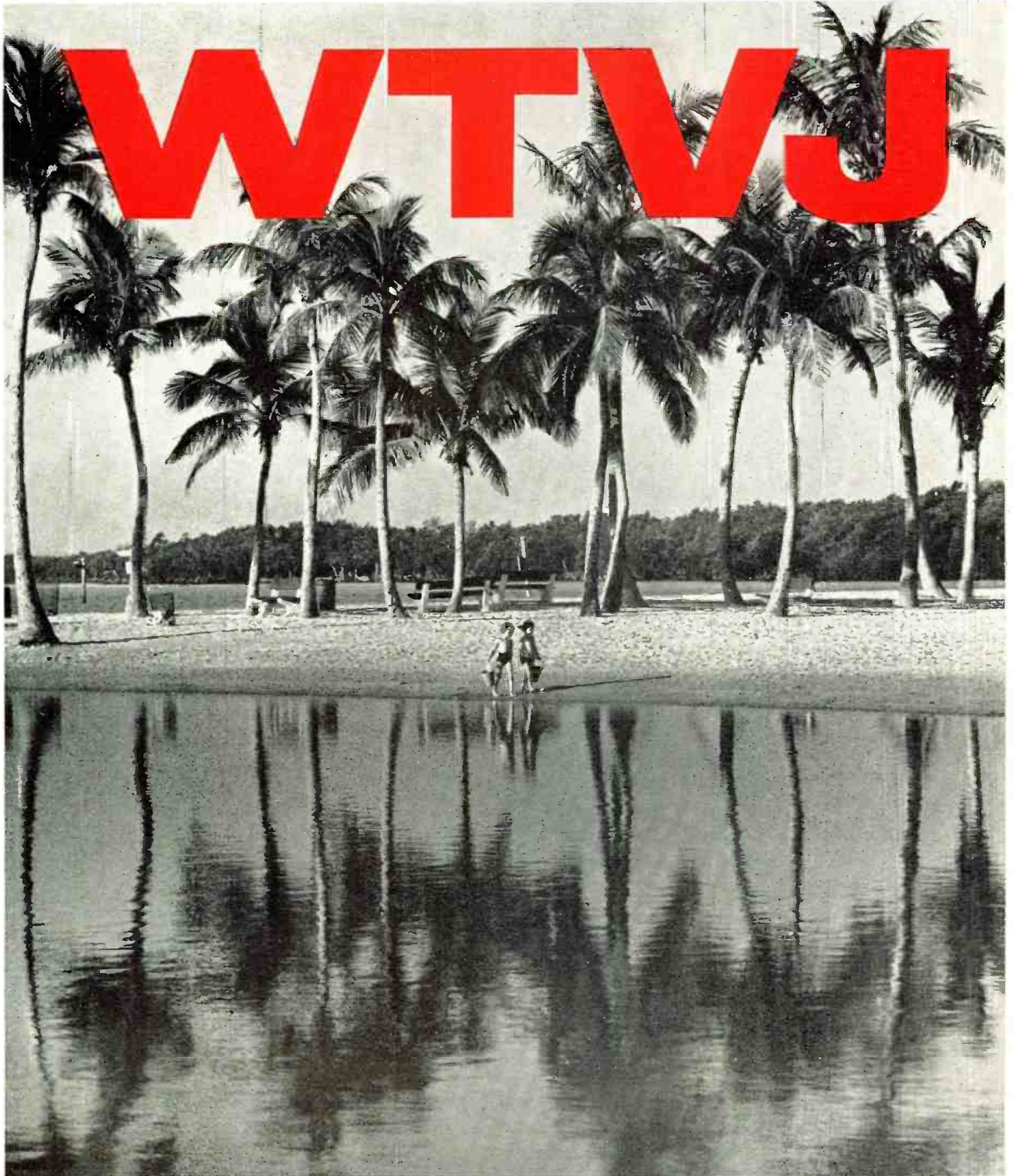
The four-hour workshop was designed and came off just as defined: a session in which Washington and Baltimore area men would study and discuss radio commercials and their component parts.

Specific ads were dissected and analyzed first during the workshop. Under initial discussion was campaign copy and media strategy. Illustrating this was Robert Oksner, vice president and associate copy chief of C. J. LaRoche, who used the Michelob beer campaign as his

prime example. Humor, its advantages, and limitations, was explained by Jerry Fortis, copywriter for Needham, Harper & Steers. Roy Eaton, musical director at Benton & Bowles, used musical illustrations and had the workshop participants listen to the many ways music can be used to produce a creative commercial. A fourth aspect of radio commercials, electronics, was explained by independent producer Eric Siday.

With these basics digested, those attending the workshop then turned to hear Richard Mercer, vice president and creative supervisor at BBDO, speak about radio as the "theater of the mind." He charged them to use radio to its fullest capacity and stressed that in order to achieve this end the imagination must be used to its fullest extent.

Only the sunshine covers South Florida better than



WTVJ, with South Florida's largest daily circulation, has color telecasting facilities to air your color tapes, films, or slides at regular black

and white rates. Represented nationally by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station. CBS affiliate.



and on NBC's *Man from U.N.C.L.E.*; the Mennen Co. on various sports programs on the networks; Block Drug Co. on CBS's *Gunsmoke*, *Steve Lawrence Show* and *Candid Camera* and Revlon on various feature-film periods on all three TV networks.

Major spot-TV advertisers are Block Drug, Bristol-Myers, Diamond Crystal Salt Co., Ex-Lax Inc., Greyhound Lines, H. J. Heinz Co., Hudson Pulp & Paper Corp., Ideal Toy Corp., Mennen Co., P. Lorillard, P&G, Revlon, Rival Pet Foods and Tidewater Oil Co.

Active spot-radio accounts are Bristol-Myers, Ex-Lax, Mennen, Lorillard, Revlon and Tidewater Oil. Network-radio advertisers included General Electric, Mennen and Lorillard.

**Gumbinner-North:** Combined TV-radio billing \$18.1 million; \$17.6 million in TV (\$10.5 million in network, \$7.1 million in spot); \$500,000 in radio (\$50,000 in network; \$450,000 in spot); TV-radio share of overall billing: 57%.

Gumbinner-North's top-billing clients in broadcast are Toni, E. L. Bruce Co., Remco Inc., American Home Products (Whitehall Laboratories and Boyle-Midway products) and Jacob Ruppert Breweries. All of these advertisers are in network and spot TV, with the exception of E. L. Bruce and Ruppert, which are spot users only.

During the year, the agency acquired the Grocery Products Division of Armour (Princess Dial soap and Magic Finish spray ironing aid plus two new products), North American Philips (Norelco tape recorders and radios) and Phillips-Van Heusen (men's toiletries). It lost Chap-Stick (network radio).

Also in spot TV: Browne Vintners. In spot radio, clients include Toni, E. L. Bruce, Whitehall, Boyle-Midway, Ruppert.

**Honig-Cooper & Harrington:** Combined TV-radio billing \$12.8 million; \$9.6 million in TV (\$600,000 in network, \$9 million in spot); \$3.2 million in radio (\$250,000 in network, \$2.95 million in spot); TV-radio share of overall billing: 64%.

This West Coast agency again reported a boost in broadcast billing, this year up by \$1.65 million over 1964.

Heaviest billing centered in spot TV for such accounts as Italian Swiss Colony, Clorox, Blitz-Weinhard, Bank of California, C and H Sugar, Interstate Bakeries, Farmers Insurance, Bell Brand Potato Chips and Thrifty Drugs. In network TV, clients are Levi Strauss, Clorox and DEP Corp.

Except for Clorox and Bell Brand Potato Chips, all of these clients are in spot radio along with Roman Meal, State S&L, Coca-Cola Bottling, and Von's Grocery. Two accounts reported



### New with an old touch

A "period-piece" commercial in color will be shown by the J. B. Williams Co. during the *Lawrence Welk Show* on ABC-TV on Dec. 4, the date selected by the advertiser for an intensive push of its newly-introduced Currier and Ives line of men's toiletries (after-shave lotion, cologne, talc, soap and deodorant). In the commercial, a singing group, costumed in dress of the Currier and Ives period, appears before a large reproduction of a print. In the commercial are singers Judy Lang and Jack Haskell (l) and Bob Harter. As part of the J. B. Williams promotion, ABC-TV has sent kits, containing samples of the products, to affiliates for use in local promotion and has sent special reproductions of Currier and Ives prints to local dealers of the product. Parkson Advertising, New York, is the agency.

in network radio: Interstate Bakeries and Farmers Insurance.

**Kastor, Hilton, Chesley, Clifford & Atherton Inc.:** Combined TV-radio billing \$12 million; \$10 million in TV (\$4 million in network, \$6 million in spot); \$2 million in radio (all in spot); TV-radio share of overall billing: 54%.

Kastor, Hilton's broadcast billing dipped only slightly (\$200,000) during 1965 from its 1964 level, although the agency lost Maradel Products, Tropicana Products, Isodine Corp., and Matey Bath Products, accounts which used broadcast advertising in 1964.

Clients active in broadcast media this year include: Colfax Labs, E. C. De-

Witt, Grand Union, L. T. York Mfg., *New York Journal American*, Norcliff Laboratories, E. R. Squibb, Stop & Save Stamp Co. (Triple S Blue Stamps), and WTS Pharmaceuticals.

**Kenyon & Eckhardt:** Combined TV-radio billing \$41.7 million; \$33.5 million in TV (\$15.8 million in network, \$17.7 million in spot); \$8.2 million in radio (\$700,000 in network, \$7.5 million in spot); TV-radio share of overall billing: 47.3%.

K & E TV-radio expenditures edged up slightly in 1965, abetted by a \$1.5 million increase in radio, largely in spot. Television billing slipped by \$300,000 from its 1964 level.

Spot TV and radio continued to be pace-setting media for K & E, with substantial billing accruing from such advertisers as Ford Motor Co., Beecham Products, R. T. French, National Biscuit, Pabst Brewing, William Underwood, Whirlpool, Quaker State Oil, Lincoln-Mercury Dealer Associations and Prince Macaroni.

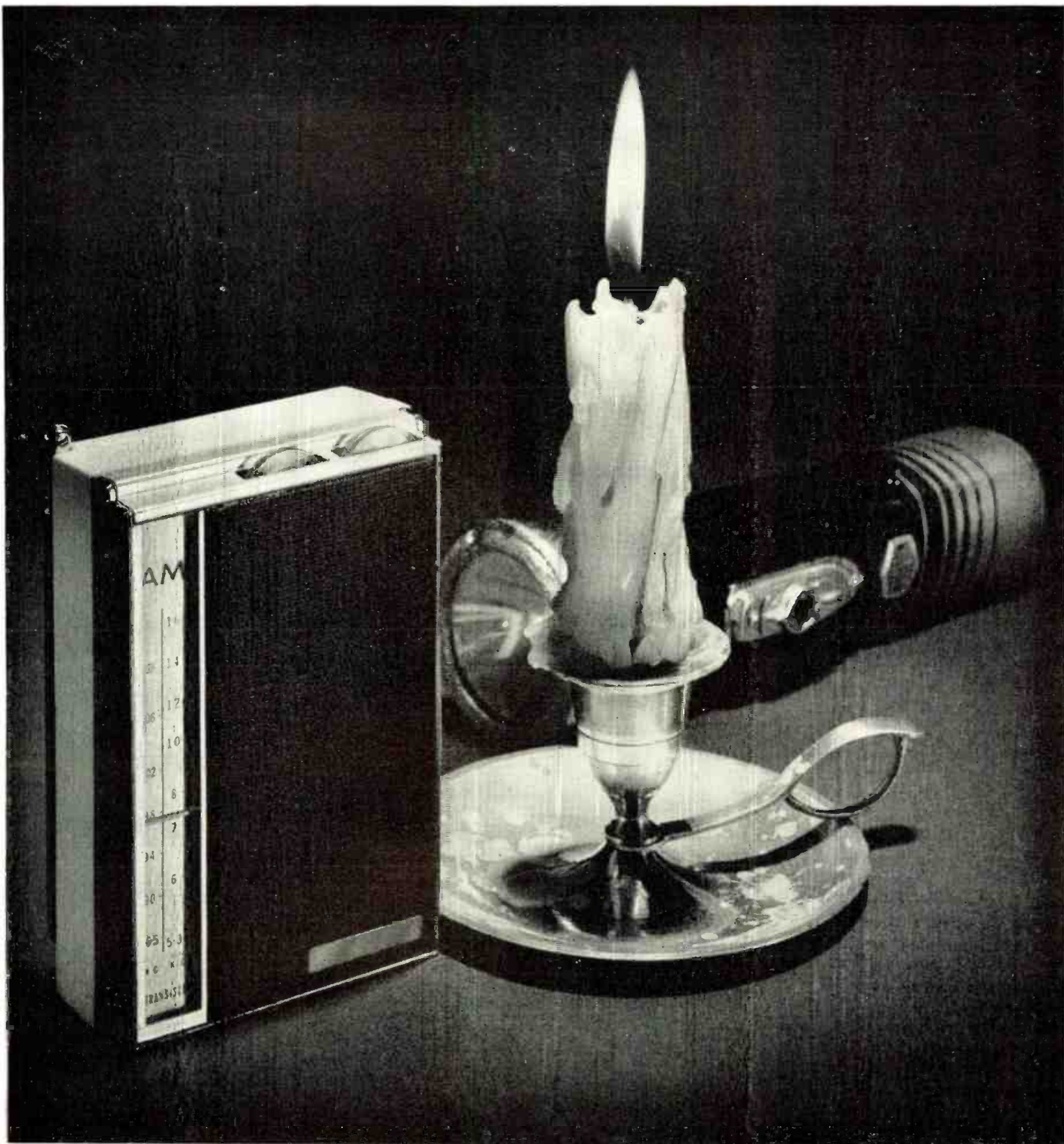
Leading spenders on network TV were Lincoln-Mercury Division of Ford on ABC-TV's *12 O'Clock High* and *Big Valley* and CBS-TV's *Trials of O'Brien*; Beecham on ABC-TV's *12 O'Clock High*, *Combat* and *Shindig 1* and CBS-TV's *Wild Wild West*, *Gunsmoke* and *The Munsters*; National Biscuit on ABC-TV's *Shenandoah* and *Patty Duke Show*; CBS-TV's *Thursday Night At The Movies* and NBC-TV's *The Virginian*, and Shell Oil on *Shell's Wonderful World of Sports*.

**Ketchum, MacLeod & Grove:** Combined TV-radio billing \$12.6 million; \$11.1 million in TV (\$4.6 million in network, \$6.5 million in spot); \$1.5 million in radio (\$600,000 in network, \$900,000 in spot); TV-radio share of overall billing: 21%.

KM&G increased its broadcast billing by \$600,000 over 1964, retaining clients chiefly in the industrial field. Among its network-TV users: Alcoa (*Huntley-Brinkley* on NBC-TV), Gulf Oil, Pittsburgh Plate Glass and Calgon Corp. Alcoa also uses spot TV along with Continental Baking and H. J. Heinz. Spot radio clients: Heinz, Continental Baking and Pittsburgh Brewing's Iron City beer.

New accounts added during the year were Angostura-Wuppermann Corp., Ozon Products Inc. (hair care), Chemway Corp. (Dr. West and Zonite), Allegheny Airlines Inc., Olivetti Underwood Corp. (office & business machines), Oil Tools Division of Read Roller Bit Co., Tecnifax Corp. and General Services Administration (region B and central office).

**Lennen & Newell:** Combined TV-radio billing \$67.2 million; \$56.7 million in



## ***SUDDENLY THERE WAS LIGHT***

The public depends on radio for fast accurate information in any emergency.

On Tuesday, November 9th when 30,000,000 people in the Northeast were suddenly plunged into total darkness during the height of the evening rush hour, they scurried to find transistor radios to shed light on the massive power failure. Radio did not let the public down. Within moments stations were back on the air with the latest information contributing to the calmness in what could have been a terrifying experience.

Today's radio stations with their versatility,

mobility, remote broadcast facilities and stand-by emergency equipment uniquely qualify them for the job of communicating with the public under any situation.

BLAIR RADIO is proud to be a part of this great communications force and offers its congratulations to all radio stations who untiringly provided information and reassurance to a stranded public.

It was a dramatic challenge and a job well done.



**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



## Mergers build bigger billings for remaining agencies

The urge to merge has been a dominant development in the advertising agency field this year, and as 1965 headed toward its final month last week, D'Arcy Advertising acquired the San Francisco-based agency, Johnson & Lewis Inc. The move will add approximately \$10 million to D'Arcy's domestic billing for a total of an estimated \$113 million.

Some illustrious names in the agency field preceded D'Arcy in the consolidation spree in 1965. They include BBDO and Clyne Maxon; Dancer-Fitzgerald-Sample and Guild, Bascom & Bonfigli; Tatham-Laird and Kudner Agency; Needham, Louis & Brorby, and Doherty, Clifford, Steers & Shenfield. More than \$700 million in billing was involved in these major agency amalgamations.

The latest merger was achieved through an exchange of stock by which D'Arcy acquires the total assets of Johnson & Lewis. The chief

negotiators of the consolidation were Robert M. Ganger, D'Arcy board chairman, and Daniel P. Lewis, J & L president. Under the new corporate structure, Mr. Lewis becomes executive vice president and managing director of D'Arcy's West Coast operations.

Principal accounts of the 46-year-old Johnson & Lewis agency are the American President Lines, San Francisco Port Authority, the Langfield Co., The Pacific Vegetable Oil Corp. and The Bank of America, which is active in local and national spot TV and radio.

New headquarters for D'Arcy on the West Coast will be in the former J & L offices in San Francisco. D'Arcy will continue its office in Los Angeles which will be enlarged, but will close its San Diego office.

Mergers have varying effects on corporate structures and names. In the case of D'Arcy, Johnson & Lewis is absorbed into the operation

and J & L loses its corporate identity. This also was the case in the amalgamation of Guild, Bascom & Bonfigli and Dancer-Fitzgerald-Sample, with the GB&B designation eliminated.

The welding of the Kudner agency with Tatham-Laird resulted in Tatham-Laird & Kudner. Similarly, the consolidation of Doherty, Clifford, Steers & Shenfield with Needham, Louis & Harper evolved into Needham, Harper & Steers.

In the acquisition of Clyne Maxon by BBDO, each agency will retain its corporate identity and operate autonomously (much as the members of the Interpublic complex of agencies do), though Clyne Maxon will have access to BBDO's facilities and services. The combined billing of the agencies (domestic and overseas) was reported at approximately \$350 million at the time of the announcement of the merger (BROADCASTING, Oct. 18).

TV (\$39.6 million in network, \$17.1 million in spot); \$10.5 million in radio (\$2 million in network, \$8.5 million in spot); TV-radio share of overall billing: 53.8%.

Paced by an increase of more than \$3 million in radio, Lennen & Newell broadcast billing climbed by more than \$4 million over its 1964 total.

A heavy TV-network spender, L & N was represented in the medium by such accounts as P. Lorillard on NBC-TV's *Dean Martin Show*, *The Man from U.N.C.L.E.* and the *Scherer-McNeil Report* and on CBS-TV's Thursday movies and *The Ed Sullivan Show*, and Citgo on NBC-TV's *Today* and *Tonight* programs.

Major accounts in spot radio and TV during the year were Citgo, Armstrong Cork, Stokely-Van Camp, Lorillard, Reynolds Metals, Richard Hudnut, Colgate-Palmolive, Corn Products, Iberia Airlines, Savings Bank Association and Cinzano. Network radio investors were Lorillard and Corn Products.

**MacManus, John & Adams:** Combined TV-radio billing \$21 million; \$15.5 million in TV (\$14 million in network, \$1.5 million in spot); \$5.5 million in radio (\$2 million in network, \$3.5 million in spot); TV-radio share of overall billing: 29%.

MJ&A registered slightly more than a 25% gain in broadcast although it added no major new accounts and lost one (United Biscuit, which placed about \$1 million in network television and \$300,000 in spot TV). The gain came

as a result of an increase in the proportion of the agency's total billing going to broadcast, up from 22% in 1964 to 29% this year, and from overall increases in account budgets.

Network TV clients include Pontiac in ABC-TV's *Sunday Night Movies*, *Combat*, *Amos Burke-Secret Agent*, *Ben Casey* and *The Fugitive* and NBC-TV's *Today* and *Tonight* programs; 3M in NBC-TV's *Daniel Boone*, *Camp Runamuck*, *Tuesday Night Movies*, *Flipper* and *Saturday Night Movies*; Hartz Mountain (pet products) in NBC and ABC daytime shows; Dow Oven Cleaner in NBC and ABC daytime shows. Biggest spot-TV spenders are Dow and Hartz Mountain. Spot radio is bought for Pontiac and network radio for 3M.

**Richard K. Manoff:** Combined TV-radio billing \$12.6 million; \$12.5 million in TV (\$5 million in network, \$7.5 million in spot); \$100,000 in radio (all in spot); TV-radio share of overall billing: 85%.

As a top-50 agency for the second year, Richard K. Manoff has boosted its radio-TV allocation by \$2.5 million in 1965.

In network-TV billing, the agency remains heavily committed to programs and products that appeal to small children and teen-agers. Major network clients include Old London Foods Inc. and Lehn & Fink Products for Stri-Dex and Tussy Cosmetics on *Shindig* (ABC-TV); Milton Bradley Co. on *Shenani-gan* (ABC-TV); and The Welch Grape

Juice Co. on *The Flintstones* (ABC-TV).

Manoff's spot-TV accounts include: Baker's Franchise Corp., Bumble Bee Seafoods, Milton Bradley, Old London, Welch Grape Juice, Lehn & Fink, Laddie Boy Dog Foods and Ward Foods. Baker's Franchise Corp. continues as a spot-radio user along with the agency's new account, International Breweries.

Although the agency resigned two accounts: American Home Foods and G. Washington, four clients were added in 1965: Lehn & Fink's Tussy, Ward Foods, Howard Johnson and International Breweries.

**Marschalk Company:** Combined TV-radio billing \$24.8 million; \$18.7 million in TV (\$4 million in network, \$14.7 million in spot); \$6.1 million in radio, \$300,000 in network, \$5.8 million in spot); TV-radio share of overall billing: 44.4%.

Marschalk moved into 28th place on the broadcast billing list as a result of readjustments in previous years' estimates, some new business, and a jump of 10 percentage points in the share of its total billing going to the electronic media. Marschalk picked up the billing of three Minute Maid products (Hi-C, Real Gold and frozen concentrates) collectively placing about \$3 million in television.

Big network-TV spenders are Speidel in ABC-TV's *Peyton Place*, *Patty Duke* and *Long Hot Summer*, NBC-TV's



*"All who  
joy would win,  
must share it;  
happiness was  
born a twin."*

*Lord Byron*

This somewhat unexpected sentiment from the poet of gloomy temperament is in accord with Griffin-Leake philosophy. At G-L stations, ENTERTAINMENT — the sharing of happiness — is a bright twin to the informative and educational functions of television.

GRIFFIN-LEAKE  
TV, INC.

K4TV-7, LITTLE ROCK  
KTUL-TV-8, TULSA  
KWTU-9, OKLAHOMA CITY



The Bettmann Archive

*Please Don't Eat the Daisies* and *Run for Your Life* and Pillsbury in CBS-TV's *Ed Sullivan Show* and various daytime vehicles. Spot-radio accounts include Fanta Beverage, Standard Oil of Ohio, Genesco Brewing, Coca-Cola Bottling (New York) and International Nickel. In network radio Marschalk has The Hartford Insurance Group.

**McCann-Erickson:** Combined TV-radio billing \$107 million; \$91 million in TV (\$60 million in network, \$31 million in spot); \$16 million in radio (\$2 million in network, \$14 million in spot); TV-radio share of overall billing: 60%.

M-E gained a healthy \$13.8 million in broadcast during 1965 as the radio-TV share of the agency's total billing reached 60%, a gain of 8%. A general advance was experienced in the total billings of established accounts. M-E resigned the accounts of Ocean Spray (\$3 million), Helene Curtis (\$2.5 million) and Continental Airlines (\$3 million). It added American Home Products' Boyle Midway Div. (Aero Shave), World Coffee Promotion (about \$3 million in billing, heavy in broadcast) and New York Racing Association.

M-E network TV accounts include Coca-Cola, Nabisco, Westinghouse, Sauter Labs, John Hancock, Buick, California Packing, Encyclopaedia Britannica, U.S. Borax, Savings & Loan Association and Humble Oil. Among spot-TV users handled by M-E are Golden Grain Macaroni, Nabisco, Humble, Westinghouse, Sauter Labs, John Hancock, Coca-Cola, J. P. Stevens, Wells Fargo, United Vintners and U.S. Borax.

Network radio is bought for Buick and Coca-Cola and spot radio for Air Canada, Lockheed, Nabisco, Owens Corning, Buick, California Packing, Calso Water, Wells Fargo, United Vintners and Southern California Gas Companies.

**Arthur Meyerhoff & Associates:** Combined TV-radio billing \$15.5 million; \$12 million in TV (\$300,000 in network, \$11.7 million in spot); \$3.5 million in radio (\$1.5 million in network, \$2 million in spot); TV-radio share overall billing: 94%.

The agency moved up \$1 million over last year's broadcast billing. Arthur Meyerhoff's volume is almost all spot, the bulk of this from its William Wrigley Jr. account. Wrigley is the chief contributor to the TV billing at the agency. The E. J. Brach Co. (candy) is in network TV as is Krimko Co. In addition to Wrigley's multi-million dollar spot-TV expenditure, the client also uses spot and network radio, Brach also is in spot radio. The Brach account was picked up during the year from Post-Keyes-Gardner.

**Needham, Harper & Steers:** Combined TV-radio billing \$58 million; \$45 million in TV (\$24 million in network, \$21 million in spot); \$13 million in radio (\$5 million in network, \$8 million in spot); TV-radio share of overall billing: 66.4%.

Needham, Harper & Steers was created out of a merger that was effective the first of this year between Needham, Louis & Brorby, Chicago, and Doherty, Clifford, Steers & Shenfield, New York. In broadcast in 1964, NL&B billed an estimated \$36.2 million and DCSS \$19.6 million, which when combined totaled \$55.8 million. Thus the 1965 broadcast billing, on this basis, would indicate a billing increase.

This acceleration appears to be con-

### Excessively silent?

KGW-TV Portland, Ore., has reported receipt of a letter of complaint which the writer, James F. Robb, associate professor of marketing at Portland State College, admits "may be a little strange in these days of the public furor against excessively loud television commercials."

Mr. Robb's complaint is that one evening, "when I was enjoying KGW-TV, I could not hear one of your commercials. In fact, there was no sound at all. [Kgw-TV explained that at that particular time it had lost the soundtrack of that particular commercial.] At the time I was very disappointed because I had not seen that television commercial before. I'd hate to think that you are carrying this business of excessively loud television commercials to this extreme, that is, turning down or off the audio."

tinuing. The \$4-million Continental Airlines account is now at NH&S and billing on it becomes effective on Dec. 15. Also gained was the General Cigars' Corina cigars account which bills \$800,000 in broadcast. Lost to the agency: George Wiedemann Brewery last September (about \$1.2 million in radio-TV).

Accounts in spot TV include Ac'cent International, Bristol-Myers (Softique, Vitalis), Campbell Soup (V-8 juice and sauce, Bounty products), General Mills (Betty Crocker mixes), Grove Laboratories (Ammens), Household Finance, Jackson Brewing, Manhattan Shirt, Mars candies, Massey-Ferguson, Morton Salt, Narragansett Brewing, Rambler dealers in New York and New Jersey,

State Farm Insurance Companies and Geo. Wiedemann Brewing.

In network TV: Ac'cent, Armour's Appian Way Pizza, Bristol-Myers, General Cigar Co., Betty Crocker, Grove Labs (Ammens, Congesperin, 4-Way cold tablets), S. C. Johnson & Son (Glo-Coat, shoe polish and Pride), Kraft Foods (Miracle, DeLuxe and Parkay margarines and jellies and preserves), Manhattan Shirt, Mars, Massey-Ferguson, Quinton's Sucrets and State Farm Insurance.

Spot-radio activity comes from Household Finance, Campbell Soup (V-8 juice and beans), Betty Crocker, Humble Oil (heating oil), Jackson Brewing, Kraft, Mars, Massey-Ferguson, Morton Salt, C. F. Mueller, Rambler dealers, State Farm and Wiedemann. In network radio: Ac'cent, Campbell V-8 juice and beans, Kraft's Parkay, Mars, State Farm and United States Tobacco.

**Norman, Craig & Kummel:** Combined TV-radio billing \$36.7 million; \$33 million in TV (\$18.1 million in network, \$14.9 million in spot); \$3.7 million in radio (\$2.8 million in network, \$900,000 in spot); TV-radio share of billing: 67%.

With no appreciable gains in broadcast billing since last year NC&K continues with its TV-radio share of billing at 67%.

Primary spender in network and spot TV for NC&K remains Colgate-Palmolive, heavily committed in both daytime and nighttime shows. NC&K's other big network spenders are Schick, Hertz and Chanel.

In spot TV, major accounts are Colgate, Chesebrough-Pond's, Dow Chemicals, Hertz, Schick and Chanel, with Chesebrough, Dow, Colgate and Hertz accounting for the bulk of agency's network-radio and spot-radio billing.

NC&K added four clients this year, some in test markets. Penetration has been in radio and spot TV with Arnold Bakers, American Tobacco (new products), Olin Mathison Chemical, Winchester Franchise Operation (spot radio and some TV) and Clairrol's "Come Alive Grey," "Picture Perfect" and "Ultra Smooth" (all TV and some radio).

**Ogilvy, Benson & Mather:** Combined TV-radio billing \$44.2 million; \$42.2 million in TV (\$19.7 million in network, \$22.5 million in spot); \$2 million in radio (\$500,000 in network, \$1.5 million in spot); TV-radio share of total billing: 60%.

OBM showed a \$6.1 million rise in broadcast billing for 1965. This total reflects a downward adjustment made by the agency in radio-TV billing for last year—from a reported \$41.7 million to \$38.1 million. During the year,

## THANKSGIVING WEEK SPECIALS ON NBC:

**PERRY COMO'S KRAFT  
MUSIC HALL**—Guests: Lennon  
Sisters, Gertrude Berg, Bobby  
Vinton. (Mon., 9-10 PM NYT).  
[In color.](#)

**FRANK SINATRA: A MAN  
AND HIS MUSIC**—(Wed.,  
9-10 PM NYT). [In color.](#)

**CONGRESS NEEDS HELP**  
—NBC News' David Brinkley  
narrates a report on the  
Congressional machinery.  
(Wed., 10-11 PM NYT). [In color.](#)

**MACY'S THANKSGIVING  
DAY PARADE**—(Thurs., 10 AM-  
Noon NYT). [In color.](#)

**NCAA FOOTBALL: OKLA-  
HOMA AT NEBRASKA**—  
(Thurs., 1:30 PM to concl.  
NYT). [In color.](#)

**AFL FOOTBALL: BUFFALO  
AT SAN DIEGO**—(Thurs., 4:30  
PM to concl. NYT). [In color.](#)

**WORDS AND MUSIC BY  
COLE PORTER**—Maurice  
Chevalier, Robert Goulet and  
Nancy Ames. (Thurs., 8:30-9:30  
PM NYT). [In color.](#)

**THE INCREDIBLE WORLD  
OF JAMES BOND**—Starring  
Sean Connery. (Fri., 10-11 PM  
NYT). [In color.](#)

**NCAA FOOTBALL: ARMY  
VS. NAVY**—(Sat., 1-4 PM NYT).  
[In color.](#)

**WHO SHALL LIVE?**—NBC  
News explores the problem of  
selecting the patients to be  
saved by the artificial kidney.  
(Sun., 6:30-7:30 PM NYT).

**THE JULIE ANDREWS  
SHOW**—Julie, Gene Kelly and  
the New Christy Minstrels.  
(Sun., 9-10 PM NYT). [In color.](#)



The  
Full Color  
Network

OBM gained the Drackett Co. account (\$3 million in network TV) and lost White Horse Scotch (no radio-TV billings).

Major network-TV accounts, in addition to Drackett, include Bristol-Myers (Ban), Shell Oil Co., General Foods (Maxwell House and Good Seasons), Lever Brothers (Imperial and Lucky Whip), Nationwide Insurance and Pepperidge Farm. Major spot-TV accounts are Shell, General Foods, Bristol-Myers, Pepperidge Farm, Lever Brothers, Schweppes and Tetley Tea.

Spot-radio accounts include American Express, Tetley Tea, Lever, Schweppes and Shell. American Express continues as OBM's major network-radio spender.

**Papert, Koenig, Lois:** Combined TV-radio billing \$21.4 million; \$21 million in TV (\$12 million in network, \$9 million in spot); \$400,000 in radio (all spot); TV-radio share of overall billing: 75.1%.

PKL's broadcast billing continued to climb during 1965 with TV up \$3.7 million. Radio billing, all in spot, dropped \$400,000 during the year.

Four accounts that bought heavily in spot TV and also placed advertising on network TV are Quaker Oats Co., in ABC-TV's *Bewitched*, *O.K. Crackerby*, and *F Troop*; Hunt Foods in CBS-TV's *My Three Sons*; Consolidated Cigar Corp. in ABC-TV's *12 O'Clock High*, *Honey West*, *Shenandoah*, *Lawrence Welk*, *Hollywood Palace*, *Addams Family*, NBC-TV's *Danny Thomas*, and CBS-TV's *NFL Report*. Xerox sponsored seven TV specials during 1965. Other spot TV users are Piel's Beer, Procter & Gamble's Salvo, National Airlines and Clark Oil Co. Piel's and National Airlines also use spot radio.

PKL resigned Exquisite Form (\$100,000 in TV billing) and Pharmcraft (\$4 million in TV billing) during the year and picked up P&G's Salvo, (\$3.9 million in spot TV); National Airlines (\$2 million in broadcast billing) and Hunt Foods (approximately \$2.5 million in TV).

**Parkson Advertising:** Combined TV-radio billing \$13.1 million; \$13 million in television (\$12.5 million in network, \$500,000 in spot); \$100,000 in radio (all in spot); TV-radio share of total billing: 79.5%.

Parkson's broadcast billing was steady this year, dropping but \$50,000. Network television showed a nominal \$50,000 increase, and spot TV a drop in that amount. Last year Parkson's radio investment of \$150,000 was all in network; this year \$100,000 was moved into spot.

The J. B. Williams Co., is responsible for the bulk of the agency's billing. On network TV, the advertiser is in

ABC-TV's *Lawrence Welk Show*, NBC-TV's *Huntley-Brinkley Report* and CBS-TV's *Original Amateur Hour*, *Evening News with Walter Cronkite* and *NFL Football*. J. B. Williams also splits approximately \$150,000 between spot radio and spot TV.

**Post-Keyes-Gardner:** Combined TV-radio billing \$23.6 million; \$19.6 million in TV (\$14 million in network; \$5.6 million in spot); \$4 million in radio (\$600,000 in network, \$3.4 million in spot); TV-radio share of overall billing: 65%.

P-K-G, whose 1964 radio-TV estimates received revision to the \$18.3 million level, picked up \$5.3 million in broadcasting billing this year on that basis.

P-K-G's major network-TV users include American Cyanamid Co. (Household Products Dept.) in daytime network shows; Brown & Williamson Tobacco Corp. on NBC-TV's *Run for Your Life*, *I Spy*, and *Daniel Boone*, to name a few; Trans World Life Insurance Co.; and Maybelline Co. Two accounts are active in network radio: Trans World Life and Field Enterprises Educational Corp.

In spot TV, P-K-G bills for American Cyanamid, Brown & Williamson, Burgermeister Brewing Corp. (Div. of Jos. Schlitz Brewing Co.), KVP Southerland, Maybelline, Santa Fe Railroad and New Century Beverages. Spot-radio participants are Burgermeister, Trans World Life and General Finance Corp.

The agency has been gaining business in newly acquired accounts. Florist Telegraph Delivery, which was obtained this year after it left Campbell-Ewald, has billed \$1.9 million in broadcast (heavy in TV) and Santa Fe. another account won in the year, is a spot-TV user. During the year, P-K-G lost the \$300,000 broadcast-billing Brach Candy to Arthur Meyerhoff & Associates.

**Street & Finney:** Combined TV-radio billing \$9.8 million; \$8.6 million in TV (\$4.6 million in network, \$4 million in spot); \$1.2 million in radio (\$1 million in network, \$200,000 in spot); TV-radio share of total billing: 70%.

Street & Finney, which bills substantially for such clients as Colgate-Palmolive, appears for the first time this year in BROADCASTING's annual survey of the top 50 agencies in radio-TV. S&F broke into the list by virtue of its Colgate billing, though it has several other accounts on the move in broadcast. One of the prominent accounts is Foster-Milburn Co. (Doan's pills and ointment). There are several C-P products at Street & Finney—Floriant Aerosol air deodorant, Baggies and Instant shaving cream among them.

Much of the C-P advertising is in network and spot-TV.

**Sullivan, Stauffer, Colwell & Bayles:** Combined TV-radio billing \$67.8 million; \$60.4 million in TV (\$41.5 million in network, \$18.9 million spot); \$7.4 million in radio (\$800,000 in network, \$6.6 million in spot); TV-radio share of billing: 80%.

SSC&B's broadcast billing fell \$900,000 from its 1964 level. During the year the agency gained Ballantine Ale (\$1 million in spot TV, \$700,000 in spot radio) and lost Bulova Watch.

