



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Spot TV billings move briskly, surpass 1963. p21

Cigarette advertisers to turn new leaf in '65. p24

NCTA challenges validity of Fisher report on CATV. p32

ABC-TV gets 2 years of baseball for \$12.2 million. p44

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RECEIVED

PEACE ON EARTH

EDWARD PETRY & CO., INC.

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USAF AIR UNIV
UNIT ACO BRANCH
MAXWELL AFB AL

36113 EXP 2/65

How one of our shareholders picked up some capital

Who are the people who own the investor-owned electric light and power companies?

Well, you never know. One shareholder of an electric company is a boy who got the money to buy his first share by collecting and returning empty pop bottles.

Then, of course, many shareholders are housewives and mothers. Along with thousands of just plain Joes who bring home the bacon. And there are hundreds of insurance companies, banks and pension funds that put people's money to work in electric company securities.

Our pop-bottle boy and more than 4,000,000 other shareholders are direct owners of the electric light and power companies—making up one of the

most widely owned industries in America. And its indirect investors—the people with money in savings banks, insurance policies and pension funds—are numbered in the tens of millions.

Thus from the savings of millions of people, a mighty river of finance flows into this and other industries that have helped give us the best electric service and the highest standard of living in the world.

Isn't it wonderful to be part of a country where there is hope and opportunity even in an empty pop bottle?

You've got good things going for you with service by

Investor-Owned Electric Light and Power Companies*

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



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

WCBM

The music: Frequently heard are Mr. Sinatra, Mr. and Mrs. Lawrence and others (vocal and not so vocal) of their ilk. Impressive sounds that appeal to Baltimore's adult listeners.

The news: Comprehensive. CBS. Metromedia News Team. WCBM's local staff. Responsible adults demand it. Responsible WCBM Radio delivers it.

The local shows: "Dialing for Dollars." Popular with listeners, popular with sponsors. "Conversation Piece" and "The Joe Pyne Show." Fast becoming the talk of the town.

Sound like an exciting station? Of course it does.



The Case for Taste in Baltimore

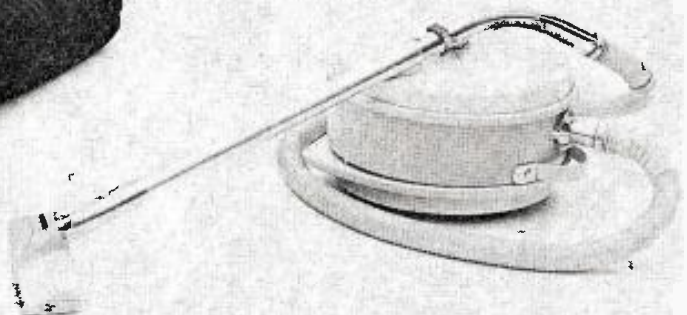
want adult audience for daytime 60's?

KRLD-TV has it for you. 53% of the entire adult Dallas-Fort Worth television viewing audience (per average quarter-hour, 9 a.m. to 5.30 p.m., Monday thru Friday)* is yours with a Channel 4 schedule.

This means that your product or service is exposed to 73,250 adults per average quarter-hour — more adults than the other three stations in the market combined.

Get your message to the buying audience — the adults. See your ADVERTISING TIME SALES representative for avails on KRLD-TV.

*ARB
October '64



KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Desert heat

Biggest controversy at Palm Springs, Calif., meetings of National Association of Broadcasters boards next month is apt to develop from discussion of NAB's policy on community antenna television. Influential NAB members are now divided widely on question of how extensive federal regulation of CATV ought to be, as indicated by stormy session last week of NAB's committee that has been trying to draft association's CATV position (see page 33). At moment odds don't favor resolution of differences between now and Jan. 25-29, period of board meetings.

Until last week it had been thought that another matter would dominate board sessions—proposal by association's selection committee for study of NAB reorganization (BROADCASTING, Dec. 14). But although reorganization is matter for combined radio and TV boards and CATV policy concerns TV board only, latter issue now promises to cause more fireworks than reorganization plan.

Big one coming up

TV broadcasters trying to assess 1965 business prospects may draw encouragement from newly compiled figures of Broadcast Advertisers Reports. Monitoring firm, which has quietly been estimating brand expenditures on TV stations in top 75 markets, is expanding this operation to include projections for year ahead, market by market and station by station. Projections will be adjusted as year goes along to take accumulated past activity into account. Currently, based on July-November estimates, BAR foresees \$1,053,997,000 in nonnetwork TV billings (national and regional spot and local) in 1965. That would be two-year gain of 23% over \$856,821,000 reported by FCC for 1963, latest year for which official figures are available. BAR's projection covers same 276 markets in FCC's 1963 report.

FCC and CATV

FCC is setting aside one and possibly two days next month for complete review of problems related to community antenna television, as part of effort to fashion policy. Jan. 28 has been set aside for special meeting, with Jan. 29 reserved if needed for further discussion. Dr. Martin Seiden, economist retained by commission last summer to make intensive study of CATV and pay television and their re-

lationship to broadcasting will discuss his findings with commissioners. His report is expected to be completed by then.

Commission may consider at January meeting question of renewing licenses of TV stations having common ownership with CATV's in their Grade B contours. These applications have been deferred pending conclusion of inquiry into CATV-TV cross ownership. But there is sentiment for changing that policy. Question of what to do about renewal applications of six stations with CATV ownership-overlap problem was passed over at special multiple ownership meeting last Friday.

More mutuals

While broadcasters are scurrying to gather information on public ownership of their group-station operations for coordinated presentation of facts to FCC, another organization has compiled its own list of cross-ownerships of broadcast stations through public stock holdings. It's Investment Company Institute, a trade association of mutual funds, and its findings, according to one communications attorney, "far exceed" previous estimates of extent of multiple holdings by funds. Institute is reluctant at this point to reveal data but will probably present findings to commission.

Live action

FCC had another go-round at meeting Wednesday on question of local-live programming in connection with deferred renewal applications of three Illinois television stations. When it was over, commission had tentatively decided to grant renewals of all three—WEEK-TV and WTVH(TV) Peoria and WGEM-TV Quincy. Staff had questioned whether stations had made good on promise to pre-empt network programs for local live programs, particularly in prime time (BROADCASTING, Dec. 14). But commission rejected staff proposal for closer scrutiny of programming.

Preliminary vote to renew was 4-3 in cases of WEEK-TV and WGEM-TV (for which staff had recommended letters of inquiry) and 6-1 in case of WTVH (TV) (for which staff had recommended grant because of some specials produced by parent Metromedia that station carried). Dissenter in all three cases was Commissioner Kenneth A. Cox, who feels stations have obligation to meet local needs with local pro-

graming. Final vote on applications was deferred pending filing of a dissent by Commissioner Cox. He was joined in opposing two grants by Chairman E. William Henry and Commissioner Frederick W. Ford.

Still loaded

Despite sweet talk that FCC's new radio license renewal form, which is due to get approval this week, is watered-down version of original, it will nonetheless invoke program controls heretofore opposed as constituting censorship. Incorporated in final version are those 14 programming categories promulgated in July 1960 as guidelines, but which now would be part of requirements for new licenses or renewals. And separate television renewal form would embrace same provisions.

Even though FCC at this Wednesday's meeting (final scheduled session for 1964) is expected to adopt broadcast form, it won't be released. Budget Bureau approval (ostensibly to prevent undue paper work) is needed and FCC could have hard time there. Although final draft eliminates counting of spots and percentage breakdowns by categories for typical week, these improvements are trivial compared to program points which are regarded as constituting unvarnished censorship. And staff, it's understood, is still bucking for percentage breakdowns.

Another way in

Broadcasters who have fought against variations from established pattern of VHF allocations may be expected to protest if FCC confirms action it tentatively took last week to approve move of KBMT(TV) (ch. 12) Beaumont-Port Arthur, Tex., to point 20 miles nearer KSLA-TV Shreveport, La., than standard mileage separation. KBMT argues it must move to become competitive with other stations in area.

Move of KBMT, like one granted WVEC-TV (ch. 13) Hampton, Va., last summer, is regarded by some as weakening argument against drop-ins of short-spaced TV's into number of markets now served by one or two stations. Both KBMT and WVEC are affiliates of ABC-TV—which has been strongest advocate of drop-ins. FCC Commissioner Robert E. Lee, who opposes VHF drop-ins on grounds they will obstruct UHF development, is said to be writing dissent in KBMT case.



Left: Rev. Dr. John T. Middaugh, and Rev. Fr. Joseph M. Connolly.

Faith to Faith

Dialogues for Brotherhood

Because of a remarkable response to its first, award-winning series, this prime-time religious discussion is well into its second year as a focal point of the Baltimore movement toward Christian Unity.

The first Television program of its kind anywhere, this unique exploration of the similarities and differences between the branches of Christianity continues to lead the community's congregations to regard each other's beliefs with understanding and sympathy instead of distrust and suspicion.

FAITH TO FAITH—A DIALOGUE presents a Protestant minister and a Roman Catholic priest in a comparison of their respective beliefs. It is not a debate, but an expression of the religious compulsion of our time which seeks to bridge the chasm which has too long divided the Christian World.

A combined effort of this country's first Commission for Christian Unity, instituted by the Archdiocese of Baltimore, and the Maryland Council of Churches, it fulfills a high need of this community; it is being re-broadcast in other areas, and it coincides with the finest concepts of service to the public by Television.

In Maryland Most People Watch

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

WEEK IN BRIEF

Eight of 10 TV stations are doing brisker spot business this December than last, BROADCASTING survey finds. Only 7% of stations say their business has declined. Average gain for December: 20.5%. See . . .

SPOT TV TEMPO QUICKENS . . . 21

RCA negotiates for merger with Prentice-Hall Inc. Textbook publishing firm would be controlled by RCA through exchange of stock worth some \$140 million. Both companies have yet to approve merger. See . . .

RCA, PRENTICE-HALL MAY MERGE . . . 42

Saturday afternoon baseball package goes to ABC-TV. Price could go as high as \$12.2 million for two years. Eighteen ball clubs are included in initial deal. Yankees are out, but Phillies may sign. See . . .

BASEBALL HITS BIG TV MONEY . . . 44

Cigarette advertising code, effective with start of new year, makes presence felt. Advertisers and agencies geared to conform to requirements. Code bans appeals to youth and claims that smoking is good. See . . .

CIGARETTE CODE FOR NEW YEAR . . . 24

BMI's Burton writes to broadcasters in rebuttal to charges contained in suit filed by Justice Department. Letter says Justice has no facts behind contentions and complains about role of ASCAP. See . . .

BMI TELLS ITS SIDE . . . 46

National Community Television Association fights back against National Association of Broadcasters' Fisher report on CATV's impact on local TV's. Report at best is "of dubious validity," NCTA says. See . . .

CATV BATTLE LINES TAKE SHAPE . . . 32

Manhattan Shirt Co. plans to get back into television with about \$750,000 worth of time next year. Emphasis will be on spot, but some network will be used. Test brought Manhattan back to TV. See . . .

MANHATTAN RETURNS TO TV . . . 23

Teleprompter's Kahn charges that CBS filed suit against CATV's in attempt to "harass Teleprompter." CBS copyright suit may prompt countersuit for "damages or delays" that may result, Kahn says. See . . .

KAHN HITS 'NUISANCE' SUIT . . . 30

CBS New's Fred Friendly announces shifts in responsibilities of top administrative personnel, says no more changes are planned. Blair Clark resigns as director of international operations. See . . .

CBS NEWS SHUFFLES TOP MEN . . . 45

Tigers burn bright on TV screens as advertising agencies turn to beasts to sell everything from gas to hair tonic. History of campaigns with tiger motif culminates in year when roar rings cash register. See . . .

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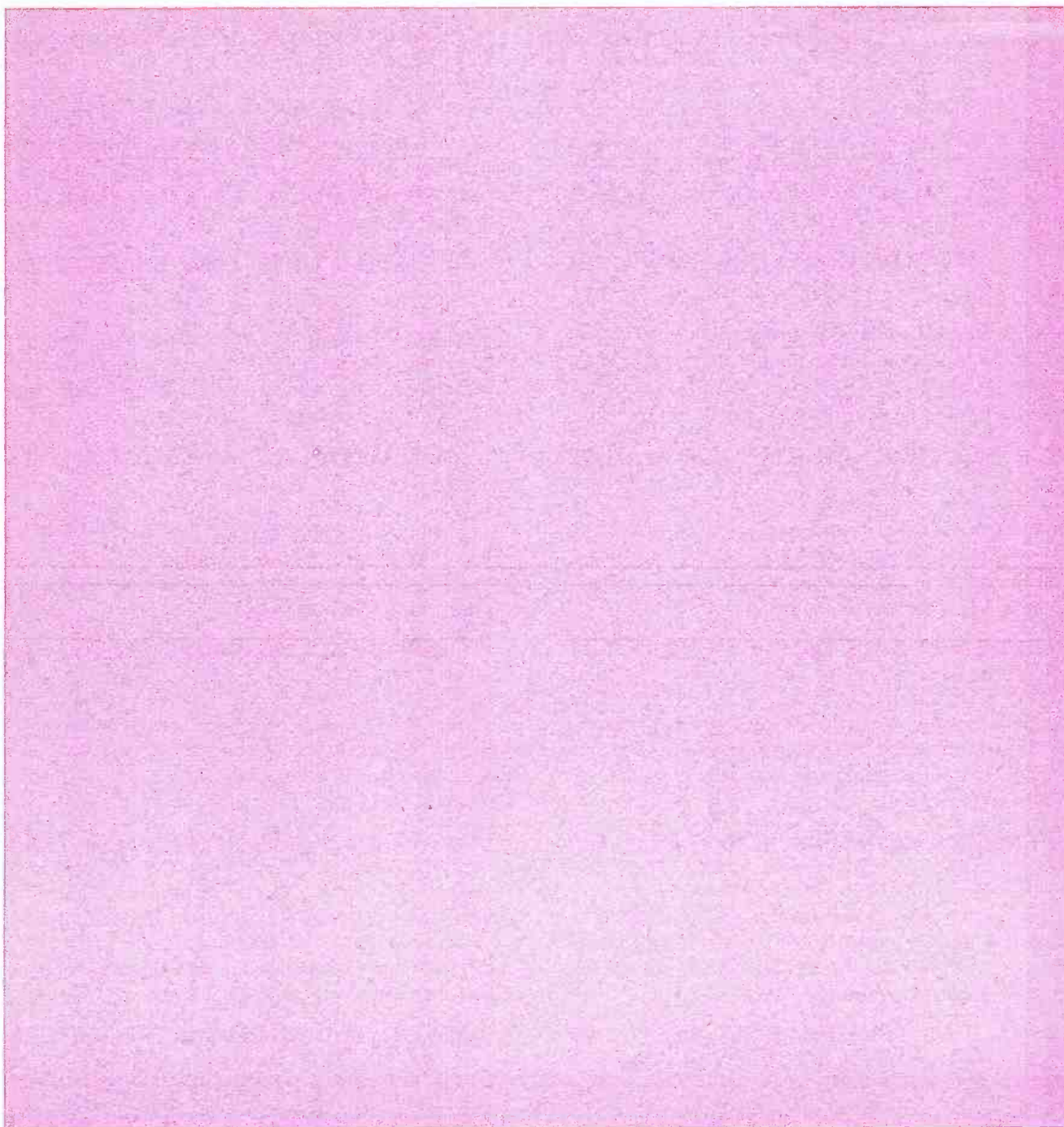
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.



**Last month's special on yellow was so successful,
this month we're having one on heliotrope.**

Think what this means if you have some heliotrope eggs left over from Easter—you can advertise them in full color at no extra cost! But if your product isn't heliotrope, don't despair...we'll give you the same break. You see, WFGA-TV is a COLOR station. We've

been colorcasting news, weather, station breaks, movies, feature programs, promos, and everything possible in color for over 6 years, and we wouldn't think of charging extra for it. Incidentally, this is a good place to test your new color commercials. See your PGW Colonel.



WFGA-TV/JACKSONVILLE



AN AFFILIATE OF WOMETCO ENTERPRISES, INC.

A brake on growth of TV groups

FCC decrees that no owner of VHF in top 50 markets
can buy another top-50 V without an FCC hearing

FCC Friday (Dec. 18) moved to obstruct consolidation of VHF station ownerships in major markets. From now on acquisition of VHF television station in any of 50 biggest TV markets by anyone already owning one or more V's in top-50 group will get virtually automatic FCC hearing.

Commission said all such applications filed after Dec. 18 will be designated for hearing, "absent a compelling affirmative showing" as to why sale should be approved without one (see page 38).

Policy is interim measure, pending changes in ownership rules to prevent "concentration of control and encourage development of diversity" in presentation of information.

Commission expressed concern over degree of multiple-ownership concentration in major markets, but said it does "not now propose a divestiture of existing interests."

Staff was instructed to bring back proposals for amending ownership rules—"as soon as possible," according to one official.

Numbers to Percentage ■ Instructions given staff were said to be "vague" and to provide for considerable "flexibility." However, it's known that one proposal considered at special meeting Friday would change basis of ownership limits from numbers of stations to percentage of population served by licensee's radio and television stations, as well as by newspapers in which he holds interests.

No more percentages

Initial reaction to official adoption of advertising industry code, effective Jan. 1, 1965 (see page 24), came from American Tobacco Co., which has discontinued labeling tar and filter contents of its Carlton and Montclair filter cigarettes. Move apparently resulted from code provision stating that "no cigarette advertising shall be used which refers to the removal or the reduction of any ingredient in the mainstream smoke of a cigarette."

Another proposal would limit number of stations licensee could own within certain brackets of markets—no more than three VHF's in top 50 markets, to cite one possible example.

In any case, one commissioner said, aim would be to prevent multiple owners from acquiring properties in major markets to extent that is now possible.

It wasn't clear Friday whether proposals to be developed will be limited to TV or will include radio as well. "We might try to do the whole job at once—that is, radio and TV—or do the job in stages," said one commissioner.

Commission adopted interim policy by 5-1 vote. Commissioner Rosel H. Hyde dissented and Commissioner Frederick W. Ford was absent.