SSC&B clients using spot TV include American Tobacco Co., Ballantine Ale, Beacon Wax, Best Foods, Carter-Wallace Inc., Geigy Chemical, Johnson & Johnson, Thomas J. Lipton, Northeast Airlines, Noxzema, Sperry & Hutchinson and Lever Brothers. American Tobacco, accounts for the bulk of SSC&B's radio investment, with approximately \$6.4 million in spot.

The major network TV client of SSC&B is American Tobacco on ABC-TV's *Big Valley*, *FBI*, *Combat*, and *Hollywood Palace*; CBS-TV's *Gilligan's Island*, *Rawhide*, *Gunsmoke*, *Smother's Brothers*, *Perry Mason* and Thursday movies, and NBC-TV's Tuesday movies, *Convoy* and *The Virginian*. Lever Brothers and Lipton each participate in *Please Don't Eat the Daisies*, *Mr. Roberts* and *Get Smart* on NBC-TV, and *Ed Sullivan* and the *Lucy Show* on CBS-TV. Block Drug is in 10 prime-time programs on three networks, while Carter-Wallace participates in three prime-time programs, on four college bowl games and in NBC-TV and ABC-TV daytime programs. Noxzema is in five prime-time programs on ABC-TV and NBC-TV, and in ABC-TV's daytime schedule. Johnson & Johnson participates in daytime programs on all three networks and in ABC-TV's *The Farmer's Daughter*.

**Tatham-Laird & Kudner:** Combined TV-radio billing \$29 million; \$27 million in TV (\$13 million in network, \$14 million in spot); \$2 million in radio (\$500,000 in network, \$1.5 million in spot); TV-radio share of overall billing: 53.7%.

Tatham-Laird absorbed the billing of Kudner earlier in the year, becoming Tatham-Laird & Kudner with \$29 million in radio-TV.

The agency has buttressed its TV billing led by the newly acquired Libby McNeill & Libby account, General Mills, Procter & Gamble and Duffy-Mott Co. Its network TV major users include Abbott Laboratories, The Kendall Co. and F. E. Compton Co. Most of these advertisers are in spot TV plus Fairmont Foods Co. Fairmont, Libby and P&G are in spot radio, and General Tele-

phone & Electrics Corp. is in network radio.

**J. Walter Thompson Co.:** Combined TV-radio billing \$178 million; \$158.4 million in TV (\$110.4 million in network, \$48 million in spot); \$19.6 million in radio (\$3.6 million in network, \$16 million in spot); TV-radio share of overall billing: 60%.

Through a combination of account acquisitions and stronger emphasis in the broadcast media in 1965, J. Walter Thompson, the world's number one advertising agency, retained its leadership spot as the top TV-radio agency by billing \$178 million in the air media.

JWT's 1965 total swelled by \$27 million over 1964, representing the approximated amount added to TV during year as radio billing dipped about \$500,000. Helping to increase the agency's broadcast total were such new accounts as Quaker Oats (Burry Biscuits), Whitehall Laboratories, Chun King, Pfeiffer Beer and First Federal Savings & Loan Association.

Its long list of network TV clients include Scott Paper Co. on NBC-TV's *America's Jr. Miss Pageant*; Alberto Culver Co. on NBC-TV's *Wackiest Ship in the Army*, and CBS-TV's *Red Skelton Show* and *Trials of O'Brien*; Quaker Oats on ABC-TV's *F Troop* and *Bewitched*; Eastman Kodak on NBC-TV's *Walt Disney*, CBS-TV's *Ice Capades*; Ford Motor Co. on CBS-TV's NFL games, NBC-TV's *Walt Disney*, and ABC-TV's *The FBI*; Kraft Foods on NBC-TV's *Andy Williams/Perry Como Specials*; Standard Brands on NBC-TV's *Huntley-Brinkley*; RCA and the Institute of Life Insurance sponsor AFL games on NBC-TV.

RCA also is on NBC-TV's NCAA coverage and *Walt Disney*; Warner-Lambert is on ABC-TV's *Combat*, *Shindig*, *Amos Burke*, *Peyton Place*, *Sunday Movie* and the *Addams Family*; Lever Brothers is on NBC-TV's *Please Don't Eat the Daisies*, *Mr. Roberts*, *Get Smart*, and Libby, McNeill & Libby is on NBC-TV's *Tuesday Night at the Movies* and *Please Don't Eat the Daisies*, as well as on ABC-TV's *Sunday Movie*. Liggett & Myers is on NBC-TV's *Tonight*, *I Dream of Jeannie*, *Mr. Roberts*, *Laredo*, *Wackiest Ship*, *Dr. Kildare*, and *Huntley-Brinkley*.

These same advertisers also are active in spot TV, and others on JWT's roster are American Bakeries, Chesebrough-Pond's, R. T. French, Institute of Life Insurance, Oscar Mayer & Co., Phillips Petroleum Co., Seven-Up Co., Brillo Manufacturing Co. and W. F. Young Inc. Among its network and spot radio advertisers are Ford, Lever, Liggett & Myers, Mentholatum Co., Seven-Up, Standard Brands and Pan American-Grace Airways.

**Jack Tinker & Partners:** Combined TV-

radio billing \$13.5 million; \$13 million in TV (\$8 million in network, \$5 million in spot); \$500,000 in radio (all in spot); TV-radio share of overall billing: 80%.

Though talked-about but little known, Jack Tinker & Partners, New York, which at one time worked behind closed doors as an experimental "think" group in the Interpublic complex, still operates with secrecy surrounding its activities. This year, however, Tinker places business in the more conventional manner employed by other advertising agencies.

The change came with the appointment of the agency to handle the TV-plush Alka Seltzer account (Miles Laboratories) from Wade 16 months ago. Conservative estimates place the overall radio-TV billing at \$13.5 million, though some reports indicate billing may be higher. Another account, Braniff International, newly acquired, is in radio and TV.

**Wade Advertising:** Combined TV-radio billing \$16.75 million; \$15.6 million in TV (\$9 million in network, \$6.6 million in spot); \$1.15 million in radio (\$50,000 in network, \$1.1 million in spot); TV-radio share of overall billing: 77.9%.

Wade showed a drop of \$2.1 million in broadcast this year compared with 1964. An \$800,000 increase in spot TV was not enough to offset a \$2.9 million decrease in network-TV spending. During the year, Wade lost International Milling Co. and Seven-Up Bottling Co. of Los Angeles (both spot-radio and spot-TV users) and gained Dow Corning (a user of network TV).

Toni Co., Miles Products and Dow Corning participate heavily in daytime TV on all three networks. They are also strong users of spot TV. Also in spot TV and spot radio: Bond Stores, Signal Oil and Seven-Up Bottling. Signal Oil is in network radio, and Barbara Ann Baking Co. in spot radio.

**Warwick & Legler:** Combined TV-radio billing \$12.6 million; \$10.3 million in TV (\$9.1 million in network, \$1.2 million in spot); \$2.3 million in radio (\$1.5 million in network, \$800,000 in spot); TV-radio share of overall billing: 41.7%.

Contrasted to 1964, Warwick & Legler pushed up its broadcast billing by \$1.6 million, with TV's share at 34% and radio's at 7.7%.

Top clients in both network and spot TV are The Nestle Co. and Helena Rubinstein. Among network users are The Nestle Co. on *As The World Turns*, and *Password*, both on CBS-TV, and nighttime participation on all three networks; U. S. Time Corp. on various specials; The Mennen Co. on CBS-TV's *NFL Post Game Reports*, *Sports Spectacular* and *Golf Classic*, and ABC-TV's *Wide World of Sports*, *Saturday Major*

League Baseball, NBA Basketball, and Challenge Golf, along with three football bowl games and nighttime participation on the three networks; Mail Pouch Tobacco Co. and Helena Rubinstein.

Spot radio user for the agency is Nestle and network radio accounts include Nestle, Helena Rubinstein and Mail Pouch.

W&L picked up The Economics Laboratory Inc. as a client in June.

**Young & Rubicam:** Combined TV-radio billing \$146 million; \$137.2 million in TV (\$93.8 million in network, \$43.4 million in spot); \$8.8 million in radio (\$2.3 million in network, \$6.5 million in spot); TV-radio share of overall billing: 54%.

More than \$17 million in added broadcast billing was reported by Y&R for 1965, placing the agency again securely in the number two spot. Contributing in part to the TV-radio upsurge were new accounts adding about \$25 million to the agency, though a portion of this billing will have stronger impact in 1966.

The sharpest advance was made by spot TV during 1965. It upped 1964's total by more than \$15 million. Spot-TV spenders included American Home Products, P. Ballantine & Sons, The Borden Co., Bristol-Myers, Chrysler Corp., Drake Bakeries, Eastern Air Lines, Frito-Lay Inc., General Cigar Co., General Foods, Gulf Oil, Hunt Foods, Johnson & Johnson and Procter & Gamble.

Among the substantial network-TV advertisers on Y&R's list were American Home Products on CBS-TV's *Andy Griffith Show*; General Foods on CBS-TV's *The Lucy Show*; Bristol-Myers on NBC-TV's *Mr. Novak*; General Electric Co. on ABC-TV's *Burke's Law*; Hunt Foods on ABC-TV's *My Three Sons*; Chrysler Corp. on NBC-TV's *The Chrysler Theater*; Johnson & Johnson on NBC-TV's *The Rogues* and Goodyear Tire & Rubber Co. on NBC-TV's *The Man from U.N.C.L.E.*

Spot and/or network-radio investors were Ballantine, Borden, Chrysler, Dictaphone Corp., Frito-Lay, Eastern Air Lines, General Cigar, Gulf Oil, Langendorf United Bakeries, P&G, Southern California Edison Co. and Time Inc.

## Business briefly . . .

**The Borden Co.,** through Needham, Harper & Steers, both New York, is introducing its new White Lamb disposable tissue diapers with a spot-TV campaign in New York City, Buffalo, N. Y. and Erie, Pa. Ten one-minute commercials per week are scheduled in each market for an indefinite period.

The diapers are the first nonfood product ever to be marketed by Borden.

**Standard Brands and American Tobacco Co.,** both New York, have signed as news sponsors on NBC Radio. Standard Brands, through J. Walter Thompson Co., New York, will be an alternate sponsor of *News on the Hour* through January; American Tobacco, via Sullivan, Stauffer, Colwell & Bayles, New York, has purchased one-half hour sponsorship for 52 weeks in the Monday-Friday *David Brinkley Reports*.

## Agency appointments . . .

- The Krystal Co., Chattanooga, Tenn., restaurant chain operators, has appointed Gerald Rafshoon Advertising Inc., Atlanta.

- Glendale Provision Co., Detroit meat processor and distributor, has appointed Fred Yaffe & Co., Detroit, as agency for its Glendale and Tiger Town brands. The 1966 billing will be approximately \$200,000.

## ABC Radio sold out for Clay-Patterson bout

The Lincoln-Mercury Division of the Ford Motor Co. and Meiro-Goldwyn-Mayer Inc. have been added as sponsors of ABC Radio's coverage of the Cassius Clay-Floyd Patterson heavyweight championship bout from Las Vegas tonight (Nov. 22) at 10:05 p.m. EST.

Lincoln-Mercury, through Kenyon & Eckhardt, New York, and MGM, through W. H. Schneider, New York, will share half the coverage. The remaining half previously was bought by the Chemical Compound Division of the Studebaker Corp., Detroit, through W. B. Doner & Co., Detroit, and the National Brewing Co., Baltimore, through W. B. Doner & Co., that city.

## New, renewal business good, says ABC-TV

ABC-TV has completed sales amounting to \$30 million in new and renewal business for the current season, it was announced last week.

James Duffy, ABC vice president in charge of TV network sales, said new business was placed by Schlitz, S. C. Johnson, Libby, Anderson Clayton, Metrecal, Brown & Williamson, Gerber, Lever, Armstrong and Procter & Gamble.

Renewals were placed by Brown & Williamson, Colgate, Armstrong, American Tobacco and Menley & James.

**NBC FILMS  
MAKES THINGS  
HAPPEN WITH**

# DEVIL'S AGENT

*A hair-raising spy thriller*

**Macdonald Carey  
Peter Van Eyck  
Christopher Lee**



**GET MORE ACTION WITH**

**NBC  
FILMS CINEMAGREAT**

POST-1960 FIRST-RUN FEATURES

# ANA hears future of TV is in the sky

Look! It's a bird, it's a plane. No! It's a TV network beaming straight to the home

The nation's leading advertisers last week were given a picture of television in the not too distant future—television so far-reaching that the role that would be left for stations seemed in doubt.

It was a composite picture made from two separate sketches, one drawn by John A. Schneider, president of the CBS-TV network, and the other by Richard A. R. Pinkham, senior vice president in charge of media and programs for Ted Bates & Co., who also is chairman of the broadcast policy committee of the American Association of Advertising Agencies.

Mr. Schneider and Mr. Pinkham were the speakers at a "Future of Television" session of the 56th annual meeting of the Association of National Advertisers, held Sunday through Wednesday at The Homestead, Hot Springs, Va. (see pages 54, 56, 88).

They agreed that television is "at the dizzy threshold of scientific advance" that will produce more networks, home video-tape recorders, color sets as portable as today's transistor radios, and "cartridge video" developments that will permit TV broadcasters to program from "video records" just as radio broadcasters now play phonograph records.

They agreed, too, that satellite-to-home telecasting will soon be feasible, although they did not specifically agree on when it would become a fact or exactly what it would mean. It was on this question that the future role of TV stations was left in doubt.

Mr. Schneider said that "ultimately" direct transmission via satellites into homes, "thus by-passing the local television station," may be a fact, and he was certain it would be technically feasible in three or four years.

He also thought, however, that "Washington would probably have something to say about that," and in any case he thought "the need for local stations will always be there."

**What's Ahead?** ■ Mr. Pinkham seemed less sure about the future role of stations, although he didn't write them off, either.

In any event, although he saw many problems in the use of television, both now and in the future, he predicted that "during the next 10 years television

will continue to be the nearest thing yet to a personal call by the best salesman on your staff and will remain the most effective instrument yet devised to sell almost any product to the consumer."

Mr. Pinkham predicted that satellite-to-home telecasting will be "common-place" in "less than 10 years," and that this could lead to "five or even ten networks giving regular daily service."

He said he was "certain that the by-passing of the local stations by the network feed will not take place without a fight," first because broadcasters have "quite a lobby in Washington" and next because it is FCC policy that TV should first serve local interests. This policy he said, "will protect the local stations—for a while."

But, he continued, "I can't believe

## Moving time for ANA

The Association of National Advertisers plans to experiment with "traveling" its annual meetings. Officials reported last week that for the first time in almost 20 years, the convention in 1966 will not be held at The Homestead, Hot Springs, Va. It will be held at the Broadmoor, Colorado Springs.

The date, Oct. 23-26, is in line with another new policy: to hold the annual meetings during the last week of October, rather than in November. The 1967 convention will return to the Homestead, but officials said those thereafter may periodically—perhaps every fourth year—be held at other sites.

ANA also reported that its spring meeting, usually held in New York or Chicago with agency and media guests attending, has been cancelled for 1966 and "tentatively" dropped for future years. "There is just so much time available, and other programs have a higher priority and acceptance," officials explained.

that any policy or any lobby can long hold out against technical progress of such promise.

**Foreign Satellite** ■ "If laws are passed to prohibit direct satellite transmission in the U. S., what's to prevent a smart operator in Mexico lofting his own satellite into space, competing with our networks for top quality English-language programming and providing such a service outside our laws? That pirate ship off the coast of England is a precedent. So is Radio Luxembourg. I am afraid it would work, and we would simply have to change our laws. . . .

"If all the audience has to do is orient its antenna straight up to get 10 networks, who needs the local stations for anything but local news and weather? They are now very attractive advertising opportunities because they are nicely protected from network competition. But will they be good advertising buys if they have to compete locally against 10 network competitors?

"This certainly is not good for advertisers. As a representative of the biggest spot-buying agency in the business, I speak with conviction. How will we supplement our national network campaigns with local pressure on problem markets and on those with unique sales potential?

"By newspapers and regionalized magazines, poured by facsimile into the home? Maybe—but we would lose that invaluable combination of sight, sound and demonstration. Radio? Outdoor? Neither has nearly the impact of television."

The answer for stations, in Mr. Pinkham's view, is to build local programming that can compete with network.

"Five billion advertising dollars are now spent locally every year," he said. "It will certainly be much more in 1975. This kind of money will demand local television pressure somehow, and it strikes me that the local stations should get busy establishing local programming of sufficient strength to hold their audience franchise against the competition of the future. They have existed too long on the simple and profitable process of flicking the network switch and selling spots in old movies."

Mr. Pinkham cited a speech earlier this year by Brigadier General David Sarnoff, chairman of RCA, predicting that direct satellite-to-home TV transmission would be possible within a decade. "I'll bet the general's speech sent cold shivers down the spines of his O&O vice presidents and particularly his affiliates," he said, alluding to RCA's ownership of NBC. "Maybe this is why he did not further explore the implications of his prediction. Maybe this is why Jack [Schneider] didn't either."

Direct transmission from satellite into homes, Mr. Pinkham said, would make

all other technological prospects "pale into insignificance," seemingly render community antenna TV systems unnecessary, solve the so-called UHF problem and also create vast new problems in foreign relations, particularly when communications satellites are aloft over other countries to provide "true world-wide television."

But, he said, "everything necessary for direct satellite transmission has already been invented," including, according to scientists, the means of focusing different programs on different time zones. The "only new thing" that is needed, he said, is to miniaturize a nuclear generator to amplify the TV signals from the satellite, and this seems "inevitable" and "could come to pass in the next few years."

Both Mr. Pinkham and Mr. Schneider acknowledged that immense legal, economic and political problems would be created when communications satellites are in orbit over other countries as well as the U. S. Mr. Schneider speculated that "a kind of United Nations" might be needed to handle such issues as national sovereignty, language barriers, jamming and propaganda.

The speakers also agreed that CATV, "video records" comparable to phonograph records, home tape recorders, the rise in multiple-set homes, increasing portability of sets and other developments already in sight will fractionalize TV's audiences on a scale comparable to what has already happened in the radio industry.

"The teen-ager, the intellectual, the tired business man, the housewife—each will be able to tune in the particular kind of entertainment, information, music or discussion that suits his or her respective desires," Mr. Schneider said.

"And you can be sure that broadcasters will be catering more and more to these special interests as the nation's television families become three and four-set households. Indeed, we can look forward to the emergence of a fourth network—and perhaps many more—consisting of UHF stations to serve these audiences."

**Erode Power** ■ Mr. Pinkham, who protested at the outset of his speech that networks are so nearly sold out that they are becoming increasingly difficult to deal with, agreed that each new choice of programing "will erode the mass advertising power of the networks and that's bad."

But, he added, "each little incident of erosion will warm the network's attitude towards the advertiser's money, and that's good."

He said he did not agree with people who thought programing would become "more and more banal" if there were more networks. While most networks probably would continue to program primarily for the mass audience.



Television, its present realities and future prospects, was one of the feature attractions of last week's annual meeting of the Association of National Advertisers. Shown here at the TV session Tuesday morning are (l to r) John A. Schneider, president of the

CBS-TV network, lead-off speaker on the future of TV; Alfred L. Plant of Block Drug Co., chairman of the ANA TV committee, who presided; and Richard A. R. Pinkham of Ted Bates & Co., who examined TV's future from an agency man's standpoint.

he said, at least "a network or two" would seek out "the minority not presently satisfied" with mass-appeal shows.

"I particularly think so," he said, "since network advertising should be cheaper when it is disseminated by satellite. For one thing, there would be no station compensation to pay, and this can amount to as much as one-sixth of the cost of a network commercial.

"For another, the cost of transmission will be reduced by about one-half as the telephone company line charges are eliminated. Some of these savings should, we hope, go into improvement of program quality. But some of them will certainly be passed along to the advertiser, to make it efficient to reach the smaller, more discriminating audiences."

Mr. Pinkham also saw "some real negatives for advertisers in direct satellite transmission." Aside from the presumably reduced role of local stations and therefore of spot advertising, he said: "Those of us who want to reach the masses of mass audiences, and do so now, will find it less efficient to do so in the future. Again, the penalty of fractionalization of the audience.

"Does the problem seem familiar? Yes, it closely parallels our present problems in the national use of radio."

But, he continued, "our problems are nothing compared to those presented to the FCC, to Comsat, the networks and those local station owners."

Two groups, however, "stand to profit mightily," he said: "The public,

thank goodness, whose broad range of taste would at long last be properly served by the combination of multiple network service and cartridge video equipment, and the producers of programing.

"Here lies the heart and soul and guts of the future, because the name of the game we're discussing is really programing."

Mr. Pinkham offered "some wild predictions about programing": That "within the next ten years the networks, be they three or ten, will realize that programing is indeed becoming banal" and will start, like any other business, to spend "real money on research and development" for their product; that they "will wake up to the need for experiment and the deadly terminal error of imitation"; that "some day some network" will arrange to give its producers enough time to turn out "high-quality entertainment."

"Perhaps even before the three great networks find themselves in competition with other great networks," he told the advertisers, "one of them will realize that you are the customers, that you spend the money, and that you have the most interest in the shows they schedule. I predict that when this day comes, they will choose voluntarily to eliminate from the air the clutter of billboards, promos and endless credits like 'Furs by I. Teitlebaum' which simply distract from our commercials.

"They will recognize that our successful use of television as an advertising tool is indispensable to their successful

selling of television, and they will call a halt to the current insidious tendency to weaken our product protection, to undermine our franchises in successful shows, to turn a deaf ear and a blind eye to our program proposals, and to move us from time period to time period without recognition of the problems which this represents to us."

Mr. Schneider told the ANA: "We are at the threshold of fantastic technological changes that present amazing opportunities for television to serve not only viewers, advertisers and broadcasters, but the national interest as well."

He foresaw "a world where people will walk down the street looking at pocket-size color television receivers just as they now hold radios up to their ears"; where TV sets will be operated by voice command instead of knobs and buttons; where "every home will have its own TV camera, video-tape recorder and playback unit" and will be able to tape programs for later viewing.

"The fact is," he continued, "that in the world of the future it will be possible to communicate with anyone, anywhere, at any time, by sight or sound."

He reviewed the growth of TV against the background of pessimistic reports by magazines and others in the 1950's that television was already beginning to falter.

"Just about every prediction that was made for television in those days," he said, "sold it short. . . . There is only one way to think about television, and that is to think big."

Mr. Schneider disagrees with experts who predict that by 1975 two out of every three families in the country will be watching color. "I believe," he said, "that by 1975 every television home in the country will be watching color."

The growing diversity of program sources, including the prospect of "video records" that "may cover the same great range [of programing] as phonograph records do now," would seem to leave little future for pay television. Mr. Schneider said (and Mr. Pinkham agreed, suggesting pay TV's only significant programing might be sports).

Television is booming not only in the U. S. but "all over the world," he continued. "Set ownership rose from 164 million last February to 173 million in July. It is interesting to note that this country accounts for less than a third of all the television sets in the world. Western Europe has 48 million, eastern Europe has 21 million, the Far East has 19 million.

"In West Germany television advertising expenditures over the last five years have gone up from \$44 million to \$124 million; in Japan from \$108 million to \$300 million; in Argentina from \$5 million to \$25 million."

## ANA sets up radio group

### GM's Smith to head it, broadcast committee narrowed to TV only

To help its members use radio more effectively, the Association of National Advertisers is setting up a new radio committee, headed by Gail Smith, director of advertising and market research for General Motors.

ANA's broadcast committee, which until now has embraced both radio and television, will become the television committee. It is headed by Alfred L. Plant, advertising vice president of Block Drug Co.

Peter W. Allport, ANA president, said the decision to form a separate radio committee was based on "recognition of the continued growth in importance of radio as an advertising medium." The committee, he said, will use three basic approaches in helping ANA members to get maximum effectiveness from radio expenditures.

He described these as "(1) to provide members with factual data, new ideas and techniques to assist them in the most effective and economical use of



Mr. Smith

the medium; (2) to provide direct communications for discussion of approved media practices, and (3) to provide a forum or 'sounding board' for members to submit specific ques-

tions and problems for consideration by the committee."

Mr. Smith, whose committee will hold its first meeting Dec. 16 at ANA headquarters in New York, noted that "for large segments of the membership of ANA, interests in radio and television are separate and distinct—so much so that these interests can no longer be served adequately by the broadcast committee alone.

"Through the formation of the radio committee we believe we can devote proper time and attention to the mutual concerns of advertisers who use radio as a major medium in the promotion of their products and services."

First word of the creation of the new unit, formally announced Friday, was contained in a brief report on ANA's 1965-66 activities circulated earlier in the week at the ANA's 56th annual convention (see stories pages 52, 56, 88.

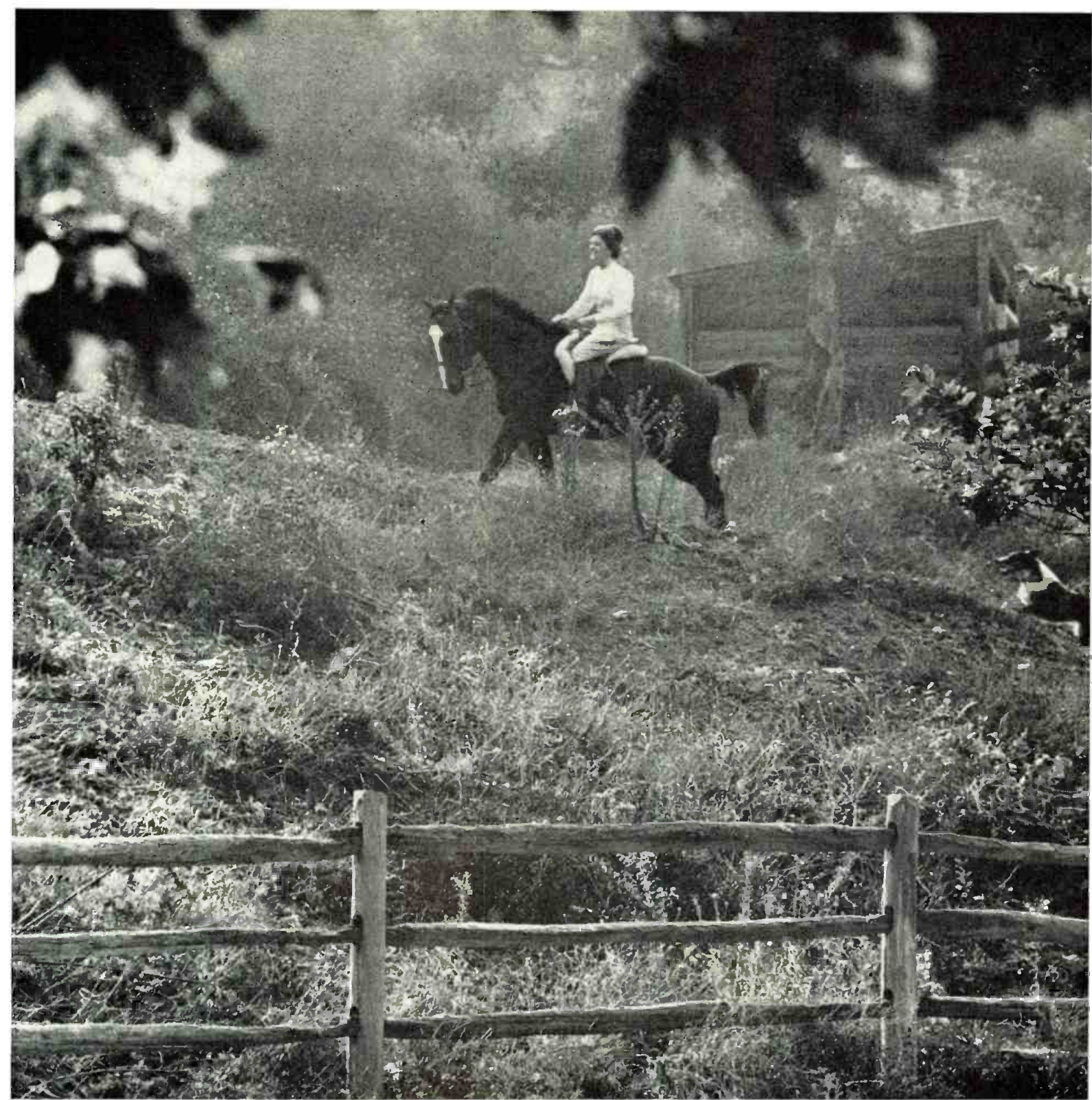
**Activities** ■ The 1965-66 activities summary also anticipated continuing ANA involvement with TV on a number of fronts in 1966, including negotiations with talent unions on contracts to replace those expiring late next year; cooperation with broadcasters "to assure sound rating methods," and consultation with networks and stations regarding "mutually satisfactory business practices."

These included interest in the widely expected Senate investigation of media discounts, the FCC's proposal to limit network ownership of TV programs, and Federal Trade Commission actions on the use of mock-ups and other production devices in TV commercials and continued consultation with the National Association of Broadcasters Code Authority "to find appropriate self-regulatory and copy-clearance procedures."

The activities report also noted that a four-day seminar for ANA members on "Managing the TV Investment" would be held May 22-26.

Members of ANA's new radio committee, in addition to Chairman Smith, are Harold A. Ashby, Edward Dalton Co. division of Mead Johnson & Co.; Erle Borman, Lehn & Fink Products Corp.; Leonard B. Faupel, P. Ballantine & Sons; James F. Felton, Seaboard Finance Co.; Peter D. Forsch, Nestle Co.; Arthur H. Hammerstrom, Pure Oil Co.; Leonard L. Johnson, Theo. Hamm Brewing Co.; Robert Jornayvaz Jr., Pearl Brewing Co.; Raymond C. Keck, Cities Service Oil Co.; Richard W. Leuking, Eastern Air Lines.; Thomas B. McFadden, Trans World Airlines; Ronald Odgers, Florists Telegraph Delivery Association; Thomas Phillips, Standard Brands Sales Co.; Edward J. Rodgers, Ford Motor Co.; Alfred Waack, Household Finance Corp., and James F. Williams, Coca-Cola Co.





Photographed by Jason Hailey for KRLA's "Sounds of the West" Collection.

## From Out of the New West Comes the Sound of Thundering Hoof Beats

Here

The Sunday Rider,  
photographed with her own sound  
of shushing trees,  
earth whipping by and  
"Fly, you beautiful thing, fly!"

and Hear

**KRLA,**  
the sort of sound  
that makes you want to drop the reins,  
unmask a whim  
and make a getaway—  
all your own.

KRLA/Los Angeles' most-listened-to radio station.  
Sold Nationally by H-R Representatives, Inc.

# 'Hoover Commission' for television?

ANA chairman says study is needed

'to develop national policy that makes sense'

A sweeping study of television on a plane comparable to the Hoover Commission's study of government in the 1940's was proposed last week by the chairman of the Association of National Advertisers, embracing some 500 of the country's biggest companies.

Thomas B. McCabe Jr., marketing vice president of Scott Paper Co., formally advanced the proposal that many leading advertisers have privately urged since last spring (BROADCASTING, May 3, 1965).

"Only in this way will we ever develop a national [television] policy that makes sense," Mr. McCabe told the ANA's 56th annual meeting (see also pages 52 & 54). "Only in this way will we encourage the possibility of the individual problems being thoughtfully related to the total picture."

Mr. McCabe made the proposal in a keynote speech opening the ANA convention and repeated it in a closed session in which he urged that it be incorporated in ANA's comments to the FCC on the commission's plan to limit network control of nighttime television programming.

"Television," he said, "does present unusual problems affecting the public interest. I would suggest that in preparing a statement for the FCC, the ANA membership consider recommending that a special commission, similar to the Hoover Commission, be appointed to study the whole television situation, including the matter of pay television, proliferation of UHF stations, international broadcasting, and the relationship between network stations and program sources."

**An Extension** ■ He described his proposal as an extension of the suggestion advanced by Representative Oren Harris (D-Ark.), then chairman of the House Commerce Committee but since named to a federal judgeship, at ANA's spring meeting (BROADCASTING, May 17, 1965).

The Hoover Commission, so called because it was headed by former President Herbert Hoover, conducted a far-reaching study of government operations and produced proposals for governmental reorganizations, some of which were adopted and some not.

Support for such a study of televi-

sion developed among many advertisers in reaction to the FCC's proposal to outlaw network ownership of more than 50% of nighttime network nonnews programming. In most cases it was assumed that most if not all of the rest of nighttime programming would have to come from advertisers.

Those favoring a far-reaching study took the position that diversity of program sources is only one part of a larger problem that has developed from the growth of television and such complicating factors as satellite transmission, community antenna television and pay television—all of which, they contended, ought to be reviewed in one package.

**Pro or Con** ■ ANA President Peter W. Allport, briefing newsmen after the closed meeting, at which the FCC proposal and other current issues were discussed by ANA directors and members, said ANA planned to file comments with the FCC because failure to do so might be interpreted as support for the FCC proposal.

Under questioning, he said this did not mean ANA's position on the FCC plan was "more con than pro, or more pro than con." Actually, he said, the

## K&E's Stewart seeks competitive ad guides

Advertising organizations were urged last week by David C. Stewart, president of Kenyon & Eckhardt, to re-examine the subject of competitive practices and to draft guidelines and standards in this area.

Mr. Stewart, who embodied this recommendation in a speech before the Advertising Club of Greater Boston, pointed to the growing practice in advertising on TV-radio and in the printed media of making comparisons among products. He claimed this approach often tends to "demean, not merely the competition but the entire class of products. . . . Instead of building up one brand, it pulls all of them down."

ANA favors the plan's stated objective of increasing the number of program sources, but doesn't like the 50-50—or any other—mathematical formula, at least partly because it is impossible to foresee what results such a formula would produce.

ANA's statement, he said, will be filed on or shortly before the FCC's Jan. 31 deadline for comments and will "try to set forth all the considerations as advertisers see them, not taking one side or the other."

Whether they will include, as Chairman McCabe requested, advocacy of a Hoover Commission type of study will be left to the ANA board and its television committee, which is headed by Alfred L. Plant of Block Drug.

Other issues covered in the closed meeting, according to Mr. Allport, included:

■ Self-regulatory actions of the code authority of the National Association of Broadcasters, which in some cases seem to ANA to be "subjective and perhaps a little arbitrary." Mr. Allport declined to identify those that seemed questionable, saying that they involved "individual cases, and we don't comment on individual cases." But he said there seemed to be "an increasing number of individual cases," and that he thought the code authority should discuss these problems with the advertisers involved before taking action, rather than making decisions based on "gut reaction."

■ Media discounts, which seem headed for a hearing before the Senate anti-trust and monopoly subcommittee. Mr. Allport said ANA had not taken, and probably would never take, a position for or against current discount structures, which have been attacked in law journals as favoring big advertisers over small ones. He indicated that if a hearing is held the ANA probably will participate to make sure that "all points of view" are considered.

■ The Federal Trade Commission's attitudes and probable policies on the use of mock-ups and other production devices in the making of TV commercials, particularly as a result of the U. S. Supreme Court's decision in the Colgate-Palmolive "sandpaper case." Mr. Allport noted that the decision gave the FTC broad authority but said the ANA hoped, particularly since FTC staff members have indicated a new awareness of the problems involved, that the FTC would give the issue much more study "before implementing the power they have."

Not mentioned publicly in the discussion of the FCC's program control proposal was one factor that has privately provoked a number of leading

advertisers and agencies—the feeling that the networks over the years have adopted a “take-it-or-leave-it” attitude toward their customers.

This issue was brought squarely into the open at another ANA session, not by an advertiser but by an agency guest.

**Network Attitudes** ■ Richard A. R. Pinkham of Ted Bates & Co., chairman of the broadcast policy committee of the American Association of Advertising Agencies, dealt with it at the outset of a far-ranging speech on “The Future of TV” (see page 52).

“As one man’s opinion,” he said, “I would predict that if the FCC proposal . . . goes into effect, we will all learn the real meaning of chaos. I applaud the government’s objectives in opening up time periods for advertisers. But I am appalled by the impracticality of the proposal and the complications which it would present to advertisers and agencies—as well as networks, stations and producers. Nobody wins with that proposal—not even the public.”

With all three TV networks “virtually sold out,” he said, “the balance of power seems to be favoring the salesman rather than the customer. The networks are getting tougher and tougher to deal with as the demand for time expands.

“Unlike magazines and newspapers which can add pages to accommodate new business, networks cannot increase the amount of time they have to sell. The FCC and the clock won’t permit them to.

“So they listen less and less attentively to our advertising problems. They seem increasingly unimpressed by our complaints about things like escalating prices, program clutter, back-to-back commercials and the like which adversely affect the impact of our advertising.

“So we in the advertising industry should look into the electronic future with a great deal of interest and with high hopes that there will be a redress of this balance of power.”

## Also in advertising . . .

**Eastern editor** ■ Gerald Schnitzer Productions, Hollywood, has named DJM Films Inc., New York, as its affiliate for editing and distributing its TV commercials in New York.

**L. A. office** ■ Albert Frank-Guenther Law has consolidated its two former Los Angeles offices into single unit located at 5909 West 3d Street. Phone: 937-4090.

**Moved** ■ Davis, Johnson, Mogul & Colombatto, Los Angeles advertising agency has moved to 3810 Wilshire Boulevard. Phone: 388-2111.

# Vote delayed on commercials

## Two commissioners absent so renewal issue is postponed

The question of whether the FCC will actually begin imposing sanctions on broadcasters caught up in the drive against overcommercialization developed into a cliff-hanger last week when the commission postponed until next month a decision on five renewal applications.

With Commissioner James J. Wadsworth having taken the lead away from the staff and other commissioners on the matter, the issue is whether one application is to be set for hearing and four others granted on a short-term basis.

The commission decided to wait because of the absence last week of two commissioners—Lee Loevinger and Rosel H. Hyde, who is out of the country and not due back until next month.

There appeared to be a majority in favor of a hard-line approach. But it was so narrow in some cases, including the one involving the hearing, that the votes of Commissioners Hyde and Loevinger, who invariably urge a hands-off policy in such cases, could reverse the result on their return.

No votes were taken at the meeting, but, reportedly, Chairman E. William Henry and Commissioner Kenneth A. Cox lined up with Commissioner Wadsworth for the sanctions. Commissioners Robert T. Bartley and Robert E. Lee indicated they were not ready to go as far as their colleagues.

**Case-by-Case** ■ The commission ostensibly has been pursuing a case-by-case approach to the question of overcommercialization since January 1964, when it bowed to congressional pressure and dropped a proposal to adopt a rule to limit the amount of time stations could devote to commercials.

Chairman Henry, in a speech in February 1964, said the commission would build policy “so that you will know and we will know what the rules of the game are to be” on the basis of individual cases of excessive commercialization.

But a majority of commissioners has yet to be found willing to impose sanctions for overcommercialization.

Last week, the commission had before it staff reports on 15 AM, FM and TV stations that had exceeded their proposed limits on commercials. The

staff recommended only one short-term renewal.

But Commissioner Wadsworth, in a memorandum circulated among his fellow commissioners, expressed deep-seated concern about stations that make misrepresentations to the government and urged the commission to take a tougher line (CLOSED CIRCUIT, Nov. 15).

The application he reportedly feels should be set for hearing is that of WIL-AM-FM St. Louis which, according to the commission’s staff analysis, exceeded its proposal on commercials in 31.4% of the hours checked.

The stations reportedly being considered for short-term renewals are KBWD Brownwood, KCOH Houston, and KIRT Mission, all Texas; and KLIN, Lincoln, Neb. Their excesses ranged from 11.4% for KLIN to 52.7% for KIRT, during the hours in which it broadcast Spanish-language programs.

**WIL Tells All** ■ WIL, apparently acting on information that it is the station marked for hearing, attempted to head off that fate last week with an unusual document in which it disclosed some of its financial data. Stations normally guard such information closely, but WIL wants to demonstrate it is not overly commercial and the data shows the station to be losing ground financially.

The document, an amendment to a reply to a commission inquiry, says that the station’s gross revenue dropped from \$1,316,774 for WIL alone in 1960 to \$793,902 for both the AM and FM stations in 1964. Furthermore, the two stations operated at an overall loss between 1962 and 1964, the statement said.

WIL argued that while the commission staff found that commercial spots had exceeded promises in terms of time segments checked, the station had actually broadcast fewer commercials on an overall basis in 1964 than when the station’s license was last renewed in 1962, and fewer than it had proposed for the future.

The station said it broadcast 2,259 spots during a 1961 composite week and had proposed no change. Yet in a 1964 composite week, it said, it broadcast 1,957 spots—some 300 fewer. WIL also said it had kept or exceeded promises in its public service-type programming while cutting back on its entertainment shows.

**Renewals Granted** ■ Meanwhile, six of the stations whose renewal applications had been under close scrutiny were breathing easier last week after the commission granted them full renewals. They were: KAGE Winona, Minn.; WTCN-TV Minneapolis-St. Paul; KRAI Craig, KUBC Montrose, KSLV Monte Vista, all Colorado, and KUKA San

Antonio, Tex.

KUKA, however, was informed that the commission "was placing reliance upon licensee's assurances" concerning future commercial practices. Commissioner Bartley dissented to the letter.

In other actions involving the 15 stations whose commercial practices were under study, the commissioned authorized the staff to ask KLMS to clarify its commercial practices and policies, and permitted an earlier renewal grant to KWOC-AM-FM Poplar Bluff, Mo., to stand.

In a related development last week, the commission authorized the staff to query a fresh batch of renewal applications—eight in California and one in Nevada—on apparent discrepancies between promise and performance on commercial practices. (CLOSED CIRCUIT, Nov. 15)

The stations and the percentage of time segments that they have exceeded their proposals, according to staff analyses, are: KACY Port Hueneme (32%), KIDD Monterey (27%), KFOX Long Beach, (26%), KGEN Tulare (29%), KUDU Ventura (24%), KEEN San Jose (43%), KFIV Modesto (26%), and KCOP(TV) Los Angeles (15%), all California, and KENO Las Vegas (32%).

## Radio's plus cited for baseball sponsors

CBS Radio Spot Sales issued a research report last week indicating that radio sponsors of major league baseball get strong reach and frequency and that those sponsoring baseball on TV and radio get substantially increased audience from the radiocasts.

A study conducted for CBS Radio by Trendex suggests that during one month the percent of audience added to viewers by radio broadcasts was 28.4% in Washington, 16.3% in Kansas City and 31.3% in St. Louis.

In an analysis of adults reached it was estimated that the portion of the market's adult audience hearing at least one baseball game during the season up to the time of the survey was 44% in Washington, 57.3% in Kansas City and 62.6% in St. Louis.

## Jingles for Latin America

Woroner Productions Inc., Miami, in conjunction with Musiccreations, Dallas, has been signed to produce English and Spanish language jingles through McCann-Erickson for Esso Standard Oil. Jingles are to be used in Central America and Caribbean. Same week, Woroner contracted to produce set of station jingles for WWL New Orleans—first use of jingles by station owned by Loyola University.

## H-R TV organizes 3 new sales groups

H-R Television announced last week the formation of two additional New York sales divisions, east-central and



Mr. Kapur



Mr. Malone



Mr. Carpenter

western, completing a three-way division of its station list.

In addition, H-R has organized a separate sales division for Corinthian Broadcast Corp.'s five stations (CLOSED CIRCUIT, Nov. 8). All new divisions are expected to

be fully operational in December.

Prem M. Kapur, assistant sales manager in charge of eastern stations for H-R since April 1964, has been named sales manager of the new east-central division. It encompasses 17 stations: WINR-TV Binghamton, N. Y.; WSOC-TV Charlotte, N. C.; WOI-TV Ames-Des Moines, Iowa; WBAY-TV Green Bay, Wis.; KCMO-TV Kansas City, Mo.; WLBW-TV Miami; WKRK-TV Mobile, Ala.; WAVY-TV Portsmouth-Norfolk, Va.; WTEV(TV) New Bedford, Mass.-Providence, R. I.; WHEC-TV Rochester, N. Y.; WREX-TV Rockford, Ill.; KTVI(TV) St. Louis; WDAU-TV Scranton-Wilkes-Barre, Pa.; KELO-TV Sioux Falls, S. D.; WLCY-TV Largo-Tampa, Fla.; WTOL-TV Toledo, Ohio, and WKTU(TV) Utica, N. Y.

The new western division will be headed by T. Eugene Malone, newly appointed sales manager, who has been assistant sales manager for western stations since 1963. The division will embrace these stations: KTLA(TV) Los Angeles, KTVU(TV) San Francisco, KJEO(TV) Fresno-Oakland, KSBW-TV Salinas-Monterey and KSBY-TV San Luis Obispo, all California.

The Corinthian sales division is directed by William Carpenter, vice president, and consists of KXTV(TV) Sacramento, Calif.; KHOU-TV Houston; WISH-TV Indianapolis; WANE-TV Fort Wayne, Ind., and KOTV(TV) Tulsa, Okla. A separate Chicago sales staff will be

maintained for Corinthian stations and a sales manager will be appointed shortly.

The H-R Chicago television sales staff will remain intact and will represent both east-central and western stations under the direction of William Hunefield, vice president and sales manager. Jack White continues as vice president and director of sales for H-R Television and Al Ritter, vice president and eastern sales manager since July, has been named vice president in charge of sales, east-central and western.

## N.Y. tape producers make merger plans

Steps leading to the amalgamation of Videotape Center and MGM Telestudios Inc., both New York, the two leading producers of taped commercials, were announced last week by the two companies.

The actual merger is expected to take place within several weeks with the signing of required legal documents, but the announcement last Monday (Nov. 15) said the new operation would be available for color and black-and-white tape production within a few days.

The new operation, to be known as Videotape Center, will be conducted at the center's studios at 101 West 67th Street. John B. Lanigan, president of Videotape, will continue in that post. George K. Gould, formerly president of MGM Telestudios, becomes executive vice president of the new operation.

Telestudios' operations at 1481 Broadway are being terminated. Present plans call for the retention of about 100 employees of Videotape Center and for about half of the 50 employees of Telestudios, a spokesman said. He added that displaced workers at Telestudios will be given severance and are expected to be absorbed into other positions in New York.

Equipment from Telestudios will be consolidated with that of the Videotape Center. Telestudios has four color camera chains. Videotape has only one but several color chains are on order.

Fuller details on the Videotape-Telestudios arrangements will be released in a few weeks following the fulfillment of certain legal requirements, a spokesman said.

Videotape Center has been operating as a producer of taped commercials and programs for the past seven years and is owned by the 3M Co. Telestudios was formed by Mr. Gould about 10 years ago. It was bought by National Telefilm Associates several years later and by MGM four years ago.

(Charleston-Huntington, W. Va.)

# Have you talked to a hillbilly lately?

We mean really talked to him?

Chances are he won't live up to your expectations.

No bib overalls . . . No high-top workshoes . . .

And the corn liquor jug? More probably Bonded . . . or a Dry Martini.

Take Homer here. Looks good, thinks straight . . . smart guy . . . good businessman . . .

Like lots of us hillbillies.

Maybe you should talk to a hillbilly . . . learn the facts he's turned up in a new study of this \$2½ BILLION DOLLAR MARKET he lives in.

It's covered in depth by WSAZ-TV.

## WSAZ-TV



**WSAZ 3 TV**  
 Huntington-Charleston, West Virginia      A Service of Capital Cities      Broadcasting Corporation

# The nation's chief marketplace

TV's ability to produce results is praised at  
TVB meet with cheers from Mustang and Xerox;  
billings expected to climb another 8% in '66

Television's continuing growth in advertising effectiveness and in total dollar billings were highlighted in Detroit last week before a record attendance at the 11th annual meeting of the Television Bureau of Advertising.

With key representatives of the automotive industry and their advertising agencies present, the meeting also served as the stage for the debut of TVB's new major presentation of the year, "Masselectivity," which demonstrates how the visual medium has become the nation's chief marketplace for business at every level. About 600 were present for the Thursday (Nov. 18) luncheon showing.

The presentation's recurring theme: TV is both the selective medium and the mass medium, as well as always the basic medium, and case histories illustrate this thesis.

Reports to the TVB membership by President Norman E. (Pete) Cash and other bureau officials disclosed:

- Television business in 1966 will continue to expand at the present brisk rate of growth, based on the latest available data and estimates.

Total TV billings in 1966 should increase 8% to \$2.675 billion for the year. Of this amount, national spot in 1966 will account for \$935 million (up

10%), network \$1.285 billion (up 6%) and local business \$445 million (up better than 10%).

- Newest estimated revisions for TV billings this year show similar gains over 1964 with the total business for 1965 to be about \$2.475 billion (up 8%). National spot this year will hit \$850 million (up 9%) while network will total \$1.21 billion (up 7%) and local business \$415 million (up 10%).

- The annual operating budget of the TVB has been boosted another \$40,000 to a new high of \$1.3 million. Much of the increase will go into production and distribution of new sales promotion films and materials, including TV success stories such as that of the Xerox Corp. at the national level and Associated Distributors Inc., Indianapolis, a local TV and appliance firm.

**Mustang Story** ■ Donald N. Frey, vice president of Ford Motor Co. and general manager of its Ford Division, praised television's role in helping make the Mustang an overnight sales success. He recalled how Ford used half-hour shows simultaneously on each of the three networks on April 16, 1963, to introduce the new car in the living-rooms of some 29 million American homes instantaneously.

TV delivered half of the country at

one time, he noted, and in the week of heavy spot exposure that followed the Mustang message was delivered an average of 11 times in 95% of all TV homes in the nation.

High praise for the ability of television documentary-type programs to woo influential business prospects was voiced by Donald L. Clark, Xerox Corp., who indicated his firm's outstanding sales of office copiers during the past five years proves TV's "mass selectivity" premise just as TVB claims. Xerox agency is Papert, Koenig, Lois, New York.

"Research studies had shown us that documentary type, public service programs are of great interest to community leaders," Mr. Clark said, "and that the audiences of such programs have a high percentage of well-informed, higher-income viewers who are most likely to be in responsible positions within business and government." Statistics also showed documentary TV proved to be the most economical medium in reaching such prospects, he noted.

Starting with limited sponsorships of *CBS Reports* in 1961, the lineup of shows of this kind expanded with the resulting jumps in sales he said. Exposure soon included all three networks as well as very successful and special "Xerox networks" in instances where the regular networks would not air the company's own documentaries produced by David Wolper, Mr. Clark recalled.

"Also," Mr. Clark said, "we have found that the stature or image accruing to a sponsor of quality TV programming is a real and valuable business asset. We see this in the large amount of mail and press comment our programs attract." Such programming not only creates goodwill, he explained, but it also "adds to the attentiveness with which viewers watch our programs. This in turn means receptivity to our sales message and predisposes our audience to think in terms of Xerox for their office copier needs."

**Stanford Seminar** ■ James T. Quirk, publisher of *TV Guide*, reported to TVB on the results of a closed seminar of 60 world figures in TV held at Stanford University under the magazine's



Major TV advertiser Ford Motor Co.'s Donald N. Frey (center), vice president-general manager of the Ford division, told TVB's Wednesday luncheon how TV helped launch the Mustang overnight. Among those at reception were (l to r): A. James Ebel, vice president-general manager of

KOLN-TV Lincoln, Neb., and TVB director; Norman E. (Pete) Cash, TVB president; Mr. Frey; Jack Tipton, manager of KLZ-TV Denver and TVB board chairman, and John F. Pival, president-general manager, WXYZ-TV Detroit. Meeting also was given a report on Xerox success with TV.

sponsorship. The initial seminar was so successful he said that it will be repeated next April.

Some of the conference's conclusions and predictions, Mr. Quirk said, were that TV advertising will total \$5.5 billion by 1975 and that third, fourth and fifth sets in the home will personalize and fragment audiences to such an extent that the task of reaching a large audience will be both highly complex and expensive.

Other conclusions: "Taste" stations will develop, targeting special interests or groups; greater diversity in all programming to meet the rising levels of education and sophistication; program imports from abroad will not play any significant role in U. S. TV; personal editorial commentary on the air will increase and diversify; with the possible exception of pay TV via the community antenna TV route, no major changes in revenue sources are foreseen, and the trend in program production and packaging will continue to be concentrated among a few large companies.

TVB's "Masselectivity" presentation showed how computers have changed the way of doing business in America and are eliminating personal opinion and habit as false, prejudicial factors in the vital making of decisions such as the selection of advertising media by the big corporate spenders. TV has been analyzed by these same computers, TVB said, "and has been proven to be the single common denominator among all people."

Television sells a variety of products to a variety of people both simultaneously and instantly, the presentation noted, and the research facts produced by the computers show agencies and advertisers how to select and match product and viewer efficiently and effectively.

"Computers plot the daily viewing habits of all types of people, "The presentation said, "telling the advertisers when and what his best customers are watching, offering him the choice between television as the mass medium and television as the selective medium, but always television as the basic medium."

It noted that 8% of all men who account for 90% of all airline trips fall in the "executive" category and TV proved to be the best medium to reach them, according to a survey of its own passengers made by American Airlines. American found "78% of them considered television their favorite leisure time activity, far ahead of reading," TVB said.

"The Oppenheimer Fund, a New York-based mutual fund, first used television in 1965," TVB continued, and "found customer awareness increased more than 70% with net sales running



Three of five top national winners of Television Bureau of Advertising's 1965 "outstanding salesman" competition were in Detroit last week at annual meeting of TVB to receive their honors. L. to r: Cy Penley, KOA-TV Denver (cited for public utility-TV set distributors campaign); C. L. Williams, KTVH(TV) Wichita-Hutchinson, Kan.

(bank campaign); Kenneth W. King, KBTV(TV) Denver (for drug store chain promotion when previously with KOAA-TV Pueblo, Colo.), and Bill Colvin, TVB vice president-member services, who arranged competition. Other two top winners were Bruce Georgi, WNHC-TV New Haven, Conn., and Paul H. Weiss, WTVJ(TV) Miami.

at a rate several times higher than a year ago."

While some advertisers want to select high income homes, others like Borden's are interested in large families and Johnson & Johnson seeks those with the youngest children. TV targets them all, TVB said.

**Waste Circulation** ■ George W. Dick, president of American Research Bureau, Beltsville, Md., ratings firm, told the TVB members that "the time when an advertiser pay more and more for waste circulation is no longer at hand." He said that rate cards and rates might have to be revised and cited expanded research as the key factor for the change.

He questioned the "overconcern" about audience size and said that an audience watches television, but that a "customer buys the sponsor's product," adding, "the two are not always interchangeable, they are almost never interchangeable in a one-for-one ratio."

He cited the discrepancies in picking an average customer or average viewer. He asked how an average female viewer 18-34 years of age could be classed—as 18, 27 or 34? "Of course," he said, "if she's a hair-spray user, we don't care how old she is if the advertiser is trying to sell hair spray. But we do care if she's a possible prospect for some other brand of the product."

He asked why a manufacturer of ladies' cosmetics should pay \$300 to reach 100,000 men, women and children, when for \$200 he might reach the 20,000 adult females in that group.

Mr. Dick predicted that the day would come when an advertiser could start thinking in terms of "how many rating points of beer drinkers he is going to buy, or how many rating points of hair-spray customers he is going to buy."

George E. Blechta, vice president of A. C. Nielsen Co., explained expansions of his company's multiple services in the broadcast field and defended the recent price increase for the Nielsen Station Index on the basis of the higher costs involved in the constant improvement of the service. "Progress can be expensive," he said, whether its in research services or TV advertising rates."

As announced in August, Mr. Blechta said, Nielsen is offering its new expanded local market analysis, "Viewers in Profile" which includes considerable demographic data desired by agencies and advertisers. He also detailed the recent years of work in refining measurement and processing of the data. Nielsen has the ability now, he said, to confirm any specific reports directly with the nation's 41 million telephones it has on computer tape by using its nine national telephone centers. Extensive Nielsen data on computer tape will quickly enable stations or representatives to make greater use of the information, he noted, as well as facilitate special breakouts for agencies and their clients.

Mr. Blechta predicted one growing trend: a need for a service of audience evaluation as well as measure-

ment.

Arthur M. Turner, president of Northwood Institute, Midland, Mich., founded in 1959 as a two-year private college devoted especially to meeting the needs of the business world and the free enterprise system, reported how the school has worked closely with the automotive and advertising fields. He cited especially the help of Detroit people like Henry G. Little, board chairman of Campbell-Ewald Co., who headed the advisory committee for the advertising curriculum and is a school trustee.

Mr. Cash told the TVB membership that although TV continues to enjoy being the advertiser's number one medium, that fact also makes television the number one target of the various competitive media. TV can continue to "stay healthy by running scared," he said, nothing that the annual promotion budgets of the other media run millions of dollars more than TVB and their staffs are several times larger.

## Katz revamps N.Y. sales structure

The Katz Agency, station representative, has reorganized its New York television sales department into four regional teams.

Groups of stations have been assigned to individual sales teams designated TV-East, TV-South, TV-Midwest and TV-West.

The rep firm's Chicago office will maintain its present two-team plan, the teams to be known as TV-East-South and TV-Midwest-West.

Each of the other nine Katz offices

## Cowles's Feniger gives views on media mix

Combinations of media can be effective for the advertiser and ought to be considered in relation to the budget available, according to Jerome Feniger, general corporate executive of Cowles Communications Inc.

Cowles publishes magazines and newspapers and operates KRNT-AM-TV Des Moines and WREC-AM-TV Memphis and is building a community antenna TV system in Winter Haven, Fla.

Speaking on the question of the interrelationship of media Cowles represents in its ownership, Mr. Feniger in a speech to the Pittsburgh Radio and Television Club said that in general terms it was his belief that radio and newspapers together can do a job for low-budget advertisers "in the local area," that TV and regional editions of national magazines in combination "can hit all of the available audiences in different ways for total effectiveness" and mass-circulation magazines with network TV would seem to offer "the greatest opportunity for effective return on the invested advertising dollar" of the national advertiser.

Mr. Feniger said that while one can argue that in "certain areas radio may be underpriced, and newspapers overpriced, each medium needs much more effective research done with greater sophistication." Advertisers are stepping up their demand to know qualitative or demographic aspects of the audience in addition to its quantitative aspect or size, he said. "What we must seek

in the years ahead is the more effective use of each of these media, both in terms of editorial content and in terms of advertising messages."

In addition to reviewing the scope and impact of each medium with which his company is concerned, Mr. Feniger cited studies made by *Look* magazine (a Cowles publication) studying the verified recall of food and beverage ads in the magazine and on nighttime network TV.

The findings, he said, indicated the two were about equal in the ability of viewers to "play back" details of the advertisements or commercials, but that each delivered different copy points more effectively. He noted that studies show that sales points that require action or which are reinforced by the spoken word are conveyed more strongly by TV, while sales points on the product itself (foods and beverages in these cases) and its flavor come across better in the "full color of a magazine page."

Noting also current findings reported in past months, Mr. Feniger indicated that radio can be seen as adding "warmth and intimacy without interfering with the sales message . . . can create a mood and stimulate the listener's imagination . . . [and] can maintain a more favorable selling climate for somewhat controversial products."

TV, he said, "as we might suspect, can be more effective in product communication where demonstration is the key to the selling story. . ."



Mr. Membrado



Mr. Nilson



Mr. Beauchamp



Mr. Allen



Mr. McCann



Mr. Abbey

will maintain service for all Katz stations.

With the reorganization in New York, Michael Membrado, sales manager, has been elected vice president-TV sales, taking over responsibility for the East and South groups. Walter Nilson, already vice president-TV sales, will head the Midwest and West groups.

Also attendant on the new representation set up are the appointments of four regional sales managers: Jack Beauchamp (East), David Allen (South), Frank McCann (Midwest) and David Abbey (West).

Scott Donahue, vice president of Katz's television division, said the revised organization had been designed

to meet the demand of advertising agencies for better information.

"With responsibility to represent fewer stations, our salesmen will be better able to quickly supply the market data and demographics media directors and timebuyers increasingly require in the evaluation of spot-TV campaigns," Mr. Donahue said.





## Chasing lions is all in a night's work for your electric company

We've probably chased away more lions, tigers, bears and other nightmarish animals than all the big-game hunters in Africa.

That's because we provide more electric service than anybody else in the world. And you know the wild animals that sometimes invade a youngster's sleep simply can't abide an electric light.

It doesn't cost nearly so much to chase away lions as it did when you

were a youngster. In fact, the unit price of electricity for the home is less than half what it was 30 years ago. And the supply has doubled in the last ten years, and will double again in the next ten years.

Most of this lion-chasing electric service is supplied by light and power companies—more than 300 of them across the nation—which are investor-owned and business-managed. And since it is simply good business

to bring more electric service to you at the lowest possible cost, we're constantly searching for more imaginative and efficient ways to do it.

So the next time a lion invades your home in the dark of night, just turn on a light. It's the fastest, cheapest way to chase him away.

**Investor-Owned Electric  
Light and Power Companies\***

\*Names of sponsoring companies available through this magazine

# Radio's top 100 spot customers

They spent \$108.5 million in 1965's first half, with Chrysler Corp. leading the list with \$7.7 million, followed by Ford, General Motors

A total of \$108,573,000 was spent by the leading spot radio advertisers in the medium during the first half of 1965, according to figures compiled and released by the Radio Advertising Bureau last week.

This compilation follows the issuance of a similar listing by RAB of the top 100 network radio advertisers last month (BROADCASTING, Oct. 4) showing they had invested a total of \$30,462,000 during the first six months of this year.

Within the top 100 list of spot radio spenders, RAB supplied a special compilation of expenditures by more than 275 brands and services.

The Chrysler Corp. emerged as the top spot-radio advertiser with estimated expenditures of \$7,708,000 for the six-month period. Ford cars were the leading brand with \$4,444,000 invested in spot radio.

## TOP 100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS (BY BRANDS) FIRST SIX MONTHS 1965

	Est. expenditure
<b>1. Chrysler</b>	<b>\$7,708,000</b>
Chrysler cars	1,147,000
Dodge cars	2,696,000
Dodge trucks	8,000
Imperial cars	363,000
Plymouth cars	2,901,000
Simca cars	8,000
Dealer service	577,000
Marine Div.	8,000
<b>2. Ford Motor</b>	<b>7,640,000</b>
Ford cars	4,444,000
Ford trucks	87,000
Lincoln & Mercury cars	1,846,000
Tractors	105,000
Dealer service	1,158,000
<b>3. General Motors</b>	<b>7,187,000</b>
Buick cars	1,072,000
Cadillac cars	351,000
Chevrolet cars	732,000
Frigidaire	33,000
GMAC	338,000
Guardian Maintenance	923,000
Harrison Radiator Div.	468,000
Hyatt Div.	6,000
Institutional	1,320,000
OK-used cars	34,000
Oldsmobile cars	904,000
Opel cars	30,000
Pontiac cars	962,000
United Motors Service	14,000
<b>4. R. J. Reynolds Tobacco</b>	<b>5,298,000</b>
Camel cigarettes	1,776,000

	Est. expenditure		Est. expenditure
Prince Albert pipe tobacco	\$ 163,000	<b>16. B. C. Remedy</b>	<b>\$1,534,000</b>
Salem cigarettes	645,000	B. C. headache & neuralgia remedies	1,534,000
Tempo cigarettes	26,000	<b>17. Texaco</b>	<b>1,503,000</b>
Winston cigarettes	2,688,000	Texaco gas & oil	1,503,000
<b>5. Coca-Cola</b>	<b>3,801,000</b>	<b>18. Jos. Schlitz Brewing</b>	<b>1,492,000</b>
Coca-Cola	3,158,000	Burgermeister beer	469,000
Sprite	232,000	Old Milwaukee beer	410,000
Tab	411,000	Schlitz beer	613,000
<b>6. Anheuser-Busch</b>	<b>2,857,000</b>	<b>19. Colgate-Palmolive</b>	<b>1,456,000</b>
Budweiser beer	1,796,000	Ajax	12,000
Busch Bavarian beer	637,000	Beattles	70,000
Michelob beer	464,000	Cue Dental Cream	4,000
<b>7. American Oil</b>	<b>\$2,672,000</b>	Fab	42,000
Amoco gasoline & oil	2,383,000	Lustre Cream Spray	391,000
Amoco heating oil	46,000	Palmolive Gold	3,000
Tires, batteries, accessories	243,000	Tackle	504,000
<b>8. P. Lorillard</b>	<b>2,668,000</b>	Wash 'n Dri	219,000
Kent cigarettes	1,242,000	Wildroot	211,000
Newport cigarettes	1,361,000	<b>20. F &amp; M Schaefer Brewing</b>	<b>1,382,000</b>
Old Gold cigarettes	17,000	Schaefer beer	1,382,000
Spring cigarettes	22,000	<b>20. Humble Oil</b>	<b>1,382,000</b>
York cigarettes	14,000	Enco gasoline	13,000
Gift Star premiums	12,000	Esso gasoline & oil	1,034,000
<b>9. American Home Products</b>	<b>2,518,000</b>	Esso heating oil	101,000
Ambesol	42,000	Tires, batteries, accessories	234,000
Anacin	435,000	<b>22. Seven-Up</b>	<b>1,333,000</b>
BiSoDol	19,000	Like	354,000
Dristan	76,000	Seven-Up	979,000
Dualin	7,000	<b>23. National Dairy Products</b>	<b>1,295,000</b>
Neet	1,000	Breyer's ice cream	252,000
Medithane	1,000	Kraft barbeque sauce	5,000
Preparation "H"	1,928,000	Kraft cheese	144,000
Swinging Clear	9,000	Kraft corn oil	9,000
<b>10. Carling Brewing</b>	<b>2,480,000</b>	Kraft margarine	201,000
Ale & beer	2,480,000	Parkay margarine	315,000
<b>11. American Telephone &amp; Telegraph</b>	<b>2,340,000</b>	Sealtest dairy products	369,000
Combined Bell System companies	2,340,000	<b>24. P. Ballantine &amp; Sons</b>	<b>1,255,000</b>
<b>12. American Tobacco</b>	<b>2,321,000</b>	Ballantine beer & ale	1,255,000
Bermuda cigarettes	3,000	<b>25. Delta Air Lines</b>	<b>1,173,000</b>
Carleton cigarettes	135,000	Air travel	1,173,000
Montclair cigarettes	3,000	<b>26. Equitable Life Assurance Society</b>	<b>1,153,000</b>
Pall Mall cigarettes	1,551,000	Insurance	1,153,000
Tareyton cigarettes	629,000	<b>27. Trans World Airlines</b>	<b>1,051,000</b>
<b>13. Pepsi-Cola</b>	<b>2,115,000</b>	Air travel	1,051,000
Diet Pepsi	290,000	<b>28. Northwest Orient Airlines</b>	<b>984,000</b>
Mountain Dew	183,000	Air travel	984,000
Patio Cola	5,000	<b>29. Beneficial Finance Co.</b>	<b>974,000</b>
Pepsi-Cola	1,537,000	Loans & financing	974,000
Teem	100,000	<b>30. Wm. Wrigley Jr.</b>	<b>973,000</b>
<b>14. Campbell Soup</b>	<b>2,012,000</b>	Wrigley gums	973,000
Campbell chile con carne	146,000	<b>31. Liggett &amp; Meyers</b>	<b>970,000</b>
Campbell pork & beans	93,000	Chesterfield cigarettes	12,000
Campbell soups	1,675,000	Granger pipe tobacco	4,000
Campbell stews	35,000	Lark cigarettes	289,000
Red Kettle soups	5,000	L & M cigarettes	592,000
V-8 juice	57,000	Red Man snuff	73,000
Swanson frozen fish	1,000	<b>15. Falstaff Brewing</b>	<b>1,740,000</b>
<b>15. Falstaff Brewing</b>	<b>1,740,000</b>	Falstaff beer	1,740,000

	Est. expenditure		Est. expenditure		Est. expenditure																							
32. United Air Lines	\$938,000	Folger coffee	\$321,000	60. Duncan Foods	\$513,000																							
Air travel	938,000	Gleem	3,000	Admiration coffee	131,000																							
33. Good News Broadcasting Assoc.	910,000	Head 'n Shoulders	29,000	Butternut coffee	382,000																							
Religious	910,000	Hidden Magic	3,000	61. Standard Brands	499,000																							
34. American Airlines	879,000	Lava	4,000	Blue Bonnet margarine	29,000																							
Air travel	879,000	Mr. Clean	9,000	Chase & Sanborne coffee	335,000																							
35. American Motors	863,000	Secret	4,000	Fleischmann margarine	3,000																							
Rambler cars	863,000	Tide	89,000	Royal desserts	47,000																							
36. Pabst Brewing	826,000	Zest	4,000	Siesta coffee	71,000																							
Pabst Blue Ribbon beer	826,000	50. Household Finance	579,000	Tenderleaf tea	14,000																							
37. Rheingold Breweries	810,000	Loans & finance service	579,000	62. International Nickel	473,000																							
Rheingold ale & beer	810,000	51. Purex	579,000	Nickel products	473,000																							
38. Plough	780,000	Campana-Cuticura products	324,000	63. Stroh Brewing	465,000																							
Coppertone	195,000	Fels soap	255,000	Stroh's beer	70,000																							
Creolin	7,000	52. Pure Oil	576,000	Stroh's Bohemian beer	370,000																							
Di-Gel	8,000	Firebrand gasoline & Purelube	576,000	Goebel's beer	25,000																							
Mexsana	22,000	oil	576,000	64. Eastern Air Lines	438,000																							
Mistol	10,000	53. Warner-Lambert	571,000	Air travel	438,000																							
Musterole	35,000	Adams gum	80,000	64. Shulton	438,000																							
Penetro	7,000	Color Foam	93,000	All Spice toiletries	438,000																							
Q. T. Lotion	141,000	Dentyne	392,000	64. World Tomorrow	438,000																							
Ril-Sweet	1,000	Listerine	3,000	Educational	438,000																							
St. Joseph aspirin	299,000	Three Flowers Brilliantine	3,000	67. Robert Hall Clothes	437,000																							
St. Joseph cough syrup	2,000	54. National Biscuit	565,000	Clothing	437,000																							
Solarcaine	53,000	Cream of Wheat	320,000	68. General Mills	424,000																							
39. Pan American World Airways	778,000	Milbrook bread	60,000	Betty Crocker mixes	55,000																							
Air travel	778,000	Nabisco wafers	150,000	Bisquick	238,000																							
40. Swift	768,000	Saltines	35,000	Cereals	97,000																							
Allsweet margarine	305,000	<div style="border: 1px solid black; padding: 10px;"> <h3 style="text-align: center;">Radio's top 10 brands</h3> <p style="text-align: center;">The 10 biggest spot radio advertisers by individual brands or services in spot radio in the first six months of 1965, according to Radio Advertising Bureau, were:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th>Advertiser (brand or service)</th> <th>Estimated expenditure</th> </tr> </thead> <tbody> <tr><td>1. Ford cars</td><td>\$4,444,000</td></tr> <tr><td>2. Coca-Cola</td><td>3,158,000</td></tr> <tr><td>3. Plymouth cars</td><td>2,901,000</td></tr> <tr><td>4. Dodge cars</td><td>2,696,000</td></tr> <tr><td>5. Carling ale and beer</td><td>2,480,000</td></tr> <tr><td>6. Amoco gas and oil</td><td>2,383,000</td></tr> <tr><td>7. AT&amp;T</td><td>2,340,000</td></tr> <tr><td>8. Preparation "H"</td><td>1,928,000</td></tr> <tr><td>9. Budweiser beer</td><td>1,796,000</td></tr> <tr><td>10. Camel cigarettes</td><td>1,776,000</td></tr> </tbody> </table> </div>			Advertiser (brand or service)	Estimated expenditure	1. Ford cars	\$4,444,000	2. Coca-Cola	3,158,000	3. Plymouth cars	2,901,000	4. Dodge cars	2,696,000	5. Carling ale and beer	2,480,000	6. Amoco gas and oil	2,383,000	7. AT&T	2,340,000	8. Preparation "H"	1,928,000	9. Budweiser beer	1,796,000	10. Camel cigarettes	1,776,000	Flour	13,000
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10. Camel cigarettes	1,776,000																											
Jewel shortening	2,000	Morton foods	21,000																									
Old Hickory products	10,000	69. Mars	412,000																									
Prem	5,000	Mars candy	412,000																									
Proten	11,000	70. Tidewater Oil	403,000																									
Swift Premium meats	435,000	Flying A gasoline & oil	403,000																									
41. Shell Oil Co.	716,000	71. Kellogg	398,000																									
Agricultural chemicals	5,000	Cereals	398,000																									
Shell gasoline & oil	589,000	72. Revlon	393,000																									
Shell heating fuel	117,000	Natural wonder line	393,000																									
Tires, batteries & accessories	5,000	73. Bristol-Myers Co.	390,000																									
42. National Brewing	694,000	Ban	6,000																									
Colt 45 malt liquor	565,000	Bromo Quinine	8,000																									
National Bohemian beer	103,000	Bufferin	293,000																									
National Premium beer	27,000	Clinician	9,000																									
43. Nestle	682,000	Luzier cosmetics	2,000																									
DeCaf	377,000	Mum cream	19,000																									
Keen	179,000	No Doz	6,000																									
Nescafe	20,000	Score	47,000																									
Nestea	61,000	74. Wm. Underwood	381,000																									
Swiss Knight cheese	45,000	Underwood canned foods	381,000																									
44. Firestone Tire & Rubber	677,000	75. Calo Pet Foods	368,000																									
Firestone tires	677,000	Calo pet foods	368,000																									
45. Beecham Products	666,000	76. Continental Baking Co.	365,000																									
Brylcreem hair dressing	50,000	County Fair bread	15,000																									
Macleans tooth paste	616,000	Daffodil bread	21,000																									
46. Royal Crown Cola	656,000	Hostess cake	11,000																									
Diet Rite	302,000	Morton's frozen foods	49,000																									
Kick	111,000	Profile bread	67,000																									
Nehi	112,000	Rite-Diet bread	1,000																									
Royal Crown Cola	131,000	Wonder bread	201,000																									
47. American Express	630,000	77. Midas	357,000																									
Credit cards	163,000	Midas Mufflers	357,000																									
Travelers cheques	467,000	78. McCormick & Co.	356,000																									
48. Monarch Wine	620,000	McCormick tea & spices	325,000																									
Manischewitz wine	620,000	Schilling coffee	31,000																									
49. Procter & Gamble	615,000	79. R. T. French	323,000																									
American Family soaps & Detergents	81,000	Jiffoam	323,000																									
Camay	6,000	80. Carbonate Beverage Can	321,000																									
Cheer	9,000	Manufacturers	321,000																									
Crest	47,000	Beverage in cans promotion	321,000																									
Crisco	6,000	55. Gulf Oil	563,000																									
		Gasoline & oil	248,000																									
		Gulf spray	22,000																									
		Heating fuel	98,000																									
		Tires, batteries, accessories	195,000																									
		56. Canada Dry	550,000																									
		Carbonated beverages	550,000																									
		57. Noxzema Chemical	539,000																									
		Cover Girl	326,000																									
		Lipstick	12,000																									
		Noxzema Cream	150,000																									
		Noxzema D-2	2,000																									
		Noxzema Lotion	49,000																									
		58. Theo. Hamm Brewing	536,000																									
		Hamm's beer	536,000																									
		59. Studebaker	525,000																									
		Studebaker cars	112,000																									
		S.T.P. additive	413,000																									

	Est. expenditure		Est. expenditure		Est. expenditure
81. American Cyanamid	\$ 320,000	89. Continental Air Lines	\$ 284,000	97. Quaker State Oil Refining	\$ 253,000
Live stock products	223,000	Air travel	284,000	Quaker State oil & lubricants	253,000
Drugs	97,000	90. Miller Brewing	276,000	97. Phillips Petroleum	253,000
82. Prince Macaroni	318,000	Miller High Life beer	276,000	Phillips 66 gasoline & oil	253,000
Prince spaghetti & macaroni	318,000	91. National Airlines	273,000	98. Great Atlantic & Pacific Tea	251,000
83. Peter Hand Brewing	311,000	Air travel	273,000	A & P stores	251,000
Meister Brau beer	311,000	92. Armour & Co.	269,000	100. Sylvania Electric Products, Inc.	249,000
84. Socony-Mobil Oil	303,000	Cotton Maid starch	28,000	Flash bulbs	189,000
Mobil gas & oil	303,000	Dial soap	10,000	Light bulbs	60,000
85. M.J.B. Co.	298,000	Fertilizer	152,000		
M.J.B. coffee	298,000	Meats	79,000		
86. Richmond-Chase	296,000	93. Blue Cross/Blue Shield Assoc.	267,000		
Hearts Delight foods	296,000	Hospital and medical insurance	267,000		
87. Richfield Oil	293,000	94. Standard Oil Co. (Ohio)	262,000		
Richfield gasoline & Richlub oil	293,000	Sohio gasoline & oil	262,000		
88. Duffy-Mott	289,000	95. Northeast Airlines	261,000		
Apple products	259,000	Air travel	261,000		
Fruit Treats	6,000	96. O. M. Scott & Sons	257,000		
Sunsweet prune juice	8,000	Lawn products	257,000		
Clapp's baby foods	16,000				

SOURCE: Radio Advertising Bureau

All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV.