Concern ■ In its notice, FCC expressed concern over "marked increase" in extent of multiple ownership, particularly in VHF's in largest markets.

Commission noted multiple TV station owners increased from 81 to 134 between 1956 and 1964 and number of TV stations owned by multiple owners increased from 203 to 372 during same period. Number of individually owned TV stations declined from 265 to 194.

FCC also noted "clearly discernible pattern of the largest multiple owners concentrating their holdings in the largest markets." FCC said eight multiple owners holding maximum allowable number of VHF's (five) have of 40 VHF's, 22 of them in top 10 markets, 32 in top 25 and 38 in top 50.

VHF Concentration ■ Commission said it believes trend to concentration in VHF service is sufficiently serious to require adoption of interim policy pending "formulation of more comprehensive proposals."

Wrong Approach ■ Commissioner Hyde, in his dissent, said new policy would not encourage diversity in ownership but would, in fact, have opposite effect.

He said it would limit effectiveness of competition of other broadcast interest as against national networks "the dominant forces in the industry."

"I see no reason why the commission should feel that larger units should not be permitted to compete in the larger markets where the number of facilities

is the greatest and the competition is the strongest," he said.

Top 50 TV market list was taken from 1963 American Research Bureau ranking based on net weekly circulation:

TOP 50 TELEVISION MARKETS

1. New York
2. Los Angeles
3. Chicago
4. Philadelphia
5. Boston
6. Detroit
7. San Francisco
8. Cleveland
9. Pittsburgh
10. Washington
11. Providence, R. I.
12. St. Louis
13. Hartford-New Haven, Conn.
14. Dallas-Ft. Worth
15. Cincinnati
16. Minneapolis-St. Paul
17. Baltimore
18. Indianapolis
19. Kansas City, Mo.
20. Seattle-Tacoma
21. Milwaukee
22. Buffalo, N. Y.
23. Atlanta
24. Miami
25. Wheeling, W. Va.-Steubenville, Ohio
26. Houston
27. Dayton, Ohio
28. Harrisburg-Lancaster-Lebanon-York, Pa.
29. Charlotte, N. C.
30. Sacramento-Stockton, Calif.
31. Columbus, Ohio
32. Portland, Ore.
33. Toledo, Ohio
34. Grand Rapids-Kalamazoo, Mich.
35. Birmingham, Ala.
36. Memphis
37. Lansing, Mich.
38. Johnstown-Altoona, Pa.
39. Albany-Schenectady-Troy, N. Y.
40. Tampa-St. Petersburg, Fla.
41. Syracuse, N. Y.
42. Nashville
43. Louisville, Ky.
44. Charleston-Huntington, W. Va.
45. New Orleans
46. Saginaw-Bay City-Flint, Mich.
47. Denver
48. Greenville-Spartanburg, S. C.-Asheville, N. C.
49. Oklahoma City
50. Greensboro-Winston-Salem, N. C.

Warner Bros. shows loss, TV income down

Warner Bros. Pictures Inc. for fiscal year ended Aug. 31 experienced net loss of more than \$3.8 million. "These results are disappointing and were due to higher production costs and poor acceptance of the company's products," firm said.

Television income was also down from 1963, Warner Bros. said, with two half-hour comedies and cartoon shows representing extent of on-network properties. It is now preparing six half-hour comedies, four hour dramas and hour adventure-comedy. Warner Bros. expressed hope its film "My Fair Lady" will be big money-maker this year.

Year ended Aug. 31:

	1964	1963
Net income per share	\$ —	\$ 1.17
Total revenue	74,391,000	93,736,000
TV income	21,105,528	32,184,945
Net income (loss)	(3,861,000)	5,699,000
Shares outstanding	4,850,052	4,850,052

more AT DEADLINE page 10

WEEK'S HEADLINERS



Mr. Manning



Mr. Leonard

Gordon Manning, executive editor, *Newsweek* magazine, joins CBS News as VP and director of TV News in re-vamp of administrative posts (see page 45). **Bill Leonard**, executive producer of CBS News Election Unit, becomes VP and director of news programing; **Don Hewitt**, executive producer of evening news program (Walter Cronkite), named executive producer of live and taped documentaries; **Ernest Leiser**, director of TV News, succeeds Mr. Hewitt on evening news; **Ralph Paskman**, assignment manager, TV News, made assistant director of TV News; **Bill Eames**, editorial director of CBS

Election unit, also named assistant director of TV News, and **Robert Wusler**, production director of Election Unit, becomes director of special events unit. **Blair Clark**, director in International Operations, Paris, has resigned. He once held post as VP and general manager of CBS News.



Mr. Hausman

Louis Hausman, VP and general executive of NBC, resigned last week, effective mid-February, to "take a few months off" for travel and relaxation. He said he would probably go to Europe and, on his return, decide what his next move will be. There has been speculation he might enter government work. His resignation came on 25th anniversary of his entry into broadcasting at CBS, where he was an official for 19 years. He then served three years as Televi-

sion Information Office's first director before moving to NBC in mid-1962. He has participated in NBC policy formation and had overall responsibility for public information, corporate affairs and standards-and-practices activities.

Craig Lawrence, VP of CBS-owned television stations division and National Sales since 1956, appointed executive VP of division. He will continue present duties, and will assist **Merle S. Jones**, president of division, in policy and management matters affecting all departments. Mr. Lawrence joined CBS in 1956 as general manager of WCBS-TV New York and was named director of station administration in 1964.

Clinton E. Frank, president of Chicago agency bearing his name, becomes chairman of executive committee in management changes announced last week. He continues as chief executive officer. **Hill Blackett Jr.**, senior VP, named board chairman and **Philip E. Bash**, senior VP, named president. **John J. Carver** and **John D. Kenner**, account executives, named VP's.

For other personnel changes of the week see FATES & FORTUNES

New York to start statewide ETV network

New York Governor Nelson Rockefeller disclosed plans Friday (Dec. 18) for statewide UHF educational television network. In later stages it would provide for open circuit coverage of all of state. Governor said it would cost \$11.8 million to put network into operation in six-phase program carrying into 1975.

Plan, developed by state university president Dr. Samuel B. Gould—former president of WNDT(TV), New York area educational station—calls for initial installation of microwave facilities connecting four of state's universities.

State university has construction permits for U's in Binghamton, Buffalo, Ithaca, Rochester and Syracuse.

SDX chapter joins foes on news control

Opponents of news media strictures proposed by Philadelphia Bar Association (see page 46) added Greater Philadelphia chapter of Sigma Delta Chi, national journalistic society, to ranks late last week.

Proposed guidelines "would be a dangerous first step toward muzzling the

news media of this city," SDX chapter said. Society said bar association's policy statement "represents an alarming attempt to abrogate the right of essential freedoms guaranteed by the Bill of Rights."

Antenna-farm plan still thought unsatisfactory

Representatives of broadcasting industry expressed criticism Friday (Dec. 18) of draft of proposed FCC rule-making to establish antenna farms for broadcast towers. Proposal would provide machinery for establishing farms which would have prior approval of Federal Aviation Agency (BROADCASTING, Sept. 14).

Industry representatives, called in by FCC for consultation on proposal, said draft is essentially same as one they had objected to previously. Major objection is that draft, they feel, gives FAA "veto power" over location of farms and tower heights.

Industry representatives discussed draft with Commissioner Frederick W. Ford and commission staff members. Commissioner Ford said he will review criticisms with staff to determine what changes, if any, should be made and would submit proposal to commission at meeting Wednesday (Dec. 23).

Semit will seek 4 new CATV's in Pa.

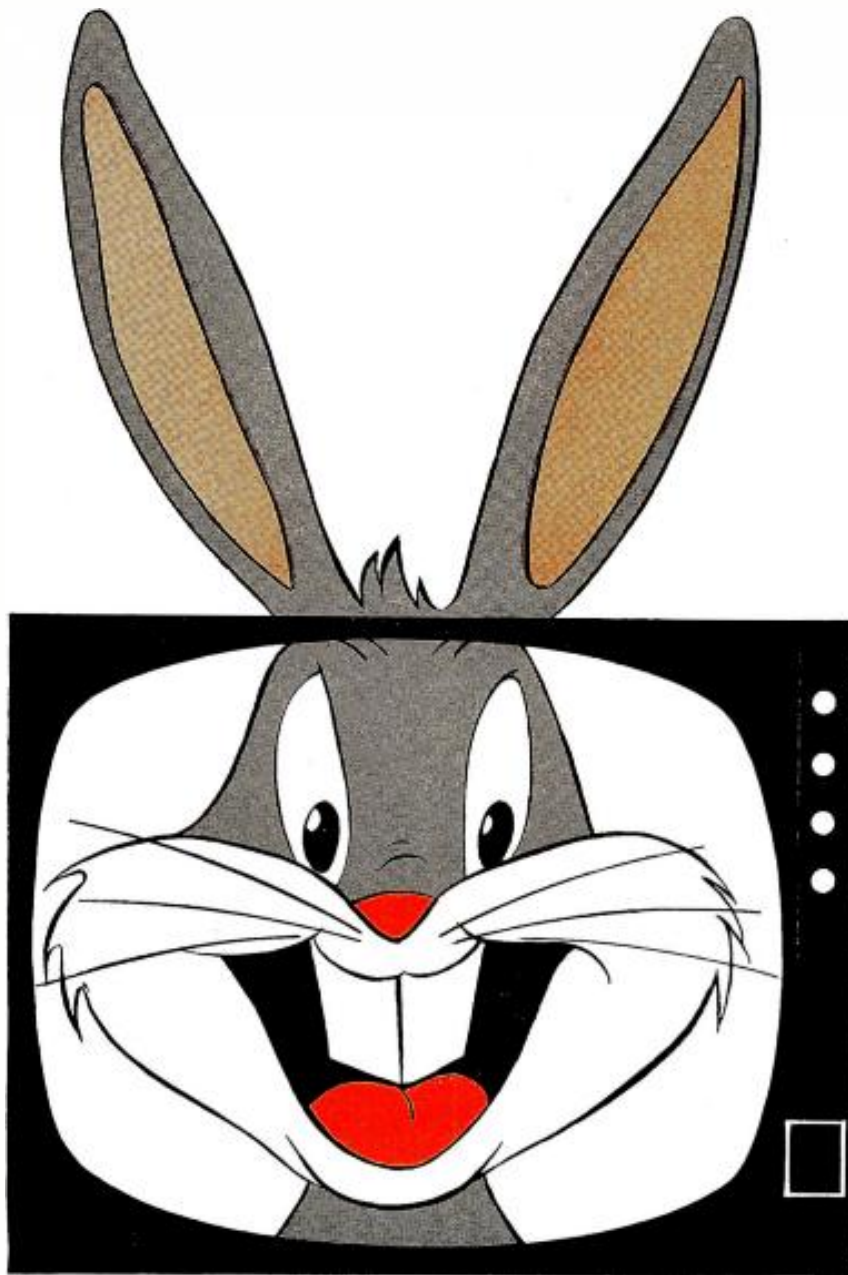
Semit Cable TV Co., with ownership related to WEJL Scranton, Pa., will apply for community antenna television franchises in Scranton, Dunmore, Carbondale and Pittston, all Pennsylvania, firm announced last Friday (Dec. 18).

Edward J. Lynett, director of Semit, owner of WEJL and publisher of *Scranton Times*, said expectation that FCC will clarify policy on CATV in near future prompted Semit's move. It will apply in Scranton and Dunmore Jan. 4, later in Carbondale and Pittston, he said.

Mr. Lynett said Scranton city council delayed action on two CATV applications in September because of lack of clear FCC course. Scranton Community Antenna Corp. and Scranton Broadcasters Inc. (Jerrold Electronics Corp., Philadelphia CATV equipment manufacturer and system owner), are other applicants there.

Semit Cable plans to carry Scranton area TV's—without duplication of their signals by distant stations—New York City independent TV's, FM stations and possibly educational stations in New York and Philadelphia, areas, it was learned.

"E-h-h-h, What's up, Doc?"



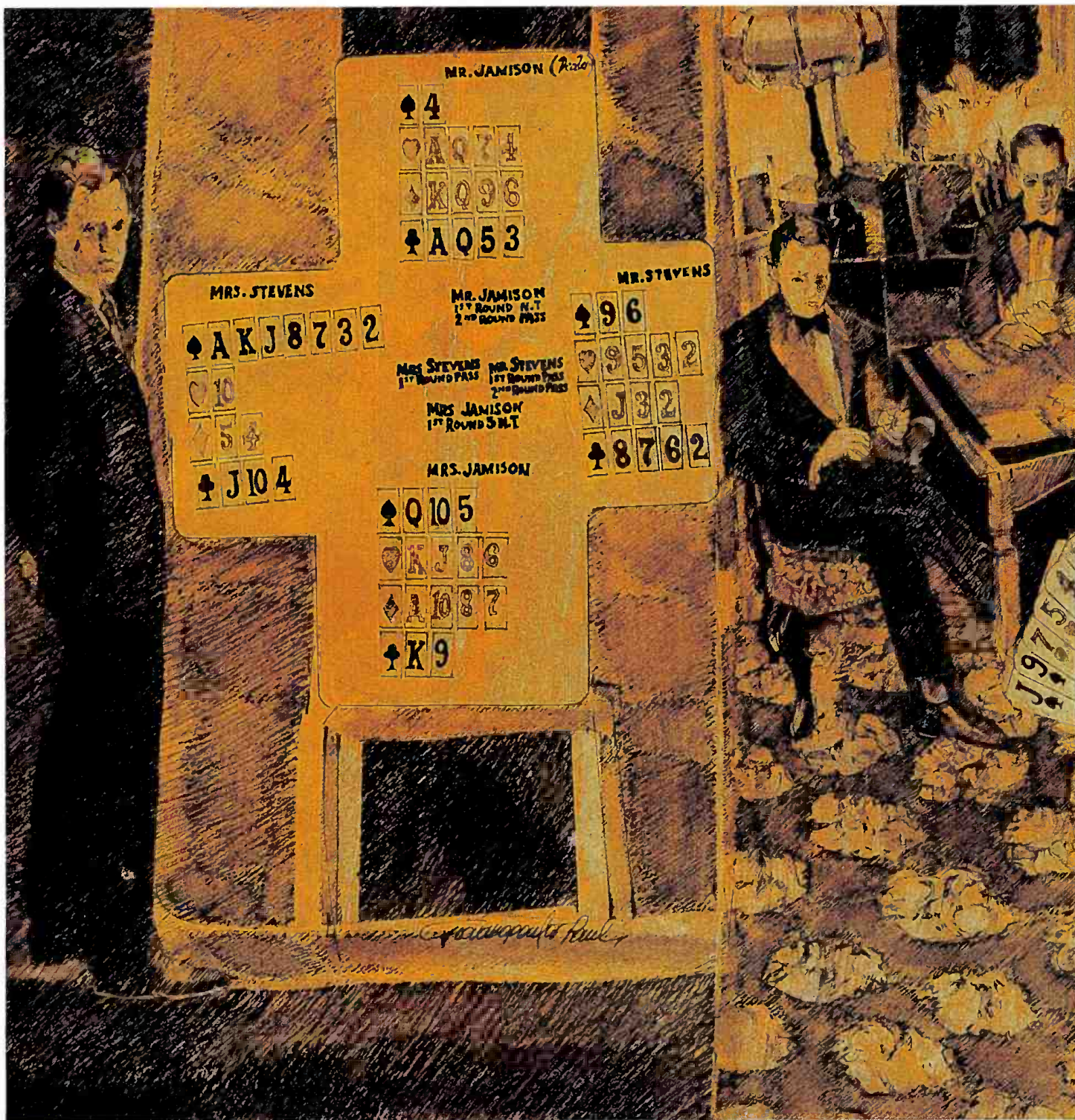
100 New-To-Television Cartoons

One hundred of the most lavishly produced cartoons ever created by Warner Bros. for theatrical distribution are now available to television stations. These fully-animated post-'47 productions have never traveled the *rabbit-ears* of a TV set before. They star Bugs Bunny, Daffy Duck, Elmer Fudd, Foghorn Leghorn, Road Runner, Speedy Gonzales and other world-renowned Warner Bros. personalities. Running 6 to 6½ minutes each, these 100 new-to-television cartoons are available in black-and-white or color. *An-n-n-d...that's what's up, Bugs!*

Warner Bros. Cartoons—Series '64



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



**What makes
a great
salesman?**

In the smoke filled ballroom of the plush Waldorf Astoria, after 33 days of head to head play, Ely Culbertson won his final bid and the match to decide the number one bridge player in America. This Romanian born card player, son of an American oil man and a Cossack Chief's daughter, inventor of the Culbertson System made ten million American families contract-bridge happy and in the process, made himself a millionaire.



With deliberate planning, psychological methods and a theatrical personality, Ely Culbertson sold contract-bridge through books, syndicated newspaper columns and radio shows. He traveled thousands of miles visiting bridge clubs and playing exhibition matches in his personalized approach to selling the Culbertson system. He founded an empire on a pack of cards and with his personal vitality, sold the world on contract-bridge.

Culbertson proudly admitted to psychological methods in selling and enjoyed greatly the theatrical personality he built to do it. The Storer stations are personal and dramatic, too. They have community vitality and excitement. Their responsible programming-keyed to specific community preference turns more listeners and viewers into *buyers*. In New York, Storer's great salesman is WHN, an important station in an important market.



LOS ANGELES KCBS	PHILADELPHIA WIBG	CLEVELAND WJW	NEW YORK WHN	TOLEDO WSPD	DETROIT WJBK
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV



J. M. Richardson, Owner
Richardson Chevrolet

Success Clients buy K·NUZ Houston's Success Station

We at Richardson Chevrolet buy KNUZ because KNUZ promotes our product with greater enthusiasm. They take a personal interest in our business and therefore produce greater floor traffic that results in higher sales.

J. M. Richardson

K·NUZ

HOUSTON'S 24-HOUR MUSIC AND NEWS

National Reprs.

THE KATZ AGENCY, INC.