Brand expenditures are, in most cases, based on break-outs as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

## THE MEDIA

# Road-show tour nears its end

**Attendance record broken  
before final NAB meeting  
is added to the lists**

As they reached the home stretch, the National Association of Broadcasters regional conferences had set an attendance record with the 1965 series of eight meetings. The road show moved to Spokane, Wash., Thursday and Friday (Nov. 18-19) and the unofficial attendance at the Thursday session was 218 bringing the seven-meeting figure to 2,175. The attendance at the closing session in Phoenix today and tomorrow (Nov. 22-23) is expected to be about 175 to 200. With 35 at the Denver session Monday and Tuesday (Nov. 15-16), bringing the six-meeting total to 1,957, the NAB was already within one registrant of the record 1,958 attracted at the 1962 conferences.

At the Denver session Senator Peter H. Dominick (R-Colo.) complimented broadcasting for its outstanding contributions to the nation, noting that "too often people have done a fabulous job. . . . No private industry has a greater record of public service. . . ."

The senator had high praise for the NAB codes, saying "by virtue of your own standards of ethics and industry technology [you] have done more to

upgrade your industry than anything else." He urged continual re-examination of the codes, adding strong, flexible codes would help prevent excessive government control "which would hamper the industry in serving the public."

Referring to the FCC's 1963 proposed rulemaking to limit the number of commercials, Mr. Dominick said the codes played an important part in getting the measure dropped. "Without the codes," he said, "this proposal would have received far more backing in Congress."

Both the senator and FCC Commissioner Lee Loevinger had praise for the work of broadcasting, and radio in particular, during the Nov. 9 power blackout in the Northeast (see page 76).

Speaking at the Tuesday session in Denver, Mr. Loevinger told the broadcasters not to hope too hard for repeal of Section 315 of the Communications Act dealing with equal time. "Congress is not about to repeal it so you might as well forget it."

Dealing with the subject of loud commercials, he said he is skeptical of developing physical means to measure loudness. All the commission is saying in its policy statement, he added, is "try to keep it quiet."

At the opening Spokane session, broadcasters heard Representative Robert B. Duncan (D-Ore.) issue a plea for effective lobbying, saying broadcasters "have an obligation" to set forth their case before their elected representatives.

Congressmen don't have time to learn everything, he pointed out. "You can help us make these decisions, to make them accurately and make them well. . . . The people who get their story

across are those who take the time to comment."

At the Spokane session on community antenna television, Norman Boggs, vice president and general manager of Golden West Communications, owned by Golden West Broadcasters, called on the FCC to "rewrite or reinterpret the Sixth Report and Order in light of modern developments and capabilities." He also attacked NAB for its support of the status quo "on TV's vested interests."

He said the inadequacy of the Sixth Report, which set up the TV allocations table, in satisfying the public demand has produced a public in 1,600-CATV served communities that is willing to buy, "voluntarily, an improved television service."

The proposed NAB limitations on CATV service, particularly on local station protection and leapfrogging, he charged, would be to force hundreds of systems now carrying up to 12 channels to cut back to three. This would mean a loss to the CATV operators, whose investment and operating costs would remain the same, although they presumably would have to reduce rates to subscribers in line with the reduced service. He added that CATV's in construction or planning stage "would simply have to abandon ship."

At the closing Phoenix conference FCC Chairman E. William Henry and Representative Walter Rogers (D-Tex.) are scheduled speakers.

Speakers expected to participate in the CATV panel in Phoenix are: Harry G. Butcher, president of Cable TV, Santa Barbara, Calif.; Arlo Woolery, general manager, KSUN Bisbee, Ariz., and Willard E. Walbridge, general manager, KTRK-TV Houston.



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## WGMA renewal argued in rehearing

Was the FCC consistent in denying the license renewal application of Jack Barry and Daniel Enright, accused of participation in the quiz-show scandals in the late 1950's, while at the same time granting the renewal applications of NBC, Westinghouse Broadcasting Co. and General Electric?

Attorneys for Barry and Enright and the FCC Broadcast Bureau last week filed conflicting briefs with the FCC in answer to that question, asked last April by the U. S. Court of Appeals in Washington, when it returned the case to the FCC for further explanation (BROADCASTING, April 12).

The FCC refused to renew the license of the Barry and Enright station, WGMA Hollywood, Fla., while at the same time granting the license renewal applications of NBC which had carried the quiz shows in question—*Twenty One* and *Tic Tac Dough*. The applications were for the Philadelphia stations the network then owned. In its brief the Broadcast Bureau said the different treatment of Barry and Enright and NBC was entirely justified. Whereas Barry and Enright actively

"fixed" contestants, and deliberately lied to the public, to NBC officials, to their sponsor, and to an assistant district attorney in order to conceal their fraudulent activities, NBC, did not participate in, and had no knowledge of, the "fixings," the bureau said.

The bureau stated that denial of the license renewal application could have been based on either of two grounds—the fixing itself or the extensive misrepresentation and lying that took place after exposure of the rigged quiz shows. The court should have considered the second basis which the commission found sufficient in itself to deny the renewal application, the bureau argued.

Attorneys for Barry and Enright stated that at no time did WGMA carry the quiz shows in question. On the other hand NBC disseminated these shows to a large number of stations, including the stations licensed to NBC. According to the attorneys, the misconduct of Barry and Enright was not related to the record of the station which is "exemplary."

In its decision, the court of appeals also noted that license renewals were granted to GE and WBC whose parent corporations had been found guilty of antitrust violations while Barry and Enright, who had not been convicted

of a crime, were denied a license renewal.

Lawyers for Barry and Enright argued that the repeated and intentional antitrust violations of Westinghouse Electric Co. and General Electric over a period of years present a sharp contrast to Barry's and Enright's admitted misconduct which violated no law or commission rule. The fact that their noncriminal activities occurred in the broadcast field while the criminal violations of GE and Westinghouse did not, does not constitute a valid explanation for reaching opposite conclusions, the Barry and Enright lawyers said.

The Broadcast Bureau, however, said that the record contains convincing evidence of misconduct by the licensees of WGMA, acting as broadcasters. On the other hand the Westinghouse and GE cases did not involve a systematic course of misconduct in an area directly related to the broadcast field, which is the primary responsibility of the FCC.

Oral arguments are scheduled to be held Dec. 16 before the seven FCC commissioners.

## Changing hands

**ANNOUNCED** ■ *The following station sales were reported last week subject to FCC approval.*

■ WESH-TV Daytona Beach-Orlando, Fla.: Sold by John H. Perry Jr. interests to Cowles Communications Inc. for cash and stock aggregating between \$5.5 million and \$6 million (see page 73).

■ WEBC Duluth, Minn.: Sold by WMT-TV Inc. to Red Owl Stores Inc. for \$325,000. Red Owl bought WMAX Yankton, S.D., earlier this year for \$1.45 million (BROADCASTING, Aug. 2) and has owned KRSI St. Louis Park, Minn., since 1961. WMT-TV group owns WMT-AM-FM-TV Cedar Rapids and KWMT-AM-FM Fort Dodge, both Iowa, and 43% of WDIO(TV) Duluth (not yet on air). WEBC first went on the air in 1924, is presently an ABC affiliate operating fulltime on 560 kc with 5 kw.

■ KHMA(TV) Houma, La. (not on air): Sold by Frank Conwell, C. R. Patterson Jr. and others to Denver T. Brannen and Louis H. Peterson jointly for \$180,000 for CP. Mr. Brannen, who had a 13% interest in KHMA, owns KCIL Houma, WDLF Panama City, Fla.; WLUX Baton Rouge, and WYNR Brunswick, Ga. Mr. Peterson owns WNOR Norfolk, Va. KHMA holds permit for channel 11, is to be affiliated with ABC-TV.

■ WUHF(TV) Milwaukee: Sold by Bernard J. and Harold Sampson and

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others to WKY Television System Inc. for \$700,000. WUHF, which was founded in 1953 and sold to CBS in 1954 went silent in 1958 but went back on the air when the station was sold by CBS to the Messrs. Samson, Gene Posner and others in 1960 and has been on the air since (it is not off the air as erroneously reported in CHANGING HANDS, Nov. 15).

**APPROVED** ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 92).*

■ KPAC-TV Port Arthur-Beaumont, Tex.: 50% sold by Port Arthur College to Jefferson Amusement Co. for \$1.5 million. Jefferson Amusement owned 50% of KPAC-TV before purchase. KPAC-TV went on the air in October 1957 on channel 4 and is an NBC-TV affiliate.

■ KSBW(TV) Elk City, Okla.: Sold by Southwest Broadcasting Co. to Bass Broadcasting Co. for \$275,000, including \$50,000 for noncompetition agreement. Bass is licensee of KFDA-TV Amarillo, KRIO McAllen, both Texas, and KFDW-TV Clovis, N.M., and expects to operate new station as satellite of KFDA-TV. KSWB(TV) began operating in 1961 on channel 8 and is affiliated with CBS. FCC action also included renewal of license and changes in facilities.

#### COMMUNITY TELEVISION

■ Santa Paula, Calif.: Sold to Storer Broadcasting Co. for undisclosed price. This makes Storer's seventh CATV system. The others are at Thousand Oaks, Ojai, Miners Oaks, Victorville, Fillmore and Wrightwood, all California. The twelve-channel Santa Paula system has a potential of 5,000 customers, Storer said. It carries TV programs from stations in Los Angeles and Santa Barbara, and provides an FM and a weather service. The system (in California's Santa Clara Valley) was purchased through Richard A. Moore.

#### New TV stations

As of Nov. 18 there were 119 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 73 were commercial UHF's, 5 were educational VHF's and 22 were educational UHF's.

Stations which have recently gone on the air:

KAAR(TV) San Diego (ch. 39), received STA Nov. 10 to go on air with 11.7 kw visual. The station is licensed to San Diego Telecasters Inc. Lawrence Shushan is president and general man-

ager of KAAR. Vincent Paul is commercial manager. Paul H. Raymer Co. represents the independent UHF which has a top hourly rate of \$250. KAAR has color slides and film facilities.

WSVI(TV) Christiansted, V. I. (ch. 8), received STA on Nov. 4 to go on air with 660 w visual. Alfredo R. de Arelano is president; Billie J. Clark is manager, and Donald W. Husted is sales and program director. Rep is Island Network.

## CATV's argue microwave case

The community antenna television industry took a second swing at the FCC's jurisdiction over microwave-fed CATV systems last week.

Arguing before a three-judge U. S. Court of Appeals in St. Louis, Max D. Paglin, former general counsel of the FCC, charged that the commission lacked jurisdiction to require microwave relay companies to impose conditions on the CATV systems they serve. Mr. Paglin represented Black Hills Video Corp., and its parent Midwest Video Corp. The FCC, since last spring has ordered microwave systems

to require CATV customers to (1) carry local TV stations, and (2) protect the local station by blacking out for 15 days before and after programs from outside stations the local stations carry or plan to carry.

Mr. Paglin's main contention was that the commission lacked authority to impose these conditions because Congress has not yet acted on legislation to give the FCC this power. He also stressed that the commission should be made to hold an evidentiary hearing when a local station complains it is being adversely affected by a CATV system. And he called attention to the fact that in 1959 the FCC stated that it had no jurisdiction over CATV.

Henry Geller, general counsel of the FCC, emphasized that the same question had been decided by the District of Columbia appeals court in the 1963 Carter Mountain case favoring the FCC's authority in this field. He told the St. Louis court that the D. C. circuit court again upheld the FCC's jurisdiction recently in the Idaho Microwave case (BROADCASTING, Oct. 25).

Mr. Geller stressed that when a CATV system duplicates a program shown by the local TV station, or before it is shown locally, it is adversely affecting the local station's ability to survive and it is destructive of the

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national TV allocation plan.

Robert D. L'Heureux, general counsel of the National Community Television Association, argued that the FCC's rules are unreasonable. He also urged that the FCC be ordered to hold hearings when broadcasters claim they are being injured by CATV.

The appeals court panel consisted of Circuit Judges Martin D. Van Oosterhout, M. C. Matthes and Pat Mehaffy.

## 14 KWK applications accepted by FCC

The FCC last week accepted for filing 14 mutually exclusive applications for the frequency to be vacated by KWK St. Louis when it goes off the air.

The license of KWK was revoked in May 1963 for misconduct in connection with two treasure hunt contests in 1960 (BROADCASTING, June 3, 1963). The station, which is now scheduled to go off the air Nov. 30, has received numerous extensions of time since 1963.

The 14 applicants are: Archway Broadcasting Corp., Bi-State Radio Inc., Gateway Broadcasting Co., Great River Broadcasting Inc., Home State Broadcasting Corp., KWK Broadcasting Corp., St. Louis Broadcasting Co., Victory Broadcasting Co., Clermont Broadcasting Co., Pike-Mo Broadcasting Co., Missouri Broadcasting Inc., Prudential Broadcasting Co., Six-Eighty-Eight Broadcasting Co. and Beloit Broadcasters Inc.

## Action sought against station in rating case

WISC-TV Madison, Wis., which has asked the Federal Trade Commission for help in a quarrel with two rating services, last week turned to the FCC with a request for action against a TV station involved in the controversy.

WISC-TV asked the commission to set for hearing the application of WAOW-TV Wausau, Wis., for a license to cover its construction permit. WISC-TV said WAOW-TV is being operated as a satellite of WKOW-TV Madison to improve improperly the latter's rating position.

WISC-TV also said the licensee corporation, Midcontinent Broadcasting Co. (Joe Floyd and associates) is violating its representations to the commission in operating the Wausau station as a satellite.

The controversy began with WISC-TV's request to the FTC for a cease-and-desist order to prohibit American Research Bureau from combining the ratings of WAOW-TV (ch. 9) with those of WKOW-TV (ch. 27) (BROADCASTING, Oct. 25). A week later, it asked for a

similar order against A. C. Nielsen Co. Both requests are still pending.

WISC-TV in those petitions said WAOW-TV was not a true satellite of WKOW-TV. In any event, it said, since the two stations are 100 miles apart, it is unlikely that their signals would reach the city of the other.

But in its petition to the commission last week WISC-TV asserted that WAOW-TV had become a satellite of WKOW-TV to improve that station's rating position in relation to other Madison stations. Previously, WISC-TV said, WAOW-TV had been operating independently.

WISC-TV said that kind of tactic is a "clear example" of the hypoing condemned by the FTC in the guidelines it laid down for broadcasters to follow in the use of ratings (BROADCASTING, Nov. 11, July 12).

WISC-TV also said that Midcontinent, in seeking to acquire the channel 9 facility, promised that 20.8% of the new station's programming would be local live.

The commission approved assignment of a construction permit from Central Wisconsin Inc. in July 1964 (BROADCASTING, Aug. 3, 1964).

But by time of the rating survey in October, WISC-TV said, the station's

## WFLD pitch before FCC

Presentations to the FCC usually mean some legal contest is in process. But Sterling C. (Red) Quinlan's enthusiasm for the ultimate success of UHF and the new channel 32 WFLD(TV) Chicago, prompted the broadcaster to make his slide-film "pitch" on the subject to the commission.

President of Field Communications Corp. and the general manager of WFLD, now under construction, Mr. Quinlan made his presentation of WFLD's plans to FCC Chairman E. William Henry and Commissioners Robert Bartley, Kenneth Cox and Robert E. Lee in the commission's main hearing room. The other commissioners were unable to attend but also present were key department heads and about 50 staff members.

The FCC presentation was arranged by Commissioner Lee. He told Mr. Quinlan that congressional committee representatives also should have the opportunity to view the presentation and would see if it could be arranged. Of course, Mr. Quinlan replied, he wouldn't mind a bit.

WFLD expects to be on the air the first week of January.

independent programming had been "drastically" reduced to 5% of its broadcast time. WISC-TV said that to qualify as a satellite for rating survey purposes WAOW-TV could not broadcast independently more than 20 quarter hours a week, "less than 5% of a TV station's normal schedule."

## Panax Corp. buys three Michigan dailies

Panax Corp., a group broadcaster, last week bought three Michigan dailies to add to the two newspapers it already owns in that state. The trio acquired the *Marquette Mining Journal*, *Escanaba Daily Press* and the *Iron Mountain News*. They were sold by Russell, owner and publisher of the three newspapers, who is also a broadcaster.

Panax Corp. already owns the *Mt. Pleasant Daily Times-News* and the weekly *Alma Record*; it is also the licensee of WSWM-FM East Lansing, WMAX Grand Rapids, WAMM and WGMZ-FM Flint, WQDC-FM Midland, WABX(FM) Detroit, all in Michigan and KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri. John McGoff, is president of the Panax Corp.

Mr. Russell's broadcast holdings: WDMJ-AM-FM Marquette, WMIQ Iron Mountain and WLST Escanaba, all Michigan, and WMAM Marinette, Wis.

Price paid for the Russell newspapers was not disclosed.

## Two new UHF TV stations granted

Richard E. Bailey, 95% owner of Sports Network Inc., last week received one of two UHF television construction permits granted by the FCC.

Pershing Television Corp., which he owns, was granted a construction permit for a new television station to operate on channel 54 in Kansas City, Mo.

The other construction permit went to Rovon Television Inc. for a new UHF TV station to operate on channel 23 in Florence, S. C. Robert L. Helft and John Van Drill, joint owners of Rovon Television, have interests in WNJU-TV Linden-Newark, N. J.

In another action an FCC hearing examiner issued an initial decision looking toward granting the application of Trinity Broadcasting Co. for a new TV station to operate on channel 40 in Fort Worth. Trinity Broadcasting is licensee of KJIM Fort Worth. Trinity Broadcasting is equally owned by William D. Schueler, Paul E. Taft, F. Kirk Johnson, James W. Stewart and Houston Broadcasting Corp. Houston Broadcasting is 50% owner of KRIG Odessa, Tex.





## Isabel Brown turns them down

We have a long list of volunteers eager to become a part of the American Research Bureau's sampling activities. People write to us regularly requesting that they be included in our audience surveys, eager to cast their "vote." But Isabel Brown turns them down.

As Field Staff Director, she knows that good sampling requires using only those people who are *selected* during the due course of ARB's procedures . . . the idea being that everyone in the defined universe is given an equal opportunity for selection. This is the critical criterion. We don't have to ask everybody, but once we do make a selection we are particularly concerned that those people, and those alone, participate.

For those over-eager volunteers, we have to make a friendly policy. *Don't call us, we'll call you . . . maybe.* It just has to be that way to keep ARB audience reports as good as they are.



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## FCC vacates Florida TV station grants

In compliance with decisions of the U. S. Court of Appeals the FCC last week vacated its decisions granting TV stations to Florida-Georgia Television Co. (WFGA-TV) on channel 12 in Jacksonville, Fla., and to Mid-Florida Television Corp. (WFTV[TV]) on channel 9 in Orlando.

The commission said new applications for the two channels may be filed by March 1, 1966. Meanwhile WFGA-TV and WFTV[TV] will continue to operate on channels 12 and 9 until further order by the commission.

The court of appeals had told the FCC it erred in 1963 when it reaffirmed its 1956 grant to WFGA-TV after rehearing on ex parte charges made before a congressional committee (Broadcasting, May 10). The court held that the FCC should not have readopted its 1956 grant, because of participation in that decision by the late commissioner Richard A. Mack, accused of participating in the ex parte proceedings.

The same court returned the channel 9 case to the FCC for the second time because it said the commission had relied on the same evidence submitted 10 years ago and had not truly reopened the case (Broadcasting, March 8). The grant to Mid-Florida Television Corp. was originally made in 1957.

## Ex parte question raised in TV case

Can an FCC hearing examiner use the telephone to discuss hearing dates with counsel in an adjudicatory hearing without violating, at least technically, the commission's rules against ex parte contacts?

Attorney Robert W. Coll thinks not. But the commission itself has been asked to issue the definitive ruling.

At issue is Examiner Isadore A. Honig's refusal to grant a continuance requested by Mr. Coll in a case involving Midwest Television Inc.'s application for channel 26 in Springfield, Ill.

Mr. Coll, who represents Plains Television Corp., which is opposing the application, had asked that a hearing be continued from Nov. 3 to Nov. 15. Mr. Honig rejected the request, as well as a plea for reconsideration.

But, Mr. Coll said in a petition to the review board, before rejecting the request for reconsideration on Nov. 2

the examiner had discussed by telephone the matter with counsel for Midwest and the Broadcast Bureau.

Mr. Coll said the commission's ex parte rules prohibit such contacts and that the discussions should have been held in open court where he could have responded to the views of the other parties.

Counsel for the Broadcast Bureau, Joseph Stirmer, and for Midwest, Edgar F. Czarra, have filed statements with the review board disputing the contention that the discussions with the examiner raised any procedural questions or violated ex parte rules.

Mr. Coll, in his petition, said he has "not accused anyone of willful or wrongful intent" and that he doesn't assess "personal misconduct on the part of any person involved" in the matter. But Plains, he made clear, is concerned about the "prejudicial effect" of the procedures that were followed.

Mr. Coll asked the review board to stay the effect, to declare that the examiner's Nov. 2 order void and to remand the case to the examiner "with instructions to proceed in a manner which will eliminate the prejudice to

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## SDX honors CBS News, names three Fellows

Three newsmen and CBS News were honored by Sigma Delta Chi, professional journalistic society, at its convention in Los Angeles last week.

Named fellows were Mark F. Ethridge, Wes Gallagher and David Dietz.

Mr. Ethridge, now a lecturer at the University of North Carolina, Chapel Hill, had been associated with WHAS-AM-TV Louisville, Ky., and its parent corporation, the *Louisville Courier-Journal* and *Times* for nearly 30 years, and was interim president of the National Association of Broadcasters for three months in 1938.

Mr. Gallagher, general manager of the AP since 1962, has been with the wire service since 1937 and was a correspondent for AP in 26 foreign countries.

Mr. Dietz, science editor of the Scripps-Howard Newspapers since 1921, is now in his 50th year with the *Cleveland Press*.

CBS News was awarded a plaque for leading the way "for radio in the founding of an independent news system" and for distinguishing itself for "reporting and interpretation during World War II. Cited as symbols of this excellence are H. V. Kaltenborn and Edward R. Murrow."

Plains which resulted in the improper adoption of the order."

The review board, however, sent the case directly to the commission for action because of the allegations of rule violations.

And the request for a continuance itself has become academic. The board in certifying the case to the commission, on Nov. 5, continued the proceeding indefinitely on its own motion to permit consideration of the questions asked.

## ARMS to exceed goals set for it

The All Radio Methodology Study, now a \$250,000 project (CLOSED CIRCUIT, Nov. 15), will "more than adequately" achieve its goals—that of measuring total radio audience and the best method of surveying the audience.

Sherril Taylor, vice president for radio of the National Association of Broadcasters, told the Advertising and Sales Association of Spokane, Wash., last Wednesday (Nov. 17) that the ARMS study, co-financed by NAB and the Radio Advertising Bureau "has run consistently behind schedule . . . because of its scope and the multitude of complexities." However, he said, a full report will be issued soon.

The study, conducted by Audits & Surveys, "to determine the relative accuracy and reliability of a number of measurement procedures" was originally budgeted for \$150,000, Mr. Taylor said. But now it is expected that the "total cost will run well over \$250,000 making it the largest methodology study ever undertaken in the communications field. No single research firm has ever invested this heavily in research to develop methods of radio audience measurement," he added.

Noting that radio, which had become "unfashionable" when television came on the scene, is now "in again," Mr. Taylor said the ARMS study will point to the proper way of measuring "the entire audience no matter where the audience is. It will be at this time, when we find out the actual facts about the true dimension of the radio audience, that the true values of the medium can be fully and factually assessed."

The NAB executive said there is "renewed confidence and muscle" in radio today and that this is a result of "a unification of effort, dedication and rejuvenated pride in our medium . . . new ways of tinkering with the art and imagery of sound. . . renewed creative energy which has brought added excitement and showmanship to the medium."

## Diversification detailed by Stanton

The favorable attitude of CBS Inc. toward diversification was explained by Dr. Frank Stanton, president, at a meeting of CBS executives with the CBS Television Network Affiliates' Advisory Board, it was disclosed last week.

The meeting was held at Dorado Beach, P. R., ending on Nov. 12. Dr. Stanton's appearance on Nov. 7, preceding the formal sessions that started Nov. 8, was said by CBS to have been unusual and possibly his first such informal attendance at an advisory affiliates board meeting.

CBS has effected diversification by acquiring the New York Yankees baseball club, the Fender Co. (guitar manufacturer) and is currently in negotiation for Allyn and Bacon Inc., Boston.

John A. Schneider, president of the CBS-TV network, in the formal sessions, presided over presentations on programing, sales, sports, news and promotion-publicity.

During the meetings, a report on the performance of the network in its daytime schedule noted that CBS-TV had a "remarkable" position in sales and audience. CBS-TV programing attracts a larger audience in the daytime than the other two networks combined, it was asserted.

Officials said last week that most of the sessions were given over to a review of divisional activity. Michael Dann, program vice president, reported on programing plans for the summer and next fall.

Carl E. Lee, executive vice president and general manager, WKZO-TV Grand Rapids, Mich., was reelected chairman of the advisory board. Stuart T. Martin, president, WCAX-TV Burlington, Vt., was elected secretary.

## Cowles buys Florida ch. 2 TV station

Purchase of WESH-TV Daytona Beach-Orlando, Fla., by Cowles Communications Inc. from John H. Perry Jr. and associates was announced last week.

Acquisition by CCI of the channel 2, NBC-affiliated station will give the combined Cowles interests their quota of five VHF outlets, upon FCC approval.

The publicly owned CCI is purchasing WESH-TV from the Perry group for cash and stock amounting to between \$5.5 million and \$6 million. In its announcement, Cowles said the transaction is subject to a "favorable ruling

from the Internal Revenue Service" as well as FCC approval.

In a private transaction, Mr. Perry is acquiring, for an undisclosed sum, the ownership of the *Fort Pierce* (Fla.) *News Tribune* directly from Gardner Cowles, chairman of CCI.

CCI is the licensee of KRNT-AM-TV Des Moines, Iowa, and WREC-AM-TV Memphis. It publishes *Look*, *Family Circle* and *Venture* magazines, *Insider's Newsletter*, *Gainesville Sun* and *Lake-land Ledger*, both in Florida, and the *San Juan Star* in Puerto Rico, and is engaged in other publishing-oriented activities.

Gardner Cowles is publisher-president of the *Des Moines Register* and *Tribune*.

Minneapolis Star & Tribune Co., headed by John Cowles, (which is a separate corporation from CCI), publishes the *Minneapolis Star* and *Tribune*, owns 47% of WCCO-AM-TV Minneapolis and 80% of KTVH(TV) Hutchinson-Wichita, Kan., and holds 50% interest in *Harper's Magazine*.

Mr. Perry who owns a string of

Florida newspapers and who will retain WNDP-AM-FM Daytona Beach, bought WESH-TV in 1956 for \$5,000 and \$150,000 loan.

## NBC-TV affiliates get a look ahead

NBC-TV has 32 programs under development for prime-time scheduling for 1966-67. But if past experience is an indicator, less than half will materialize on the schedule. In the current season, 15 pilots out of a developed 31 actually got on the air.

These numbers were presented at a fall meeting in Acapulco, Mexico, that ended on Nov. 12 of executives with the NBC Television Affiliates' board of delegates and the TV network.

Mort Werner, programing vice president at NBC-TV, outlined plans for 1966-67, while Don Durgin, vice president, TV network sales, indicated NBC's position in audience and in



## Combined effort for new studios

A five-man team pushed a five-handled shovel to break ground for WLBW-TV Miami's new \$2 million studios (BROADCASTING, Nov. 8). They are: (l to r) Representative Claude Pepper (D-Fla.); Florida's State Senator Robert Haverfield; C. H. Topmiller,

president of L. B. Wilson Inc. (licensee of WLBW-TV); Thomas A. Westead, vice president of L. B. Wilson and general manager of WLBW-TV; the Right Reverend Monsignor William Barry, and Chuck Hall, mayor of Dade County.

color.

NBC President Robert E. Kintner reviewed the leadership marked by the five NBC divisions (Radio, Television, Owned Stations, NBC Enterprises and News). Mr. Kintner said NBC was completing its most profitable year in its history and that next year should do as well. Walter D. Scott, president of the NBC-TV network, said sales on the books indicated the first and second quarters of 1966 would be at a record high. Other reports were delivered on news coverage (mainly space shots) and gains in color, including promotion and publicity plans.

## II-A applicants oppose CBS request

Six applicants for Class II-A AM stations and the FCC's Broadcast Bureau have asked the commission to deny a CBS request to hold class II-A applications in abeyance pending conclusion of a rulemaking aimed at establishing new standards for evaluating interference. II-A AM stations are a new class of nighttime clear channel stations which will operate on 13 of the 25 clear channels.

CBS has also asked that the proposed rulemaking be modified to provide that any rule change resulting from the rulemaking proceeding apply to the pending II-A applications (BROADCASTING, Nov. 8).

The proposed rulemaking would adopt a standard method for determining the levels of radiation to be used in evaluating interference, coverage and overlap of mutually prohibited contours.

The Broadcast Bureau pointed out that the commission, in its notice of proposed rulemaking, said that the new rules, if adopted, would apply only to applications filed after the effective date of the amended rule.

KPIR Eugene, Ore., which seeks to operate on 1120 kc, urged the commission not to delay present applications since the rulemaking may not be concluded within the next year and in the end might be abandoned altogether.

The only comment in support of the CBS request came from WGN Chicago which operates on 720 kc. The station voiced concern about possible interference from three of the II-A applicants who have specified the frequency of 720 kc in their application.

Other applicants filing opposition to the CBS request were 780 Inc., an applicant in Las Vegas and KCRL Reno, both of which seek to operate on 780 kc; KMMJ Grand Island, Neb., and KRVN Lexington, Neb., both seeking 880 kc; and KWHK Hutchinson, Kan.,

which seeks 1210 kc.

CBS is concerned about these applications because they designate frequencies on which CBS-owned stations now operate—WBBM Chicago (780 kc), WCBS New York (880 kc), KMOX St. Louis (1120 kc) and WCAU Philadelphia (1210 kc).

## WCLM(FM) enters motion to reinstate its appeal

A motion to reinstate the appeal of WCLM(FM) Chicago against the FCC's 1964 order revoking its license was filed with the U. S. Court of Appeals in Washington last week.

Two weeks ago, the court granted an FCC motion to dismiss the appeal on the ground that the appellant had not complied with the rules of the court (BROADCASTING, Nov. 15). The motion last week contends that WCLM was not responsible for the failure to comply, and that in fairness it should have its "day in court."

The FCC revoked the Chicago station's license on the grounds that it failed to operate within the terms of its permit, misrepresented and concealed facts and violated various technical rules (BROADCASTING, Nov. 30, Aug. 3, 1964). The station was originally cited for allegedly airing gambling information used by bookies, but this issue was not decided in the commission's final decision.

## Media reports . . .

**Chicago move** ■ WIL St. Louis has moved to new offices in the Centennial building, 12th and Olive Streets. Phone: Geneva 6-1600.

**New Connecticut address** ■ The administrative, public relations and development departments of the Connecticut Educational Television Corp. are now located at 266 Pearl Street, Hartford, Conn. 06103. Telephone: (203) 246-7269. Ben A. Hudelson, general manager, and John C. Lennhoff, director of public relations and development, and their staffs will occupy the new quarters.

**New Outlet** ■ KWK St. Louis has signed as a Mutual affiliate. The station, which hopes to obtain FCC approval to continue interim operation early next month, is on 1380 kc with 5 kw full-time. With the addition of KWK, Mutual now has affiliates in the top 39 markets, the network said.

**Lots of candles** ■ NBC enters its 40th anniversary year today (Monday). Its inaugural broadcast, 39 years ago from the old Waldorf-Astoria hotel in New York and carried by 25 stations, fea-

tured stars of stage, concert and music hall. NBC Radio now has 203 affiliated stations; NBC-TV has 202 affiliates.

## Census says about 7% of homes have color TV

The U. S. Census Bureau last week announced that approximately one in every 14 U. S. households (6.9%) has a color TV set. It also stated that one in five households, or 21.1%, can receive UHF.

The study, done by the bureau for the Advertising Research Foundation, showed that although the percentage of households having television is about the same now as it was in May 1964, the number of households containing two or more sets jumped to 21%, three points over the 1964 figure. It was found that these two-set households were also more likely to have color and UHF-equipped sets than one-set households.

The Bureau of Census and ARF plan to release final reports in December.

## FCC reshuffles its filing fees

The FCC last week overhauled its schedule of filing fees. Some fees are up, some down and some are out. There are also some new ones.

The changes enacted by the FCC last week are the result of a rulemaking proposal issued earlier this year. (BROADCASTING, March 22).

The rate amendments, which become effective Dec. 29, involve all services. Those affecting broadcasting will:

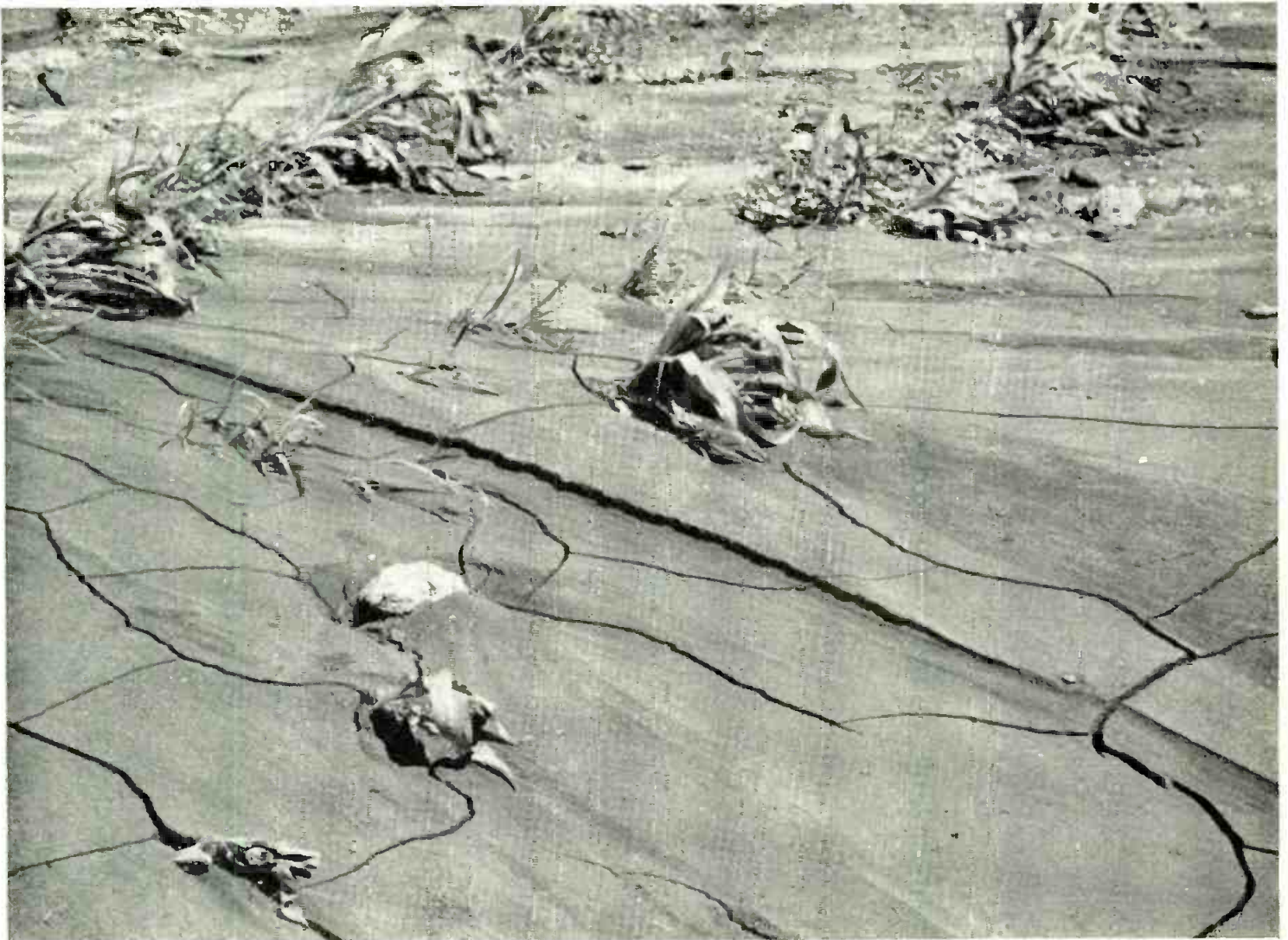
- Increase from \$100 to \$150 the fee for TV applications for new facilities, major change, renewal, assignment of license and transfer of control, and from \$50 to \$75 for similar AM and FM applications.

- Reduce from \$30 to \$10 the fee for TV translator applications and establish a fee of \$10 (none now charged) for translator permittees who allow their permits to lapse and file for new construction permit.

- Increase from \$20 to \$30 the fee for applications to change call letters.

- Discontinue the \$30 fee now charged applicants for authority to determine AM operating power by direct measurement and for covering licenses in the auxiliary broadcast services.

- Provide that the \$30 fee for base stations in the auxiliary broadcast services cover simultaneously filed applications for associated remote pickup mobile stations; reduce the fee for modification of auxiliary licenses from \$30 to \$10.



## Steel-and-Plastic Innovation Can Help Reduce Serious Worldwide Shortage of Fresh Water

In more than 200 places throughout the world, converting seawater into fresh water is already a practical solution to the increasingly critical shortage of fresh water. But so great and wide spread is the need for new sources of fresh water that doing the job economically is of prime importance. Desalination cost must be brought down from \$1 per 1000 gallons to 30 cents—or less—to make desalted water economically feasible for large volume consumption.

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of desalinated water in its distribution. Both are now being intensively investigated to help reduce the cost of salt water conversion systems. In addition, Republic produces a variety of steel pipe and tubing, including stainless steel, for use in desalting processing.

Republic Steel research and production capabilities continue to pioneer the long reach of steel into new and unknown uses, anticipating needs of the future. However, the expenditures on facilities for modern research and new products can only be made when adequate profits are available. Unfortunately, in the steel industry profits are far below those of most other industries. Our ability to continue to serve the nation in the future as we have in the past will depend, in a large degree, on the adequacy of our profits.

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## Blackout aftermath: unending kudos for radio

Radio, that maligned, music-emitting parent of television, is still basking in the warmth of the tributes heaped upon it during the Northeast power blackout Nov. 9 (BROADCASTING, Nov. 15).

Although laudatory phrases from the general public were gratefully accepted, the medium has also found that the print media also can offer a kind word on occasion. Public officials and electric companies also had complimentary comments.

In an editorial last week *Editor & Publisher* credited radio as the instrument that "quickly supplied the news that kept New York's head on its shoulders. It was radio's night—a feather in its cap."

The *New York Herald Tribune* editorially gave a "brief note of thanks to our friendly rivals, the radio newsmen, who gave most New Yorkers their only information about the nature of the crisis. . . . Improving their coverage, and broadcasting under exceedingly difficult conditions, they performed a vitally needed public service. We even promise to look more kindly, hereafter, on the ubiquitous transistor radio—at least until the next time a teen-ager plays one on a crowded bus."

Cynthia Lowry, radio-TV writer for the AP, penned her day-after blackout column as "essentially a love note to old-fashioned radio and

the transistor receiving set. . . . Before fear or panic could take over, calm radio voices already were reassuring us and offering help. . . . Radio performed for us a vital service. And no home should be without a working battery radio."

*Newsweek* said New York's "5.5 million transistors served at once as balm, companion and domestic adviser. . . . In retrospect, there was a lot of corn, but the easy manner of the soundmen kept the citizenry from losing its cool. . . . Radios could only share the puzzlement and finally deliver the comforting news that the world had not come to an end, that the blackout was neither the judgment of God nor an Armageddon with the Communists. . . ."

In his "Editors' Note" in *Life* last week, George P. Hunt, managing editor, pointed out that on the 29th floor of the Time-Life Building they got the news of the blackout "by transistor radio."

Writing in that issue, Theodore H. White said it was radio, "perhaps more than any other agency," that spread the spirit of goodwill in New York. "Within 10 minutes," he said, "all major stations were on the air with continuous dialogue, soothing, calming, citizens. . . ."

Jack Gould wrote in the *New York Times* that radio, "so often

overshadowed by the more glamorous and dramatic medium of television, proved resourceful in patching together emergency circuits. The tireless commentators of the major stations injected a note of relaxed humor and congenial comradery that undoubtedly contributed to the city's calmness."

Last week in Denver, where he spoke to a National Association of Broadcasters regional meeting (see page 66), FCC Commissioner Lee Loevinger said the stations which were on the air in the Northeast "were indispensable in avoiding panic."

In addition, stations last week reported to BROADCASTING:

In Troy, N. Y., WTRY, part of the Emergency Broadcasting System, received praise from the civil defense director, who complimented the station's personnel "on the excellent job they did in keeping the public informed," and by an editorial in the *Albany (N. Y.) Knickerbocker News*, which cited the station's "high public service."

WRKL New City, N. Y., a daytimer that had gone off the air at 4:45 p.m. the night of the blackout, returned to the air at 6:30 p.m. and stayed on till 10:05 p.m. (The FCC allows a daytimer to go on the air in an emergency if that is the only AM station available to get emergency information to the public.) In an ad

## Senators have praise for radio, too

At a hearing last week dealing with the use of recorded telephone messages to expound political or social viewpoints, FCC Chairman E. William Henry told the Senate Communications Subcommittee of the Commerce Committee that "broadcasters did a commendable job in averting panic in the power blackout of the Northeast (Nov. 9)—they performed as we at the FCC expected they would," (BROADCASTING, Nov. 15).

Chairman Henry's comments were made at the conclusion of his testimony on the telephone matter at the request of Subcommittee Chairman, John O. Pastore (D-R. I.).

Senator Pastore inquired as to how broadcasters had reacted and what steps, if any, the commission had taken as a result of the power failure.

He was told that the FCC has written all the licensees in the effected area, as well as the common carriers but that the commission's study is not yet complete. Mr. Henry did say, however, that 30%-40% of the AM's in the area were served with auxiliary power so that they could continue their broadcasting.

Senator Pastore said he knew that broadcasters "are frequent whipping boys, but I, too, salute the industry for the work they did."

Senator Vance Hartke (D-Ind.) applauded the work of the broadcasters "for alleviating the fear of panic by the fine running commentary, conducted in an informal and human way which didn't relate the facts that might

have resulted in a panic condition." Then he asked Hr. Henry if the FCC has a rule requiring licensees to have auxiliary power.

Receiving a negative answer, the senator said that he was "shocked that even Conelrad did not require some type of auxiliary power installation."

Chairman Henry replied that the commission was concerned, but he said that there is no rule at present.

In the main concern of the hearing, Senator Gale McGee (D-Wyo.) stated that he was not concerned with the content of the recorded telephone messages, but that he was concerned with the impact. And he called it a question of "balanced programing" and queried where the responsibility should rest.

Senator Pastore used excerpts from one of NBC-TV's *Huntley-Brinkley Reports* to explain the problem of the taped messages and he said that the

in the *Rockland County Journal* the Orange and Rockland Utilities Inc., applauded "WRKL and its staff who came on the air and gave real assistance in keeping customers informed during the emergency."

Albert Spiro, general manager of the station, said he interpreted the ad as meaning "thanks to the entire radio industry."

Ben Gross in the *New York Daily News* wrote that "it will be remembered as the night of the transistor radio. . . . Network and local radio outlets of the city offered news of the latest developments in such a manner as to deserve an award for prime public service. Those radio broadcasts, it is no exaggeration to say, prevented what might have been a disastrous panic."

Arthur E. Fetridge, said in *The Boston Herald* that "Boston radio stations quickly marshalled their forces . . . did a superior job of keeping the people informed of what was happening. Not once did we hear a single word uttered by announcers that could cause panic."

*The New York Journal-American's* Arthur Greenspan said, "I was trapped for five hours and 23 minutes in a [subway train] underneath Brooklyn . . . Were it not for radio we'd never had known that Northeast America had blown a fuse. We found a woman with a transistor radio . . . The radio told us what was happening."

hearing was not designed to censure the messages, but to merely identify the speaker, and his organization.

## SG releases

### 60 post-'60 films

Screen Gems has placed a group of 60 post-'60 feature films into syndication and has made initial sales to five RKO General TV stations, Robert Seideman, vice president of the company's syndication division announced last week.

Mr. Seideman noted that almost one-half of the features are in color and said the package includes both Columbia pictures and independent production. First purchasers are WOR-TV New

York, WNAC-TV Boston, KHJ-TV Los Angeles, CKLW-TV Windsor, Ont.-Detroit and WHBQ-TV Memphis.

Titles in the group include "The Devil at Four O'Clock," with Frank Sinatra and Spencer Tracy; "The Notorious Landlady," with Jack Lemmon, Kim Novak and Fred Astaire; "Two Rode Together," with James Stewart, Richard Widmark and Shirley Jones; "Requiem For a Heavyweight," with Anthony Quinn and Jackie Gleason; "The War Lovers," with Steve McQueen and Robert Wagner; "Cry for Happy," with Glenn Ford and Donald O'Connor; "The Wackiest Ship in The Army," and "Gidget Goes to Hawaii," both of which have been developed in to current Screen Gems network TV series.

### Film sales . . .

*Top-Time* feature films (Embassy): KTHV(TV) Little Rock, Ark., and WPTA (TV) Roanoke-Fort Wayne, Ind.

*A Christmas Carol* (Seven Arts): WBAL-TV Baltimore; KBOI-TV Boise, Idaho; KMJ-TV Fresno, Calif.; KGBT-TV Harlingen, Tex.; WDAF-TV Kansas City, Mo.; WLVA-TV Lynchburg, Va.; WNBE (TV) Washington-Greenville, N. C. Now in 35 U. S. and Canadian markets.

*The Debbie Drake Show* (Banner): WGAL-TV Lancaster, Pa.

*Judge Roy Bean* (Banner): KHTV (TV) Houston.

*Speedway Internationad* (Banner): WFLD(TV) Chicago and KHTV(TV) Houston.

*The Forest Rangers* (NBC Films): KPIX(TV) San Francisco.

*87th Precinct* (NBC Films): WWTW (TV) Cadillac-Traverse City, Mich.

*Outlaws* (NBC Films): WSTV(TV) Steubenville, Ohio-Wheeling, W. Va.

*Loretta Young* (NBC Films): WCov-TV Montgomery, Ala.

*Exploitable 13* (Independent Television Corp.): WFIL-TV Philadelphia; WNHC-TV New Haven-Hartford, Conn.; WBNF-TV Binghamton, N. Y.; KFRE-TV Fresno, Calif.; WFBG-TV Altoona, WLYH-TV Lancaster-Lebanon, WSBA-TV York, WHP-TV Harrisburg, all Pennsylvania; KSBW-TV Salinas-Monterey, Calif.; WREX-TV Rockford, Ill. Now in 55 markets.

*Kickoff Catalogue* (Embassy Pictures): KTHV(TV) Little Rock, Ark.; KETV(TV) Omaha; WJTV(TV) Jackson, Miss, and WTTV(TV) Bloomington-Indianapolis.

## TV's hard road on race news

### Two broadcasters question that TV is doing enough on civil rights disputes

The 17-page speech had been edited and was ready for delivery on the second day of last week's conference on "The Racial Crisis and the News Media" at the Freedom of Information Center at the University of Missouri (Nov. 7-9. In it television was referred to as having been shown in its racial coverage as a "medium of maturity and guts. One capable of adding to the vigor of a huge democracy."

But when he delivered it, Bill Monroe, director of news, NBC News, Washington had added a postscript: "Twenty-four hours of discussion here have left me with the feeling that all of us are still underestimating the problem. It seems to me it's inadequate to talk of dealing with it by some increase of re-



Mr. Monroe



Mr. Brechner

porting, backgrounding and editorializing. I have the feeling that we in the news business still have some blinkers on like those the Southerners are slowly casting off.

"I don't think we have been talking crisis as if we meant it. I don't think we have faced up to the cumulative total of these facts. School integration is not going forward. The economic gap between white and Negro is increasing. Residential segregation is getting worse. Whites and Negroes are still not talking to each other. The polite racists are winning local elections in places such as Boston and California.

"I suggest we need to feel more urgency than we do when we talk about meeting the problem by doing a little more of what we've already been doing. We are not yet off the hook of 300 years of meanness."

Mr. Monroe and Joseph Brechner,

## Stations back longer House terms

At least two stations last week took editorial stands in favor of giving members of the House four-year terms, instead of the current two-year terms of office.

The stations, WSB-TV Atlanta, and WIOD Miami, both owned by Cox Broadcasting Corp., emphasized that the Presidents have four-year terms, and that the senators have six-years in office and that neither seem to lack contact with the people they represent.

The stations both lauded a proposal by Representative Frank Chelf (D-Ky.), H. J. Res. 394, which would amend the Constitution, if ratified by 34 of the states, to specify the longer terms.

WSB-TV stressed that the two-year

period is "too soon to leave bill-passing for baby-kissing." It followed the editorial with an animated cartoon exemplifying the shortness of the representative's term before he has to get back to the people and again hit the campaign trail, and the problems inherent in the current set-up.

The Miami station lamented the existing situation in terms of representatives and in the length of the broadcast license. It urged the state of Florida to "vote aye" if and when the resolution is sent to the states for ratification.

The editorials reiterated the stand taken by BROADCASTING (Nov. 8) in its editorial, "How to win the Hill."

these unbelievable Negroes. Network television . . . broke through the magnolia curtain."

The NBC news executive said there seems to be a consensus that TV "has been a central factor in the development of the Negro revolution. . . ."

However, he did not play down the problems TV has encountered, "problems of when it was being used legitimately and when illegitimately. Problems of cameras and equipment seeming to provoke violence. Problems of responsibility in live reporting. Problems of balance and accuracy in reporting situations of tensions."

Mr. Monroe said TV newsmen are now used to the civil rights groups that make their moves with TV in mind, and he pointed out that the "southern segregationists are beginning to realize that they too, can use the media. There's a growing tendency, for instance, for the Ku Klux Klan to invite newsmen and cameramen to their rallies."

In the beginning, he said, there was a tendency of northern newsmen to treat southern racial stories as the good guys vs. bad guys. However, the TV newsmen have become better acquainted with the people who are in the middle of the good guys and bad guys. But, he added, he would like TV to do a better job of showing the southern whites as people, the ordinary person who is trying to live with the situation as it develops.

Television, he said, has done a good job of covering the racial crisis as it develops on a day-to-day basis, and the racial story, he said, "even more than the space shots, the political conventions and the Kennedy assassination has helped television find itself, not only as a powerful technical instrument, but as a journalistic medium of maturity and guts. One capable of adding to the vigor of a huge democracy."

## Boycott threat causes program to be dropped

Two radio stations—one in Evanston, Ill., and the other in Inglewood, Calif.—have been subjected to public protests in recent weeks because of the allegedly anti-Semitic remarks of Richard Cotten on his syndicated program, *Conservative Viewpoint*.

WEAW Evanston dropped the program, Edward A. Wheeler, station president, said last week, after listeners threatened his advertisers with a boycott.

KTYM Inglewood dropped the program also, after receiving a copy of a letter in which the Southwest regional office of the Anti-Defamation League of B'nai B'rith last month asked the FCC to set the station's license-renewal

president of WFTV(TV) Orlando, Fla., were presenting the broadcaster's view in "An Evaluation of Broadcasting's Role in the Racial Crisis" at the conference which was co-sponsored by the FOI Center and the B'nai B'rith Anti-Defamation League, and designed for the working newsmen of all media. Attendance at the sessions was estimated at 75 to 100. The panels and discussions will be published in book form sometime next spring.

**No Better or Worse** ■ Mr. Brechner said that to "a varying degree, on racial issues, many broadcasters have been color blind" and publishers and station management "must either accept a charge of involuntary or contributory negligence or plead incompetence" in the near void of "positive, favorable news" about Negroes in the past 30 or 40 years. However, he added, the "policies of the news media . . . were no better or worse than the attitude of many Americans. We have been less a leader than a reflection of American attitudes, prejudices and practices."

Mr. Brechner spoke highly of the manner in which the TV networks had handled racial matters, but said that on the local level, "broadcasters must face the test of their consciences. They can no longer permit themselves the false comfort of hiding behind the protection of local prejudices. They can no longer assert their program control rights by rejecting network programs or commentaries involving racial issues on the basis that these may not be of interest to, or may upset the status quo of the local community."

However, he said critics of the broadcasting industry are "committing the same false and unfair generalization as a general condemnation of an entire

racial or religious group for the acts of individuals within that group. There is no one point of view among broadcasters. . . . Each runs his station with the precious independence of a local potentate. He will supervise and control his station according to his own interests, prejudices and knowledge."

The Florida broadcaster suggested that "perhaps at our broadcasters' conventions and meetings, we should worry less about the FCC, competition from community antenna systems, and threats to our commercial survival, and should allow time to discuss the social and political problems of today."

Referring to editorials and in-depth reports, Mr. Brechner said "it's a miracle we even air any controversial views" considering the "many pressures upon us, the sacred cows, the threats of boycott, of FCC repercussions, of limitations of coverage by courts and Congress, of religious and social taboos."

**Revolutionary Instrument** ■ The racial struggle, Mr. Monroe said, is a "mean, bitter and revolutionary business. . . . The Negroes are the architects, the bricklayers, carpenters and welders of this revolution. Television is their chosen instrument. Not because television set out to integrate the nation or even improve the South. But because, when the Negroes got ready for their revolution, television was there."

A decade ago, he said, southern newspapers, radio or TV "paid almost no attention to news involving racial issues. . . . The first time many southern whites saw southern Negroes standing up and talking about their rights was on network television. They just plain didn't believe it. Some of them still don't. Some of them are still convinced that the networks are manufacturing



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Shown here are the safety director, the fire chief, and police chief of a typical GM plant. Backed by a large plant-protection force and a volunteer fire brigade, plus an able medical staff, they perform a number of highly important duties. Fire prevention, traffic control and plant security are just a few of these. But perhaps their key function is the effective maintenance of GM's traditional "Seven Basic Principles of Safety." GM employees, as a result, are actually safer at their jobs than in their homes.

General Motors has led the way in the establishment of modern industrial safety procedures. Its record in this regard is exceptional in American industry. Thus, these security and safety experts are among GM's most valuable people. They produce no products but they are essential to the well-being of those who do.

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### Seven Basic Principles of Safety

- 1 Provide Active Top Management Support
- 2 Maintain Adequate Safety Personnel
- 3 Develop Safety Instructions For Every Job
- 4 Instruct Each New Employee
- 5 Operate Through Supervision
- 6 Make Every Employee Safety Minded
- 7 Extend Efforts Beyond The Plant

GENERAL MOTORS CORPORATION



application for hearing.

But that station reinstated the program. And, Claire Benezra, station manager, told BROADCASTING last week, "We intend to keep it on."

Surprisingly the protests in Evanston originated only after Mr. Cotten appeared as a panelist on a program broadcast by WBBM Chicago. Mr. Wheeler said that previously he had received only two isolated complaints about *Conservative Viewpoint*, which first appeared on the station in May 1964.

Mr. Wheeler said WEAU received no complaints directly as a result of the WBBM program. But he said that advertisers told him they were threatened with boycotts if they continued to buy time on the station.

Mr. Wheeler, in a letter to the Chicago office of the Anti-Defamation League explaining his position, said: "We can't afford controversy." He said the league had not protested but that he wanted to make his views known to it.

ADL in its letter to the FCC about KTYM said the "blatant anti-Semitism" broadcast by Mr. Cotten on several occasions "does not accord with the basic requirements of the Federal Communications Act" and therefore raises questions as to the station's right to a renewal of its license.

ADL acknowledged that A. J. Wil-

liams, the station owner, had offered time for reply to the Cotten programs. But, ADL said: "We rejected this offer on the ground that the use of radio station's facilities to disseminate anti-Semitic falsehoods cannot be justified or adequately countered by affirmative programing."

That kind of programing, ADL said, "is so fundamentally inconsistent with the public convenience, interest and necessity, that it cannot and should not claim a right to be carried on the air."

Mrs. Benezra, who said she is married to a Jew, denied the ADL's allegations of anti-Semitism. The ADL "is simply trying to make a religious issue out of a political one," she said.

"If anyone else feels they've been attacked, we'll offer them equal time in accordance with FCC rules," she added. "But we're going to keep the Cotten program on." It is now heard on 28 stations.

### Triangle buys ITC films

Independent Television Corp. reported last week that it has sold its package of "Exploitable 13" feature films to the six Triangle Stations, raising gross sales figures on these films to more than \$1 million. Abe Mandell, ITC president, reported that the number of markets which has bought the package now totals 55.

## D.C. stations subject of Vietnam complaint

Three Washington, D. C., radio stations that refused to carry spot announcements promoting a pacifist demonstration are the object of a complaint filed with the FCC by the Washington chapter of the Women Strike for Peace.

The organization said WTOP, WMAL and WGMS turned down its request to buy time for five 30-second spots inviting listeners to join a demonstration calling for peace in Vietnam, to be held Saturday (Nov. 27), in front of the White House.

The organization said the refusals constituted a denial of its members' freedom of speech and expression and a violation of the commission's rules. The commission was urged to ask the stations to explain their refusal to sell time and to relate the manner in which "they are giving fair airing to all shades of opinion concerning the war in Vietnam."

In reply, all three stations which have carried news and other programs on Vietnam, told the commission they do not carry spot an-

nouncements on controversial issues.

Commission officials said last week the commission has never required stations to carry advertising—and probably wouldn't, unless discrimination against one side or another in an issue were involved.

Theodore McDowell, manager of news and public affairs at WMAL, noted that the station has devoted a half hour to an interview with Senator Wayne Morse (D-Ore.), one of the leading congressional critics of the administration's Vietnam policy. He also said the station has covered activity of the Women Strike for Peace organization including plans for the planned demonstration.

James A. Hudgens, vice president of Post-Newsweek Stations, which owns WTOP, said the station had covered all sides of the Vietnam controversy. He also said the station has devoted "considerable attention" to the Women Strike for Peace in recent months, in news programs, in interviews with principals of the organization, and in daily public affairs programs.

## Radio series sales . . .

*30 Hours of Christmas* (Triangle): WVOX New Rochelle, N. Y.; KDLR Devil's Lake, N. D.; KFAM-AM-FM St. Cloud and KBUN Bemidji, both Minnesota.

*Anniversaries in Sound* (Triangle): WCMP Pine City, Minn., and KDLR Devil's Lake, N. D.

*The First Christmas* (Woroner Productions Inc.): WONE Dayton, Ohio; WIOK Normal, Ill.; KFJZ Fort Worth; KFQD Anchorage; KSEO Durant and KVLH Pauls Valley, both Oklahoma; KOSI Aurora, Colo.; WIMS Michigan City, Ind.; WRMS Beardstown, Ill.; WLOX Biloxi, Miss., and KGNB New Braunfels, Tex.

*Easter—the Beginning* (Woroner Productions Inc.): WRK Greenville and WSTV Steubenville, both Ohio; KLIF Dallas; KILT Houston; WNUS Chicago; KABL Oakland, and KACE Riverside, both California; WYSL Buffalo, N. Y.; KSEO Durant, and KVLH Pauls Valley, both Oklahoma; WWOM New Orleans; WKBV Richmond, Ind.; WLUX Baton Rouge; WAGR Lumberton, N. C.; KSMN Mason city and KXGI Fort Madison, both Iowa; WIOK Normal, WRMS Beardstown and WSMI Litchfield, all Illinois; KGNB New Braunfels and KONO San Antonio, both Texas, and WROD Daytona Beach, Fla.

*July 4, 1776* (Woroner Productions Inc.): WONE Dayton, Ohio; KVLH Pauls Valley, Okla.; WRMS Beardstown, Ill.; KACE Riverside, Calif., and KWPC Muscatine, Iowa.

## Program notes . . .

**'Green Hornet' on TV** ■ Greenway Productions and 20th Century-Fox Television have acquired TV rights to *The Green Hornet*, long-running radio and comic book series. Series is planned for 1966-67 season.

**Do-it-Yourself** ■ Alan Sands Productions, New York, is syndicating radio series written and narrated by Bernard Gladstone, home improvement editor of *The New York Times*. *Your Home Handyman* consists of 260 one-minute features concerning home repairs.

**Kelly's Koming** ■ Universal Television is preparing *Kelly's Kingdom*, half-hour color comedy series for CBS-TV, with Harry Morgan, Shecky Greene and Celia Kaye featured. Edward J. Montagne, executive producer of *McHale's Navy*, is producing and directing the pilot.

**Police Series** ■ New series dealing with police work and the off-duty lives of officers and their families, *Men*

## NBC's double feature

NBC-TV plans to meet the problem of simultaneous program attractions Dec. 4 by using a split-screen technique.

Preparations for the Gemini 7 space launch on that day will be shown in one quadrant of the television screen while NBC Sports carries its scheduled NCAA football game between Penn State and the University of Maryland on the rest of the screen.

Dual coverage will start at 1:15 p.m. EST. Kickoff time for the football game is 1:30 NBC News will also present flashcaster reports at the bottom of the TV screens on the space flight's progress, as well as audio reports on the mission.

*Against Evil*, is scheduled to go into production Nov. 29 at 20th Century-Fox Television. Richard Murphy, who created the series and is writing it, will also serve as executive producer. Howard Duff, Jeanne Crain and Ben Alexander will star.

**Goodbye Perry** ■ The one-hour weekly *Perry Mason* show, now in its ninth season on CBS-TV, probably will end after this season. This year *Perry Mason* was slotted against NBC-TV's *Bonanza* (Sunday, 9-10 p.m. EST).

**Football special** ■ NFL Films Inc., New York, is finishing a new film project, a half-hour color show, *Rookies of the Year*, which spotlights seven National Football League players in their first season. NFL Films says the program has already been sold to 20 stations in the top 40 markets. *Rookies of the Year* is the first in a series of several special programs projected by the NFL's film subsidiary (CLOSED CIRCUIT, Nov. 8).

**A most happy guy** ■ A 90-minute New Year's Eve special featuring Guy Lombardo and his orchestra will be produced by WABC-TV New York, from the Hotel Roosevelt. It will be syndicated to other stations by ABC Films for telecast from 11:30 to 1 a.m.

**Protest film** ■ A 40-minute documentary, *Conformity*, first presented as a CBS special on WCAU-TV Philadelphia, is being distributed on free-loan to schools, service clubs and other organizations by the Sterling Movies, U.S.A., 375 Park Avenue, New York. The film discusses the problem of "What's Happening to the Individual in America?"

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Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



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# AMST opposes tower-farm rule

Says FCC would unlawfully abdicate its authority over height to FAA

A growing volume of broadcaster opposition to the FCC's proposed antenna-farm rulemaking reached a peak last week in a massive pleading filed by the Association of Maximum Service Telecasters.

The FCC proposal, fashioned in cooperation with the Federal Aviation Agency, is designed to resolve conflicts among those agencies and broadcasters on tower heights and air hazards. Aviation interests have supported the proposal.

But AMST submitted to the commission an 85-page comment, buttressed with appendices dealing with the legal, historical and engineering aspects of the proposal, all aimed at convincing the commission that:

- It would unlawfully abdicate its authority over broadcast tower height and location to the FAA.

- Although the FCC is concerned with the safety of aircraft, the FAA, in making determinations on air hazards is concerned with the "convenience" as well as the safety of aviation interests.

- If the FCC compels broadcasters to locate antennas in farms, it should provide assurances that those towers can be built at or near the maximum 2,000 feet above average terrain allowed by the FCC's rules. The proposed rule is silent on that point.

- The rule should effectively prevent the location of stations at less than standard mileage separations.

**Other Broadcasters Agree** ▪ Most of these points have been made by other broadcast interests. And they were echoed again last week by the Federal Communications Bar Association, Midwest Radio-Television Inc. and the Twin City Area Educational Television Corp.

But AMST, by the sheer detail of its arguments, emerged as the leading opponent of the proposed rule which it has opposed ever since it began taking shape more than a year ago under the hand of then Commissioner Frederick W. Ford (BROADCASTING, Sept. 14, 1964).

AMST said it supports the idea of

antenna farms as a sensible means of sharing air space with aviation interests. But the commission's proposal, it said, needs extensive revision. The association called for an oral argument as did Midwest and Twin City. The FCBA simply urged rejection of the proposed rule in a comment filed by J. Roger Wollenberg, FCBA president.

**FAA Role** ▪ Broadcaster opposition centers largely on the role the proposed rule would assign the FAA in deciding on the location of farms and tall towers located outside of such areas. Under the proposal farms would be established on a community-by-community basis. More than one farm would be established where needed but FAA approval of the site would be necessary before the rulemaking process could start.

Once a farm was established the commission would not accept applications for construction of towers over 1,000 feet unless they were to be erected in the farm. The only exceptions would be for applications cleared by the FAA.

Broadcasters say this would give the FAA a veto over FCC decisions. And broadcasters who have had difficulties in dealing with aviation interests over tower heights are bitter.

Midwest, whose WCCO-TV Minneapolis has been trying to accommodate its desire for a taller antenna with the stated needs of aviation interests, said the proposal would assure those interests that they will be heard on questions of tower height "while broadcasters will be treated as step-children."

Chronicle Publishing Co., licensee of KRON-TV San Francisco, in an earlier filing, said the plan would "put the broadcasters at the mercy of the FAA."

**FCC Authority** ▪ Those filing last week argued that the commission has the clear statutory authority to determine tower height and location and that it cannot delegate that authority to another agency. The AMST and FCBA said the commission should consider the FAA's views but not to the exclusion of all others.

The commission has consistently maintained that it has the ultimate responsibility for determining height and location. But as a practical matter it invariably heeds FAA recommendations.

Broadcasters say privately that the FCC is cowed by the "blood-and-guts-on-the-guywire" nightmare, that is the fear that a plane will fly into a tall tower whose construction was approved in defiance of an FAA recommendation.

To neutralize that fear, AMST said FAA figures indicate that 26 aircraft

accidents between 1950 and 1964 involved electronic towers. The accidents were caused, AMST said, by "illegal flying, pilot negligence or faulty equipment," not by the towers.

**Height Important** ▪ AMST and Midwest Radio-Television said the proposed rule is defective in failing to provide assurances that broadcasters who go into farms will be able to build towers at or near the 2,000-foot maximum. The purpose of the antenna-farm concept from the broadcasters' viewpoint, AMST said, is to permit maximum height so signals can be extended to the widest area possible. Midwest stressed that "height and site are inseparable in evaluating broadcasting use of airspace."

AMST also said the commission should establish farms of sufficient size to accommodate all channels assigned to a community without requiring short spacing. The commission's rule would allow short-spacing on the basis of "equivalent protection." But AMST, one of whose basic functions is to support existing mileage separations, said short spacing would lead to degradation of service.

Midwest, FCBA and AMST criticized the proposed procedure as being unfair to broadcasters and in some respects contrary to the Administrative Procedure Act. AMST said broadcasters with a compelling need to locate a 1,000-foot-plus tower outside a farm should at least be permitted to file an application without having to shoulder "the heavy burden" of obtaining prior FAA approval. FCBA noted that the rules do not even require the FAA to state its reasons for refusing its approval.

FCBA also said permitting the FAA to rule out a site for a farm before a rulemaking proceeding it instituted cannot be squared with the Administrative Procedure Act's requirement that rules should be adopted only after all relevant material is presented.

## Washington stations propose antenna farm

The prospective move of two Washington television stations to a new site with increased tower height was disclosed last week when applications were filed by WTOP-TV and WMAL-TV with the Federal Aviation Agency for aeronautical approval.

New 3.6-acre site is off the Capital Beltway between Silver Spring and Wheaton in Maryland. The application proposes a single, self-supporting cantilever tower, 1,218 feet above the

ground (1,549 feet above sea level). The FAA application states that space on the tower is open to Washington's two other VHF stations, WRC-TV and WTTG(TV) if they desire to join. Or, the document says, WRC-TV and WTTG can build their own towers or tower at the same site, thus meeting FAA's announced policy of encouraging antenna farms for television towers in each major city.

The proposed new tower would cost about \$1.2 million for the two stations, but somewhat more if four stations occupied it.

Meanwhile, WDCATV (channel 20) Washington, is near completion of its 809-foot tower above ground, \$350,000 candleabra in the Bethesda, Md., area of Washington. The UHF station, which hopes to go on the air early next year, is negotiating with noncommercial WETA(TV) Washington and the four applicants for channel 50 in Washington to go on the tower.

## Microwave proposal runs into criticism

New FCC rules aimed at adjusting frequency-allocation policies to the realities of the new era brought on by the growth of the community antenna television industry came under criticism from CATV and microwave common carriers last week.

The National Community Television Association and the National Association of Microwave Common Carriers, in a joint filing, urged the commission to reconsider the rules adopted last month in the so-called Community Antenna Television Relay (CAR) proceeding (BROADCASTING, Oct. 18).

Thirty-nine common carriers, in a separate petition, supported the NCTA-NAMCC views. Jerrold Electronics Corp. and Video Service Co. also asked for reconsideration.

A principal target of the petitioners is the rule of prescribing conditions that CATV-serving microwave applicants must meet to qualify for common carrier frequencies in the 6,000 mc band. They must show that at least 50% of their customers are unrelated to them and will use at least 50% of the service.

Those carriers that can't qualify would have to apply for frequencies in the new CAR service, in the 12,700-13,200 mc television auxiliary band. This service, to be administered by the Broadcast Bureau, would also absorb the present CATV-serving microwave systems in the business radio service of the Safety and Special Radio Services Bureau in the 12,200-12,700 mc band.

**Prefer Lower Band** ■ Microwave licensees regard the common carrier frequencies as more desirable than those in the CAR service. And last week NCTA-NAMCC restated the argument made throughout the proceeding, that the only legal test for a common carrier is its willingness to serve all customers.

The commission said the 50% standard would help expedite a determination as to the public need of a grant of an application. But NCTA-NAMCC said that the rule discriminates against common carriers whose main service is to related customers.

The NCTA-NAMCC filing also said the commission provided no justification for the decision to require microwave licensees in the business radio service, to move to the CAR service. The commission mentioned the potential crowding of the business radio service, NCTA-NAMCC said, but provided no evidence of potential frequency congestion.

Jerrold and Video said the 50% rule is "unduly restrictive" since it counts as related or affiliated companies those in which "any financial or business relationship whatsoever" exists, "excepting only the carrier-user relationship."

Jerrold and Video said a rigid enforcement of the rule would require a publicly held carrier to become a watchdog on the sale of its stock to any existing or potential CATV customer or vice versa.

They said stock ownership that amounts to less than control of a company should be excluded from the scope of the eligibility rule. Video, which is a microwave licensee and which is under common ownership with a CATV operator, is a subsidiary of the publicly owned Cox Broadcasting Corp. Jerrold, a publicly held company, makes CATV equipment and operates a number of CATV systems.

**Rulemaking Ignored** ■ A proposed further rulemaking on CAR operation was virtually ignored. It asked for comments on whether CAR licensees

and TV stations should be permitted to interconnect their relay facilities and whether they should share the program material obtained from their microwave facilities.

Only two comments had been filed by the deadline Monday (Nov. 15). The Tri-State TV Translator association said that translators should be given the same opportunity as CATV's and TV stations to share microwave frequencies and facilities. And an educational station, KLRN(TV) San Antonio, Tex., said that microwave systems serving CATV's should be permitted to carry program material for educational TV stations. This would encourage the development of ETV in rural areas, the station said.

## Polaroid, Texas on color TV project

Polaroid Corp., Cambridge, Mass., and Texas Instruments, Dallas, last week confirmed they have been working together on the development of color TV systems—reportedly receiving tubes—but said the program is still in preliminary stages.

Texas Instruments said it has been working closely with Polaroid for a number of years on development and product programs and is also "constantly engaged with its customers in the development and improvement of components for TV, both black-and-white and color."

TI reported results of its work with Polaroid on color TV systems are inconclusive and still under evaluation and added "it is difficult to predict at this time whether the program will ultimately result in a marketable product."

A trade report on the color project is believed to have been the cause of a 6¾ point gain in Polaroid stock to 114¾ last Wednesday. On the same day Texas Instruments' stock went as high as 184¾ before finishing at 177½.