New York • Chicago
• Detroit • Atlanta •
St. Louis • San Francisco
• Los Angeles • Dallas

In Houston: Call DAVE MORRIS — JA 3-2581

DATEBOOK

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

■ Indicates first or revised listing.

■ Dec. 23—New deadline for reply comments to FCC on ABC's petition for rulemaking to limit the area within which a TV station's signal can normally be carried by a community antenna TV system. Former deadline was Dec. 8.

Dec. 28-29—Conference of the marketing education division of the American Marketing Association. Sheraton-Chicago hotel, Chicago.

JANUARY

■ Jan. 6—Luncheon of the International Radio & Television Society. Speakers are: Ron Cochran, ABC; Walter Cronkite, CBS, and Chet Huntley, NBC. Waldorf-Astoria, New York.

■ Jan. 9—South Carolina AP Broadcasters Association meeting. Columbia, S. C.

■ Jan. 11-12—Canadian Radio Sales Bureau, sales and management conference. Constellation hotel, Toronto.

■ Jan. 15-17—Board of directors meeting of American Women in Radio & Television, Hilton hotel, New York.

Jan. 16 — Retail Advertising Conference. Reed Pasternak, head of his own agency in Flint, Mich., will discuss "How to produce effective TV commercials at a sensible cost." Walter Tower Inn, Chicago.

Jan. 18-19 — Oklahoma Broadcasters Association mid-winter convention will hear Robert J. Burton, president of Broadcast Music Inc., Robert J. Rawson, chief of FCC Renewal and Transfer Division, and Thomas Wall, attorney with Dow, Lohnes & Albertson, Washington. Sheraton Oklahoma hotel, Oklahoma City.

■ Jan. 20—Luncheon of the International Radio & Television Society. Featured speaker is Douglas L. Smith, director of advertising and merchandising at S. C. Johnson & Son. Waldorf-Astoria, New York.

Jan. 22 — Comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

Jan. 22-23—Meeting of radio code board of National Association of Broadcasters. Los Angeles.

■ Jan. 22-24—Advertising Association of the West, mid-winter conference. Disneyland hotel, Anaheim, Calif.

■ Jan. 24—Iowa AP Radio-Television News Association winter workshop. Des Moines.

■ Jan. 25—Deadline for comments on FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with newswire services (AP-UPI).

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

Jan. 26-28—Twentieth annual Georgia Radio-TV Institute of the Georgia Association of Broadcasters. Featured speakers include FCC Commissioner Robert E. Lee; Broadcast Music Inc. President Robert Burton, and John Chancellor of NBC News. University of Georgia, Athens.

Jan. 28-30—Winter convention of South Carolina Broadcasters Association. Columbia.

■ Jan. 29—Annual banquet, Federal Communications Bar Association. Sheraton-Park, Washington.

Jan. 29-31—Regional and board of directors meeting of National Advertising Agency Network. Guest House motor inn, Birmingham, Ala.

FEBRUARY

Feb. 1—Deadline for entries for Sigma Delta Chi Distinguished Service awards.

Feb. 2-3—Advertising Federation of America/Advertising Association of the West convention. Statler-Hilton, Washington.

■ Feb. 3—Luncheon of the International Radio & Television Society. Featured speaker is Representative Oren Harris (D-Ark.). Waldorf-Astoria, New York.

■ Feb. 4—1965 meeting of the Minnesota AP Broadcasters Association. Minneapolis.

Feb. 4-5—Annual conference of presidents of state broadcasting associations under auspices of National Association of Broadcasters. Shoreham hotel, Washington.

■ Feb. 5-6 — Radio-Television News Short Course sponsored by School of Journalism of University of Minnesota and Northwest Broadcast News Association. William B. Ray, director of Complaints and Compliances division of FCC, and Bruce Palmer, president of Radio Television News Directors Association, will speak. Minneapolis.

■ Feb. 5-6—Utah-Idaho AP Broadcasters annual meeting. Downtowner Motel, Boise.

Feb. 6—Directors Guild of America, annual Awards Dinner. Beverly Hilton hotel, Beverly Hills, Calif.

Feb. 11—Western States Advertising Agencies Association's "Man of the Year" award luncheon. Embassy Ballroom, Ambassador hotel, Los Angeles.

Feb. 10-11—Michigan Broadcasters Association mid-winter convention and ninth annual Legislative Dinner, Jack Tar hotel, Lansing.

Feb. 21 — Reply comments are due on FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of multiple ownership rules.

■ Feb. 23—International Broadcasting Awards banquet of Hollywood Advertising Club. Hollywood Palladium.

Feb. 26-27—Spring meeting of the Arkansas Broadcasters Association. Jonesboro.

MARCH

■ March 3—Luncheon of International Radio & Television Society. Paul Rand Dixon, chairman of Federal Trade Commission, will speak. Waldorf-Astoria, New York.

March 8-12—Hollywood Festival of World Television Classics. Prize-winning programs from 25 countries will be shown. Al Preiss, publisher, *Telefilm International* magazine, is coordinator of the festival, jointly sponsored by a dozen Hollywood TV film producers. Huntington Hartford Theater, Hollywood.

■ March 10—Twenty-fifth anniversary awards banquet of International Radio & Television Society. Waldorf-Astoria, New York.

March 15—American TV Commercials Festival. Waldorf-Astoria, New York.

March 21-24 — National Association of Broadcasters annual convention. Shoreham and Sheraton Park hotels, Washington.

March 28-April 2—Society of Motion Picture and Television Engineers, 97th semi-annual conference. Ambassador hotel, Los Angeles.

March 28-30 — Pacific Northwest Community Television Association Inc., 10th anniversary spring convention. Davenport hotel, Spokane, Wash.

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



holiday greetings from all of us to all of you



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David Bailey
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Broadcasting Publications INC.

WWDC^{radio} salutes Washington's finest



Milton L. Elsberg, personable president of Drug Fair, modestly relates an incredible success story of the phenomenal rise of Drug Fair in the Washington, D.C. area from a one-store operation in 1938 to over a \$50,000,000 corporation of 84 stores in 1964. Drug Fair, one of the fastest growing drug chains in the country, attributes much of its success and growth to the effectiveness of local radio promotion. WWDC, "the station that keeps people in mind", is pleased to have been an important cog in the wheel of good fortune that has contributed to the success of Drug Fair and has made their catchy motto a household phrase: "Don't say Drug Store—say Drug Fair—there's a Big Difference."

Represented nationally
by Blair Radio



WWDC RADIO WASHINGTON D. C.

OPEN MIKE®

Contemporary classic

EDITOR: The Nov. 16th issue of BROADCASTING will be one of the most popular items at TVB for years to come. We appreciate the fine work you did more every day.—Norman E. (Pete) Cash, president, Television Bureau of Advertising, New York.

Tit for tat

EDITOR: In your splendid editorial, "Sandbagging Radio," in BROADCASTING, Nov. 30, you have taken every point made in the [Reader's Digest] condensation from Harper's magazine and successfully repudiated it. It seems to have become somewhat of a hobby for the print media to attack radio at the slightest provocation.

It is also annoying to read an article soliciting readers to complain to the FCC about commercials or any other facet of the radio business . . . results of the Reader's Digest plea to its circulation to write the FCC might be interesting.—Charles E. Gates, vice president and station manager, WGN Chicago.

(By mid-December, the FCC said less than 50 comments had been received.)

Geographers take note

EDITOR: Regarding your Dec. 7 story "TV Homes, County-by-County Breakdown" for Minnesota:

We note, though it may seem prosaic You've renamed a county Passaic.

Hennepin is the name
TV homes not the same

We conclude that it was a mistaia.

—The Researchers, WCCO-TV Minneapolis-St. Paul.

(Through a simple slip of the type, Passaic county, N. J., also found its way into the Minnesota listing. Hennepin county, Minn., which was left out, should show 282,200 TV homes with 95% penetration.)

Dancing on the grapes

EDITOR: The following letter is so unusual in praise we thought you might be interested in it:

"Dear Sirs: Can't tell you how very much we enjoy your station. Your music is our kind of music. It not only pleases the ear but actually inspires. My husband has his sign shop at the rear of our home. We have the stereo piped out to it and it's all we can do to keep from dancing beneath the breezeway and its dripping grape vines. Pop says to tell you that if you are ever in financial need to keep the station on the air, he will be glad to sell our TV and donate its net worth.—Freda Snyder, Tacoma, Wash."—L. E. Collins, manager, KMCS(FM) Seattle.

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Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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BROADCASTING® Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING®—The News Magazine of the Fifth Estate. Broadcast Advertising® was acquired in 1932. Broadcast Reporter in 1933 and Telecast® in 1953. BROADCASTING-TELECASTING® was introduced in 1946.

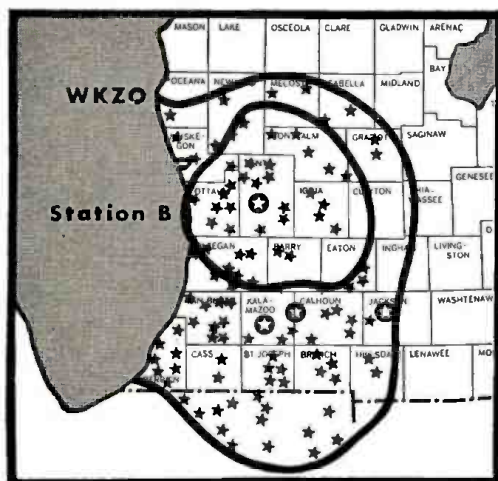
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BROADCASTING, December 21, 1964



YOU MAY NEVER SEE THE WORLD'S LONGEST BAR*—

WKZO's primary service area covers virtually three times as many Ford, Chevrolet, and Plymouth dealers as the next largest station.



BUT... WKZO Radio Serves Up More Auto Buyers and Dealers in Greater Western Michigan!

There are 156 Ford, Chevrolet, and Plymouth dealers on tap in WKZO Radio's primary service area — 102 more than the next-biggest station can draw within its primary service area.

The map at left shows who sets 'em up *best* in Greater Western Michigan. As you see, we leave a lot bigger ring. And not just auto dealers—WKZO Radio covers more retailers of *all* types (bar none) than Station "B."

Draft your Avery-Knodel man to help you cover the most sales outlets—and people—with WKZO Radio!

*There's one 285 feet long (with 32 taps) in Victoria, Australia.



The Tetzler Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO

CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

An open letter to the NAB's future president

Dear Mr. President:

From all of us in broadcasting, please accept congratulations on your election and warm wishes for your administration.

During your term in office there will be exception to what you propose, dissent to what you say and opposition to what you do. But at the start you surely have the unanimous good will of the industry.

Networks and stations, program production and distribution firms, trade associations and advertising agencies—and sponsors whose advertising investments support broadcasting and thus make all our positions and responsibilities possible—are 100% with you.

You may have noticed that I lumped together broadcasters and users of broadcasting and write of "our positions and responsibilities." I am aware that it is imprudent and diplomatically disastrous to tell a man how to run his business. That is why I have underscored that we are in the business of broadcasting together.

The Wall ■ It is important to make this point because some people sometimes ignore it. We co-exist because we cannot exist at all otherwise. Unfortunately, at times broadcasters separate themselves from users of broadcasting by an idea-tight, communications-proof wall constructed of ego, misplaced self-importance and misunderstandings.

Of course stations are licensed by the FCC and are charged to operate in the public interest, convenience and necessity. But having a communications license is not the same as having "license" or omniscience.

More important, perhaps, is the constant vexation without representation that broadcasters heap on users of broadcasting because they don't understand advertisers' problems.

This past spring the National Association of Broadcasters' code board pronounced new rules and regulations regarding "piggyback" announcements with effective date of Sept. 1. Although nearly everyone agreed with this teaspoon effort to empty the ocean of TV clutter, the fact was that the brand budgets, marketing and media plans affected by this sweeping change had already long been set.

If this change had to be, wouldn't it have been good business to make it effective nine months or a year from announcement and not to disrupt advertising plans? The piggyback problem was attacked as vigorously as if it were

the only item in the alleged clutter of TV. Yet other elements involved were not even discussed.

Basic Facts ■ Before attempting to treat symptoms, shouldn't we diagnose the illness? Shouldn't we know more objectively (that means what people out there think, not what we feel) about what really does irritate viewers? How about titles and credits? Promotional announcements? Audio promos over credits? Billboards?

Five years ago in an effort to improve station clearances a network increased the station-break time between evening programs to 40 seconds. Advertisers and agencies recoiled in horror. The other networks echoed the dismay and promptly copied the offender.

When is enough too much? Isn't it reasonable for broadcasting to pursue success with reason—without harming others? Isn't this lengthened station break a prime cause of today's concern about multiple commercials?

Look at it this way: Broadcasters and users of broadcasting constitute the broadcast industry. Although the former are licensed and legally responsible, all have a great stake in the progress and future of broadcasting.

Although the industry is made up of three groups (broadcasters, advertisers and their agencies) only one group (broadcasters) sets the ground rules and interprets them as well.

No Voice ■ There is communication between and among the three parts of broadcasting, but there is no representation of the latter two groups in any policy-making or "policing" activity. It would be democratic as well as good business to change this unilateral operation to a multipartite one.

We urge for your early consideration the establishment of a body—fostered

by the NAB, but independent of it—which would include representatives of all three industry segments. Such a Broadcasters - Advertisers - Agency Committee (BAAC) could promptly:

- Undertake a thorough, meaningful examination of broadcasting in its entirety, giving priority to the industry's "problems".

- Seek the ideal structure of broadcast programming in fulfilling its complex role of informing-entertaining-communicating, with the public's interest the paramount consideration.

- After study, recommend new rules covering such specifics as: positioning of commercials; length of commercial time; length and position of quasi-commercial time, including billboards; on-camera identification, credits, promotional announcements, ID's and the like.

- Establish new ground rules with regard to commercial copy and establish a central single office to clear broadcast copy for all broadcasters.

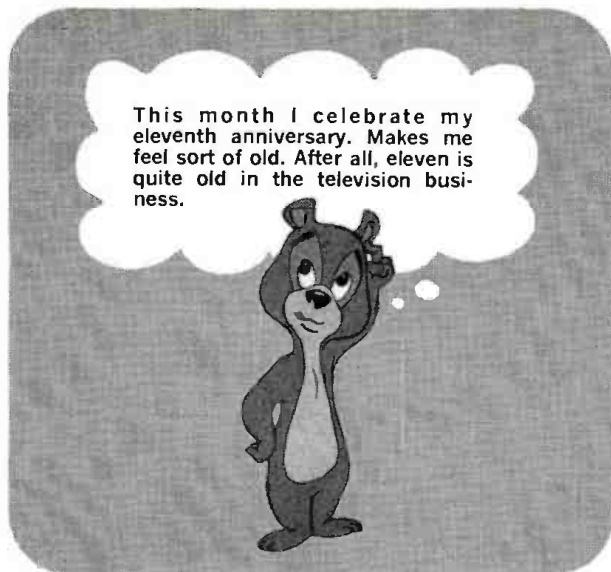
Broadcasting's 'Government' ■ I have good reason to believe that such a group would have the enthusiastic support of advertisers and agencies. And, with such support, under the leadership of the NAB, it is reasonable to assume that BAAC could soon achieve such stature and authority that its multi-voiced word would be heard and heeded throughout the broadcasting world.

It would supplant no government function or authority. But it would change the oligarchy that presently exists. It would provide the legislative-judicial-executive structure of broadcasting's own "government."

Mr. President, we urge your consideration of this important revision in current forms to bring democratic procedures into our business—the free enterprise system of broadcasting.



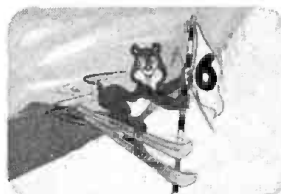
The communications career of Gene Accas, vice president of network relations of the Leo Burnett Co., combines network, agency and association experience. His fields include research, sales development, public relations, media and programming at three agencies (Foote, Cone & Belding, Grey, and currently Burnett); two networks (NBC and ABC), and one trade organization (TVB). He joined Burnett's program department in 1962. He is married and has a young daughter.



It all started on Dec. 21, 1953. I was sort of young and fuzzy then,



but in the past ten years I've grown older and smoother.



For the past ten years through Winter



Spring



Summer



and Fall, I've been bringing the best in TV



to 700,000 people in Maine and New Hampshire.



I've had quite a few firsts, too. I was the first Full-Time, Full-Power TV station in Maine.



It was through my efforts that permission was granted to film the Maine Legislature in session and I was the first station to do so...



... and the first to provide a full half-hour of local news, sports and weather.



I have the first and only television drama critic in Maine and give regular reviews of theatrical productions.



When precedents in television service are being set or broken I like to get the drop on 'em every time.



and to all the nice clients who have made the last eleven years so enjoyable
... THANK YOU!

WCSH-TV

NB
AFFILIATE

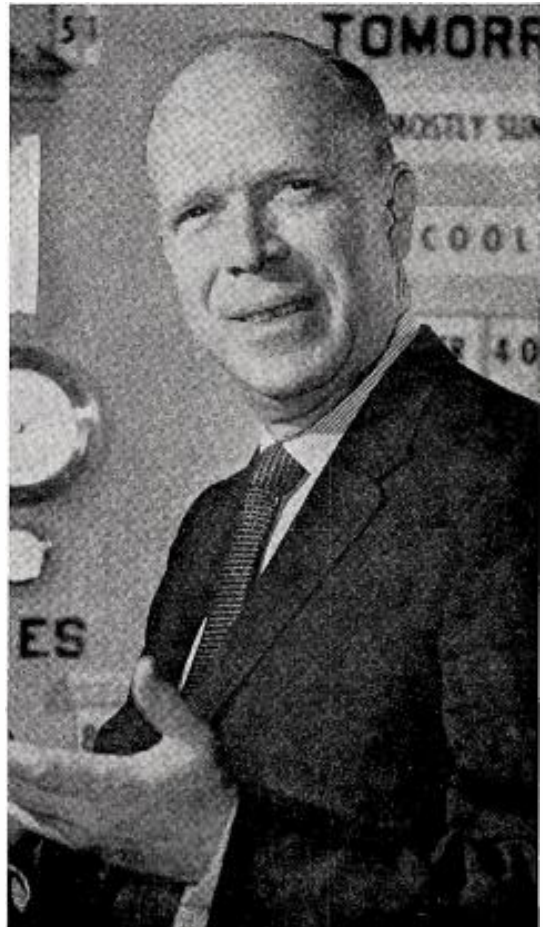
MAINE BROADCASTING SYSTEM

K THE KATZ AGENCY, INC.
National Representatives

**weather or not—
LOUIS ALLEN
lets people know about it**

Louis Allen is a rare meteorologist. He not only talks about the weather, he does something about it. No ordinary weather reporter, Allen is recognized as one of the nation's leading weather scientists. In addition to his broadcast chores, he runs the highly successful Allen Weather Corp. which supplies detailed forecasts to utilities and navigational advice to steamship companies.