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RCA integrated circuit Size of a typewriter 0

### In a nutshell

The continuing trend to miniaturization in components received an added impetus last week with RCA's announcement of a trade market for its integrated circuits — microcircuit devices, some the size of a pin head. Although the circuits are for computers primarily, RCA eventually hopes to incorporate them into home-entertainment appliances, among other applications, as costs decline and techniques are refined.

Of the 17 different linear (amplifying) and digital (switching) devices available, RCA expects by the end of March 1966 to sell eight or more additional types, according to John B. Farese, vice president of Electronic Components and Devices Division. He pointed to the circuits as a "third generation of electronic components" following the electron tube and the transistor. Some of the devices, RCA said, are capable of the equivalency of 20 transistors, 18 resistors and 2 capacitors on a paper thin silicon chip. The tiny units, in addition to reduction in size and cost, are credited with offering higher reliability and speed.

Mr. Farese said factory sales from the circuits have climbed from \$25 million in 1963 to an expected \$80 million this year. In five years, he predicted sales would reach \$400 million.

RCA is one of six major manufacturers in the field, along with General Electric Co., Westinghouse Electric Corp., International Business Machines Corp., Texas Instruments Inc. and the General Instrument Corp.

## Low cost telephone computer service

A telephone computer service that can be bought at a nominal price by broadcasters and agencies, among others, has been announced by Photo Magnetics System, Washington and Silver Spring, Md.

Photo Magnetics System is headed by Peter James, who at one time was with the Navy Applied Physics Laboratory and International Business Machines.

The company said the service is applicable to any of the functions of broadcast administration and programming and can be used by advertising agencies for such procedures as marketing research, rating studies, billings, etc.

The telephone system employs the new touch-tone telephones and specially-designed decals that fit over the buttons. Since the touch-tone telephones operate on frequency tones, the PMS Service feeds these sounds into a converter which in turn creates impulses that can inject data into a computer.

The system can be used as a simple calculator or for more complex problems, with the latter requiring information storage and retrieval. PMS would store the program on disks and tapes and retrieve them when needed.

Mr. James said his system is not necessarily tied to the touch-tone phones. For example, PMS is developing an alpha-numeric console of the same capabilities.

Monthly charge for the small businessman would be between \$15 and \$30 with a graduated scale based on service.

PMS expects to develop franchises in all major population centers along the lines of the Washington area setup.

At present, PMS headquarters are at 815 Connecticut Avenue in Washington with the marketing division at 8730 Georgia Avenue in Silver Spring. The company said it plans to build a \$4-million plant in suburban Maryland and is negotiating for a \$324,000 property in Silver Spring for a permanent data center and research facilities.

### Jerrold's 82-channel antenna

Jerrold Electronics, Philadelphia, has introduced a new VHF-UHF home antenna which is capable of receiving on all 82 TV channels plus all FM stations. Called Pathfinder, the broad-band antenna is hinged so that the VHF and the UHF sections can be aimed in different directions in case TV stations are not broadcasting from the same area. The VHF and UHF signals are transmitted

to the TV set over either 300-ohm twin lead or 75-ohm coaxial cable. At the set, they are split by a special frequency sensitive coupler which is included in the Pathfinder package at no extra charge. Prices range from \$18.95 for coaxial output and \$21.95 for the twin lead model to less than \$70 in both categories.

## Viking branch to build 7 CATV systems

Systems Construction Co., Dallas, has announced seven contracts to construct community antenna television systems in five states. Gross value of the contracts is estimated to be almost \$2.5 million.

Established a year ago as a subsidiary of Viking Industries, Hoboken, CATV equipment manufacturer, Systems Construction is nearing completion of its first CATV system in Nebraska, and will construct other full systems in Ohio, Pennsylvania, Alabama and Georgia.

Robert Cowart, former engineering vice president of National Trans-Video, Dallas, CATV group owner, is vice president in charge of Systems Construction. The company surveys and engineers and constructs complete CATV systems. It also helps to arrange diversified financing.

## Technical topics . . .

**New home** ■ Schafer Electronics, producer of broadcast automation equipment, moves from its old Burbank address to 9119 DeSoto Avenue, Chatsworth, Calif. 91311. Phone: (213) 882-2000.

**A pain** ■ Schlumberger Overseas GmbH, Munich, West Germany, has introduced two new solid-state frequency synthesizers. The FS 30 unit, \$5,250, covers a range from 10 kc to 32 mc. The FS 500, \$4,925, is an extension generator to the FS 30.

**Cartridge system** ■ Sparta Electronic Corp., Sacramento, Calif., is now manufacturing a new 600 series stereo tape cartridge record and playback system.

**New Bridging Amplifier** ■ Entron Inc., Silver Spring, Md., has a new fully transistorized bandwidth bridging amplifier, the B-2 model. Featuring a 30 db gain and four fused distribution line outputs, the B-2 is designed for mounting in a pole equipment housing adjacent to a trunkline amplifier.

**More room for tape** ■ Ampex Corp., Redwood City, Calif., will start construction early in 1966 of a new magnetic tape building in Opelika, Ala., that will nearly double the manufac-

turing capacity of the present plant.

**Camera headset** ■ Roanwell Corp., New York, has available a TV cameraman's headset, number 106080, with carbon, noise-canceling microphone (impedance 30 ohms, frequency response 300-3500 cps), and earphones wired binaurally for monitoring and receiving.

**New facilities** ■ Collins Radio Co., Dallas, has started site preparation for a \$9 million construction program at its headquarters. The new facilities, which will have approximately 335,000 square feet of floor space, are scheduled for occupancy in December 1966.

**Big sales** ■ Viking Industries, Hoboken, N. J. (manufacturer of community antenna equipment), said sales of its new

solid-state "Goldline" amplifiers since their introduction last July to Oct. 31 has exceeded \$1,850,000. Allen Lipp, national marketing director, estimated that total "Goldline" sales should reach \$3.5 million by year's end.

**Lighting catalog** ■ Colortran Industries, Burbank, Calif., has available its 1966 general catalog on lighting accessories and dimming systems for TV, motion picture and photographic applications.

### RCA transistor a hit

Evidently the price is right on a new RCA 6-transistor radio, which is said to carry the lowest price tag in the company's history—\$9.95. Distributors have already pushed orders ahead by

50% of expected volume, according to RCA Sales Corp. Unit sales of the portable Souvenir (RGH-10), equipped with earphone, leather carrying case and battery, are expected to reach 5.5 million by the end of the year.

### Four Comsat satellites OK'd

The FCC has granted the Communications Satellite Corp. permission to construct four new communications satellites. The satellites will be used both commercially and in connection with the Apollo Space Program.

Plans call for launching of two satellites in mid-1966, one over the Pacific between Hawaii and Midway Island, and a second over the Atlantic near the west coast of Africa. The third and fourth will be back-up satellites.

## FINANCIAL REPORTS

### Supreme Court gets Corinthian tax case

Corinthian Broadcasting Corp. last week asked the U. S. Supreme Court to determine whether or not network affiliation contracts can be amortized. Seven other broadcasters, whose amortization items have been challenged by the Internal Revenue Service, are awaiting a final ruling on the subject.

In filing its petition for a writ of certiorari, Corinthian asked that the Supreme Court reverse a court of appeals ruling last August which held that affiliation contracts may not be depreciated. The lower court's decision reversed a U. S. Tax Court ruling permitting this amortization.

In its petition, Corinthian contended that the appeals court erred in setting aside the tax court decision and in ignoring the general experience in the industry.

The U. S. Tax Court last year held that Corinthian could use a straight-line, 20-year depreciation period to amortize \$4,625,000 it had assigned to the CBS-TV contracts of WISH-TV Indianapolis and WANE-TV Fort Wayne

when it bought the stations in 1956 for \$11 million. The WISH-TV affiliation alone was valued at \$4 million.

In its decision last summer, the U. S. Court of Appeals in Chicago maintained that TV network affiliation contracts appeared to gain in value rather than diminish over the years and that their life is indeterminable, despite the two-year renewal clauses required by FCC rules (BROADCASTING, Aug. 23). This is the position taken by the Internal Revenue Service.

Other broadcasters who are involved in the network-affiliation amortization question with IRS and who have gone to court on the matter: Hubbard Broadcasting Co., Time-Life Broadcasters Inc., King Broadcasting Co., and Northern Pacific Television Corp. (former owners of KXLY-TV Spokane, Wash.), all in the U. S. Tax Court; and Columbia Pictures, Taft Broadcasting and Meredith Broadcasting, all in U. S. Court of Claims.

### Storer purchase of Northeast OK'd

A government agency last week gave Storer Broadcasting Co. tentative approval to equip Northeast Airlines with jet airplanes. And in the same week, Storer announced plans to issue \$45 million in convertible subordinated debentures to be sold to the public.


The Civil Aeronautics Board gave its blessing to Storer's plans to purchase 22 jets for Northeast. In its decision, the CAB denied a request by National Airlines for a hearing. Storer owns

87% of Northeast.

Storer, which acquired its airline interest last July for \$25 million (BROADCASTING, July 19), plans to spend over \$100 million in purchasing new planes which will be leased to Northeast by Storer Leasing Corp., established for this purpose.

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will be the subject of a special stockholders' meeting Dec. 14 in Miami. At the same meeting stockholders will be asked to increase authorized common stock from 3.6 million shares to 8 million shares and to split the common and class B common stocks two-for-one as previously announced (BROADCASTING, Nov. 1).

Early on Tuesday, Nov. 16, after the Storer announcement on debentures was made public, the New York Stock Exchange authorized a delayed opening on trading because of heavy backlog of orders. It opened at 75, down 2½. By Thursday night following the CAB announcement, Storer closed at 78.

## Bartell Media Corp. votes stock dividend

Bartell Media Corp., New York, at a board of directors meeting last week voted a 3% stock dividend payable Jan. 15 to stockholders of record Dec. 15.

Gerald A. Bartell, chairman, said projected 1966 net revenues would increase by \$7 million over this year. It was also reported that the company's distribution division during the last six months had signed contracts with seven new clients for national distribution of their periodicals.

Bartell Media stations are WADO New York, WOKY Milwaukee, KCBQ San Diego and TeleCuracao and TeleAruba, both in the Netherlands Antilles.

## Collins Radio income up in 1st quarter

Collins Radio Co., Cedar Rapids, Iowa, last week reported increased sales and profits for first quarter of fiscal year compared to the same period last year. Backlog of orders at the end of October was also up, to \$302 million compared to \$288 million at the close of the last fiscal year (July 30, 1965) and to \$271 million on Oct. 30, 1964.

Three months ended Oct. 29:

	1965	1964
Earnings per share	\$0.64	\$0.35
Sales	81,000,000	63,000,000
Net earnings	1,438,000	780,000

## Ampex sets record

The Ampex Corp., Redwood City, Calif., producer of recorders and sound equipment, has announced record sales and earnings in the six months ended Oct. 31.

Six months ended Oct. 31:

	1965	1964
Earnings per share	\$0.37	\$0.35
Sales	73,453,000	68,982,000
Income	3,434,000	3,226,000

## Filmways continues its upward climb

Expanded activities in television and motion pictures contributed to a "dramatic upsurge" in earnings and gross revenue at Filmways Inc. for the fiscal year ended Aug. 31, it was reported last week.

In a letter to shareholders, Le Moselle, Filmways president, noted that in TV, the company has six network shows on the air, and a seventh, *The Double Life of Henry Phye*, is scheduled to begin on ABC-TV on Jan. 13, 1966 (BROADCASTING, Nov. 15). Current Filmways series, all on CBS-TV, are *Green Acres*, *Trials of O'Brien*, *The Beverly Hillbillies*, *Petticoat Junction* and *Mr. Ed*.

For the year ended Aug. 31:

	1965	1964
Earnings per share	\$0.90	\$0.52
Gross revenue	25,473,613	13,681,630
Net earnings	602,676	327,434
Shares outstanding	668,752	633,030

## Revenue declines at Allied Artists

Allied Artists Pictures Corp. suffered a decline in revenue and a loss for the fiscal year ended July 3, although the company was able to retire some short-term loans.

The firm was able to retire short-term loans of \$1,193,183 during the fiscal year and an additional \$1,346,067 after the close of the fiscal year. Short-term loans had stood at \$5,255,853 at the end of the last fiscal year; by July 3 of this year they had been reduced to \$4,062,670. They were down to \$2,716,603 by Oct. 30, according to Claude A. Giroux, president of Allied Artists.

The company hopes to improve its position in the balance of the year through the television release of a package of 25 films not yet shown on TV.

For the fiscal year ended July 3:

	1965	1964
Revenues	\$10,285,215	\$15,013,000
Expenses	11,775,331	14,952,327
Net income (loss)	(1,490,116)	60,673

## Financial notes . . .

■ The publicly owned Foote, Cone & Belding agency last week declared a 25% increase in its dividend rate, moving it up to 17½ cents per quarter. New dividend will be payable Dec. 10 to stockholders of record Nov. 29.

■ Trans-Lux Corp., New York, reported last week that net income for the

first nine months of 1965 dipped to \$389,305, equal to 54 cents a share, from \$403,276, or 56 cents a share, in the corresponding period last year. The 1965 figure includes nonrecurring income of \$12,379.

■ ABC Inc., New York, has declared a quarterly dividend of 40 cents per share on common stock payable Dec. 15 to stockholders of record Nov. 19.

## Scripps-Howard reports increased earnings

A 30-cent-a-share dividend on the common stock of Scripps-Howard Broadcasting Co. will be payable on Dec. 10 to stockholders of record Nov. 19. Scripps-Howard is a group broadcast owner with TV stations in Cincinnati, Cleveland, Memphis, and West Palm Beach, Fla., all VHF, and radio stations in Cincinnati, Memphis and Knoxville, Tenn.

For the 10 periods ended Oct. 9:

	1965	1964
Earned per share	\$1.26	\$0.92
Net operating revenues	12,838,867	10,909,109
Net income	3,251,915	2,377,691

## Screen Gems announces 5 for 4 stock split

Screen Gems Inc. last week announced a five-for-four stock split distributable Jan. 19, 1966, to stockholders for record on Dec. 1.

A. Schneider, president, disclosed the stock split while reporting record sales and earnings in the first quarter ended Sept. 25. He said the stock split was in recognition of the company's "excellent performance" in the past year.

For the first quarter ended Sept. 25, 1965, and Sept. 26, 1964:

	1965	1964
Earnings per share	\$0.32	\$0.18
Gross income	20,835,000	13,451,000
Net profit	1,030,000	577,000

## Magnavox earnings up 60% in 9 months

The Magnavox Co., Chicago, reported total sales in September of \$40 million and a 60% rise in earnings for the first nine months of this year. The company said that color tube commitments for 1966 would be adequate to insure greater market penetration next year. The firm's directors declared a regular quarterly dividend of 25 cents a share, payable Dec. 15 to stockholders of record Nov. 25.

	1965	1964
Earnings per share	\$1.66	\$1.04
Net sales	209,056,000	144,567,000
Pre-tax income	23,459,000	14,563,000
Net income	12,277,000	7,688,000



## FATES & FORTUNES

### BROADCAST ADVERTISING



Mr. Williams



Mrs. Bester

**Herschel V. Williams**, president of his own counseling firm in New York, elected to new post as VP in charge of business development at Ted Bates & Co., there. **Rolly Bester**, supervisor of casting department at Bates, elected VP.

**James A. Schlindwein**, national sales manager for Kitchens of Sara Lee, Deerfield, Ill., appointed VP of sales.

**Burton Neuburger**, formerly director of nontheatrical motion picture division of Technicolor Corp., New York, named VP in charge of sales for Video Pictures Inc., Chicago.

**Peter J. Hahn**, account supervisor with C. J. La Roche and Co., New York, promoted to VP.



Mr. Janssen

**Richard Janssen**, sales manager with WHK Cleveland, joins WDOX-AM-FM, that city, as general sales manager.

**James F. Williams**, manager of advertising and sales promotion services department, and **William S. Judkins**, field manager for bottler sales, Coca-Cola Co., Atlanta, elected VP's.

**William F. Craig**, director of media management, **Albert W. Rothermel**, treasurer, and member of board, and **Frank Stanton**, director of information management at Benton & Bowles, New York, elected senior VPs.

**Stan Vogin**, national account executive with WIP-AM-FM Philadelphia, named to local sales, succeeding **Joel Samuelsohn**, named WIP sales manager (BROADCASTING, Oct. 18). **John Langan**, local sales manager with WACE Chicopee, Mass., replaces Mr. Vogin. **Dan Tapson**, with Dancer-Fitzgerald-Sample, New York, named local account executive at WIP.

**Robert R. Mahmarian**, group marketing manager at Revlon Inc., New York, joins Chock Full O' Nuts Corp., that city, as VP of advertising and marketing.

**David L. O'Shea**, director of station

relations at Adam Young, New York, appointed television sales manager at WNDU-TV South Bend, Ind.

**Donald T. Forbes**, director of radio-TV at Gardner Advertising Co., Hollywood, appointed manager of office.

### Chaplin heads TVB

**Don L. Chapin**, VP of Taft Broadcasting Co., Cincinnati, elected board chairman of Television Bureau of Advertising, succeeding **Jack Tipton**, station manager of KLZ-TV Denver.

**Joseph P. Dougherty**, VP and general manager of WPRO-TV Providence, R. I., elected secretary, succeeding Mr. Chapin, while **Frank M. Headley**, chairman of H-R Television was re-elected treasurer.

**Alexander W. Dannenbaum Jr.**, senior VP, marketing, Westinghouse Broadcasting Co., New York, elected to four-year term on TVB board, succeeding **C. George Henderson**, VP-general manager, wsoc-TV Charlotte, N.C. Re-elected to new two-year terms were: **William R. Brazzil**, WTUV (TV) Miami; **George Koehler**, WFIL-TV Philadelphia; **Peter Lasker**, Crosley Broadcasting Co., New York, and **Howard Stalaker**, wow-TV Omaha.

(TVB meeting on page 60)



Mr. Chapin

**Eugene Stokes**, account executive at Campbell-Ewald Co., Los Angeles, promoted to director of account services.

**Jack Linn**, local sales manager with WHK-AM-FM Cleveland, named general sales manager.

**Duane Harm**, former account executive with Blair Television, Chicago, appointed general sales manager of WJRT(TV) Flint, Mich.

**Dan Heiss**, **Jim Maclean** and **Morty Perlstein**, film editors, MPO Video-tronics, New York, promoted to senior editors.

**Robert S. Swinehart**, media buyer at Ketchum, MacLeod & Grove, Pittsburgh, named media director in Washington office.

**Kenneth J. Palmer**, Lilienfeld & Co., Chicago, and **Wilson B. Wadsworth**, United Air Lines, join Needham, Harper & Steers, Chicago, as research supervisors. **Bruce Gilbert**, NH&S, Chicago, named media supervisor in Los Angeles office.

**John H. McQuade**, administrative assistant with BBDO, New York, elected assistant treasurer.

**Gloria Thornton** joins WAYS Charlotte, N. C., as account executive.

**Frank Sherlock**, formerly with Walt Disney Productions and MGM, named account executive at Borowick-Franklin Advertising Agency, Hollywood.

**George T. Hersh**, VP and manager, Albert Frank-Guenther Law, Los Angeles, joins Eisaman, Johns & Laws



Mr. Linn

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WJKS-TV Jacksonville, WPIT-AM-FM Pittsburgh, WSOL Tampa, WWOL Buffalo, WRCP Philadelphia

## Washington retiring

President Johnson has accepted retirement request of Circuit Judge **George T. Washington** from Court of Appeals for District of Columbia. Judge Washington, who in his 16 years on appeals bench has sat on many broadcast cases, advised President he wished to retire because of ill health. He will continue to serve, however, as a senior judge in which status he can be called upon when necessary.

Advertising, that city, as senior account executive.

**Howard Ritchie Jr.** and **William Carson**, both with KDKA-TV Pittsburgh, named sales service supervisor and account executive, respectively.

**Henry Lasio** joins KXOK St. Louis, as account executive.

**Douglas B. Wall**, media director for Allen & Reynolds, Omaha, joins KETV (TV) there, as sales account executive.

**Paul C. Holter**, with NBC Radio, San Francisco, named account executive at KCBS-AM-FM, that city.

**Charles H. Wasserman**, motion picture director-writer-producer, joins Van Praag Productions, New York, as staff producer-director, and will also serve as overseas staff advisor.

**Werner Wolff**, manager of radio-TV traffic department at Post-Keyes-Gardner, Chicago, promoted to manager of business affairs for that department.

**Terry Wolter**, with Foote, Cone & Belding, San Francisco, joins McCann-Erickson, there, as copywriter.

**Marilyn C. Noel**, layout artist in advertising department of John Wanamaker, Philadelphia department store, joins N. W. Ayer & Son, that city, as

art director.

**Richard Goshin**, with Warwick & Legler, New York, promoted to television producer. **John Heller**, **Martin Stone** and **Nancy Shea**, join W&L as copywriters, and **Ivor Parry** joins as assistant art director.

**Don Horter**, veteran filmmaker, appointed president of newly formed VPI Films of California, Hollywood. Company is division of Video Pictures Inc., New York, and will serve VPI's West Coast clients.

## THE MEDIA



Mr. Dalton

**William Dalton**, account executive with WIP-AM-FM Philadelphia, named executive VP and general manager of WEEZ Chester, Pa.

**Herb Berg**, former VP of WWOK Charlotte, N. C., named

VP and commercial manager of WAYS, that city. **Joe McCluskey**, on staff of WMEX Boston, joins WAYS as assistant to president.



Mr. Bentley

**Donald M. Bentley**, sales representative for WBLU Salem, Va., named general manager of WBCI-AM-FM Williamsburg, Va.

**Earl W. Welde**, sales manager at WSUN-TV Tampa-St. Petersburg, Fla., named general

manager of WSUN-AM-TV, succeeding **Fred P. Shawn**, VP and general manager of WJKS-TV Jacksonville, Fla. (BROADCASTING, Nov. 15).

**John Richer**, with WSYR-TV Syracuse, N. Y., joins WFIL-FM Philadelphia, as station manager.

**Robert M. Fulton**, station manager of WXUR-AM-FM Media, Pa., appointed

## ANA elects officers

**John B. Hunter Jr.**, VP for consumer products marketing of B. F. Goodrich Co., was elected chairman of Association of National Advertisers at ANA convention at Hot Springs, Va. (see page 52). He succeeds retiring chairman **Thomas B. McCabe Jr.** of Scott Paper Co.

**Samuel Thurm**, advertising VP of Lever Brothers, was named vice chairman. **Peter W. Allport** was reelected president, post he has held for last five years.

**Thomas B. McFadden**, former VP and national sales manager of NBC-TV, now marketing VP of Trans World Airlines, was elected to ANA board. Other board members elected were: **Victor P. Buell**, American Radiator and Standard Sanitary Corp.; **Joseph V. Getlin**, Ralston Purina Co., Grocery Products division; **Paul Lohmeyer**, Carling Brewing Co.; **Henry W. Lowe**, Warner-Lambert Pharmaceutical Co.; **M. Crawford Pollock**, Green Giant Co.; **Alfred L. Plant**, Block Drug Co., and **F. J. Solon Jr.**, Johns-Manville Sales Corp.

Mr. Plant is also chairman of ANA television committee.

operations manager for WRCP-AM-FM Philadelphia.

**Arthur (Bo) Westergard**, sales manager of KAPT Salem, Ore., named VP and general manager of KROW Dallas, Ore. **Michael White**, with KRAF Reedsport, Ore., joins KROW as director of operations.

**Milton C. Mumford**, board chairman of Lever Brothers Co., New York, **Norman Cousins**, editor of *Saturday Review*, that city, and **Dr. Herman B. Wells**, president of Indiana University Foundation, Bloomington, named to board of directors, National Educational Television, New York.

**George Faulder**, general manager of WYDE Birmingham, Ala., named general manager of WWVA-AM-FM Wheeling, W. Va., both Basic Communications stations. **Arlen Sanders**, music director at KEZY Anaheim, Calif., joins WWVA as director of program operations.

**James B. Luck**, sales manager of WOMP-AM-FM Bellaire, Ohio, named general manager, replacing **Howard C. Weiss**, who resigns.

**Ralph Paul**, air personality with KLAQ

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Lakewood, Colo., named to newly created post of general operations manager.

**Salvatore A. Mucaro**, art director of Multi Sensory Productions Inc., New York, named art director of WABC-TV, there.

## PROGRAMING



Mr. Lloyd

**Howard Lloyd**, western division sales manager with ABC Films Inc., Beverly Hills, Calif., named VP in charge of West Coast operations.

**Don Getz**, consultant to Official Films, New York, named

VP-international.

**Norman Solomon**, assistant treasurer of Seven Arts Associated Corp., New York, appointed controller.

**Peter Robinson**, in charge of new program development for Warner Brothers Television division, Burbank, Calif., promoted to assistant to **Robert S. Lewine**, new head of division (BROADCASTING, Nov. 15). **Hugh Benson**, assistant to **William T. Orr**, who had been in charge of Warner's TV operations, resigned along with Mr. Orr, neither announcing future plans. **Richard Bluel**, TV executive, has also left Warner Brothers.

**Phil Harmon**, assistant director of advertising and promotion at WABC-TV New York, named director of advertising and promotion at ABC Films, there.

**Bernard Kessler**, president and director of Unishops Inc., elected director of Trans Lux Corp., New York.

**Howard B. Anderson**, domestic syndication manager for 20th Century-Fox Television, Beverly Hills, Calif., named sales executive.

**Gene Hays**, sports director for KTVU(TV) Oakland-San Francisco, promoted to associate sports producer.

**Karen E. Terrill**, PR director of Pullman Insulation Co., Salem, Ore., named director of women's programs and traffic manager of KROW Dallas, Ore.

**Jon Ross**, VP and media director of Ross & Seideman, Sherman Oaks, Calif., agency, joins KHJ-TV Los Angeles, as assistant program director.

**William DiAngelo**, associate producer at Warner Brothers, Burbank, Calif., joins Greenway Productions as associate producer, West Los Angeles.

**Marshall Wolins**, elected president of Script Supervisors Local 871, International Alliance of Theatrical Stage Employees, Hollywood, to take office

BROADCASTING, November 22, 1965

Jan. 1, for two-year term. He succeeds **Marshall Schlom**. Other new officers: VP, **Joe Mazzauca**; secretary, **Betty Fancher**; treasurer, **Wallace Bennett**; sergeant-at-arms, **Edward Knight**.

**Dale Minor**, executive producer with WBAI(FM) New York, named program director.

**Louise L. Oliviera**, film assistant with WTEV(TV) Providence, R. I., promoted to film director. Mrs. Oliviera succeeds **Terry Powell**, who leaves to enter radio.

**Marty Wexser**, producer with WWRT New York, also named music director.

## NEWS

**John Kennedy**, news director at WICE Providence, elected president of Rhode Island UPI Broadcasters Association. **Donald R. Hysko**, general manager of WXTR Pawtucket, elected VP.

**William Butler**, program and production director at WBAI(FM) New York, named news director.

**Dick Kaye**, in news department of WEEK-TV Peoria, Ill., named news director of WFRV-TV Green Bay, Wis.

**Robert L. McKee** appointed news director at WWVA-AM-FM Wheeling, W. Va.

## EQUIPMENT & ENGINEERING



Mr. McDowall



Mr. Ivans

**William S. Ivans**, VP and director of Cohu Electronics Inc., San Diego, named president, succeeding **La Motte T. Cohu**, who retains his position as board chairman and chief executive officer. **Robert E. McDowall**, VP and director at Cohu, named executive VP.

**William J. Kessler**, on leave from electrical engineering faculty at University of Florida, Gainesville, named engineering consultant to educational communications system project of National Association of Educational Broadcasters, Washington.

**William O. Spink**, director of marketing, electro-optical division of Perkin Elmer Corp., Norwalk, Conn., named VP-marketing of F. W. Sickles division of General Instrument Corp., Chicopee, Mass.

**Lynn L. Jenkins**, video field engineer for Ampex Corp., Redwood City, Calif.,

appointed chief research engineer with Acme Film Laboratories, Hollywood.

**Stephen Ziff**, export manager for Dage-Bell Corp., joins international staff of Raytheon Co., Lexington, Mass., as sales manager for educational TV products.



Mr. Rockwell

**R. J. Rockwell**, VP in charge of engineering for Crosley Broadcasting Corp., (WLW-AM and WLWT[TV] Cincinnati; WLWD[TV] Dayton and WLWC[TV] Columbus, both Ohio, WWDC-AM-FM Washington, WLWI[TV] Indianapolis, and WOAI-AM-TV San Antonio, Tex.), resigns his executive responsibilities, in order to expand his engineering activities in other areas. He remains as Crosley consultant.

**Robert W. Lemon**, owner of B. W. Lemon Co., joins Viking Industries, Hoboken, N. J., as head of new community antenna television office in Indianapolis.

**James Nedbalek**, with KAKE-AM-TV Wichita, Kan., joins KMNS Sioux City, Iowa, as chief engineer.

**John C. English**, with KVAN Camas, Wash., named chief engineer and tech-



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nical director for KROW Dallas, Ore.

## FANFARE



Mr. Duca

**Andrew L. Duca**, administrative executive with Trans-Lux Corp., New York, appointed assistant national director of PR for Triangle Stations (WFIL-AM-FM Philadelphia; WBNF-AM-FM-TV Binghamton, N. Y.; WFBG-AM-FM-TV Altoona, Pa.; WNHC-AM-FM-TV New Haven, Conn.; WLYH-TV Lancaster-Lebanon, Pa., and KFRE-AM-FM-TV Fresno, Calif.).

**Bob Hussey**, VP of Young & Rubicam, Hollywood, named PR chairman of Hollywood chapter of National Academy of Television Arts and Sciences.



Mr. Rylander

**Alexander S. Rylander**, VP. promotional services. NBC. New York. named to newly created post of staff VP. special projects, RCA. there.

**Richard J. Connelly**, manager of press relations with Westinghouse Broadcasting Co., New York. joins ABC News, that city. as assistant director of press information promotion.

## ALLIED FIELDS

**Herbert Feinberg**, with operations research section of applied science division of Communications Affiliates Inc., New York, joins Advertising Research Foundation, that city, as research statistician. **Michael Mellor**, market research analyst with United States Testing Co., Hoboken, N. J., joins ARF as research associate and editorial associate, Journal of Advertising Research. **Marshall Ottenfeld**, project director at

Gardner Advertising Co., New York, and **Stephen Keats Sufian**, named research associates with ARF.

**James V. Bennett**, first VP and director of National Association for Better Radio and Television, Los Angeles, elected president to serve until June 30, 1966, balance of term left vacant by resignation of **Clara Logan**. Mr. Bennett's office will be in Washington.

**A. L. Savage**, member of Katz Agency's Atlanta staff, elected president and board chairman of Atlanta Radio and Television Representatives Association.

## INTERNATIONAL

**Rudolf Rutschi**, Switzerland's representative on administrative council of International Telecommunications Union, elected chairman. **Proinnias L. O'Colmain**, Ireland, elected vice chairman.

**Patrick Crookshank**, European representative for Amalgamated Television Services, Sydney, has been named, in addition, head of Fremantle International (New York) activities in Great Britain and continental Europe.

**Harold A. Engel**, professor in radio-TV education at University of Wisconsin, Madison, assigned by UNESCO to deal with radio-TV aspects of new Mass Communications Institute at University of Philippines, Quezon City.

**Danny Dooner**, retail sales supervisor of CFCF-TV Montreal, named sales manager.

## DEATHS

**Sigmund Spaeth**, 80, known for his TV and radio program, *Tune Detective*, died Nov. 11 at Doctors hospital, New York, after long illness. Dr. Spaeth, also writer, lecturer, composer and arranger, began his broadcasting career in 1930 with piano instruction program, *Keys to Happiness*. He followed

his success in this show with *Tune Detective* and then *Song Sleuth*.

**Alexander King**, 66, author and TV personality, died Nov. 16 of heart attack in Lenox Hill Hospital, New York. Mr. King first appeared on television in 1958 when he was guest on Jack Paar Show, in publicizing his book of memoirs, "Mine Enemy Grows Older."



Mr. Ball

**Frederic J. Ball**, 62, a partner in Washington law firm of Pierson, Ball and Dowd, died last Wednesday (Nov. 17) after heart ailment which hospitalized him for several months. He and W. Theodore Pierson

formed law partnership in 1941. He is survived by his wife, three daughters and two sons.

**Florence Pritchett Smith**, 45, TV panelist and newspaper columnist, died Nov. 9 of cerebral hemorrhage at home in New York. She was panelist on former NBC-TV show *Leave It To The Girls*, and before her marriage had conducted radio show *This Is Florence Pritchett*. Mrs. Smith most recently wrote column on food for New York's *Journal American*. Survivors include husband Earl E. T. Smith, former U. S. Ambassador to Cuba, and son.

**Lawrence Berns**, 57, VP with Universal TV, Universal City, Calif., died Nov. 11 of leukemia in Cedars of Lebanon hospital. He joined CBS in 1942 as writer and producer of radio and TV series, *Our Miss Brooks*. At Universal he has been production executive for *McHale's Navy* and *Broadside*. His wife, Sandra, and son survive.

**Gil Newsome**, 48, radio personality with KSD St. Louis, died Nov. 13 at Barnes hospital, that city, after long illness. Mr. Newsome began career as announcer with WGH Newport News, Va., in 1939. Survivors include his wife, Shirley, and daughter.

**Elton W. Morde**, 52, chief of Washington plant branch of technical services division of Voice of America, died of heart attack Nov. 13 at Fairfax county hospital, Va. Survivors include wife, Eunice, and several children..

**Gaston J. Glass**, 66, TV production manager at MGM-TV, Culver City, Calif., died Nov. 11 at St. John's hospital, Santa Monica, Calif. His wife and two sons survive.

**Frederick L. Urich**, 61, engineer with WQXR-AM-FM New York, died Nov. 9 in Queens General hospital. Survivors include his wife, Mary, and two sons.

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# Allen Balcom Du Mont, television pioneer, dies

Dr. Allen Balcom Du Mont, 64, a household name in television for more than three decades, died last Monday (Nov. 18) in Doctor's Hospital in New York after a brief illness.

His contributions in electronics and TV were far-ranging. Dr. Du Mont developed the first economical and practical cathode-ray tube, which accelerated the production of all-electronic receivers. He established the Du Mont Television Network, which carried the first commercial program on a network basis, and he developed and marketed the cathode-ray oscillograph, a device that, among other things, can measure the performance of an electrical circuit, the pitch of musical notes and the strength of resiliency of a metal.

Until Dr. Du Mont's discoveries in the early 1930's, cathode-ray tubes were imported from Germany at high cost. They were short-lived and burned out after 25 or 30 hours. Working in a garage laboratory at his home, Dr. Du Mont developed a cathode-ray tube that could be manufactured relatively inexpensively and last for a thousand hours. There was virtually no market for cathode-ray tubes at the time, but a successful by-product of his television work was the oscillograph. While he continued work on television, his enterprise, which was incorporated in 1935 as the Allen B. Du Mont Laboratories, flourished through the sale of oscillographs to a broadening market for the device.

In the post-World War II era, Dr. Du Mont was reputed to have become the first millionaire from TV through the manufacture and marketing of receivers.

Dr. Du Mont was born in Brooklyn, N. Y., in 1901 and was graduated from Rensselaer Polytechnic Institute in Troy, N. Y., in 1924 with a degree in electrical engineering. He began his career in electronics with the Westinghouse Lamp Co., Bloomfield, N. J. in 1924, and remained



there until 1928 when he joined the De Forest Radio Co., Passaic, N. J., as chief engineer.

While at De Forest, he began his initial work in television, using the whirling disk technique. Unable to interest his superior there in the cathode-ray tube approach, he resigned in 1931 to start his own laboratory.

Dr. Du Mont entered the television broadcasting field in 1942 with an experimental station, W2XTV Passaic, N. J., which became WABD(TV) New York (now WNEW-TV) in 1943. Subsequently, WTTG(TV) Washington and WDTV(TV) Pittsburgh (now KDKA-TV) were placed on the air to form the nucleus of what was to become the Du Mont Television Network in the late 1940's.

At its peak in the early 1950's, the Du Mont TV Network also had primary affiliation agreements with stations in Los Angeles and Chicago, though over one hundred stations took one or more programs a week from the network. The network is credited with having pioneered in the concept of network participation advertising and with bringing Jackie Gleason to television. Another of the network's stars in the early 1950's was Bishop Fulton J. Sheen.

But the network's lack of primary affiliations was a notable factor in its decline. Late in 1955 Dr. Du

Mont sold WDTV(TV) and several years later disposed of the New York and Washington outlets.

In 1958 Dr. Du Mont sold the laboratories' division producing television sets, phonograph and high fidelity and stereo equipment to Emerson Radio and Phonograph Corp. In 1960 the remaining Du Mont interests were merged with the Fairchild Camera and Instrument Corp. Dr. Du Mont became group general manager of the Du Mont Divisions of Fairchild. Since 1961, he had been senior technical consultant.

As a child, he was stricken with poliomyelitis. Colleagues pointed out last week that Dr. Du Mont found it increasingly difficult to get around in recent years, but said he remained uncomplaining and cheerful.

Dr. Du Mont received honorary doctorates from Rensselaer and Brooklyn Polytechnic Institute. He received the Marconi Memorial Medal for Achievement in 1945 and an American Television Society award in 1943.

He held more than 30 patents for developments in cathode-ray tubes and other television devices. Among his early discoveries was the principle of radar but he was dissuaded by the Army Signal Corps for security reasons from attempting to patent his findings in 1933.

Dr. Du Mont is survived by his widow, Ethel, a son, Allen B. Jr., and a daughter, Mrs. Yvonne Godbey.

A funeral service was held Wednesday (Nov. 20) at the Norwood Avenue Presbyterian Church in Upper Montclair, N. J.

Brigadier General David Sarnoff, board chairman of RCA, expressed his sympathy in a wire to Mrs. Du Mont. He called Dr. Du Mont "a great scientist and pioneer who contributed much to the art of communications and especially to television." Dr. Du Mont will be "missed by all who enjoyed the privilege of his friendship as I did over the years," General Sarnoff stated.

**Russell Collins**, 65, TV and film actor, died Nov. 14 at home in Hollywood. Surviving is Mr. Collins' sister.

**George F. Batka**, 50, director of radio and TV division of University of

Maryland, College Park, died Nov. 15, of heart attack in Prince Georges General Hospital, Cheverly, Md. He was faculty advisor to Maryland's campus radio station, WMUC. Surviving are his wife, Virginia, and four children.

**Dr. Clarence Erickson**, 71, radio pastor of *Heaven and Home Hour*, died Nov. 11 at his home in La Crescenta, Calif., from encephalitis. Survivors include his wife, Ethel, and three children.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 11 through Nov. 17 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

**Abbreviations:** Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

New TV stations

APPLICATIONS

**Topeka, Kan.**—Topeka Television Inc. UHF channel 58 (734-740 mc); ERP 950 kw vis., 95 kw aur. Ant. height above average terrain 1021 ft., above ground 990 ft. P.O. address c/o Paul C. Aiken, 612 New England Bldg., Topeka 66603. Estimated construction cost \$631,000; first year operating cost \$390,000; revenue \$250,000. Studio located in Topeka, trans. near Willard, both Kansas. Geographic coordinates 39° 03' 47" north lat., 95° 53' 03" west long. Legal counsel Phillipson, Lyon & Chase, consulting engineer Cohen & Associates, both Washington. Principals: Paul C. Aiken (55%), Frank E. Hurd (15%), Charles R. Bennett, Anderson Chandler, J. A. Dickinson, Dr. A. A. Fink, Louis Pozez, Leslie V. Thompson (each 5%). Mr. Aiken is lawyer, is VP and director of Cleveland Broadcasting Co., which is licensee of WERE-AM-FM Cleveland. WLEC-AM-FM Sandusky, both Ohio, KFAC-AM-FM Los Angeles. Mr. Hurd is Beverly Hills and New York real estate investor. Remaining principals hold variety of investment properties but have no other broadcast interests. Ann. Nov. 15.

**Battle Creek, Mich.**—Mary Jane Morris and James R. Searer db/as BCU-TV. UHF channel 65 (776-782 mc); ERP 205 kw vis., 41.0 kw aur. Ant. height above average terrain 330 ft., above ground 399 ft. P.O. address c/o Mary Jane Morris, 404 Fountain St., N.E., Grand Rapids, Mich. Estimated construction cost \$314,980; first year operating cost \$150,000; revenue \$200,000. Studio and trans. location both near Augusta, Mich. Geographic coordinates 42° 19' 33" north lat., 85° 22' 25" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-27DH. Legal counsel Mary Jane Morris, Grand Rapids; consulting engineer Jules Cohen & Associates, Washington. Principals: Miss Morris is

lawyer; Mr. Searer is owner of Searer Industrial Court, Searer's Roller Court Inc., and Searer's Bank Messenger Service, all Muskegon, Mich. BCU-TV is 50-50 partnership. Ann. Nov. 4.

**Omaha, Neb.**—Iowa TV Inc. UHF channel 39 (620-626 mc); ERP 585 kw vis., 87.5 kw aur. Ant. height above average terrain 448 ft., above ground 468 ft. P.O. address c/o Francis P. Matthews, 1145 Omaha National Bank Bldg., Omaha 68102. Estimated construction cost \$440,000; first year operating cost \$256,000; revenue \$300,000. Studio and trans. locations both Omaha. Geographic coordinates 41° 15' 43" north lat., 96° 02' 52" west long. Type trans. RCA TTU-30A(LA), type ant. RCA TFU-30J. Legal counsel Welch & Morgan, consulting engineer George C. Davis, both Washington. Principals: Leo A. Daly, Francis P. Matthews (each 45%), W. W. Keenan (10%). Mr. Daly is majority owner of Leo A. Daly Co., architecture-engineering-planning corporation, and is sole owner of Daly Co., real estate consulting company. Mr. Matthews is law partner, director of Central National Insurance Group, and 26% stockholder of Buttercup Foods Inc. Mr. Keenan is vice president of Storz Brewing Co. Ann. Nov. 5.

**Norfolk, Va.**—Edmund D. Baydush. UHF channel 39 (620-626 mc); ERP 247 kw vis., 49.4 kw aur. Ant. height above average terrain 325 ft., above ground 346 ft., P.C. address 4128 Edinburgh Drive, Virginia Beach, Va. Estimated construction cost \$403,341; first year operating cost \$208,000; revenue \$315,000. Studio and trans. locations both Norfolk. Geographic coordinates 36° 51' 17" north lat., 76° 17' 31" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Everett D. Johnston, consulting engineer Lohnes and Culver, both Washington. Mr. Baydush is 1.26% stockholder of WLPM (with CP application for WXYW Suffolk) Suffolk, Va.; president and director of WGNi (with FM application) Wilmington, N. C., and secretary-treasurer of B&B Holding Corp. Ann. Nov. 10.

Existing TV stations

APPLICATIONS

**Birmingham, Ala.**—Symphony Network Association Inc. Seeks amendment of CP authorizing new TV to change from channel 68 (794-800 mc) to channel 52 (698-704 mc). Ann. Nov. 15.

CALL LETTERS ASSIGNED

**Phoenix**—Spanish Language Television of Arizona Inc. Assigned KPAZ-TV.

**Little Rock, Ark.**—Arkansas Educational Television Commission. Assigned KETS-TV.

**WELI-TV** New Haven, Conn.—Connecticut Radio Foundation Inc. Assigned WTVU-TV.

**Appleton, Minn.**—Twin City Area Educational Television Corp. and West Central Minnesota Educational Television Co. Assigned KWCM-TV.

ACTIONS BY FCC

**Jacksonville, Ala.**—Jacksonville Broadcasting Co. Granted CP for new AM on 1240 kc, 100 w, unl. P.O. address 387, Centre, Ala. Estimated construction cost \$12,903;

first year operating cost \$24,000; revenue \$40,000. Principals: J. Millard LeCroy (40.815%), James M. Davis (40.815%), Thomas J. Roberson (9.185%) and Will V. Roberson (9.185%). Mr. J. M. LeCroy is farmer. Mr. Davis is salesman for Top Value Enterprises. Mr. W. V. Roberson owns contracting company. Mr. T. J. Roberson is teacher and coach at Jacksonville Junior College. Action Nov. 5.

**Tazewell, Va.**—G. A. Hess, W. H. Bowen and Fred Cox. Granted CP for new AM on 1470 kc, 1 kw, D. P.O. address Box 373, Tazewell. Estimated construction cost \$21,259; first year operating cost \$25,000; revenue \$30,000. Mr. Cox is chief engineer at WMEV-AM-FM Marion, Va. Action Nov. 17.

APPLICATIONS

**Bishop, Calif.**—Eastern California Broadcasting Corp. 600 kc, 1 kw, D. P.O. address: Box 4518, Santa Barbara, Calif. 98103. Estimated construction cost \$23,970; first year operating cost \$36,000; revenue \$42,000. Principals: R. F. Van Wickle, H. J. Geist, R. P. Leonard, R. L. Norton (each 21.6%), M. L. Tiers (9.1%), S. E. Schwartz (4.5%). Principals are all employees or officers of Penta Laboratories or its controlling corporation Raytheon Co. except for Mr. Schwartz, who is lawyer. Ann. Nov. 4.

**Monticello, Ind.**—Iroquois County Broadcasting Co. 1510 kc, 250 w, DA, D. P.O. address c/o Richard A. Martin, Station WGFA, Watska, Ill. 60970. Estimated construction cost \$45,480; first year operating cost \$35,420; revenue \$45,000. Principals: Harold B. Hemb, Samuel L. Martin (each 30%), Donald J. Ruth (20%), Richard A. Martin, Robert L. Bivans (each 10%). Each of the principals owns a proportionate amount of interest in WGFA-AM-FM Watska, Ill. Ann. Nov. 4.

**Water Valley, Miss.**—Tri-Lakes Broadcasting Co. 1320 kc, 500 w, D. P.O. address c/o Harold Seligman, L&C Tower, Nashville, 37219. Estimated construction cost \$9,500; first year operating cost \$24,000; revenue \$32,000. Principals: Jimmy D. Martin (50%) is employee of WSAO Senatonia, Miss. J. J. Kirk (50%) is owner of Memphis, collection agency and has been part-time radio announcer. Ann. Nov. 5.

**Hackettstown, N. J.**—Radio New Jersey. 1000 kc, 1 kw, DA, D. P.O. address Box 123, Millburn, N. J. 07041. Estimated construction cost \$37,511; first year operating cost \$42,000; revenue \$48,000. Principals: Robert H. Boughrum, Benjamin J. Friedland, Lawrence J. Tighe Jr. (each 33 1/3%). Mr. Boughrum is electronics parts salesman; Mr. Friedland is electrical construction engineer; and part-time radio announcer; Mr. Tighe is transmitter engineer of WOR-AM-FM-TV New York for RKO General Inc. Ann. Nov. 4.

**Stirling, N. J.**—Herbert P. Michels. 1070 kc, 500 w, D. P.O. address 51 Winchester Road, Livingston, N. J. 07760. Estimated construction cost \$6,477; first year operating cost \$25,812; revenue \$35,000. Mr. Michels is sales engineer for L. A. Garten & Associates, Caldwell, N. J. Ann. Nov. 10.

**Henrietta, N. Y.**—What The Bible Says Inc. 1140 kc, 500 w, D. P.O. address 34 Lawn St., Rochester, N. Y. 14607. Estimated construction cost \$20,400; first year operating cost \$25,000; revenue \$25,000 (free-will offerings). Principals: What The Bible Says Inc. is nonprofit, nonstock organization directed by six Rochester citizens. Ann. Nov. 5.

**Chapel Hill, N. C.**—Robert Lloyd Hoover, 1530 kc, 10 kw (250 w CH), D. P.O. address Drawer J, Whippany, N. J. 07981. Estimated construction cost \$34,457; first year operating cost \$27,000; revenue \$70,000. Mr. Hoover is research scientist with Bell Telephone Laboratories Inc., Whippany, N. J. Ann. Nov. 4.

**Monroe, N. C.**—Boyce J. Hanna. 1170 kc, 1 kw, D. P.O. address 2200 Armstrong Park Road, Gastonia, N. C. 28052. Estimated construction cost \$14,855; first year operating cost \$18,000; revenue \$26,000. Mr. Hanna is 66 2/3% stockholder of WADA Shelby, 65% stockholder of WHIT New Bern, and 25.5% stockholder (in addition to 43.73% beneficial holdings) of WGAS South Gastonia, all North Carolina. Mr. Hanna also has various real estate and publishing interests in Shelby and Greensboro. Ann. Nov. 4.

**Circleville, Ohio**—Scioto Broadcasting Co. 1540 kc, 250 w, DA, D. P.O. address 2757 Woodland Avenue, Columbus, Ohio 43211. Estimated construction cost \$13,870; first

# EDWIN TORNBERG

## & COMPANY, INC.

**Negotiators For The Purchase And Sale Of  
Radio And TV Stations • CATV  
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



year operating cost \$25,600; revenue \$32,000. Principals: James W. Feasel (50.88%), William F. Robinson (19.30%), Walter R. Stampfli (17.54%), Robert H. Huffer (7.03%), and others. Messrs. Feasel and Robinson are employed at WMNI-AM-FM Columbus, Ohio. Mr. Stampfli is assistant manager of WNCO-AM-FM Ashland, Ohio. Mr. Huffer is attorney and law partner. Ann. Nov. 12.

Freeland, Pa.—Richard S. Genetti and Edward F. Genetti (partnership). 1300 kc. 1 kw, DA. D. P.O. address 100 South Vine Street, Hazleton, Pa. 18201. Estimated construction cost \$40,000; first year operating cost \$72,000; revenue \$80,000. Applicant partners are brothers and are involved in a variety of realty, wholesale grocery, and meat processing enterprises in Hazleton. Ann. Nov. 4.

Hazleton, Pa.—Radio 1170 Inc. 1170 kc. 5 kw, DA. D. P.O. address 809 Northeastern National Bank Bldg., Hazleton 18201. Estimated construction cost \$59,285; first year operating cost \$60,000; revenue \$75,000. Principals: Alphonse Bartlett, Ralph N. Catino (each 40%), J. J. McCluskey (20%). Mr. McCluskey is lawyer; Mr. Bartlett is furniture store owner; Mr. Catino is sole owner of insurance agency. is executive director of Hazleton public housing authority. Ann. Nov. 4.

Hartsville, S. C.—Harold Bledsoe and Edmond F. Baddour db/as Community Broadcasting Co. 1490 kc, 250 w, U. P.O. address c/o Harold Bledsoe, 404 John Road, Laurinburg, N. C. 28352. Estimated construction cost \$50,228; first year operating cost \$45,000; revenue \$50,000. Principals: Mr. Bledsoe (40%) is advertising manager of Laurinburg daily newspaper and has been radio announcer; Mr. Baddour is department store owner and real estate agency owner. Ann. Nov. 4.

Selmer, Tenn.—David B. Jordan. 1130 kc. 250 w, D. P.O. address Box V, Grundy, Va. 24614. Estimated construction cost \$15,105; first year operating cost \$30,000; revenue \$36,000. Mr. Jordan is treasurer, general manager, and 25% stockholder of WNRG Grundy Va.; president, consulting engineer, and 74% stockholder of WMTD Hinton, W. Va.; vice president and subscriber of 24.6% stock in Hazard Broadcasting Corp., applicant in Hazard, Ky. Ann. Nov. 4.

Gilmer, Tex.—Dr. Samuel N. Morris tr/as Upshur Broadcasting Co. 1060 kc, 10 kw, D. P.O. address Box 6628, San Antonio, Tex. 78209. Estimated construction cost \$48,300; first year operating cost \$52,000; revenue \$72,000. Dr. Morris is rancher, writer, publisher, public speaker, and broadcaster. He is principal stockholder and manager of KDRY Alamo Heights, Tex. Ann. Nov. 4.

Cheyenne, Wyo.—Family Stations Inc. 1030 kc, 50 kw, DA-1, U. P.O. address Suite 310, American National Bank Bldg., Cheyenne 82001. Estimated construction cost \$126,000. Station would be non-profit, non-commercial community-supported enterprise. Family Stations is non-stock company. Principals of Family Stations and officers of proposed station are as follows: Alvin C. Wade (pres., Cheyenne CPA); Scott L. Smith (VP, Sacramento auto parts distributor and office building owner); Carl J. Auel (sec. manager of KERB Sacramento); Harold Camping (treas., Oakland engineering and construction investor, pres. of Family Stations). Family Stations Inc. owns KEAR San Francisco, KEBR Sacramento, KECR El Cajon, all California, and is applicant for WFME Newark, N. J. Ann. Nov. 4.

## Existing AM stations

### ACTIONS BY FCC

KHOM(FM) Turlock, Calif.—Commission granted CP to change trans. site, decrease ERP from 3.5 kw to 1.10 kw and ant. height from 1,877 ft. to 1,790 ft., and change station location to Patterson; remote control permitted; conditions. Chairman Henry abstained from voting; Commissioner Bartley dissented. Action Nov. 17.

### NEW CALL LETTERS ASSIGNED

Heber Springs, Ark.—Claburne County Broadcasting Co. Assigned KHEB.

KEKO Kealakekua, Hawaii—Manualoa Broadcasting Inc. Assigned KONA.

WAAP Peoria, Ill.—Peoria Valley Broadcasting Inc. Assigned WXCL.

WDOG Marine City, Mich.—Radio St. Clair Inc. Assigned WSMA.

Cozad, Neb.—Dawson County Broadcast-

ing Corp. Assigned KAMI.

KMAE McKinney, Tex.—AHB Broadcasting Corp. Assigned KYAL.

San Antonio, Tex.—D&E Broadcasting Co. Assigned KEDA.

## APPLICATIONS

WPXE Starke, Fla.—Sanders Enterprises Inc. Seeks CP to increase daytime power from 250 w to 1 kw; install new trans. Ann. Nov. 15.

WINT Winter Haven, Fla.—Douglas Montgomery and Donald Lamerson db/as Winter Haven Broadcasting. Seeks CP to change from DA to non-DA. Ann. Nov. 9.

KCAL Redlands, Calif.—Southwest Broadcasting Co. Seeks mod. of CP authorizing change in hours of operation to U, install DA-2, new trans., change ant.-trans. location and delete remote control. To read: DA-N. Ann. Nov. 4.

WEIC Charleston, Ill.—Friendly Broadcasting Inc. Seeks CP to change hours of operation from D to U using power of 500 w, 1 kw-LS; change from DA-D to DA-2. Ann. Nov. 4.

WTHI Terre Haute, Ind.—Wabash Valley Broadcasting Corp. Seeks CP to increase daytime power from 1 kw to 5 kw, change from DA-1 to DA-2, make changes in daytime DA system, install new trans. Ann. Nov. 4.

Chapel Hill, N. C.—Robert Lloyd Hoover. Seeks amendment of CP authorizing new AM on 1530 kc, 10 kw (250 w CH), D. To read: change ant. trans. site approximately 0.2 mile north of present site. Ann. Nov. 15.

KTOW Sand Springs, Okla.—Big Chief Broadcasting Co. Seeks CP to increase daytime power from 250 w to 500 w, install new trans. Ann. Nov. 4.

WSKT Colonial Village, Tenn.—Harry J. Morgan tr/as Morgan Broadcasting Co. Seeks CP to increase power from 250 w to 5 kw, install new trans., make changes in ant. system. Ann. Nov. 10.

## New FM stations

### ACTIONS BY FCC

Palm Bay, Fla.—Custom Electronics Inc. Granted CP for new FM on 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 300 ft. P.O. address Box 1839, Melbourne, Fla. Estimated construction cost \$29,750; first year operating cost \$39,500; revenue \$55,000. Principals: Stuart M. Campbell (71.4%) and James A. Thomas (28.6%). Mr. Campbell owns electronics firm, while Mr. Thomas is vice president of that firm. Action Nov. 16.

Hancock, Mich.—Copper Country Broadcasting Co. Granted CP for new FM on 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 250 ft. P.O. address Hotel Scott, Hancock. Estimated construction cost \$14,195; first year operating cost \$1,000; revenue \$1,000. Principals: Francis S. Locatelli (68.7%), Sam Locatelli (11.3%), Reino W. Suojanen (10%), Francis Stetter (7.5%) and Bishop Noa, in trust for Layman's Retreat Association (2.5%). Copper Country Broadcasting owns WMPL Hancock. Action Nov. 17.

\*Reading, Pa.—Albright College of Evangelical United Brethren Church. Granted CP for new FM on 91.3 mc, channel 217, 10 w. Ant. height above average terrain 98 ft. P.O. address 13th & Exeter Sts. Estimated construction cost \$7,149; first year operating cost \$1,660. Action Nov. 16.

### ACTIONS BY FCC

Decatur, Ind.—Airon Inc. 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 100 ft. P.O. address 233 N. Second Street, Decatur 46733. Estimated construction cost \$11,230; first year operating cost \$7,500; revenue \$8,500. Principals: Ralph Jerrell Henry, R. V. Coleman (each 25%), WFYC Inc. (50%). Airon Inc. is licensee of WADM Decatur. WFYC Inc. is owned by group of Alma, Mich., investors and is licensee of WFYC-AM-FM Alma. Ann. Nov. 15.

Houston, Miss.—Robin H. Mathis, Ralph C. Mathis, Rad W. Mathis and John B. Skelton Jr. db/as WCPC Broadcasting Co. 99.3 mc, channel 227, 100 kw. Ant. height above average terrain 460 ft. P.O. address Box 569, Houston 38851. Estimated construction cost \$45,393; first year operating cost \$14,400; revenue \$18,000. Principals: in combination Mathis brothers and Mr. Skelton have interest in WCPC Houston, WSJC Magee,

application for WXTN Lexington, WSAO Senatobia, all Miss. Ann. Nov. 4.

Jackson, Miss.—Rebel Broadcasting Co. of Mississippi. 99.7 mc, channel 259, 100 kw. Ant. height above average terrain 281 ft. P.O. address Box 986, Jackson 39205. Estimated construction cost \$37,545; first year operating cost \$19,365; revenue \$21,000. Principals: T. E. Wright (38.88%), W. B. McCarty Jr. (15.34%), Jane Brown Travis, Elizabeth McCarty Edwards (each 15.33%), Mrs. W. B. McCarty Sr. (3.0%), Marjorie Anne Wright, Ruth Wright Eager, Mrs. Mildred Wright Maley (each 2.78%), W. B. McCarty Sr. (1.0%), and four others less than 1.0%. Both Wright and McCarty families are involved in large number and variety of local enterprises; Rebel Broadcasting owns WRBC(FM) Jackson. Ann. Nov. 5.

Mexico, Mo.—Audrain Broadcasting Corp. 95.7 mc, channel 239, 54.5 kw. Ant. height above average terrain 302 ft. P.O. address c/o Earl Dougherty, Box 260, Mexico 65265. Estimated construction cost \$59,302; first year operating cost \$18,900; revenue \$27,300. Principals: J. B. Arthur (29.7%), Walter G. Staley (30.6%), W. Earl Dougherty (19.8%), Dorothy Romberg (9.9%), Howard Kizer, B. Turner Williams (each 5.0%). Audrain Broadcasting owns KXEO Mexico. Ann. Nov. 8.

## Existing FM stations

### ACTIONS BY FCC

■ Following is list of FM broadcast stations which have notified commission, as required by sec 73.297 of rules, that they are conducting FM stereophonic operation. This supplements previous listings. KBIM-FM Roswell, N. M.; KCLO-FM Leavenworth, Kan; KFBK-FM Sacramento, Calif.; KVFM San Fernando, Calif.; WHDH-FM Boston; WIOD-FM Miami; WIP-FM Philadelphia; WSOC-FM Charlotte, N. C. Correction to list No. 6, report 7620, released Sept. 14, 1965: WBLK-FM Depew, N. Y.

### NEW CALL LETTERS ASSIGNED

Tuscaloosa, Ala.—New South Radio Inc. Assigned WACT-FM.

KVEC San Luis Obispo, Calif.—Central California Communications Corp. Assigned KSBT-FM.

KOCI-FM Denver—Armstrong FM Broadcasting Corp. Assigned KOSI-FM.

Macomb, Ill.—WAKI Broadcasting Co. Assigned WAKI-FM.

WGNO Madison, Wis.—Charles H. Norman. Assigned WGNU-FM.

WEAF-FM Philadelphia — Rust Craft Broadcasting of Pennsylvania Inc. Assigned WRCP-FM.

Warwick, R. I.—Bishop Hendricken High School. Assigned WBHS.

## APPLICATIONS

KRCC(FM) Colorado Springs—Colorado College. Seeks CP to change frequency from 91.3 mc, channel 217 to 91.5 mc, channel 218. Ann. Nov. 10.

Pittsfield, Ill.—Pike Broadcasting Co. Requests amendment of CP for new FM on 93.5 mc, channel 228, 3 kw. To read: 97.7 mc, channel 249. Ann. Nov. 10.

WBDG Indianapolis—Metropolitan School District of Wayne Township, Marion County, Ind. Seeks CP to replace expired CP authorizing new noncommercial FM broadcast station. Ann. Nov. 8.

## Ownership changes

### ACTIONS BY FCC

KRML-AM-FM Carmel, Calif.—Granted assignment of AM license and CP for FM broadcast station from Carmel Broadcasting Co. to KSUR Inc. owned by Alan C. Lisser (50%), Cliff Gill, Lisle R. Sheldon and Gordon T. Lisser (each 16 $\frac{2}{3}$ %). Alan C. Lisser and Lisle R. Sheldon own 66 $\frac{2}{3}$ % and 33 $\frac{1}{3}$ %, respectively, of KBUB Sparks, Nev. Alan C. Lisser is also on staff of KFRC San Francisco. Mr. Gill owns 19 $\frac{1}{2}$ % of KCEE Tucson, Ariz., and is applicant for AM broadcast station in Lampesa, Calif. Consideration \$80,000. Action Nov. 16.

WBSG Blackshear, Ga.—Granted assignment of license from Collins Corp. of Georgia to County Colonel Broadcasting Corp. owned by Marion L. Dixon (40%), Oliver C. Dixon Sr. (20%), J. Robert Smith (40%). Applicants have no other broadcast interests. Consideration \$46,000 and agree-

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Nov. 18

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,014	30	70	381
FM	1,366	57	194	252
TV-VHF	469 <sup>1</sup>	22	19	151 <sup>2</sup>
TV-UHF	92	16	74	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Nov. 10

	VHF	UHF	Total
Commercial	512 <sup>3</sup>	182	694
Noncommercial	66	62	128

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Sept. 30, 1965

	AM	FM	TV
Licensed (all on air)	4,004	1,334	561 <sup>3</sup>
CP's on air (new stations)	29	56	34
CP's not on air (new stations)	68	204	93
Total authorized stations	4,103	1,594	691
Applications for new stations (not in hearing)	275	188	82
Applications for new stations (in hearing)	67	45	57
Total applications for new stations	342	203	139
Applications for major changes (not in hearing)	195	45	30
Applications for major changes (in hearing)	35	2	7
Total applications for major changes	230	47	37
Licenses deleted	1	0	0
CP's deleted	2	2	0

<sup>1</sup> Does not include two licensed stations off the air.

<sup>2</sup> Breakdown on UHF and VHF applications not available.

<sup>3</sup> Includes three noncommercial stations operating on commercial channels.

ment not to compete for 4½ years after closing. Action Nov. 12.

**KPAC-TV** Port Arthur, Tex.—Granted acquisition of control of licensee corporation, Texas Goldcoast Television Inc., by Jefferson Amusement Co. (50% before, 100% after) through sale of stock by Port Arthur College (50% before, none after) to licensee. Consideration \$1,500,000. Action Nov. 15.

**WMBG, WCOD(FM), WTVR(TV)** Richmond, Va.—Granted assignment of licenses from Havens & Martin Inc. to Roy H. Park Broadcasting of Virginia Inc. Pro forma application, ownership change previously granted. Ann. Nov. 15.

**KOQT** Bellingham, Wash.—Granted transfer of control of licensee corporation, Topdial Inc., from A. V. Bamford (55% before, none after) to Joe Tyrrell (none before, 55% after). Consideration \$18,500. Douglas Fuhs retains 45% interest. Action Nov. 15.

**KREM-AM-FM-TV** Spokane, Wash., **KGW-AM-TV** Portland, Ore.—Granted relinquishment of positive control of licensee corporation King Broadcasting Co., by Dorothy S. Bullitt through transfer of stock to Stimson Bullitt et al. Transfer of KREM-AM-FM-TV is contingent on granting of license from KREM Broadcasting Co. to KING Broadcasting Co. KING ownership, before and after, is as follows: Dorothy S. Bullitt (52.10% to 47.08%), Bullitt Co. (13.67% to 12.35%), Harriett B. Brewster (7.47% to 9.05%), Stimson Bullitt (7.75% to 7.00%), Priscilla B. Collins (5.68% to 5.13%), The Bullitt Foundation Inc. (2.80% to 2.53%), Stimson Bullitt and Josephine Collins, trustees (none to 3.67%), and 17 others with less than 2% holdings. Action Nov. 16.

## APPLICATIONS

**WFLA-AM-FM-TV** Tampa, Fla.—Seeks acquisition of positive control of licensee corporation, Tampa Tribune Co., by Richmond Newspapers Inc. (none before, 50.098% after) through purchase of stock from R. Keith Kane, David Tennant Bryan and Eppa Hunton IV as trustees of estate of John Stewart Bryan deceased, and others. Application is contingent on application of WRNL-AM-FM and WTVR(TV) Richmond, Va., for acquisition of positive control of parent corporation Richmond Newspapers

Inc. by D. Tennant Bryan. Ann. Nov. 15.

**WTIC-AM-FM-TV** Hartford, Conn.—Seeks transfer of control of licensee corporation, Broadcast-Plaza Inc., from Travelers Insurance Co. to Travelers Corp. At effective date of transfer Travelers Corp. will own all of 40,000 outstanding shares of Travelers Insurance Co. stock and shareholders of Travelers Insurance will be issued Travelers Corp. on a share-for-share basis. Ann. Nov. 15.

**KUDL** Fairway, Kan.—Seeks involuntary transfer of control of licensee corporation, KUDL Co. (joint venture), from Eugene Burdick and Carol W. Burdick to Carol W. Burdick individually and as executrix of estate of Eugene Burdick deceased. KUDL Co. is owned by Kamina Inc. (80%) and Zimmerman Enterprises Inc. (20%). Mr. and Mrs. Burdick each owned 50% of Kamina Inc. No financial consideration. Ann. Nov. 10.

**WEZI(TV)** Louisville, Ky.—Seeks acquisition of positive control of permittee corporation, South Central Broadcasting Corp., by John A. Engelbrecht (39.6% before, none after) and Mrs. Bettie G. Engelbrecht (0.5% before, none after) as family group (59.6% after) through purchase of stock from Leighman D. Groves (19.8% before, 0.3% after). Control was granted for acquisition of South Central by Engelbrechts with reference to WIKY-AM-FM Evansville, Ind., and WTVK(TV) and WCAS(FM) Knoxville, Tenn. by commission on Oct. 28. Present application is to include WEZI(TV) in previously granted authorizations. Total consideration \$1,000. Ann. Nov. 16.

**KOTE** Fergus Falls, Minn.—Seeks acquisition of positive control of licensee corporation, Northland Broadcasting Corp., by Kingsley H. Murphy Jr. (50% before, 100% after) through purchase of stock from Carroll E. Crawford (50% before, none after). Consideration \$110,000. Ann. Nov. 8.

**KCUE** Red Wing, Minn.—Seeks acquisition of control of licensee corporation, Hiawatha Valley Public Service Broadcasters Inc., by George L. Brooks (50% before, 100% after) through sale of stock to licensee by D. Eldon Lum (50% before, none after). Consideration \$30,000 and lesser loan considerations. Ann. Nov. 10.

**WKTE** King, N. C.—Seeks relinquishment of negative control of licensee corporation Stokes County Broadcasting Co., from Radford N. Butler (30% before, 20% after), Jane Butler (20% before, 10% after), Ray A. Childers (30% before, 20% after), Dorothy Childers (20% before, 10% after), to C. R. Harris (none before, 20% after) and Cleve Harris (none before, 20% after). Consideration \$22,800. Ann. Nov. 15.

**WMCR** Onelda, N. Y.—Seeks transfer of control of licensee corporation, Chenor Communications Inc., from Chenango & Unadilla Telephone Corp. to C&U Communications Corp. Application is pro forma request for separation of facilities of telephone company (Chenango and Unadilla Telephone) from broadcast interests (Chenor Communications) under holding authority of new corporation (C&U Communications). Implementation through stock exchange. Ann. Nov. 15.

**WOLA-FM** San Juan, P.R.—Seeks assignment of CP authorizing new FM from Ochoa Broadcasting Corp. to Paradise Broadcasting Co. owned by Ricardo Freiria. Mr. Freiria is 100% owner of investment and marketing company and holds interests in wholesale food and liquor distributing business and several real estate investment companies. Consideration \$60,000. Ann. Nov. 9.

**WDEH** Sweetwater, Tenn.—Seeks assignment of license from William M. Bryan to Sweetwater Radio Inc., owned by Robert Lynn Sherlin, Simon Monen, and Morris David Goodfriend (each 33⅓%). Mr. Sherlin is commercial manager of WDEH; Messrs. Monen and Goodfriend are joint and individual owners of several retail clothing and factory outlet stores in Tennessee and Georgia. Consideration \$110,000. Ann. Nov. 9.

**WBFJ** Woodbury, Tenn.—Seeks acquisition of negative control of licensee corporation, Cannon Broadcasting Co., by each Austin Jennings and wife Carmine S. Jennings (33⅓% before, 50% after) and J. H. Larimer and wife Iris Larimer (33⅓% before, 50% after) through purchase of stock from Alfred W. Parsons Sr. and wife Bobbie Parsons (33⅓% before, none after). Consideration \$13,500. Ann. Nov. 15.

**KZOL** Farwell, Tex.—Seeks assignment of license from G. D. Anderson to Best Broadcasting Co. Best Broadcasting is owned by Norman L. Thomas, Wilson W. Copeland, Bobby Simpson, Michael W. Briggs, Gil W. Patschke (each 20%). Mr. Thomas is banker; Mr. Copeland is retail hardware store owner and has CATV interests; Messrs. Simpson and Briggs are bankers; Mr. Patschke is sales manager and chief engineer of KLVT Levelland, Tex. Consideration \$75,000. Ann. Nov. 8.

**WRNL-AM-FM and WTVR(TV)** Richmond, Va.—Seeks acquisition of positive control of Richmond Newspapers Inc. (parent corporation of licensee corporation WRNL Inc.) by D. Tennant Bryan through transfer of stock from John Stewart Bryan Testamentary Trust of 1944, et al. Ann. Nov. 15.

**KWYZ** Everett, Wash.—Seeks transfer of control of licensee corporation, Snohomish County Broadcasting Corp., from Mae Hecht, S. P. Putnam, Ronald M. Richer (each 13.76% before, none after), George B. Aller (10.14% before, none after), Monte L. Richards (6.88% before, none after), Ralph A. Larson (5.63% before, none after) to Clifford H. Hansen (22.30% before, 86.22% after). Thelma M. Kelley will remain as 13.78% stockholder. Mr. Hansen is station manager of KTOB Petaluma, Calif. Consideration \$83,994. Ann. Nov. 4.

**KFHA** Lakewood, Wash.—Seeks assignment of license from Radio Sales Corp. to Lakewood Broadcasters Inc., owned by Lloyd Burlingham and Arthur L. Swanson (each 50%). Mr. Burlingham is 50% owner of trading stamp company, 100% owner of Petaluma, Calif., Progress, and 75% owner of WIXN-AM-FM Dixon, Ill. Mr. Swanson is sales manager for KTOB Petaluma and specialty advertising salesman. Consideration \$84,000. Ann. Nov. 15.

**KAYE** Puyallup, Wash.—Seeks assignment of license from Henry Perozzo and Bethyl Perozzo (jointly db/as Radio Station KAYE) to KAYE Broadcasters Inc., owned by James Harold Nicholls (10% with option to purchase additional 40%) and Hayden Blair (50%). Mr. Nicholls has been church pastor, station manager of KLOG Kelso and commercial manager of KBBO Yakima, both Washington; presently he is manager of KAYE. Mr. Blair is announcer with KAYE. Consideration \$70,000 plus \$55,000 for non-competition agreement. Ann. Nov. 8.



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## Hearing Cases

### INITIAL DECISIONS

■ Hearing examiner Sol Schildhouse issued initial decision looking toward granting application of KUNO Radio Inc. to increase daytime power of KUNO Corpus Christi, Tex., on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; conditions, and, in accordance with commission's hearing designation order, final decision in favor of applicant not to be made prior to determination by commission that problem of interference between applicant's proposal and XEZD Ciudad Tamaulipas, Mexico, has been resolved. Action Nov. 17.

■ Hearing examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Trinity Broadcasting Co. for new TV to operate on channel 40 in Forth Worth, Tex. Action Nov. 17.

### OTHER ACTIONS

■ By memorandum opinion and order, commission (1) granted waiver of rules and accepted for filing application of City of New York Municipal Broadcasting System to change operation of WNYC New York, on 830 kc from 1 kw, DA-1, L-WCCO, to 50 kw, DA-2, specified hours of 6 a.m. to 10 p.m., EST, and (2) denied opposing motion by Midwest Radio-Television Inc. (WCCO), Minneapolis, (WNYC has special service authorization to operate additional hours from 6 a.m. EST to sunrise New York and from sunset Minneapolis to 10 p.m. EST, which is in hearing on complaint by WCCO in Docket 11227).

At same time, commission adopted public notice announcing date that WNYC's application will be considered ready and available for processing. Action Nov. 17.

■ Wilkesboro Broadcasting Co.; Wilkesboro, N. C.—Designated for consolidated hearing applications for new AM's to operate on 1240 kc, 100 w, unl. Action Nov. 17.

By separate orders, commission vacated its decisions which had (1) granted Florida-Georgia Television Co. and new TV station (WFGA-TV) on channel 12 in Jacksonville, Fla., and (2) granted Mid-Florida Television Corp. new TV (WFTV) on channel 9 in Orlando, Fla. Commission provided that new applications may be filed for those

channels by March 1, 1966. Any qualified party which has previously filed application may update it in lieu of filing new one. WFGA-TV and WFTV may continue to operate on their respective channels until further order of Commission.

These actions are pursuant to court of appeals decisions—one of May 6, 1965 which reversed commission action of Sept. 13, 1963 in reaffirming its Aug. 31, 1956 grant to Florida-Georgia, and other of March 4, 1965 which remanded June 16, 1964 Commission affirmation of June 7, 1957 grant to Mid-Florida. Action Nov. 17.