As a key member of our 25-man staff of news and public affairs specialists, Louis Allen turns a weather eye on the Nation's Capital daily, helps make WMAL-Radio and WMAL-TV the news authority in the Nation's Capital.



News Authority in the Nation's Capital

wmal radio and television

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

TV spot's sales tempo quickens

BROADCASTING survey shows over 80% of stations with holiday billing ahead of year ago; average gain is about 20%; only 7% report drop in billings

Spot television business currently is moving at a faster clip than last December's on eight out of 10 TV stations, with indications that 1964 billings in most cases will exceed last year's by a comfortable margin.

These findings were drawn last week from a station survey conducted by **BROADCASTING** as part of an annual series. They were supported by the results of an informal canvass among leading station representation firms.

The studies also found general, if not universal, belief that business would remain strong through at least the first quarter of 1965 and that the outlook for the new year, so far as it can be foretold now, is good.

Big Majority ■ In the station survey 82% of the respondents said their spot billings this December were running ahead of those for the same period a year ago. Another 11% said December business was maintaining the levels reached last December, and 7% reported declines in December sales.

The average gain for this December, among stations describing their increases numerically, was 20.5%. Among those reporting drop-offs, the number estimating the extent of the decline was too small to provide a meaningful average, but every indication suggested that the average would be no more than a few percentage points.

The survey indicated that overall gains this December were somewhat more widespread than a year ago, but that the average increase was probably lower. Last December, 75% of the respondents said business was up. The average gain, where figures were given, was about 27%.

The number reporting declines in December business, however, was higher last year than this, 14% to 7%. The average decline in last year's study was placed at about 10%.

Cheerful Figures ■ About eight out of 10 stations reporting on spot business for the full year 1964 indicated they expected gains. These, where indicated,

averaged between 10% and 15%. Most of the approximately 20% not reporting spot advances for the full year indicated business was at or close to the levels reached in 1963. A few, out of the total returns, reported dropoffs.

Substantially the same report was given by station reps. Among those canvassed, more than 90% said their

sales for the year were up. The average gain, where given, was 13%. The less than 10% who did not report gains said sales were at or near 1963 levels.

In terms of December sales, the station study again found—as last year's did—the most widespread gains in markets having four or more stations.

Returns from these markets indicated December business exceeding last December's on 91% of the stations, with 9% reporting declines. Last December, 87% of the respondents from these markets reported gains and 13% reported dropoffs.

Three-station markets ranked next in frequency of gains—88% of these respondents said December business was up, 9% down, and 3% no change. A year ago, these markets had the lowest incidence of increases, 70% of the respondents showing gains, 13% dropoffs and 17% no change.

Smaller Markets ■ In one- and two-station markets 71% of the respondents showed December increases (as compared to 78% a year ago). Although gains were somewhat less general this December, the December 1964 record on declines was better: this year less than 1% reported sales below last December's; last year 17% took a dip.

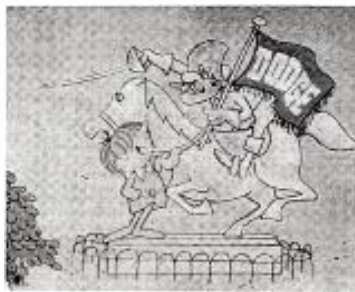
It was clear from the returns, and the sales representatives repeatedly emphasized, that while the overall sales performance for December and the full year was clearly better than a year ago, some stations and some markets were enjoying more of this growth than others, and some were not sharing in it at all. Business can fluctuate widely from market to market and from station to station, often for no easily accountable reason.

The study of spot availabilities showed—as in the past—that choice one-minute positions are in relatively short supply in most markets and practically nonexistent in some.

On the average, from 6 p.m. until after 11 p.m. only about one one-minute spot position out of 10 was available during the week beginning

Dodge's new salesman

Carrot-topped, near-sighted Spanky would sell a Dodge to a statue if he could. The TV animation character stars in a new series of color spots produced for the Chicagoland Dodge Dealers by BBDO, Chicago, and is off and running all over the U. S. now selling cars on TV for Dodge dealer groups in major markets.



Two weeks ago Spanky appeared on WGN-TV Chicago and after the first of the year probably will run on the city's other commercial TV outlets, too. He's just hitting the air in Detroit, Boston, New York, Philadelphia, St. Louis and San Francisco with more to be added. Unicorn Productions, Hollywood, made the 60-second spots for BBDO.

The campaign in Chicago has its radio version, too. BBDO has produced a new series of George Jessel radio commercials.

Dec. 7, the period covered by the study. In the afternoon one out of four was available; in the morning, not quite one out of two, and between 11 p.m. and sign-off, about one out of three.

Shortest in Big Markets ■ The one-minute shortage was greatest, as usual, in markets having four or more stations. Stations reporting from these markets indicated no more than two out of 10 one-minute positions were available in any principal day-part from noon until sign-off, and in the 6-7:30 period of peak demand 94% of the positions were taken. In the mornings about 36% were still open.

Second highest sales level on one-minute spots was reported in one and two-station markets, where approximately 85% of the availabilities between 6 and 11 p.m. had been taken. More than half of those after 11 p.m., better than 60% of those in the afternoon and almost half of those in the morning hours also had been sold.

In three-station markets one-minute sales were slightly lower, totaling a little more than 80% in the 7:30-11 p.m. period, a little under 80% in the 6-7:30 p.m. segment and between 38% and 53% in morning, afternoon and late-night periods.

As these sales figures indicated, stations reported almost without exception that 60-second availabilities were most universally requested by agencies and advertisers.

Asking for 20's ■ For the first time in several of these seasonal studies, however, an appreciable number of stations reported signs of increased agency interest in 20-second positions.

These have been in limited and seemingly diminishing demand for some time—a condition that in the past and again in the current survey prompted a number of respondents to stress that agencies are missing good bargains in overlooking the 20's.

While several stations reported some new interest in 20-second spots, however, as many or more indicated that demand was still missing. This was emphasized, too, by a number of station representatives, none of whom reported that general agency interest was increasing noticeably.

In the peak period for 20's, the hours between 7:30 and 11 p.m., station figures indicated sales were at about the 80% level. They were almost that high in the 6-7:30 p.m. period, but in the morning, afternoon and late-night hours they were just over—and sometimes well under—the 50% mark.

Sales of ID's and 10-second positions reached 75% in the 6-7:30 p.m. period, moved up to 81% between 7:30 and 11, and ranged from 36% to 55% in the other principal day parts.

ID's and 10's were most heavily sold in markets having four or more sta-

tions. With some exceptions, the most availabilities were to be found in three-station markets.

Politics Helped ■ In appraising their 1963 sales performance, a number of stations and their sales representatives credited political business with bolstering fall billings. A few indicated their sales for the year would have been off without the political billings.

Several, particularly among the reps, felt that the three-way tie among the TV networks as reflected in the most recent Nielsen ratings would lead to increased spot sales in the coming months and had boosted spot business to some extent this fall.

In evaluating 1965 prospects, most of the reps in the canvass appeared to expect a strong sales year but with gains probably not up to those recorded this year. A few thought the general economy would level off during 1965, limiting prospects for TV sales growth.

Some stations expressed similar reservations about 1965 gains but for the most part their forecasts ranged from moderately expectant to openly enthusiastic and tended to anticipate gains close to this year's.

A year ago stations, advertisers and agencies were hectically trying to find suitable make-goods for thousands of messages cancelled during the four days of commercial-less coverage of the assassination of President Kennedy in late November. The findings of this year's study are comparable with those last year, however, because last year's

questionnaires were filled out just before the assassination occurred and thus represented conditions as they would have been if no commercial cancellations had taken place.

Alberto-Culver hits even harder with TV

Alberto-Culver Co.'s almost total commitment to television will push the firm's billings to some \$45 million during the next year, it was learned from the annual meeting of the toiletries company last week in Chicago. Spot TV will get more than at least \$1 million a month.

Leonard Lavin, Alberto-Culver president who only last month challenged newspaper interests to prove to him why TV isn't the best medium for his firm (BROADCASTING, Nov. 23), reported that the firm's gross sales had topped \$100 million. The company will be only 10 years old in March 1965 and has built its volume using TV.

Alberto-Culver's fiscal year ended Nov. 30 and showed a 20% sales jump over 1963's \$80.2 million gross sales.

The company also announced plans to acquire Masury-Young Co., Boston manufacturer of industrial chemicals including cleaners and floor waxes. It earlier disclosed plans to diversify into the household products field.

Alberto-Culver during this last year used some radio for a promotion involving Command hair dressing but is not using the medium at present. The firm also has small schedules in magazines. Agencies: Compton, BBDO and J. Walter Thompson Co., all Chicago.

WGN-TV daytime ball games are sold out

Sponsorship of the daytime home games of the Chicago Cubs and Chicago White Sox on WGN-TV there has been fully sold out, it was announced Thursday (Dec. 17) by Ben Berentson, WGN-TV manager. It marks the first time in 18 years of broadcasting that the home schedule has been completely signed by sponsors before Jan. 1. Daytime home games for the fifth year will be colorcast.

Theo. Hamm Brewing, through Campbell-Mithun, both Minneapolis, starts fifteenth year with one-third sponsorship. Phillips Petroleum, Bartlesville, Okla., through J. Walter Thompson, New York, takes one-sixth for its third year and R. J. Reynolds Tobacco, Winston-Salem, N. C., through William Esty, New York, takes a quarter for

Schick's radio-TV plans

Television will get the major part of the more than \$2 million that Schick Safety Razor Co. has budgeted for advertising in the first quarter of 1965. James L. Badgett, vice president in charge of advertising, said last week that the company is sponsoring *No Time for Sergeants* on ABC-TV and plans heavy use of spot TV in individual markets.

Schick is also using network radio to advertise its razors, blades and shave creams, sponsoring Paul Harvey and John Cameron Swayze news programs and Howard Cosell's sportscasts on ABC Radio, hourly newscasts on NBC Radio and some 15 broadcasts of Van Patrick and Bill Stern a week on MBS (all full networks). Broadcast specials are planned for various markets and there will be some use of magazine space. Schick's agency is Compton Advertising, Los Angeles.

Test brings Manhattan scouting back to TV

The Manhattan Shirt Co., New York, a substantial soft-goods advertiser in television in 1958 and 1959, intends to bounce back into the medium in 1965 on an extensive scale with an investment of approximately \$750,000 for the year. (CLOSED CIRCUIT, Dec. 14). Spot television will be the prime medium used, although there will be a limited campaign on network TV.

Its return into television on a relatively sturdy basis follows three years of virtual inactivity in TV. The company remained out of TV in 1961 and 1962; spent a token \$32,000 in 1963 and retested the medium this year with an expenditure of approximately \$100,000. Manhattan's agency is Doherty, Clifford, Steers & Shenfield, New York.

"Outside of a few network spots we ran last year, we had been out of TV since 1960," Bruce Fogwell, director of advertising for Manhattan Shirt, recounted. "In 1958 and 1959 we had invested in network TV on a scale that was heavy for us (approximately \$650,000 and \$500,000, respectively). Though we couldn't say the results were unsatisfactory, we just couldn't pinpoint the job that television on a network basis was doing for us.

Try Again ■ "This spring we decided to test TV on a spot basis for our Dura-Wite! shirts. We ran schedules prior to Father's Day in Hartford, Denver and Milwaukee.

"The results of the campaign proved to us that spot TV can be effective. And we can gauge the results by checking our customers—the dealers that stock our shirts. They told us that people came in mentioning the commercials they had seen on TV. Some stores sold out their stock of Dura-Wite! shirts before the campaign was over."

The 1965 campaign will concentrate on the six weeks before Father's Day in the top 30 markets and will include shorter flights in September

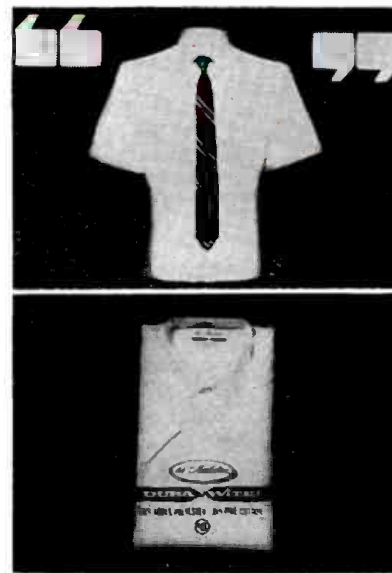


One Manhattan 60-second spot opens with close shots of various portions of the shirt with announcer stressing stay-white quality of Dura-Wite! Action moves to the shirt label (upper left) with an explanation of the guarantee and the materials used, pulls to layers

and the pre-Christmas period. An unusual facet is that the spot campaign will focus exclusively on Manhattan's Dura-White! shirts ("the white is in to stay"). A six-week, one-spot-a-week on NBC-TV's *Johnny Carson Show* will concentrate on Lady Manhattan shirts on four of the six programs during the spring campaign.

"What pleases us is that although the campaigns to date have stressed Dura-White!, we have found that customers come in and ask for our other items, such as other dress shirts, undershirts, shorts and pajamas," Mr. Fogwell noted. "The campaign boils down to a 'brand-image' one for Manhattan as well as a direct sales tool."

A Little Extra ■ Spot TV is particularly useful to Manhattan Shirt,



of Dura-Wite! print lines, comes down to the exclamation mark at the end of one of these lines, changes the shape of the exclamation mark to a shirt, runs through a series of shots re-emphasizing the shirt's qualities, and ends on a packaged shirt with music over.

Mr. Fogwell remarked, because it enables the company to use six-second slides as part of the commercial identifying local dealers carrying Manhattan products. In addition, Manhattan is implementing a vigorous merchandising campaign, consisting of in-store promotions directing the attention of the consumers to the company's TV efforts and special displays in the offices of its 80 salesmen, designed to encourage dealers to increase the size of their orders.

"Spot TV enables us to choose the time periods we seek to reach an adult audience," Mr. Fogwell said. "For the most part, we have obtained positions in prime-time and late-night programs, including syndicated shows, feature films, news and sports shows, which should provide us with responsive audiences."

fifth consecutive year. One-eighth each has been signed by Allstate Insurance Co., Skokie, Ill., through Leo Burnett Co., Chicago, and Greater Chicago Dodge Dealers Association through BBDO, Chicago.

Rep. appointments . . .

■ WECT(TV) Wilmington, N. C.: Weed Television Corp., New York.

■ WCFL Chicago: Metro Radio Sales, New York, effective Jan. 6.

■ KOTA-AM-TV Rapid City, S. D.: The Meeker Co., New York, effective Jan. 1.

■ WLIQ Mobile, Ala.: The Bolling Co., New York.

■ WAYE Baltimore: Mort Basset & Co., New York, effective Jan. 1.

■ KIRV Fresno, Calif.: J. A. Lucas Co., Los Angeles (for West) and Broadcast Time Sales, New York (for East).

■ WBIE-AM-FM Marietta, Ga.: Paul H. Raymer Co., Atlanta.

■ WGVA Geneva, N. Y.: Harold H. Segal & Co., Boston, as regional representative.

The cigarette makers' New Year's resolution

After Jan. 1 advertising must avoid appeals to youth or claims that smoking is good for anybody

The cigarette advertising code adopted by the country's major cigarette manufacturers will go into effect officially on Jan. 1, 1965, but most advertisers and agencies were reported last week to have already initiated or completed plans to conform with its provisions.

Robert B. Meyner, the code administrator, announced the official date of the code's implementation last week and pointed out that member companies of the code have been voluntarily adhering to its provisions. He said that after the first of the year the advertising of all members would conform with all provisions of the code, except for certain materials where previous deadlines or production schedules made this impractical.

Among the provisions of the code, which were disclosed last spring (BROADCASTING, May 4), are the following: It prohibits cigarette advertising on TV or radio programs or in publications directed primarily to minors. It prohibits advertising in school, college, or university media or in comic books or comic supplements. It bans the use in advertising of testimonials by athletes, celebrities in the entertainment world or by others having a special appeal to persons under 21.

It does not permit advertising that represents cigarette smoking as essential to social prominence, distinction, success or sexual attraction. It requires that persons shown to be smoking in commercials or advertisements to be at least 25 years of age. Persons must not be shown smoking in the course of, or soon after, vigorous physical activity. No medical claims can be made that cannot be substantiated by scientific research.

Beginnings Seen ■ According to some advertising agency executives, changes already have showed up in cigarette commercials and others are in the working stages. One executive noted that the code attitude is "quite tough on filter claims."

Some advertising officials conjectured that the code might result in a "jam up" on TV spot availabilities. It was noted that cigarette advertising may be directed still more toward evening periods and this concentration of cigarette commercials in the 8-11 p.m. period on

both a network and spot basis is likely to pose a problem of product protection.

The tobacco industry spends more than \$200 million a year on advertising in all media. In 1963, an estimated \$134.6 million was allocated to TV; \$19 million to radio; \$18.2 million to newspapers, and \$34 million to magazines.

Meyner's Role ■ During a news conference in New York last week, Mr. Meyner did not spell out particular changes in advertising that would arise from the code. He explained that his position as an administrator is quasi-official and he intends to observe the restraint against public comment that is imposed on judges.

He said the code gives him "a large



Code Administrator Meyner
All member companies will conform

responsibility and commensurate power to interpret, administer and enforce." He pointed out that any member company violating the code can be required to pay up to \$100,000.

Mr. Meyner was named administrator of the code last July. He declined to tell newsmen the salary for the post

A change in accent

In a change of pace to reach additional audience and get the best visual impact for a new copy theme, Accent food seasoning plans to switch from radio to television next month. The product has been a heavy radio advertiser.

Effective Jan. 15 Accent will participate on daytime programs of NBC-TV, according to its agency, Leo Burnett Co., Chicago, and will buy TV spot in top markets to break about two weeks after that. "Radio has done a terrific job," according to Bill Nixon of Burnett, but TV was chosen for the new drive because of the creative theme.

but said the budget for his office and staff was "adequate."

Member companies of the code are the American Tobacco Co., Brown & Williamson Tobacco Corp., Larus & Brother Co. Inc., Liggett & Myers Tobacco Corp., P. Lorillard Co., Philip Morris Inc., R. J. Reynolds Tobacco Co., Stephano Brothers and the United States Tobacco Co. Among them they are said to account for more than 99% of the cigarettes produced in the U. S.

Neither The American Tobacco Institute nor the NAB commented on last week's announcement as of last Thursday (Dec. 17).

Columbia Records scolded for print ads

The president of two metropolitan Washington radio stations has taken the Columbia Record Co. to task for favoring print media in its advertising.

Ed Winton, WQMR Silver Spring, Md., and WGAY(FM) Washington, complained to Columbia's president, Goddard Lieberman, that "for every different type of album listed" in a 16-page Columbia newspaper supplement, "you will find a radio station specializing in that type of music. It would seem to me that these radio stations would be a logical advertising market for the Columbia record album promotion that has been carried in the newspapers.

"I find this supplement doubly upsetting," Mr. Winton continued, "not only because it went into a competitive medium, but also because we have found that most record dealers find it difficult to get any sort of co-op funds from Columbia to advertise their wares on radio."

BY POPULAR DEMAND

⇒ Knocking 'em dead from K.C. to Hong Kong
⇒ Renewed through 1970 in Los Angeles
⇒ Renewed through 1966 in New York

Felix THE CAT

THIS IS THE CAT.

Unlike any other cat in the history of entertainment.

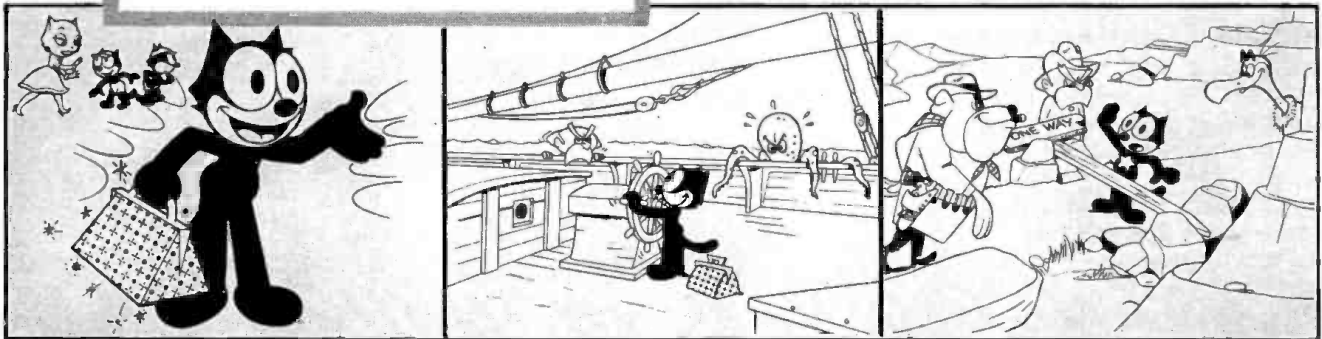
The world's most famous feline, starring in the one and only "Felix The Cat" cartoon series made for television.

**260 FOUR MINUTE
EPISODES
IN B/W OR COLOR**



© FTCP

© MCMLIX Felix The Cat Productions, Inc.



TRANS-LUX

TELEVISION CORPORATION

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NEW YORK, N. Y. 10022 • PLaza 1-3110
CHICAGO • HOLLYWOOD

Trans-Lux Television International Corporation
Zurich, Switzerland

ABC-TV breaks away with \$60 million sales for next season

ABC-TV said last week it had "firm sponsorship commitments" representing more than \$60 million in billing for the next—1965-66—TV season, and that the business had been "written" during the previous week. On the Monday of that week the second November Nielsen report was published showing the three networks in a virtual three-way draw in the Nielsen rating averages. (BROADCASTING, Dec. 14).

NBC-TV spokesmen said that network had been writing business for the next season. Cited as a new ad-

vertiser commitment: Colgate-Palmolive's designation of a half-hour period with a show to be selected. That sign-up alone represented \$6 million in business, it was said. CBS-TV, which has been dotting its nighttime lineup with extensive juggling (see page 48), did not point up next season's sales, though traditionally it signs up more major advertisers and at a quicker pace than the other networks in advance of a new season.

As reported by James Duffy, ABC vice president in charge of TV net-

work sales: American Home Products, through Ted Bates, signed for an estimated \$11.5 million in business; Clairol, via Foote, Cone & Belding (\$11.1 million); R. J. Reynolds Tobacco, through William Esty Co. (\$8.5 million); Consolidated Cigar, agency not designated (\$8.4 million); Menley and James, through FC&B (\$5.2 million); J. B. Williams, via Parkson (\$5.1 million); American Tobacco, via BBDO (\$3.2 million), and Proctor & Gamble, through Benton & Bowles (\$3.2 million).

Life insurance institute plans for TV in '65

The Institute of Life Insurance, an institutional advertiser on behalf of insurance companies and agents, will advertise on TV for 10 months in 1965—from January through June, and September through December. The institute will spend \$3 million on television and in newspapers during the coming year.

TV advertising will concentrate on programs aimed at predominantly adult audiences. During the January-June period, the institute will have half-sponsorship in specials on ABC-TV and NBC-TV. From September through December, TV sponsorship will consist of two commercials per game for 19 American Football League games on NBC-TV.

ARB postpones start of local radio survey

American Research Bureau's plans for starting a 12-market local radio audience survey in January will be delayed, the firm said last week. Tentative new date is April or May 1965.

The reason given is a lack of industry familiarity with the multi-media diary measurement system. "At this point in time," commented George W. Dick, ARB president, "there is a reasonable reluctance on the part of some people in the industry to enthusiastically accept the new technique."

"The crucial consideration," Mr. Dick continued, "is 'have we validated and substantiated this technique to the satisfaction of the industry?' Although we have seen a lot of interest and enthusiasm for the method, we believe the answer is 'no.' Until we do provide

complete and detailed information on the technique to members of the industry, we will hold the service."

ARB has announced plans to publish a report on diary measurement, based on tests conducted in Detroit in January and February 1964. A report is also "soon due" on a similar, subsequent study in Washington.

The original January survey date was announced following a reorganization of the ARB management (BROADCASTING, Nov. 30, 23).

Seven agencies join hands for research

In a joint venture in operations research, seven leading advertising agencies in New York announced last week that they are pooling both budget and brain power to develop a computer-based media-planning program. The agencies are Compton Advertising;

Foote, Cone & Belding; Grey Advertising; Ogilvy, Benson & Mather; D'Arcy Advertising; Cunningham & Walsh and Ted Bates Inc.

The project will include the development of the conceptual framework, application of mathematical principles and, finally, the actual programming of a complex media-planning system for the computer. The announcement noted that the combined media knowledge and resources of the agencies "will contribute substantially to the successful completion of the project."

The Diebold Group Inc., management engineers, has been retained as mathematical consultants and will do the actual programming. The system under development was said to make use of simulation and to incorporate an "optimizing" procedure to search out the best allocation of advertising budgets.

JWT gets business from American Home Products

The Whitehall Division of American Home Products Corp., New York, announced last week it has appointed J. Walter Thompson Co., New York, as agency for Bisodol tablets and powder, Dristan Nasal Mist and several products currently in test markets. Total business is estimated at \$4.5 million and reportedly is allocated to network and spot TV exclusively.

The Dristan account, which is estimated at \$3.7 million, moves to JWT from Tatham Laird, Chicago. It is heavily involved in network TV, and expenditures in 1964 should reach about \$3.2 million. Its spot-TV billing is in the neighborhood of \$500,000.

Bisodol spends approximately \$500,000, overwhelmingly in network TV. The undisclosed test products are expected to bill around \$200,000 in 1965.

Young pro

The youngest member of the Washington-Baltimore local of American Federation of Television and Radio Artists is 3-year-old Joshua Case, who is doing radio and television spots for Parks Sausage Co., Baltimore.

Josh's father, Lee Case, morning personality at WCBM Baltimore, took his son along to a commercial recording session for the Leon Shaffer Golnick agency. Producer Lee Blom has an eye for talent, and a star was born. Josh and his father are now selling Parks sausages on many radio outlets in the East and on TV in the Washington-Baltimore area.



This is the kind of hold our station has on people

Loyalty on both sides, in more ways than you'd expect.
A great and prosperous market well worth knowing about.

Civic-minded veteran staff members.

Not a triple spot all 'round the clock.

Let George P. Hollingbery tell you all about us.

WHIO-TV • CBS • CHANNEL 7 • WHIO-AM-FM • DAYTON, OHIO

WHIO-TV



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.

How advertising rides the tiger

THE 'IN' ANIMAL OF 1964 IS AN ALL-PURPOSE SALES BOOSTER

The tiger is the king of beasts in the 1964 world of radio and TV advertising. Three notably successful broadcasting campaigns, for Esso Extra gasoline, U. S. Royal Tires and Kellogg's Sugar Frosted Flakes, employ a tiger, and a fourth, for Revlon's Top Brass hair dressing, uses his skin.

The Esso campaign, using the slogan "Put a Tiger in Your Tank," has attracted the widest attention, and is responsible for "waves of word-of-mouth publicity and tie-in promotions," according to a spokesman for Humble

the commercial.

By Sept. 15, the campaign had proved so popular with the public and Esso dealers that Humble decided to continue it through the fall months.

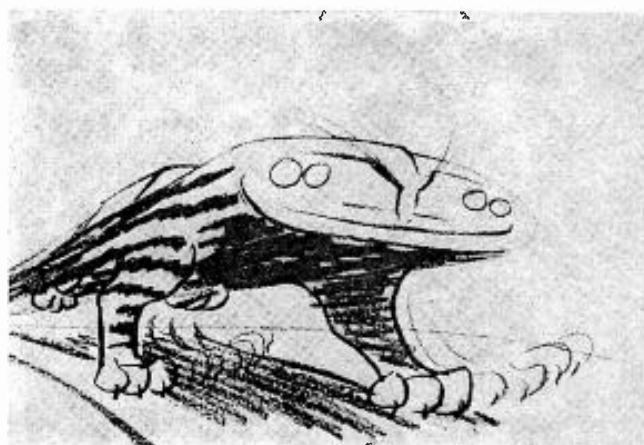
According to the Television Bureau of Advertising, network television billings for Esso gas and oil rocketed from \$97,800 during 1963 to \$1,447,700 during the first eight months of this year. Spot expenditures, which totaled \$1,766,130 during 1963, were \$504,500 during the period from January through June 1964. Neither spot nor network

novelty companies have been profitably riding the wave of publicity created by the Esso tiger. The tiger tails flying from gas tank lids of numerous cars are sold or distributed free by Esso dealers. The dealers buy the tails from independent producers. Humble has no connection with or financial interest in these toy producers, according to a Humble spokesman. However, Humble salesmen provide dealers with order blanks from the tiger-tail producers.

In New York and New Jersey, for example, tiger tails are sold to Esso



Humble's carburetor-cleaning tiger stands by his pump.



U.S. Royal's tiger demonstrates road-gripping ability.

Oil and Refining Co., Houston. Humble, major domestic affiliate of Standard Oil of New Jersey, markets Esso Extra gasoline.

Humble service stations are known as Esso in the East and Humble in the West. The gasoline is sold in 23 eastern and southern states as Esso Extra, and in 22 southwest and western states as Enco Extra, another Humble trademark.

Television commercials for Esso Extra have spurred a nationwide fad that includes tiger jokes, tiger tails on cars, and even a hit record, "Tiger in Your Tank," which sold 100,000 copies in five days.

The Esso campaign, prepared by McCann-Erickson, Houston, was originally scheduled to run May 14-Sept. 15. Both broadcasting and print media were used. The tiger-in-the-tank commercial was broadcast on 13 one-hour NBC documentaries sponsored by Humble during the summer, on *Esso Reporter* in 33 radio and television markets, and on radio stations in more than 100 markets. New York area broadcasts of the Yankee baseball games also carried

figures include the heavy spending anticipated for the fall television season.

Unprecedented Drive ■ A Humble Oil spokesman said last week that the tiger campaign was the largest "single promotion" in the corporation's history. The bulk of the advertising expenditures have been in TV and radio.

During the current season, Humble has changed its sponsorship policy in its efforts to expand the tiger campaign. In the past, Humble advertised Esso products through sponsorship in news programs, sports events and documentaries. This puts Humble into entertainment for the first time.

The tiger commercials have been on nighttime shows on the three TV networks, and have been continued on the *Esso Reporter* broadcasts, and on spot radio "on a saturation basis," according to Humble.

The Humble spokesman referred to the tiger theme as a "campaign of the spoken word," and said that the slogan "Put a Tiger in Your Tank" has fathered numerous jokes and unpaid references to the tiger on various TV shows.

Everyone in the Act ■ Independent

dealers for \$18 a hundred by Joseph L. Heimbold of Monmouth Beach, N. J. Dealers may charge any price for the novelties. As of September, 200,000 tiger tails had been sold in the two eastern states. The national tally on the tails was about 1 million, say Humble officials.

Humble has provided dealers with some promotional material, most of it at half cost. This material, which can be sold by the dealers, includes car bumper stickers, key chains, tiger dolls, and Halloween trick-or-treat bags and color books.

The tiger tail has also become a best-seller outside the gasoline station field. The Woolworth variety store chain has advertised cloth tiger tails for sale at 79 cents each. Top distributors have also produced picture books, charms, and stuffed animal dolls on the tiger theme.

A dealer for Sunoco, a Humble competitor, has tried to take advantage of tiger publicity with a sign advertising "filters that will remove tiger hair from gas lines."

Humble's tiger is not a new-born

animal. He first roared in the early 1950's, representing the products of the Esso affiliate in England. He came to this country in 1959, when Oklahoma Oil Co., a Standard Oil affiliate and now part of Humble, used a "Tiger in the Tank" campaign in the Chicago area. That campaign, prepared by Needham, Louis & Brorby, ran for a year in the Midwest. Incidentally, the tiger used in U. S. commercials has been of a whimsical nature rather than the ferocious beast used in foreign spots.

Starting in 1960, tigerish commercials for Standard Oil products appeared in The Netherlands, Belgium, Cyprus, Australia and again in England. Various Humble affiliates in this country have used the tiger motif in their advertising since 1961, but it did not assume nationwide proportions until last May.

U. S. Royal Uncages ■ The second tiger success story in television advertising is the work of the Royal Tire Division of U. S. Rubber and Doyle Dane Bernbach, New York. The agency prepared a series of animated commercials showing a "tigerized" car equipped with Royal's Super-Safety 800 tires, nicknamed Tiger Paws.

The initial campaign for Tiger Paws broke in print during March and on television in early April. It was scheduled to run 60 days and included spots on the three TV networks.

According to Barry Loughrane, account supervisor for Royal Tires at



The toothiest of television's tigers also has the prettiest tamer. Barbara Feldon doesn't use a chair and whip, but she sells lots of Top Brass.

DDB: "Television really made the campaign spark." The promotion was continued after numerous requests from Royal dealers. During the 60-day

campaign, Tiger Paws were advertised as original equipment on the Pontiac Tempest GTO. The extended campaign concentrated exclusively on selling tires.

Royal Tire's advertising expenditures this year indicate television has been used widely in the Tiger Paws campaign. According to TVB, spot television billings rose from \$20,530 for 1963 to \$293,900 for the first six months of this year. Network television spending increased from \$707,000 last year to \$1,597,000 during the first eight months of 1964.

Tiger Paws commercials have been broadcast on a scatter plan this fall, using a variety of shows rather than concentrating on one program. Programs used include seven prime-time shows and *Wide World of Sports*, all on ABC-TV. During the summer CBS News's *CBS Reports* and *CBS Golf Classic* and NBC's *Saturday Sports* were used.

The campaign ran through October in the northern part of the country and is now being replaced by commercials for snow tires. However, the tiger commercials are still running in the South.

Pontiac's Radio Tiger ■ A motorist in the market for a new car may fall prey to another tiger commercial, a radio pitch for two Pontiac 1965 sports cars, the GTO and the Le Mans. Pontiac's radio advertising for these two models relies heavily on the tiger theme.

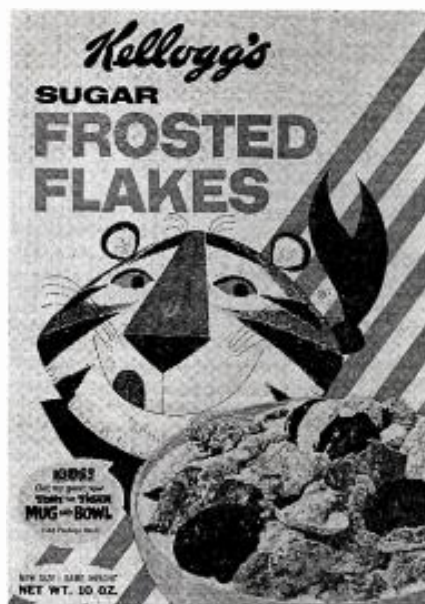
MacManus, John and Adams, Bloomfield Hills, Mich., Pontiac's advertising agency, prepared a series of commercials—five one-minute spots and two 30-second spots—emphasizing the tiger-like features of the two cars.