■ In Washington. TV channel 50 proceeding, review board granted petition by Broadcast Bureau to extend time to Nov. 30 to file responses to petitions by Colonial Television Corp. to enlarge issues against T.C.A. Broadcasting Inc. and Theodore Granik, and request for comparative coverage issue; by T.C.A. Broadcasting Inc. to enlarge issues against Colonial and Granik; and by All American Television Features Inc. to enlarge issues against Colonial. Action Nov. 17.

■ Review board scheduled oral arguments for Dec. 14 in proceedings on applications of (1) WHAS Inc. (WHAS-TV), Louisville, Ky. and (2) KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, Tex., respectively. Action Nov. 17.

■ By memorandum opinion and order, commission accepted for filing following 14 applications for operation on facilities to be vacated by KWK (1380 kc, 5 kw, DA-N, unl) St. Louis—Archway Broadcasting Corp., Bi-State Radio Inc., Gateway Broadcasting Co., Great River Broadcasting Inc., Home State Broadcasting Corp., KWK Broadcasting Corp., Missouri Broadcasting Inc., Prudential Broadcasting Co., Six-Eighty-Eight Broadcasting Co., St. Louis Broadcasting Co., Victory Broadcasting Co., (DA-2), Clermont Broadcasting Co. (500 w-N, 1 kw-LS); Pike-Mo. Broadcasting Co. 1390 kc, 500 w, D), Louisiana, Mo., and Beloit Broadcasters, Inc., to change night radiation pattern of WBEL (1380 kc, 5 kw, DA-N, unl), South Beloit, Ill.

Acceptance for filing is without prejudice to (1) commission's right to consider merits of petitions filed against applications at later date and take such action on petitions and applications objected to as it may feel proper, with right expressly reserved petitioners objecting to filing of applications to rely on same grounds in any further proceeding, and (2) any subsequent determination commission may make regarding new or increased interference involved by proposals, or any other allegations raised by petitioners.

Memorandum opinion further ordered that no action will be taken on objections raised to filing of Clermont, Great River, KWK Broadcasting Corp. and Pike-Mo applications filed by KWK Broadcasting Corp., joint petitioners and Missouri Broadcasting, with right reserved to commission to consider them on their merits at later date.

At same time, commission adopted public notice announcing date that listed applications will be considered as ready and available for processing, stipulating that petitions to deny may be filed no later than 30 days after release of memorandum opinion and order. Action Nov. 17.

■ Radio Marshall Inc.; Marshall, Tex.—designated for hearing application for new FM to operate on channel 280 (103.9 mc), ERP 126 kw, ant. height 310.375 ft. Issues are to determine extent to which duopoly considerations may preclude future expansions of commonly owned KLUE-FM Longview, and proposed facility, and whether latter represents efficient use of channel within meaning of Sec. 307(b) of Communications Act. Action Nov. 17.

■ By memorandum opinion and order, commission (1) designated application of Iowa State University of Science and Technology to change operation of station WOJ Ames, Iowa, on 640 kc from 5 kw, D, to 5 kw-D, 1 kw-S.H., in consolidated hearing with its application for SSA to operate additional hours from 6 a.m. to local sunrise CST with 1 kw, specified issues superseding those in Feb. 23, 1955 order, and made KFI Los Angeles party to proceeding, (2) granted that portion of WOJ petition insofar as waiving Note 1 to Sec. 73.25 of rules and accepting amendment to its application to specify commencement of operation at 6 a.m. CDST when that hour occurs before sunrise at Ames, and (3) denied WCI request for temporary authority to operate commencing at 6 a.m. CDT, during period

when daylight time is in effect in Iowa.

By separate memorandum opinion and order, in view of above grant of waiver of rules, commission denied petition by WOJ for rulemaking to amend Note 1 to Sec. 73.25 of rules. Action Nov. 17.

■ By memorandum opinion and order, commission (1) granted application of Corinthian Television Corp. for new VHF TV translator station on channel 10 in Independence, Kan., to rebroadcast programs of KOTV (channel 6) Tulsa, Okla.; conditioned to outcome of CATV rulemaking proceeding in Doc. 15971, and (2) denied opposing petition by Kansas CATV Inc., operator of CATV system in area. Commissioner Bartley dissented to condition. Action Nov. 17.

■ Review board granted request by Elyria-Lorain Broadcasting Co., et al., to further extend time to Nov. 26 to file oppositions to motion by Lorain Journal Co. to modify issues in proceeding on license renewal and transfer of control of WEOL AM-FM Elyria, Ohio. Action Nov. 12.

## Routine roundup

### ACTIONS ON MOTIONS

#### By Commission

■ By separate orders, commission augmented delegated authority of chief of Broadcast Bureau to:

1. Dismiss applications for additional time to construct AM, FM and TV broadcast facilities where it appears that failure to construct was due to causes within control of permittee, such action to be subject to request within 30 days for reinstatement and hearing; and

2. Issue periodic lists of AM applications available for processing with "cut-off" date by which competing applications must be filed. Action Nov. 17.

■ By report and order, commission on Nov. 17 amended its schedule of broadcast application filing fees (Subpart G of Part 1 of its rules) in following major particular, to become effective Dec. 29, 1965:

Increased from \$100 to \$150 fee for TV applications for new facilities, major change, renewal, assignment of license and transfer of control, and from \$50 to \$75 fee for similar AM and FM applicants.

Reduced from \$30 to \$10 fee for TV translator applications and established \$10 fee (none now charged) for translator permittees who allow their permits to lapse and file for new construction permit.

Increased from \$20 to \$30 fee for applications to change call letters.

Discontinued \$30 fee now charged applicants for authority to determine AM operating power by direct measurement and for covering licenses in Auxiliary Broadcast Services.

Provide that \$30 fee for base stations in Auxiliary Broadcast Services cover simultaneously filed applications for associated remote pickup mobile stations; reduced fee for modification of auxiliary licenses from \$30 to \$10.

■ Commission on Nov. 15 granted petition by El Camino Broadcasting Co. to further extend time from Nov. 15 to Nov. 24 to file comments and from Nov. 26 to Dec. 28 for replies with respect to proposals to assign either channel 300 (RM-822) or channel 285(a) (RM-837) to San Clemente, Calif., in FM rulemaking proceeding.

■ Commission on Nov. 10 denied motion by Sound Dimensions Inc. for extension of time to file reply comments in FM rulemaking proceeding involving Lebanon, Ind., et al., in Doc. 16184. Sound Dimension's motion was directed to proposal to delete channel 277 from Baton Rouge and reassign it to Hammond, La.

■ Commission, by Commissioners Henry (chairman), Bartley, Cox and Loevinger, on Nov. 10, dismissed as moot petition by Mesa Microwave Inc. for stay of Oct. 27 order which granted subject to certain conditions its application for renewal of license of fixed point-to-point microwave station KLH-82 Muenster, Tex. Pursuant to Sec. 307(d) of Communications Act, prior authorization is continued in effect until action by commission on Mesa's petition for reconsideration. Action Nov. 12.

By Hearing Examiners Elizabeth C. Smith, Thomas H. Donahue and Sol Schildhouse

■ Scheduled prehearing conference for Nov. 17 in consolidated hearing which was directed by commission upon applications of

(Continued on page 103)

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(Continued from page 88)

Fitzgerald C. Smith, tr/as Southington Broadcasters, Southington, Conn., Lebanon Valley Radio, Lebanon, Pa., and Eastern Long Island Broadcasters Inc., Sag Harbor, N. Y., with reference solely to issues of character qualifications of Fitzgerald C. Smith. Action Nov. 10.

By Chief Hearing Examiner James D. Cunningham

■ Granted request by Taft B. Schreiber and MCA Inc. to continue Dec. 16 hearing to Jan. 11, 1966 in matter of Study of Radio and Television Network Broadcasting. Action Nov. 10.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at Oct. 28 and Nov. 10 prehearing conferences, continued Nov. 15 hearing to Dec. 13, in Cumberland, Md., on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland. Action Nov. 10.

By Hearing Examiner Charles J. Frederick

■ Pursuant to agreements reached at Nov. 10 prehearing conference in proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Co., Springfield, Va., scheduled certain procedural dates, hearing for Dec. 1 on WINA's case and WBXM's lay case, and hearing on latter's engineering case for Jan. 5, 1966. Action Nov. 10.

By Hearing Examiner Millard F. French

■ Continued Nov. 16 hearing to Jan. 25, 1966 in proceeding on applications of Brown Radio & Television Co. for renewal of license of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. and Golden East Broadcasting Co., for new AM's in Barbourville, in Doc. 15769 et al. Action Nov. 15.

■ In proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS), Everet, and Beacon Broadcasting Concern, Martinsburg, Pa., in Doc. 15942-3, granted motion by Sleighters to extend time from Nov. 15 to Dec. 15 to file proposed findings and from Nov. 26 to Dec. 27 for replies. Action Nov. 15.

## FOR SALE—Stations

Continued

**Tucson, Arizona, Radio Station  
to be sold to Highest Bidder**

The Receiver for KMOP Radio, Tucson, Arizona, is currently taking bids to buy the station. Bids close Nov. 28. Station will be sold Nov. 29 to highest bidder. At time of publication current high bid was \$100,000 cash. Interested?

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■ Granted petition by Boca Broadcasters Inc. to extent of extending certain procedural dates and rescheduling Nov. 23 hearing for Jan. 4, 1966 in proceeding on its application for new FM in Pompano Beach, Fla. Action Nov. 10.

■ Formalized agreements and rulings made at Nov. 9 prehearing conference in proceeding on application of Bigbee Broadcasting Co. for new AM in Demopolis, Ala., scheduling Jan. 11, 1966 for notification of witnesses and Jan. 18 for hearing. Action Nov. 9.

■ In proceeding on applications of Erway Television Corp. and Chesapeake Engineering Placement Service Inc. for new TV's to operate on channel 45 in Baltimore (1) granted petition by Erway for leave to file reply to Broadcast Bureau and Chesapeake objections to that part of its petition for leave to amend with respect to changes in its programing and staffing. (2) granted financial portion of Erway's petition, and (3) granted Chesapeake's petition for leave to amend its financial showing. Action Nov. 8.

By Hearing Examiner Isadore A. Honig

■ Ordered that revised issue 2 is construed as comprehending question of whether grant of proposal of Midwest Television Inc. for new TV to operate on channel 49 in Springfield, Ill., would result in concentration of control of media of mass communication contrary to public interest. Action Nov. 12.

■ Granted motion by Darrell E. Yates (KRBA), Lufkin, Tex., to extend time from Nov. 10 to Nov. 12 for exchange of applicant's proposed exhibits in AM proceeding. Action Nov. 10.

■ Granted request by Continental Broadcasting of California Inc. (KDAY), Santa Monica, Calif., to further continue hearing on its AM application from Nov. 22 to Jan. 24, 1966. Action Nov. 10.

By Hearing Examiner H. Gifford Irion

■ Granted petition by Broadcast Bureau to extend time from Nov. 12 to Dec. 3 to file proposed findings, and ordered that reply findings may be filed by Dec. 17 in proceeding on application of Kent-Sussex Broadcasting Co. for renewal of license of WKSJ Milford, Del. Action Nov. 10.

By Hearing Examiner David I. Kraushaar

■ Granted request of parties to postpone hearing in matter of cease and desist order to be directed to Service Electric Cable TV Inc., Bethlehem, Pa.; rescheduled for Dec. 20 in Bethlehem. Action Nov. 12.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In Chicago, Ill., TV channel 50 proceeding, in Doc. 15668, 15708 (1) granted petition by Chicagoland TV Co. for leave to amend financial, programing and staffing portions of its application; and (2) certified to review board for such modification, if any, of issues it may deem appropriate with respect to Chicago Federation of Labor and Industrial Union Council financial showing. Action Nov. 15.

By Hearing Examiner Sol Schildhouse

■ In Lebanon-Pa.-Catonsville, Md., consolidated AM proceeding, granted petition by Cedar Broadcasters for leave to amend its application to withdraw name of Fitzgerald C. Smith as party applicant. Action Nov. 12.

By Hearing Examiner Herbert Sharfman

■ Upon request by Broadcast Bureau, rescheduled Nov. 15 further prehearing conference for Nov. 29 in proceeding on applications of Southern Radio and Television Co. for new AM in Lehigh Acres, Fla. Action Nov. 9.

By Hearing Examiner Elizabeth C. Smith

■ Granted joint petition by Broadcast Bureau and Superior Broadcasting Corp. to continue Nov. 17 hearing to Nov. 23 in proceeding on latter's application for new TV to operate on channel 61 in Cleveland, Ohio. Action Nov. 12.

■ Granted joint petition by American Homes Stations Inc. and Orlando Radio & Television Broadcasting Corp. to continue Nov. 15 hearing to Dec. 27 in proceeding on their applications for new FM's in Orlando, Fla. Action Nov. 12.

## BROADCAST ACTIONS by Broadcast Bureau Actions of Nov. 16

WGMS-FM Washington—Granted SCA on

sub-carrier frequency of 67 kc.

KCER Reading, Calif.—Granted extension of completion date to May 1, 1966.

■ Granted mod. of licenses to reduce aur. ERP of following stations: KYW-TV (channel 3), Philadelphia (main trans. and ant.), to 9.55 kw, and change type aur. trans.; WTMJ-TV (channel 4), Milwaukee, to 20 kw, and change type aur. trans.; and KATU (channel 2), Portland, Ore., to 20 kw.

## Actions of Nov. 15

WAVI Dayton, Ohio—Granted licenses for alternate main trans.; and to redesignate auxiliary trans. as main trans., with remote control, utilizing auxiliary ant. system as main ant. system.

WIRA Fort Pierce, Fla.—Granted license covering increase in daytime power, installation of new trans., and to specify type trans.

WCNC Elizabeth City, N. C.—Granted license covering change in ground and ant. systems.

WBFM(FM) Seneca, S. C.—Granted license covering installation of new ant., decrease in ant. height, and increase in ERP.

KTOO Henderson, Nev.—Granted mod. of license to change studio location and remote control point.

WASH(FM) Washington—Granted CP to install auxiliary ant. at main ant.-trans. location; ant. height 400 ft.

■ Following stations were granted extensions of completion dates as shown: WCLL-FM Corning, N. Y., to Jan. 16, 1966; WLOQ(FM) Winter Park, Fla., to May 24, 1966; WCOA-FM Pensacola, Fla., to Jan. 2, 1966; and WFOY-FM St. Augustine, Fla., to Feb. 5, 1966.

WYSL-FM Buffalo, N. Y.—Remote control permitted.

WCIX-TV South Miami, Fla.—Granted extension of completion date to May 15, 1966.

KLVI-FM Beaumont, Tex.—Granted mod. of CP to change ant.-trans. and studio location, type ant., and increase ERP to 59 kw and ant. height to 230 ft.

WXAX Elkhart, Ind.—Granted mod. of CP to change type ant., increase ERP to 20 kw and decrease ant. height to 195 ft.; conditions.

WBRU Providence, R. I.—Granted CP to change ant.-trans. and studio location, decrease ant. height to 110 ft.; remote control permitted.

WCLO-FM Janesville, Wis.—Granted CP's to make engineering changes, increase horizontal ERP to 20 kw; conditions.

WGCB-FM Red Lion, Pa.—Granted CP to make engineering changes; remote control permitted; conditions.

WHFB-FM Benton Harbor-St. Joseph, Mich.—Granted CP to make engineering changes; conditions.

WRBS(FM) Baltimore—Granted CP to install new ant.

WTMB-FM Tomah, Wis.—Granted CP to make engineering changes; condition.

WHMP-FM Northampton, Mass.—Granted mod. of CP to change type trans. and ant. and make other engineering change.

WHDH-FM Boston—Granted SCA on sub-carrier frequency of 67 kc.

■ Granted renewal of licenses of following California main stations and co-pending auxiliaries:

KAHR Redding, KCHJ Delano, KCVR-AM-FM & SCA, Lodi, KDES-AM-FM Palm Springs, KEZY Anaheim, KFBK-AM-FM Sacramento, KGB-AM-FM San Diego, KGBS Los Angeles, KHJ-AM-FM Los Angeles, KIOT Barstow, KMJ-AM-FM Fresno, KOMY Watsonville, KPPC - AM - FM Pasadena, KROP Brawley, KTKR Taft, KTMS-AM-FM & SCA, Santa Barbara, KVML Sonoma, KWKW Pasadena, KWSO Wasco KBBL (FM) Riverside, KEZR(FM) Anaheim, KXFM(FM) Santa Maria, KABC-AM-FM Los Angeles, KGO-AM-FM San Francisco, KNBR-AM-FM San Francisco, KCBS-AM-FM & SCA San Francisco, KNX-AM-FM Los Angeles, KEWB Oakland, and KFWB Los Angeles. Last two without prejudice to whatever action, if any, may be taken with respect to any facts which may be developed concerning payola practices as result of commission's investigation of allegations in connection with case of Albert Huskey v Crowell-Collier Broadcasting Corp., et al. KDAY, Santa Monica, Calif. (Without prejudice to whatever action commission may deem warranted as result of proceedings in Doc. No. 16050.)

■ Granted renewal of licenses of following TV translator stations: K71AW, Cap

Rock Translator System Inc., Memphis, Tex.; K70CF, K74BF, C L & O Translator System Inc., Canadian, Higgins and Lipsomb, Tex., and Arnett, Okla.; K76BD, K80AY, C L & O Translator System Inc., Booker, Darrowuzett & Follett, Tex.; K75AV, K83AO, Greenbelt TV Translator System Inc., Wellington and Dodson, Tex.; K78AZ, K80BD, K83AQ, Matador Translator T. V. Station, Matador and Roaring Springs, Tex.; K05CG, K09GA, K13FR, Texhoma TV Translators Inc., Guymon and Straight, Okla.; K70BH, K73AW, K76AN, Valley Translator System, Quitaque and Turkey, Tex.; and W04AC, Edward C. Morris, Gray Hawk, Tyner, Annville and McKee, Ky.

**KOQT Bellingham, Wash.**—Waived the three-year holding rule and granted transfer of control from A. V. Bamford to Joe Tyrrell; consideration \$18,500 for Bamford's 55 percent interest.

**WMEG, WCOD(FM), WTVR(TV) Richmond, Va.**—Granted assignment of licenses to Roy H. Park Broadcasting of Virginia Inc; no change in ownership.

**KPAC-TV Port Arthur, Texas**—Granted acquisition of positive control by Jefferson Amusement Co. (now 50 percent owner) through purchase of remaining 50 percent interest from Port Arthur College for \$1,500,000.

**WHDH-FM Boston**—Granted SCA on sub-carrier frequency of 67 kc.

#### Action of Nov. 12

**Browning TV Club, Browning, Mont.**—Granted CP for new VHF TV translator station on channel 9 to rebroadcast programs of KRTV (channel 3), Great Falls.

#### Actions of Nov. 10

**WITN-FM Washington, N. C.**—Granted SCA on sub-carrier frequencies of 41 and 67 kcs.

**WGIG-FM Brunswick, Ga.**—Granted license for class C FM with remote control.

**WIOO Carlisle, Pa.**—Granted license for AM, with remote control.

**KXIV Phoenix**—Granted license covering installation of alternate-main nighttime, auxiliary daytime trans.

**WFRL Freeport, Ill.**—Granted license for auxiliary trans.

**WOCB West Yarmouth, Mass.**—Granted license covering change in main ant. system.

**KFAM-FM St. Cloud, Minn.**—Granted license covering increase in ERP.

**KFAX San Francisco**—Rescinded renewal of license.

**WFMY-TV Greensboro, N. C.**—Granted request for cancellation of license for auxiliary trans. which expires Dec. 1, 1966.

**KCIM Carroll, Iowa**—Granted license to use old main trans. as auxiliary trans at main trans. site.

**KFYR Bismark, N. D.**—Granted license to use old main trans. as alternate main trans., with remote control, at main trans. site.

■ Granted mod. of licenses to reduce aur. ERP of following TV's: WUHF (main trans. and ant.) Milwaukee, to 25.6 kw, DA; KTVB Boise, Idaho, to 26.9 kw, and change type aur. trans.

■ Granted licenses covering changes in following TV's: WTHI-TV Terre Haute, Ind.; and WCSH-TV Portland, Me.

■ Following stations were granted extensions of completion dates as shown: KLOL Lincoln, Neb., to Feb. 1, 1966; KBOI Boise, Idaho, to May 24, 1966; KENR Houston, to May 2, 1966; KXIC Iowa City, Iowa, to Dec. 30; WJJD Chicago, Ill., to May 8, 1966; KWJJ Portland, Ore., to Dec. 31; KPRC Houston, to Jan. 9, 1966; WBEL South Beloit, Ill., to May 15, 1966; WLTH Gary, Ind., to May 10, 1966; WCEN (main) Mt. Pleasant, Mich., to May 1, 1966, condition; WPRC Lincoln, Ill., to May 1, 1966; WGBS-FM Miami, to Jan. 25, 1966; KGBI FM Omaha, to Mar. 26 1966; WKIZ-FM Key West, Fla., to May 15, 1966; WCSM-FM Celina, Ohio, to Mar. 8, 1966; KLOM-FM Lompoc, Calif., to May 15, 1966; and KISW (FM) Seattle, to Jan. 1, 1966.

■ Remote control permitted for following stations: WKNT-FM Kent, Ohio, and WIAC-FM San Juan.

#### Action of Nov. 8

■ Remote control permitted for KTFC (FM) Sioux City, Iowa.

#### Action of Nov. 5

■ Granted change of remote control authority for KATI Casper, Wyo.

### Rulemakings

#### Amended

■ By separate orders, commission amended its broadcast rules in following particulars:

1. Clarified sec. 73.63(d) relating to testing of auxiliary trans. by word changes to specify tests using regular ant. only between midnight and 9 a.m. but tests with dummy loads at any time;

2. Deleted requiremer\* in sec. 73.36(c) that requests for special field test authorizations be signed "under oath or affirmation" to conform with present practice, and

3. Amended sec. 73.93(c), 73.265(c), and 73.565(c) (3) to reflect new requirement raising routine trans. operation of AM and FM stations from restricted radiotelephone operator permit to radiotelephone operator third-class permit with broadcast indorsement. Action Nov. 17.

### New call letters requested

■ **WWYN-FM Erie, Pa.**—WERC Inc. Requests WWFM(FM).

■ **Trenton, N. J.**—Trenton State College. Requests WTSR.

■ **Lubbock, Tex.**—K-B Co. Requests KBBK-TV.

■ **KCTO(TV) Denver**—WGN of Colorado Inc. Requests KWGN-TV.

■ **KWGN-FM Abernathy, Tex.**—Abernathy Broadcasting Co. Requests KWGO-FM.

## COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Nov. 17. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations. \*Indicates a franchise has been granted.

**Pine Bluff, Ark.**—Telesystems Corp., Glenside, Pa., (group owner) has applied for a franchise. The firm would charge a \$15 installation fee and a \$4.95 monthly service rate. Commonwealth Theaters, Pine Bluff, Ark., also presented an application. Ray V. Hamilton, Washington, D. C., is a previous applicant.

**Calaveras, Calif.**—Valley Vision Inc., Modesto, Calif., has applied for a franchise. The firm has franchises in Angels Camp and Stockton, both California.

■ **Merced, Calif.**—General Electric Cablevision Corp. has been granted a franchise. The firm recently obtained a franchise to operate in Atwater, Calif. General Electric Cablevision Corp. owns WGY, WGFM(FM), WRGB(TV) all Schenectady, N. Y., and is buying WSIX-AM-FM-TV Nashville.

**Belvidere, Ill.**—Six firms have applied for a franchise: Soundvision Inc., Dixon, Ill. (O.K. Wright, president); First Illinois Cable TV Inc., Chicago (William Clancy, president); WREX-TV Rockford, Ill.; Television Transmission Co., Peru, Ill. (Earle S. Nelson, president); Lincoln Cable TV Inc., Rockford, Ill.; and Meredith-Avco Inc., Omaha (a group CATV owner). Previous applicants are Community Cablevision Inc., Belvidere (Larry Kleber, president) and Belvidere CATV Inc., Everett Johnson, president.

■ **Freeport, Ill.**—Television Transmission Co., 301 Peru St., Peru, Ill., has been awarded a 15-year franchise. The firm was formerly known as Freeport Cable TV Transmission Co.

**Sellersburg, Ind.**—Charles Jenkins, Sellersburg, news director of WXVW Jeffersonville, Ind., has applied for a 20-year franchise. He would offer stations from Indianapolis, Cincinnati, and also signals from Louisville, Lexington, and Bowling Green, all Kentucky. There would be a \$20 installation fee and \$5 monthly subscription rate.

**Spencer, Iowa**—Spencer Community Antenna System Inc. has applied for a franchise. The application of Minnesota All-Channel Cable Vision Inc., Alexandria, Minn., was rejected by the city on the grounds that the cable system would undercut the local TV translator service. Other previous applicants were Arrow Theater Corp. and Tom Gleason, York, Neb.

■ **Vanceburg, Ky.**—Love Hardware Co., Huntington, W. Va., has been granted a franchise.

■ **Slidell, La.**—Slidell Cable Television Inc. has been granted a franchise. Under the agreement the firm will charge a \$4.95 monthly service fee and an installation rate not to exceed \$10.

**St. Ignace, Mich.**—Tahquamenon Cable Vision Inc., Escanaba, Mich., has applied for a franchise. The firm would charge a \$40 installation fee and a \$4.50 per month service fee, or an installation fee of \$5 and a \$5 monthly fee.

**Columbia, Mo.**—KSD-TV St. Louis, owned by the St. Louis Post-Dispatch has applied for a franchise. Associated in the enterprise is Cox Cablevision Corp. (group owner). Other firms that have applied are: Master Video Inc., Columbia, Mo., Commonwealth Theaters Inc., Kansas City, Meredith-Avco, Des Moines, GT&E Electronics, New York, and Mid-Mo-CATV, Columbia, Mo.

■ **Northfield, N. J.**—Garden State TV Cable Co. (group owner) has been granted a fran-

chise. A previous franchise held by Mainland TV Cable Co., Northfield, N. J., was rescinded.

**Princeton, N. J.**—Crosswicks Industries, Trenton, N. J., has applied for a 25-year franchise. Under the agreement the firm would charge a \$25 installation fee and a \$5 monthly service rate. The city would receive 5% of the annual revenue.

■ **Brookhaven, N. Y.**—Brookhaven Community Antenna TV Inc., a subsidiary of Broadway Maintenance Corp., has been granted a franchise. The firm offers eight stations from New York and three from Connecticut. Subscribers will pay \$30 for installation and \$5 monthly. Long Island Cablevision Corp., Greenport, L. I. (a group CATV owner), was previously granted a franchise (BROADCASTING, Sept. 13).

■ **Canton, Ohio**—Imperial Broadcasting Co., Canton (David J. Lavin, president), has been awarded a 20-year nonexclusive franchise. The firm will pay 5% of the monthly gross receipts and will charge \$10 for installation and \$4.95 per month. Stark CATV Inc., owned jointly by Brush-Moore Newspapers Inc. and the Neptune Broadcasting Co., has withdrawn its application.

**Connellsville, Pa.**—Armstrong Utilities Inc., Kittanning, Pa., has applied for a franchise. A previous applicant is National Cable Television Corp.

■ **Harlingen, Tex.**—Three firms have been granted 20-year franchises. South-West CATV, Valley Micro-wave Transmission and Alice Cable Television have agreed to pay the city \$1,000 annually or 4% of the gross revenues, whichever is greater.

**Chester, W. Va.**—CATV of Ohio Valley Inc. has applied for a franchise. Under the agreement the firm would charge a \$4.50 monthly service fee.

■ **Ravenswood, W. Va.**—Village Cable Corp., Harrisville, W. Va., has been granted a franchise.

**H**OW does an actor-director suddenly become a top studio executive?

Specifically, how did Jackie Cooper move from the role of star, producer and director of *Hennesey* to his present position as vice president of Screen Gems, in charge of West Coast operations?

"It wasn't my idea," Mr. Cooper said recently, "and I don't know how to answer the question without seeming immodest. I assume it was partly because *Hennesey* had delivered more production values for less money than most TV series do, and because I've enjoyed a great deal of experience in so many areas of film production."

**The Right Guy** ■ Jerome Hyams, executive vice president and board member of Screen Gems, summed up his reasons for employing Mr. Cooper in a single sentence: "We needed a dynamic young man with experience and we felt that Jackie was the right guy at the right time for the right job."

Mr. Cooper's reasons for accepting the job? "I'd just had a very unfortunate experience with United Artists and a network, which Merle Miller exaggerated in writing *Only You, Dick Daring*. It was very discouraging and I didn't want to get back into that sort of thing again. I'd made four pilots and sold two, but I had to act in two of them, and by now I was enjoying directing more than acting. Most men retire at 65, after 40 years on the job," he observed. "I've been a working actor for 40 years and I'm not ready to retire, but want to try something else." He paused, then added, "I won't say I'll never act again. I won't say I'll never do anything again. I've quit smoking for good too many times."

**Child Star** ■ Mr. Cooper began his acting career with small parts in some Lloyd Hamilton comedies. He graduated to Hal Roach's "Our Gang" series and at eight achieved stardom in Paramount's Academy Award-winning picture, "Skippy."

Then MGM put him under contract and teamed him with Wallace Beery in "The Champ." He was featured or starred in a number of other pictures and after his contract ended in 1937 he spent five years as a free-lance performer.

When he was 20, World War II was on and he left the movies to enlist in the Navy. He served for more than three years, starting as a Navy V-12 student at Notre Dame ("where I got 2½ years of college education in eight months on a 16-hours-a-day, six-days-a-week schedule") and including a year in the South Pacific. When the war was over the movies were in a slump, so he went to New York to get some stage experience. After working in some 25

## Its a long road from a boy star to an executive

summer theater productions, he landed his first Broadway role in "Magnolia Alley." The play flopped but Mr. Cooper got good notices and was signed to play Ensign Pulver in the touring company of "Mister Roberts." Back in New York in 1951, he was starred in "Remains To Be Seen" and subsequently in another Broadway show, "King of Hearts."

### WEEK'S PROFILE



John (Jackie) Cooper, Jr., VP in charge of West Coast operations, Screen Gems, Hollywood; b. Sept. 15, 1922, Hollywood; motion picture actor, 1925-42, starting at 3 with bit parts in Lloyd Hamilton and "Our Gang" comedies, starred at 8 in "Skippy"; other pictures include "The Champ," "Treasure Island," "Peck's Bad Boy," "Spirit of Culver," "Seventeen," "Syncopation"; U.S. Navy, 1942-45; movies 1946-48; actor in stage shows, including "Mr. Roberts" touring company, "Remains to be Seen" and "King of Hearts" on Broadway, meanwhile appearing in many live TV shows, 1947-54; director, "American Inventory," 1954; star, director, "The People's Choice," 1955-58; star, director, "Hennesey," 1959-62; president, Jackie Cooper Productions, 1959-64; VP in charge of West Coast operations, Screen Gems, 1964; m. Barbara Kraus, 1954; children—Russell James, 9, Julie Meredith, 7, Cristina, 6; by former marriage, John Anthony, 19; Lt. Comdr U.S. Naval Reserve, 1962; organizations—Screen Actors Guild, Directors Guild of America, American Federation of Television & Radio Artists, Screen Producers Guild, National Academy of Television Arts & Sciences; hobby—flying.

**TV New York Style** ■ Along with his stage career, Mr. Cooper was most actively involved with television. Between 1947 and 1954 he acted in programs originating from New York.

Mr. Cooper had tried his hand at directing in summer theaters and in 1955, when the "King of Hearts" ended its run on Broadway, he leaped at the chance to direct a TV series, *American Inventory*, on NBC-TV. "They offered me an actor-director-producer deal and it sounded great," he recalled, "but when I read the contract I found I'd be just an employe and anything I created would belong to NBC, and with the tax situation, it didn't make any sense. So I did what I'd been saying I never would do—came back to Hollywood to do a TV series on film."

That series was *The People's Choice* and he was not an employe of the production company but a partner in it with Irving Brecker and George Burns. It ran three seasons on the network and then was leased to NBC's syndication division for five years for \$1.5 million, and "we still own it." He directed as well as starred in most of the programs of the series.

Then came the *Hennesey* series, again giving him the chance to direct, as well as star and produce and own the program with writer Don McGuire.

An ardent Navy reservist, putting in regular duty as a public information officer ("including two weeks a year out of my three-week vacation"), Mr. Cooper was commissioned a lieutenant commander in the fall of 1962. His proudest possession is the distinguished public service award, citation and medal presented to him by the Secretary of the Navy, topping off a score of certificates and letters of commendation for his work on the Navy's behalf.

**A Good Start** ■ Last year, when Mr. Cooper joined Screen Gems, the studio had five shows on the TV networks in prime time, down from seven the previous season. This season the network roster lists nine Screen Gems productions in prime time plus two network daytime serials. So all is rosy at present. What of the future?

"I'd like to stay where I am for the next eight-to-ten years," he said. "By then my littlest ones will be in their teens and in need of close parental supervision, though they won't think they are."

"I'd like to travel occasionally with my wife and family, to go someplace and stay as long as we like. Not like now, when I get around a lot but far too fast—two days in Paris, one in Rome. It's strictly business, so I do it alone and it's no fun. And I'd like more time to spend with my hobby," his private plane, a Piper Twin Comanche.

Newsworthy

**S**ELECTED quotations from the Vice President of the United States worth prominent display in every radio and television station:

At the annual convention of the National Association of Broadcasters last March: "You've broken the barriers of time and space in news gathering, in news interpretation, in news discussion. What tremendous power you have in your hands" (BROADCASTING, March 29).

At the annual seminar of the Broadcasters' Promotion Association two weeks ago: "It is well known to all of you . . . that most of the people of America now rely upon radio and television for their news. This does not mean that other media have no important function to play, because they do. I happen to believe that the printed word is vital and important, but I also believe that the spoken word is the message that is most readily received" (BROADCASTING, Nov. 15).

Still another passage from Hubert Humphrey's speech to the NAB last March: "The great power and popularity of broadcasting require that those in control recognize that they are not merely businessmen. It's wonderful to be a businessman and to be moved by the profit motive and the sense of service which our business people in the main have as their motivation. . . ."

"But I think that those of you in broadcasting are more than just good businessmen. You're professionals, and therefore you must be bound by professional ethics, professional responsibility and professional honor."

Mr. Humphrey's appraisal and advice pretty well sum up the status and the challenge of today's broadcasters.

International indoctrination

**A** PROPOSAL made by Leonard Marks, director of the U.S. Information Agency, to the Broadcasters' Promotion Association two weeks ago is worth serious consideration as a national project for radio and television.

Mr. Marks suggested that broadcast journalists from other countries be given practical experience at U.S. stations as a means of indoctrinating them in the American system of radio and television journalism. He asked stations "to invite from every willing foreign country one radio or television journalist to come here at your expense as a member of your staff." As Mr. Marks put it: "These journalists would be able to see everything there is on the American scene. Ours is a goldfish-bowl society, and we have nothing to hide."

Time-Life Broadcast Inc. and Triangle Publications have already publicly volunteered to cooperate (BROADCASTING, Nov. 15). Others reportedly have indicated interest. What is needed, if this is to become a project of significant scale, is a coordinating agency representing broadcasters. The National Association of Broadcasters, it seems to us, is appropriately equipped to do the job.

Visits to U.S. stations by foreign broadcasters are nothing new. The novelty in Mr. Marks's suggestion is that invitations be confined to foreign broadcasters whose functions are primarily journalistic and that those who come be given exposure to practical work in radio and TV news.

But if a project of this kind is to work, it must be properly organized. Visitors must be screened to assure their competence and sincerity. The host stations could be helped by a centralized organization to work out administrative details with the USIA and State Department. It's something the NAB ought to think about.

Good start

**N**OW that the Carnegie Corp. has confirmed its underwriting of a study into educational television and has identified the members of the special commission it has established to do the work, ETV and the commercial broadcasters have reason to hope for a sound appraisal of ETV's needs and attainable goals.

The presence on the Carnegie commission of John Hayes, of the Post-Newsweek Stations; Oveta Culp Hobby, of the parent company of KPRC-AM-FM-TV Houston; J. C. Kellam, of the Johnson family's Texas Broadcasting Corp., and Joseph McConnell, now president of Reynolds Metals but formerly the president of NBC, assures availability of realistic counsel on the general world of broadcasting. Other members of the commission are distinguished in their fields.

ETV's problems are many and complex. It will take much work to analyze them and define solutions. Only a foundation with large resources, like Carnegie's, can afford to do a proper job.

Allen B. Du Mont

**H**ISTORY will record no single inventor of television, but high on the list of those whose work was crucial to TV will be Allen Du Mont who died last week at 64.

His contributions to the art of television run the entire range from invention to manufacturing to station ownership and network operation. His development of a practical, long-life cathode-ray oscillograph in 1931 led to the emergence of electronic television and displacement of the scanning disk mechanical method.

Dr. Du Mont bucked the tide in entering television broadcasting in 1938 by establishing what became WABD (now WNEW-TV) in New York. In that year he also brought out his first line of Du Mont home receivers. He was instrumental in organizing the Television Broadcasters Association and became its first president in 1943—when television was regarded with suspicion by most radio broadcasters.

The multibillion dollar television art and industry are what they are today because of the genius, ardor and passionate conviction of men like Allen Du Mont.



Drawn for BROADCASTING by Sid Hix

"He says you never know when there'll be another blackout, so he's going to stay lit."