In one commercial for the GTO, a chorus proclaims that "Wide-Track Town has the Pontiac tigers—I mean growlers." An announcer asks listeners: "Why pay for a paper tiger when you can corral a Pontiac GTO?" Another commercial recommends the Le Mans to "tiger-lovers everywhere." A third radio spot uses the sounds of a jungle hunt, describing how car hunters are led to the tiger's lair to find a Le Mans.

According to Colin John, account executive at MJ&A, a tiger idea was first used by Pontiac "two or three years ago" in advertisements placed in auto magazines. Broadcast use of the tiger started with advertising for this year's models.

The spot radio commercials were used nationwide for a three-week period starting Nov. 9. The commercials ran on the West Coast until Dec. 6.

Mr. John said that the tiger-theme commercials "were very well received." He indicated that they might be resumed after Jan. 1 as Pontiac continues to advertise its 1965 models.



The best known tiger to the junior set is Kellogg's Tony. He is the oldest of the TV tiger crop and the only one identified by name.

Male Animals Invited ■ Revlon's Top Brass hair dressing has combined a sexy television actress and a tiger skin for another hit commercial in television's year of the tiger. The actress, relaxing on the animal skin, purrs at the camera, inviting "All you tigers" to buy "Top Brass and sic 'em." The campaign was developed by Revlon's advertising agency, Grey Advertising, New York.

While the Esso tiger is probably the most famous beast in America today, the Kellogg Co. boasts the oldest tiger in TV advertising. His name is Tony, and he has been identified with Sugar Frosted Flakes since the product was introduced in 1955, according to a spokesman for Leo Burnett, Chicago, Kellogg's agency.

Tony, whose picture is on every box of cereal, appears in animated commercials urging children to "Put a Tiger on Your Team." After eating some Sugar Frosted Flakes, the children out-perform Tony, who plays a coach, in a variety of sports. Swimming, tennis, football, baseball, basketball and skiing are among those shown in the commercials. In others Tony plays a fumbling fall-guy for his diminutive sidekick, Tony Jr.

"Tony has worked very hard and well for us," the Burnett spokesman said.

The Kellogg tiger commercials are used on the following television shows: *My Favorite Martian*, *The Beverly Hillbillies* and *Captain Kangaroo*, all on CBS-TV, and on syndicated shows such as *Huckleberry Hound*, *Yogi Bear*, *Woody Woodpecker*, *Quick Draw McGraw* and *Mighty Mouse*.

Agency appointments . . .

■ H. L. Klion Inc., East Paterson, N. J., has appointed Kane & Light Inc., New York, to handle its advertising. Herbert L. Klion, president of the concern that operates 26 Korvette furniture centers, said K&L's knowledge in radio and TV figured in the appointment.

■ Vick Chemical Co., New York, will move its Vicks Vaporub account to Leo Burnett, Chicago, effective March 15. The account, which was formerly with Morse International, bills in excess of \$1 million, mostly in television.

■ The Elgin National Watch Co., New York, has moved its \$1.25 million account to D'Arcy, New York, after a one-year association with Gumbinner-North.

■ RCA Victor Record Club names Grey Advertising, New York, as new agency, effective Jan. 1, 1965, succeeding J. Walter Thompson, New York. Account is not currently in broadcast

Columnist defends 'intelligent' TV spots

Not all newspaper columnists shudder at the thought of television commercials. Bill Gold, writing in *The Washington Post*, has even composed a hearty defense of commercials in one of his columns.

A woman reader wrote Mr. Gold saying she and her husband "have never listened to a commercial, unless we wanted to." They used a cut-off switch, she said. Mr. Gold remarked that he at one time had a similar switch, but had it removed because he and his wife realized that we were missing something. "We

are interested in the goods and services discussed on commercials, and curiosity finally got the better of us."

Mr. Gold emphatically denied that he enjoys watching commercials that annoy him or that he thinks insult his intelligence. "But strange as it may seem," he said, "my wife and I do want to hear intelligently delivered commercials, and if this seems like treason to the column's anti-commercial readers, I'm sorry. Honest salesmanship helped to make this country what it is . . . I respect its practitioners."

media, but plans are for radio-TV.

■ E. J. Gallo Winery, Modesto, Calif., last week named Leo Burnett Co., Chicago, as its new national agency. The

\$3-million account, which is very heavy in television, formerly was with BBDO, San Francisco. Burnett will handle the Gallo label with the specialty line continuing at Carson/Roberts, Los Angeles.

THE MEDIA

CBS filed 'nuisance' suit—Kahn

Teleprompter head suggests CBS attempt to harass CATV; says copyright aspect is already in lap of same court

Teleprompter Corp. fired back last week at CBS's suit charging that three community antenna television systems owned by Teleprompter had infringed CBS copyrights by carrying CBS-TV network programs without permission (BROADCASTING, Dec. 14).

Irving B. Kahn, chairman and president of Teleprompter, said the timing of the suit, "after all these years of acquiescence to and demonstrable benefit from CATV," suggests an attempt by CBS to "harass Teleprompter Corp. and possibly others whose applications now are pending for CATV franchises in New York City."

Teleprompter, he said, is "considering whether a counter-suit is in order against CBS for damages or delays that may result in this franchising procedure because of this nuisance suit." He continued:

"It is our opinion that CBS may be in violation not only of the Federal Communications Act in seeking to deny optimum television reception to a large section of the public, but also of conspiracy with other copyright owners to misuse their copyright protection and to restrain competition."

CBS was joined as plaintiff in the suit by the producers who hold copyrights on three programs named in

the complaint but not copyrighted by CBS. CBS officials said the suit was filed to establish the principle that CATV may not carry programs without permission of the copyright owners. They said they would grant permission covering their programs when CATV was the only means of providing satisfactory TV service.

Purpose Questioned ■ Mr. Kahn contended the suit "serves no useful purpose" because other actions testing copyright aspects of CATV are pending in the same court, the U. S. Southern District Court in New York. This, he explained later, alluded to the United Artists suit against a West Virginia CATV operator, filed in 1960 and subsequently transferred to the New York federal court but not yet tried.

Mr. Kahn told BROADCASTING last Thursday that the Teleprompter systems were still carrying CBS-TV programs.

In his statement he said the suit "is

in reality a test of the right of the entire CATV industry to perform a necessary public service." Thus, he said, it "is a step toward thwarting the intent of the Federal Communications Act that the public's frequencies be used for the maximum benefit."

He wondered why CBS had singled out Teleprompter as the defendant "rather than one of the many owners of CBS-affiliated stations who also own CATV systems."

CBS's charge of copyright is "completely fallacious," he said.

"If the service we perform in providing a stronger, clearer, more watchable picture is not lawful, then it follows that every apartment-house master-antenna installation, and in fact every television set owner, violates the law every time an antenna is erected to get a better picture," Mr. Kahn said. "If valid, the CBS contention would challenge the right of hotels, bars, airlines and even hospitals to make TV available to their customers or patients."

He said that "the CATV industry now serves over 1.6 million homes and represents a \$750 million total investment. In all cases, CATV service is subscribed to voluntarily, and the mere fact that so many do subscribe, even in the so-called 'service areas' of stations, emphasizes the need for CATV. Actually, CATV supplements the station's facilities and, since it carries the same commercial messages of the original program sponsors, makes the program more, not less, valuable to advertisers—and hence to stations and networks."



Mr. Kahn

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CATV battle lines take shape

NCTA fires away at NAB's Fisher Report, terms its conclusions as being 'of dubious validity' and questions statistical methods used in survey

The National Community Television Association has started a counter-offensive against the Fisher Report—the document cited by the National Association of Broadcasters in support of the assertion that community antenna television systems hurt local television stations (BROADCASTING, Oct. 26).

The tip of NCTA's spear is an analysis by Dr. Herbert Arkin, a statistician, which asserts that the Fisher Report's conclusions are of dubious validity, if not a "complete misstatement." NCTA follows this up with a report of a study of its own, showing, the association says, that the "theoretical conclusions" of the Fisher Report are not borne out in practice.

Both the Fisher and Arkin reports were filed in connection with proposed FCC rulemakings to require microwaved CATV's to protect local TV stations by carrying their signals and refraining from duplicating their programs with offerings from outside stations.

NCTA said that if the Fisher Report is to be used by the commission, the association should be given 134 days to establish its "validity or invalidity" (NCTA officials said there is no special significance in the number of days re-

quested). Deadline for reply comments in the rulemaking was Oct. 26, but NCTA was given informal permission to file a late comment on the Fisher Report.

Assigns Dollar Losses ■ The 110-page Fisher Report was prepared by Dr. Franklin M. Fisher, associate professor of economics at the Massachusetts Institute of Technology, at a cost expected to exceed the \$25,000 appropriated for the study by NAB. The study indicates that a specific dollar figure can be assigned for each CATV subscriber as a loss to the local TV station.

Dr. Arkin is professor and head of the business statistics division of the Baruch School of Business of the City College of New York. He was retained by the House Commerce Committee's Subcommittee on Investigations in its inquiry into broadcast ratings.

Dr. Fisher and his assistants studied 487 television stations, culled from these 172 found to be in one- and two-station markets, then made two final studies, of 127 of those stations in one case and of nine in another. The remaining 36 were not included because data on them was too limited.

Dr. Arkin said the Fisher Report in-

dicates a considerable amount of time and energy was spent proving a "truism"—that if CATV subscribers are watching nonlocal transmissions then not all viewers in the area are watching the local station.

But, Dr. Arkin continued, this "truism" doesn't necessarily support the Fisher Report's conclusions. He said there is no reason to assume that all those watching nonlocal programs would watch the local station if CATV were not available. Furthermore, he said, conversion to CATV doesn't automatically rule out local viewing, even when the cable doesn't carry the local station. Dr. Arkin noted that some CATV's provide switches enabling a subscriber to tune into the local station.

CATV May Increase Viewing ■ "It may well be," Dr. Arkin adds, that the introduction of CATV into an area would spur interest in television, with the result that the number of sets or the amount of viewing might be increased.

He also raises a number of technical questions about the statistical techniques used. He said that "sampling significance and measures of sample reliability (standard errors) are meaningful only when computed from probability samples." And the stations included in the study, he said, were not selected from the entire population of stations in that manner. The 127 stations used in the report, he added, are a "peculiar non-representative conglomeration . . ." selected on the basis of availability of data.

In view of the objections to the logic

TAME to skirmish on local scene in CATV war

The Television Accessory Manufacturers Institute (TAME) is stepping up its program to bar community antenna television systems from areas where the institute believes that cable reception service is unnecessary.

TAME, in a brochure being circulated to legal officers of some 1,400 towns and cities, calls this a campaign to "save American television" and urges city councils to refuse to consider CATV applications. It offers 21 questions to be asked of applicants.

The organization, formed more than a year ago by nine manufacturers of home TV antennas and related reception equipment, also has announced it is soliciting membership among "all persons or firms en-

gaged in any aspect of the manufacture or distribution of electronic equipment and having a sincere interest in preserving the present traditional American system of television." That announcement was carried in the first issue of the *TAME News Bulletin*, a new publication offering information about TAME's activity and a selection of news items relating concern about CATV in some communities.

Cable 'Rush' ■ The brochure issued last week says the surge of interest in CATV is akin to "an old-time gold-rush" and TAME warns that cable TV is a forerunner of pay TV. The use of wire is a throwback, TAME adds, "whereas it was the discarding of the constricting limitations of wire that made the marvel

of modern American free broadcast television possible."

Included in the brochure is a reprint of a speech delivered May 15 to the Iowa Broadcasters Association by William B. Quarton, chairman of the joint boards of the National Association of Broadcasters. Mr. Quarton said CATV threatened to "eliminate or weaken sources of local programming" and endangered local television service in farm and rural areas.

TAME, addressing itself to cities that have yet to authorize cable systems, calls on them to await findings of FCC and NAB studies before going ahead with CATV.

The TAME message concludes with an invitation to cities to write TAME for "assistance in appraising the problem of CATV."

and statistical techniques used, Dr. Arkin said, the Fisher Report conclusions concerning CATV's impact on local TV "are at best of dubious validity and, at worst, a possible complete misstatement."

In asserting that the Fisher Report's theoretical conclusions are not borne out in practice, NCTA limited itself to the report's first two conclusions:

1. "For every additional 1,000 TV homes, formerly able to view only the local station, which subscribe to a CATV not carrying the local station, that station's annual revenue is reduced, on the average, by a minimum of \$14,000."

2. "For every additional 1,000 TV homes, formerly able to view both the local station and another, which subscribe to a CATV not carrying the local station, the local station's annual revenue is reduced, on the average, by a minimum of almost \$8,000."

No Real-Life Situation ■ NCTA said that in a study of 723 CATV systems, it was unable to find any situations in which a CATV didn't carry the local television station in a community where the CATV subscribers were "formerly able" to receive either the local station alone (as in the first conclusion) or that one plus another (as in the second).

Victor E. Ferrall Jr., a member of the law firm of Koteen & Burt, which is representing the NAB, offered some preliminary replies last week to the Arkin-NCTA comments. Regarding Dr. Arkin's observation that the 127 stations don't represent a valid sample, he said that the aim of the Fisher Report was to include "all of the stations" for which data was available, not to select a representative sample. The stations studied represented "well over" half of the results in 1- and 2-station markets, he said.

And, regarding NCTA's comment, Mr. Ferrall said the conclusions weren't intended to reflect actual situations but to provide estimates, based on statistical evidence, of what losses to television stations would be under certain circumstances.

The remaining three conclusions in the Fisher Report:

For every additional 1,000 TV homes formerly able to view only the local station, which subscribe to a CATV carrying the local station, with average duplication—average duplication meaning 35 half-hours a week—that station's annual revenue is reduced by \$9,400.

For every additional 1,000 TV homes formerly able to receive both the local station and another, which subscribe to a CATV carrying the local station with average duplication, the local station's annual loss is \$2,900.

For every half hour of prime-time duplication above the present average the average local station loses \$380 for every 1,000 CATV subscribers.

CATV accord comes apart

NAB committee rejects compromise; restrictions asked on leapfrogging

The Future of Television in America Committee of the National Association of Broadcasters last week rejected a report by its subcommittee that would have put before the FCC a joint NAB-National Community Television Association compromise proposal on moderate regulation for community antenna television systems (BROADCASTING, Dec. 14).

The FTVA and NCTA subcommittees had worked out the compromise in New York, Dec. 7. However, certain influential members of the FTVA felt that the proposal neglected at least one key point, "leapfrogging"—the importation of signals from distant stations.

It was the feeling of these members at the all-day meeting in Washington Thursday (Dec. 17) that the FCC has the right to and must regulate CATV's on this point in accord with the commission's Sixth Report and Order of 1952, which set up the present table of TV allocations.

These members contend that the sixth report established an orderly allocations plan that could be distorted by the unrestricted growth of CATV leapfrogging.

An example of leapfrogging would be feeding New York City signals to a CATV system in Washington, bypassing Philadelphia and Baltimore.

An influential broadcaster-CATV operator, who was not present at the Washington meeting, said he felt the leapfrogging issue was a "subterfuge" meant to delay any compromise agreement. In his opinion the so-called leapfrogging would in most instances be a public service to viewers which would do no harm to the market or markets passed over.

In recent weeks the NCTA's position on federal regulation has been softened under a proliferation of possible state-by-state regulation of CATV's under individual public utilities laws.

The NAB and NCTA subcommittees had reportedly compromised, with both sides giving a little, on: a ban on non-duplication agreements; CATV program origination, except for time and weather, and protection of local TV service areas.

The result of the FTVA rejection of the subcommittee report was a cancellation by the NAB TV board of a

special meeting scheduled for Dec. 29 in Chicago. The NCTA executive board had been on call for a Chicago meeting on Dec. 28, but this also was believed to be canceled.

New Item ■ Another factor, unknown at the time of the subcommittee meeting, is the copyright infringement suit which CBS filed against Telepromp-ter on Dec. 11 (see page 30).

Implicit in some thinking is the possibility that if the copyright suit is upheld by the courts, and if CATV's are allowed to expand without restrictions in the interval, the networks might be in a position to play off the CATV systems against existing affiliates.

The committee plans to meet in "early January" after Douglas A. Anello, NAB general counsel, drafts a new proposal. If the draft is accepted by the FTVA committee, it is expected that it will be offered to the NCTA board. Regardless of NCTA acceptance, it is felt that the FTVA will ask the TV board, at a Palm Springs, Calif., meeting in late January, to present the proposal to the commission and ask the FCC to assert its jurisdiction based on the sixth report.

Members of the FTVA committee are: Dwight Martin, WDSU-TV New Orleans, chairman; G. Richard Shafto, Broadcasting Co. of the South; Willard E. Walbridge, KTRK-TV Houston; John T. Murphy, Crosley Broadcasting Corp.; C. Howard Lane, KOIN-TV Portland, Ore.; Clair McCollough, Steinman Stations, and William C. Grove, KFBC-TV Cheyenne, Wyo.

All were at last week's meeting except Messrs. Shafto, Murphy and Lane.

Fuqua buys CATV service from Bell

Fuqua Industries Inc., a group station owner, announced last week it would establish a community antenna television system in Brunswick, Ga., with equipment to be installed and rented by Southern Bell Telephone Co., thus becoming the first CATV operator to use a channel service offered by the Bell System telephone companies.

J. B. Fuqua, president and owner of the firm, noted it has been an applicant in Brunswick for two-and-a-half years and decided to accept Southern Bell's proposal when it became apparent that the city council was unlikely to authorize any of the three competing CATV applicants.

Southern Bell's telephone franchise in the city gives the company authority to hang cable across city streets and rights-of-way, Mr. Fuqua explained, and this seems sufficient to establish a CATV. Rentavision of Brunswick Inc., a Fuqua Industries subsidiary, already

has obtained a business license from the city, he said.

About 5,000 potential subscribers are in the Brunswick area, Mr. Fuqua said, although a planned initial construction of 40 miles of trunk line would not connect all of them. Eventually, some 65 miles of cable would be needed, he added.

Rentavision's contract with Southern Bell, Mr. Fuqua explained, requires a bond of \$2,800 per cable mile, or about \$112,000 for the first 40 miles. The agreement is based on a 10-year term, and should Rentavision abandon the service sooner, it would be liable to Bell for this sum, less 1/120th each month it uses the system.

Subscribers will be charged \$6 monthly, Mr. Fuqua said, noting the fee is higher than privately owned CATV's charge in the Georgia area (about \$5) because of the generally greater cost of the Bell service.

He preferred to build his own system, Mr. Fuqua indicated, but turned to Bell when it was clear that the climate was poor for city council action in behalf of any applicant. Opposition to CATV by local television servicemen has been constant and effective, it was noted. Other applicants are Broadcasting Co. of the South, a group station owner and operator of CATV systems, and Ohio Valley Cable Co., also a system operator.

Because Southern Bell is a public utility, Rentavision's arrangement is legally nonexclusive, Mr. Fuqua said, although practically speaking, he thought, no other CATV operator could simultaneously use the same equipment satisfactorily. Bell would, however, have to provide a similar installation service if it were requested by another CATV customer.

Mr. Fuqua said Bell expects to begin construction shortly after the first of the year. Bell will install everything between and including the system's head-end and the house drops; Rentavision will erect its own tower and furnish signals to the headend.

The firm intends to offer WFGA-TV, WJXT(TV) and educational WJCT(TV), all Jacksonville, Fla.; WSAV-TV, WTOG-TV and educational WVAN-TV, all Savannah, Ga., and WJBF(TV) Augusta, Ga., owned by Fuqua Industries. The Fuqua corporation also owns KTVE(TV) El Dorado, Ark.; WROZ Evansville, Ind., and Plaussen's Bakeries in Georgia and South Carolina. It is constructing a CATV in Elberton, Ga., to serve about 1,500 potential subscribers.

Network affiliations change

KDTH Dubuque, Iowa, has become an affiliate of NBC Radio, and WDBQ Dubuque has replaced it in the ABC Radio lineup. KDTH, which is owned by the

Dubuque Telegraph-Herald, operates on 1370 kc with 5 kw-day and 1 kw-night.

An ABC Radio spokesman said last week that the network canceled KDTH's affiliation because of clearance problems. He said that WDBQ, previously independent, became the ABC affiliate on Dec. 19. WDBQ operates on 1490 kc with 1 kw-day and 250 w-night.

FCC translator attitude varies

The FCC demonstrated last week it has no preconceptions when it comes to policy on translator applications. It was easy-going in one, reaffirming an unconditional grant of applications for two UHF translators in Ottumwa, Iowa. But in another, it instructed the staff to draft an order setting for hearing the application of KIRO-TV Seattle for a UHF translator in Anacortes, Wash.

Some members of the staff and some commissioners feel that the commission should require translators—as it does microwave-fed community antenna television systems—to refrain from duplicating the programs of local television stations.

It was this feeling that led the commission to reconsider the Ottumwa grant, which had been made uncon-

FCC's finger remonstrates while its foot trips

An FCC hearing examiner, in an initial decision recommending the license renewal of WILD Boston, traced most of the station's difficulties to actions of the FCC itself.

The renewal application was set for hearing on 11 issues, including charges that the station had engaged in payola and double billing and had made misrepresentations to the commission. The station's financial qualifications are also at issue.

In his decision, Examiner Basil P. Cooper said the hearing record tells "the tragic history" which followed the commission's refusal to grant the "frantic pleas" of the owner, Nelson B. Noble, that he be permitted to sell the station.

Mr. Noble, who bought the station in 1958, was on the verge of bankruptcy and a year later attempted to sell to the Franklin Broadcasting Corp. But the commission indicated it wasn't satisfied with information supplied by the station including its data on its financial situation and its response to an inquiry

about payola.

Subsequently, the commission penalized the station with a one-year renewal—an action that, the examiner said, killed the sale to Franklin. The station's difficulty in obtaining a full renewal also blocked the proposed sale of about 40% of the station for \$100,000 in 1960, according to the examiner.

Short of Cash ■ Lacking funds to meet his obligations and operating the station with "a skeleton crew" of four or more persons, Mr. Noble, the examiner said, instituted a number of activities "by means of which he has been able to keep WILD on the air and increase revenue from \$65,895 in 1960 to \$168,714 in 1963."

The examiner noted that Mr. Noble has been charged with a series of violations of commission rules and regulations and with having made misrepresentations to the commission about the manner he operated the station or about the financial situation of the licensee corporation.

But the examiner concluded that

many of the charges, including those involving payola, double billing and misrepresentations, were not proven in the hearing. The examiner also said he found no intent on the part of Mr. Noble to deceive the commission.

"On the contrary," he added, "most of his [Mr. Noble's] acts are found to have been the end product of ignorance, oversight, unwarranted optimism and the necessity to operate the station with a minimum paid staff."

In discussing the financial qualification issue, the examiner said that the record establishes that Mr. Noble "has demonstrated a refusal to give in and quit even under adverse conditions. If the forecast for the future is to be based on the record of the past, the hearing examiner must find that Nelson B. Noble can and will keep station WILD on the air."

The examiner found that Mr. Noble had committed some offenses—but none was "of such nature or of such magnitude" to warrant a finding that Mr. Noble lacks the character qualifications to be a licensee.

ditionally last month (CLOSED CIRCUIT, Nov. 30). The vote then was 5-2.

But on reconsideration, the vote was 4-3, to affirm with commissioners Rosel H. Hyde, Robert T. Bartley, Lee Loevinger and Frederick W. Ford in the majority. Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert E. Lee dissented. Commissioner Lee had previously voted for the unconditional grant.

The translators, to be installed by the Ottumwa Area Translator System Inc., will rebroadcast the programs of KCRG-TV (ch. 9) Cedar Rapids and WHO-TV (ch. 13) Des Moines, both Iowa. The local station is KTVO Kirksville, Mo., whose Grade A signal reaches Ottumwa. The station carries all three networks, while KCRG-TV is an ABC affiliate and WHO-TV carries NBC programs.

The commission will be asked to look at the case again, however, since KTVO has petitioned the commission for reconsideration.

In the KIRO-TV case, the commission objected to the proposal on the ground that the station is seeking a translator to rebroadcast its programs in an area that is 565 miles from Seattle and well within the service contour of KVOs-TV (ch. 12) Bellingham, Wash. Both are CBS affiliates. However, a final vote won't be taken until the order setting the application for hearing is presented to the commission.

In yet another translator case last week, the FCC granted applications of WHNB-TV (ch. 30) Hartford-New Britain Conn., for three UHF translators to rebroadcast its programs in Hamden, West Haven and New Haven, all Connecticut.

Georgia ETV count now stands at 10

The Georgia State Board of Education received FCC permission last week to construct four new educational television stations. The new stations will be on channel 15 in Cochran; channel 25 in Dawson; channel 14 in Pelham, and channel 20 in Wrens.

The grants bring the total authorized ETV's in Georgia to 10. Eight of these stations are under the control of the state board of education. The other two stations are WGTW-TV, channel 8, Athens (licensed to The University of Georgia) and WETV-TV, channel 30, Atlanta, (licensed to the Atlanta Board of Education).

The existing facilities granted to the state board are: WJSP-TV Columbus, on channel 18; WVAN-TV Savannah on channel 9; WXGA-TV Waycross on channel 8, and WCLP-TV Chattsworth, on channel

18, which is not yet on the air.

Total construction cost for the new UHF stations will be an estimated \$2.85 million, according to data in the original application.

Media reports . . .

Dropout ■ There will be one less applicant for the facilities of KRLA Pasadena-Los Angeles, if the FCC approves an agreement between Hi-Desert Broadcasting Co. (KDHJ Twenty-Nine Palms, Calif.) and nine of the remaining 16 applicants for the station. Under the agreement, Hi-Desert will change its application from 1110 kc (the KRLA frequency) to 1120 kc. Hi-Desert's initial application would move the station to Twenty-Nine Palms. The remaining KRLA applicants would keep the 1110 kc facility in the Pasadena-Los Angeles area. KRLA, formerly owned by Donald R. Cooke, was denied license renewal in 1962 because of fraudulent contests and falsified program logs. It remained on the air until last August through judicial review. Oak Knoll Broadcasting Corp. is now operating KRLA on an interim basis (BROADCASTING, July 27).

Appeal ■ The Mississippi Broadcasters Association has called on the FCC to reject pending proposals to authorize

up to 750 kw power for some class 1 clear channel stations. The appeal was contained in a resolution of the state association, which was distributed to all members of the commission and to members of the state's congressional delegation.

Fine set ■ The FCC last week notified Donze Enterprises Inc., licensee of KSGM Chester, Ill., that it was subject to a \$500 fine for failing to have a licensed engineer on duty and for pre-logging entries in its operating log for operating parameters. Donze Enterprises has 30 days to contest or pay fine.

Tall aid ■ The FCC last week granted the Educational Television Association of Metropolitan Cleveland permission to use the tower of WERE there. The special authorization will permit the ETV station, WVIZ-TV, to begin early service prior to the construction of its own tower. The ETV association said use of the 600-foot WERE tower would free \$45,000 for use in other aspects of the station's construction. WVIZ-TV's construction permit was granted Oct. 10 for 500 kw visual and 250 kw aural with an antenna 1,000 feet high. It will operate from the borrowed tower at 347 kw visual and 69 kw aural until Dec. 16, 1965.

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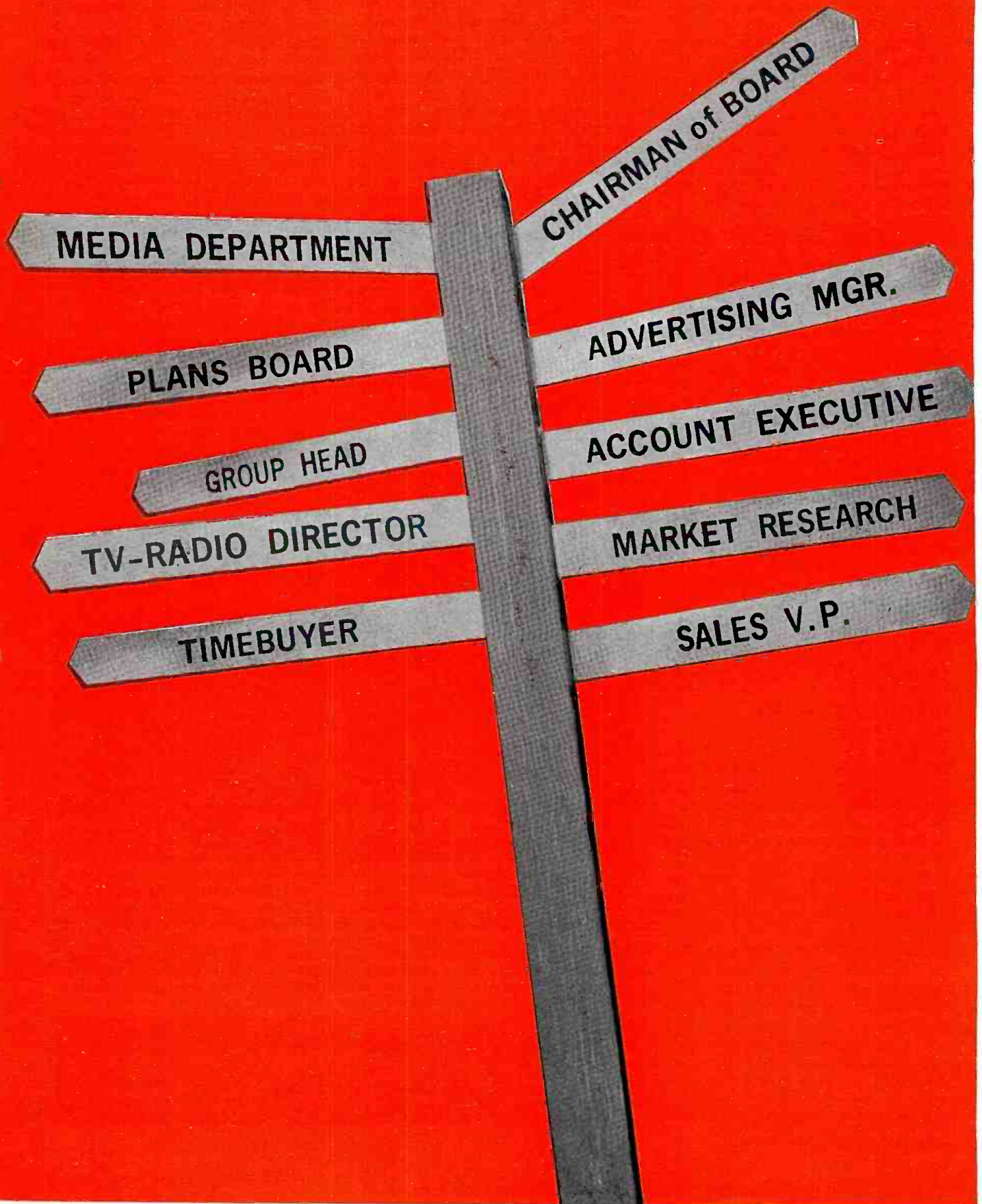
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Interim multiple-ownership plan

Commission studies staff plan that would be stop-gap until rules can be fully overhauled

FCC commissioners were studying late last week a proposal that would slow, if not halt, the trend to major television station acquisitions by multiple-station owners while the commission undertakes the time-consuming job of amending the multiple ownership rules.

The proposal was to be considered at a special commission meeting Friday (Dec. 18) devoted to staff suggestions for a complete overhaul of the FCC's multiple-ownership rules.

Under the interim proposal, the commission would almost automatically set for hearing applications to acquire VHF stations in any of the top 50 markets if the applicant already owns or has interests in one or more VHF's in those top markets. The application would escape a hearing only if a compelling affirmative showing were made that it should be granted.

Some commissioners, notably Chairman E. William Henry, have been extremely unhappy in voting to approve some recent sales of major stations to large multiple owners. They would have preferred to vote "no" but felt that the

rules permitted, and policy and practice virtually required, a favorable vote.

In a Hurry ■ As a result, a sense of urgency regarding a revision of the rules has been building up within the commission. But there is also the realization that any major change would take months if not years to accomplish and that, in the meantime, any number of major sales to multiple owners could be consummated.

The staff's proposal for an interim policy, therefore, was seen as one possible solution to this dilemma.

The staff's suggestions for revising multiple-ownership rules are said to be a thorough reworking of those the commission considered at a meeting in September (BROADCASTING, Sept. 21). They call for scrapping the present formula for limiting ownership, which is based on numbers—seven AM's, seven FM's and seven TV's, provided no more than five are VHF's.

Instead, the commission would consider the percentage of population served by a licensee's television and radio stations—as well as by daily news-

papers in which he owns an interest. Magazine circulation would not be counted.

The staff, reportedly, suggests separate criteria for licensees having interests within one state and those having national interests. A broadcaster, for instance, would be prohibited from owning or having interests in AM, FM and TV stations and newspapers which, in combination, serve more than 25% of the nation's population. The population limit for a licensee operating within a single state would be 50%.

Ten TV's Allowed ■ In some cases, it's understood, the staff proposals would prohibit licensees from owning as many stations as now permitted. But they would allow ownership of as many as 10 television stations, provided no more than five were VHF's, and so long as the stations served no more than 25% of the nation's population.

The staff does not suggest that broadcasters who now own more properties than would be allowed under the proposals be required to sell off any of them. However, if they did sell any, they would not be allowed to acquire new ones.

Changing hands

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

■ **WSMA Smyrna, Ga.:** Sold by Mitchell Melof to Walter E. Baker Jr., Mrs. Malcolm Grant, Victor W. Aderhold and R. J. Lenihan for \$110,000. Mr. Melof is also selling sister station, WDJK (FM) Smyrna (see below). WSMA is a 10 kw daytimer on 1550 kc. Broker: Blackburn & Co.

■ **WDJK(FM) Smyrna, Ga.:** Sold by Mitchell Melof to Fox, Wells & Rogers, investment firm, for \$80,000. Fox, Wells & Rogers is majority owner of WSAI-AM-FM Cincinnati and WQXI Atlanta. Mr. Melof is also selling WDJK's AM affiliate (see above). WDJK is on 94.1 mc with 100 kw. Broker: Blackburn & Co.

■ **WNWC(FM) Arlington Heights, Ill. (Chicago suburb):** Sold by Robert O. Atcher and Thomas B. Hogan to Les Vihon for \$110,000. Mr. Atcher will stay with WNWC in sales capacity. Mr. Vihon is past owner of WFMQ(FM) Chicago. WNWC is on 92.7 mc with 1 kw.

APPROVED ■ *The following station transfers were among those approved by the FCC last week (FOR THE RECORD, page 58).*

■ **WFMY-TV Greensboro, N. C.:** Sold by Greensboro News Co. to Norfolk-Portsmouth Newspapers Inc. in a package deal (see page 39).

■ **KHVV-AM-FM-TV Honolulu and KHVO-**

SEASON'S GREETINGS

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TV Hilo, Hawaii: Sold by Kaiser Broadcasting Corp. to Lawrence S. Berger, William H. Brown, Fred Goodstein, Charles L. Tangney and Marcus Loew II for \$4,250,000. Mr. Berger is a former owner of KTWO-AM-TV Casper, Wyo., and KFBB-AM-TV Great Falls, Mont. Kaiser, subsidiary of giant Kaiser Industries Corp., has construction permits for UHF's in Detroit, Burlington, N. J.-Philadelphia, Los Angeles and San Francisco and is an applicant for a UHF in Chicago. Kaiser also owns KFOG-FM San Francisco. KHVH-TV is on channel 4 and is an ABC affiliate; KHVH is on 1040 kc fulltime with 5 kw; KHVH-FM is on 93.9 mc with 5 kw. KHVO-TV, a satellite of the Honolulu TV, is on channel 13.

■ **WALL-AM-FM** Middletown, N. Y.: Sold by Roger W. Clipp, John Morgan Davis and associates to R. Peter Straus for \$525,000. Mr. Straus also owns WMCA New York and Radio Press International. Mr. Clipp is vice president of Triangle Publications in charge of Triangle broadcast outlets. WALL is a fulltimer on 1340 kc with 1 kw at day and 250 w during the night. WALL-FM, not yet on the air, is assigned 92.7 mc with 820 w.

New TV stations

As of Dec. 17 there were 106 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 59 were commercial UHF's, 5 were educational VHF's and 23 were educational UHF's.

Information received regarding plans of holders of construction permits includes:

■ **WBMG(TV) (ch. 42) Birmingham, Ala.** Birmingham Television licensee. Penthouse, City Federal building, Birmingham; has filed with FCC to modify its construction permit to include new partners. Birmingham Television has been solely owned subsidiary of Winston-Salem Broadcasting Co., owners of WSGN Birmingham, WTOB Winston-Salem, N.C., and KTHT Houston. Modification, if granted, would include in addition to Winston-Salem Broadcasting Co., Northwest Growth Fund, Exchange Capital Corp., Enterprise Funds and William P. DuBois, a former Chicago broadcasting executive, who will serve as president and general manager. John G. Johnson, president of Winston-Salem Broadcasting would be chairman of the board and Robert F. Zicarelli, vice president of Northwest Growth Funds, of Minneapolis, would represent the investment companies coming into the firm.

■ **KECC-TV (ch. 9) El Centro, Calif.** Tele-Broadcasters Inc. permittee, 100 California Street, San Francisco. Sta-

tion will be affiliated with ABC-TV. Washington attorney is Cohn & Marks. Target date is expected to be announced shortly.

■ **Channel 17 Modesto, Calif.** Redchester Broadcasting Co. permittee. Box 338 Ceres, Calif. Target date late summer 1965. Studio and office will be at 2842 Iowa Avenue, Modesto, site of KLOC, radio affiliate of the new television station. Programing is expected to be independent. Chester Smith will be general manager and film buyer; Cecil Lynch, chief engineer; Bill Dalton, assistant chief engineer; Russ Reis, sales manager. Washington attorneys are Spearman & Roberson.

■ **KHTL-TV (ch. 4) Superior, Neb.** P. O. address KHOL-TV, Holdrege, Neb. Bi-States Co., is permittee. Station is expected to go on the air in 1965 with 25.1 kw. Equipment will be General Electric. Bi-States also owns KRNY-FM and KHOL-TV Kearney-Holdrege; KHPL-TV Hayes Center and KHQL-TV Albion, all Nebraska.

■ **WBTM-TV (ch. 24) Danville, Va.** Piedmont Broadcasting Corp. permittee. Has asked the commission for extension of time in which to activate the station. Application says company lost almost \$250,000 in operating the station for 10 months in 1954. It is now trying to work out a cooperative plan with

education officials of the state of Virginia. James H. Crawford is executive vice president and general manager of Piedmont Broadcasting which operates WBTM Danville.

FCC okays sale of WFMY-TV

The sale of WFMY-TV Greensboro, N. C., to Norfolk-Portsmouth Newspapers Inc. was approved by the FCC last week, despite the objections of three commissioners who were concerned about a concentration of control of media issue.

The sale, by Greensboro News Co., also involves two Greensboro newspapers, the *News* and the *Record*, with the total package carrying a price tag of more than \$17 million (BROADCASTING, Sept. 7).

Norfolk-Portsmouth owns WTAR-AM-FM-TV Norfolk, Va., and two newspapers in the Norfolk area, the *Virginian-Pilot* and the *Ledger-Star*.

There is also minority cross-ownership between Norfolk-Portsmouth and two companies having newspaper and broadcasting interests. However, Nor-



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folk-Portsmouth assured the commission last week that it would take steps to eliminate the concentration of control question growing out of those common ownerships. And the commission notified Norfolk-Portsmouth that the approval of the WFMV-TV sale was granted in light of those representations.

Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert T. Bartley, however, would have requested additional information, either through a hearing or pre-hearing letter, before approving the sale.

Chairman Henry and Commissioner Cox expressed concern because Norfolk-Portsmouth was acquiring two newspapers in addition to the television station. Commissioner Bartley, wanted additional information to determine whether Norfolk-Portsmouth would, on balance, provide better television service than Greensboro.

One of the companies sharing some common ownership with WTAR-TV is the A. S. Abell Co., which publishes the *Baltimore Sun* and *Evening Sun* and owns WMAR-TV Baltimore and WBOC-AM-TV Salisbury, Md., and community antenna TV systems in Roanoke Rapids, N. C., and Princeton and Beckley, both West Virginia. The other company is Richmond Newspapers Inc., which owns the *Richmond (Va.) Times Dispatch*

and *News Leader*, and WRNL-AM-FM Richmond.

William S. Abell, a director and stockholder of the company that owns the Sunpapers, and Margaret Abell each own 2.6% of Norfolk-Portsmouth. In addition, Mr. Abell is one of its directors. According to the assurances given the commission, the Abells will surrender their voting rights in the Norfolk-Portsmouth company for as long as they own the stock and Mr. Abell will resign as a director.

Eight stockholders and one officer (President Paul S. Huber Jr.) of Norfolk-Portsmouth own small shares of Richmond Newspapers — between 0.09% and 1.28%—They have promised to surrender their voting rights in the Richmond company for as long as they own the stock. In addition, Charles S. Kaufman, a director of both companies, will resign from the board of Richmond Newspapers.

N. Y. CATV list grows to eight

Two more companies—Skiatron Electronics & Television Corp. and Cosmos Industries—have petitioned New York City for community antenna television franchises, bringing to eight the number of applicants competing to operate CATV systems there.

Skiatron, a publicly owned company, was licensee of the pay-television system used by Subscription Television Inc. during its operation in California.

In support of its request the company said the introduction of CATV in New York would help promote the growth of new UHF channels. Skiatron claims many existing master antenna systems serving multiple dwellings in the city are inadequate for UHF signals.

The petition is for a system "in New York City, or such areas therein as may be designated by the city. . ."

Cosmos Industries, an electronic design and production company in Brooklyn, also submitted a request which did not specify any particular area of operation within the city's five boroughs.

The Cosmos application suggested a \$19.50 installation fee and a \$5 monthly charge. No mention of charges appeared in the Skiatron petition.

Other applicants in New York are Sterling Information Services, Teleprompter Corp., RKO General Inc., Teleglobe Cosmotronics, Telcom, and CATV Enterprises (BROADCASTING, Dec. 7, Nov. 16). These applications have been set for hearing by the city's board of estimate on Jan. 14. The two new applications were referred to the bureau of franchises last week for further study.

Another CATV begins operation

While community antenna television battles raged on in New York City and the National Association of Broadcasters fought an internal struggle to map its own CATV policy, the industry continued to show growth on other fronts last week.

Four franchises were granted, three construction starts were announced and another system began operation. One firm's application was rejected.

A CATV in Olean, N. Y., began a contest with the city over a new, and apparently more restrictive, CATV law.

The reports of activity last week:

Desert Hot Springs, Calif.—Desertronics Inc. of Palm Springs, Calif., Frank Allen, president, has received permission to install a CATV for payment of 2% of gross revenue to the city. Mr. Allen, who operates a system in nearby Hot Springs and is TV set retailer, said he plans to bring in signals of Los Angeles VHF stations and to charge \$49.95 for installation, \$7 monthly.

Brunswick, Ga.—Fuqua Industries Inc., a group station owner, announced last week it would contract with Southern Bell Telephone Co. to provide a CATV, the first Bell contract for such a service (see page 33). Carbondale, Ill.—Franchise has been awarded to Southern Video Corp., Harrisburg, Ill. Marion, Ill.—A franchise has been granted to Marion Television Co., owned by Gregg Cablevision Corp., Nashville (see Murphysboro, Ill.).

Murphysboro, Ill.—Franchise granted Murphysboro Cablevision Co., owned by Gregg Cablevision Corp., Nashville, a subsidiary of LIN Broadcasting Corp., Nashville (BROADCASTING, Nov. 30).

Marion, Ind.—Presentations were made by Fair Enterprises Inc., Indianapolis, which estimated cost at \$500,000 initially and said another \$400,000 must be spent before the system could operate at a profit: Marion TV Cable Inc., whose principals are associated with WTAE-TV Marion: Gene Thompson, William Udell, major stockholders; Gene Cook, manager (the firm urged the council approve a local company and said the best arrangement would be for the station to own the CATV); Jerrold Electronics Corp., Philadelphia; and Modern Communications Inc., Marion. Al Tucker of Marion and Robert Cronin of Hartford City, principals. A spokesman for Fair Enterprises estimated the city could earn about \$14,000 annually through a 3% levy after a CATV operated for five years.

Chicopee, Mass.—Presentations have been made by the following applicants: Pioneer Valley Cable Vision Inc., Keene, N. H. (see Ware, Mass.); Telecolor Corp., West Springfield, Mass.; Lawrence Reilly, president; Charles M. DeRose, Northampton, Mass., general manager of Hampden-Hampshire Corp. (associated with William Dwight, publisher of the *Holyoke (Mass.) Transcript-Telegram*), and L. P. Cable Corp., Springfield, Mass.; Wallace Sawyer, president.

Ware, Mass.—Application of Pioneer Valley Cablevision Co., Keene, N. H., Al Ricci, president, will be submitted to a referendum during town elections in March. Mr. Ricci owns Bennington, Vt., CATV.

Yerington, Nev.—Clearview Cable Co. has begun operation providing 12 channels for \$25 installation, \$5.75 monthly.

Amsterdam, N. Y.—Construction of a CATV is to begin on approval of a microwave application, Jerrold Electronics Corp., Philadelphia, has announced. It would bring in New York independent and educational channels. New York City—Skiatron Electronics & Television Corp. and Cosmos Industries have been added to the list of applicants (see page 40).

Olean, N. Y.—The Olean TV Cable Co. has challenged a newly adopted city law that changes the manner in which the firm pays the city for its franchise right and raises the cost (see page 41).

Bedford, Pa.—A CATV with 900 subscribers is to be extended to Seifert Addition. Latrobe, Pa.—Jerrold Electronics Corp., Philadelphia, announced last week it has

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begun construction of a system for Highland Cable Corp., franchise, to provide signals of KDKA-TV, WHIC(TV), educational WQED-TV and WTAE(TV), all Pittsburgh; WJAC-TV Johnstown and WFGB-TV Altoona, all Pennsylvania; WBOY-TV Clarksburg and WTRF-TV Wheeling, both West Virginia, and WSTV-TV Steubenville, Ohio. The project, about 20 miles of trunk line, is expected to be completed in about eight weeks, Jerrold said.

Southeast Pennsylvania—Triangle Publications Inc. announced it plans to apply for CATV's in nine communities (see page 41).

Kingstree, S. C.—The city council has delayed action on a CATV application of Reeves Broadcasting Corp. It would charge \$7.50 installation and \$4.95 monthly with 3% of the gross paid to the city.

Fond du Lac, Wis.—City council has rejected Mid-Wisconsin Cable Television Inc.'s application.

Olean city ordinance sparks CATV battle

The Olean TV Cable Co. and its parent organization, The TV Communications Corp. of Denver, Colo., have become engaged in a court test of a law authorizing the city of Olean, N.Y., to license CATV operations. The Olean company has been operating a CATV in the city for the past eight years.

The Olean common council this year passed an ordinance stating that CATV operators must be licensed by the city, and must pay an annual fee based on the number of poles used in the operation. Under the law, the city is empowered to inspect the CATV installations and ask the company to correct any defects. The city also is authorized to correct the defects and charge the company for costs.

The Olean TV Cable Co. contends the law is unconstitutional because it allegedly attempts to "legislate and control a business enterprise." The company has asked State Supreme Court Justice Alfred M. Kramer of Buffalo to declare the law unconstitutional.

Eight years ago the firm was granted a five-year franchise with a five-year renewable option by the city administration, according to a company spokesman. The agreement provided for a \$1,000 payment each year. The city contends the agreement was not an actual franchise and is superseded by the new law.

Under the new law, the company would be required to pay a \$2 fee for each of the 2,300 poles on city streets used by its cables. A spokesman for Olean TV said his company believes the city does not have the power to license or control CATV operations. He said the law is also being opposed on the grounds that it is not clear whether the ordinance is a licensing or revenue-producing law.

The \$2 charge per pole would replace the \$1,000 flat fee now paid to the city. The case is expected to be heard in the New York State Supreme Court sometime next summer.

Triangle seeks nine new CATV systems

Triangle Publications Inc. announced last week it plans to seek franchises for community antenna systems in nine Southeast Pennsylvania towns.

John Corcoran, public relations director of Triangle's WFIL-TV Philadelphia, said Triangle would provide signals of all Philadelphia area stations and WNEW-TV, WPIX(TV), WOR-TV and noncommercial WNDT-TV New York.

Communities where Triangle plans to apply for CATV are: Boyertown, Downingtown, Doylestown, Coatesville, Lansdale, Norristown, Pottstown, Phoenixville and West Chester.

Triangle is one of six CATV applicants in Philadelphia and operates a system in Binghamton, N. Y. It also owns radio and television stations in Pennsylvania, New York, Connecticut and California and is a publisher of newspapers and magazines.

9 support, 3 oppose class IV power hike

Efforts by Community Broadcasters Association last month to get increases in nighttime power for class IV local channel stations were almost unanimously supported by that segment of the industry that commented on the proposal last week.

CBA, which comprises licensees of class IV AM stations, had petitioned the FCC to amend its rules to permit local-channel stations to operate at night with a 1-kw ceiling, as opposed to the present 250-w limit (BROADCASTING, Nov. 16).

Those supporting the CBA proposal last week and urging the commission to institute rulemaking were KTEM Temple, Tex.; WSJM St. Joseph, Mich.; KWOS Jefferson City, Mo.; WFAS White Plains, N. Y.; KORN Mitchell, S. D.; KVFD Fort Dodge, Iowa; WAYB Waynesboro, Va.; WJER Dover-New Philadelphia, Ohio, and WHTC Holland, Mich.

These stations generally agreed that since the establishment of power standards for local channel facilities, man-made interference and noise levels have substantially increased, and previous power standards are no longer adequate.

Opposition to the rulemaking came from WMBS Uniontown, Pa.; KOTA Rapid City, S. D., and WCLE Cleveland, Tenn. The three stations said that CBA had not presented any new evidence supporting the institution of a rulemaking which was previously rejected by the commission.

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STV takes its pay-TV battle to court

Legal action to test the constitutionality of the referendum measure outlawing pay TV in the state of California has been initiated by three executives of Subscription Television Inc. STV was forced to shut down its closed-circuit TV program operations in Los Angeles and San Francisco after the state's voters approved the anti-pay-TV measure at the general election on Nov. 3 (BROADCASTING, Nov. 9).

To start the legal proceedings, Sylvester L. (Pat) Weaver, president of STV; Thomas F. Greenhow, vice president of STV Programs, a wholly owned subsidiary, and Dan O'Neil, STV financial consultant, filed articles of incorporation of a new pay-TV firm, Advanced Tele-Communications Inc., with California Secretary of State Frank Jordan on Dec. 9. Mr. Jordan's office refused to accept the papers on the grounds that since the passage of Proposition 15 any home subscription televi-

sion business in the state is illegal.

On Dec. 11, the trio instituted an action in the state supreme court in Sacramento county (seat of the state capital) to force the secretary of state to accept the petition of the new company on the grounds that the law forbidding its operation is clearly unconstitutional.

FCC sticks to ch. 13 Grand Rapids decision

The final disposition of channel 13 in Grand Rapids, Mich., appeared to be resolved from the FCC's point of view last week when the agency voted to end a two-year-old interim operation and grant program test authority, effective Jan. 18, 1965, to the applicant of its choice—West Michigan Telecasters Inc.

Channel 13, as WZZM-TV, has been operated since November 1962 by the four mutually exclusive applicants—Grand Broadcasting Co., MKO Broadcasting Corp., Peninsular Broadcasting

Co. and West Michigan.

The commission, acting on an appeal last month, affirmed its original decision made in April awarding the channel to West Michigan and denied petitions for reconsideration by the three losing parties (BROADCASTING, Nov. 2).

Two weeks ago, however, the three losing applicants petitioned the U.S. Court of Appeals for the District of Columbia to reverse the FCC's decision and remand the proceeding to the commission for reconsideration (BROADCASTING, Dec. 14). The appeals are now pending before the court.

The commission's decision last week, which terminated the proceeding from the point of view of the losing applicants as the agency has no further petitions to consider, withheld action on West Michigan's license application pending completion of construction of its permanent studios.

The agency also dismissed opposing petitions by the three contestants who sought to block the issuance of program test authority to West Michigan until the pending court appeal is resolved.

FINANCIAL REPORTS

RCA, Prentice-Hall union looms

Each share of textbook publishers stock would be worth one-half share of RCA common, three-tenths of new stock

RCA revealed last week it is negotiating with Prentice-Hall Inc. to merge the giant textbook publisher into RCA control with an exchange of stock valued at an estimated \$140 million.

Prentice-Hall, with headquarters in Englewood Cliffs, N. J., has 15 divisions and subsidiary companies involved in the publication of school texts, business and professional books in addition to operating professional services.

The company recorded gross sales of \$68.4 million in 1963, and a net income of \$4.5 million amounting to earnings of 92 cents per share.

Under the proposed terms, each share of Prentice-Hall's common stock would be exchanged for one-half share of RCA common and three-tenths share of a new RCA stock, a \$1.75 cumulative convertible preferred, which has yet to be issued.

Wall Street analysts said an earlier RCA move in which the company offered to buy its \$3.75 cumulative preferred shares at \$90 each (BROADCASTING, Dec. 7) could be explained as a step easing the way for the proposed merger.

RCA stock, traded on the New York Stock Exchange, closed at 32 on Dec.

17, the day the merger plans were announced.

The approximate \$140 million value placed on the exchange of stock is calculated on some five million shares of Prentice-Hall common shares outstanding. The company's stock is traded on the American Stock Exchange. It closed at 30 on Dec. 17.

Before rumors of RCA's intention to call in its \$3.75 cumulative preferred had spread through the financial community, this stock had been selling in the neighborhood of \$80 per share. Presuming a comparable dividend-price ratio for the new \$1.75 cumulative preferred, these shares, when issued, could be expected to have a market value of about \$40.

RCA said its new preferred shares would be convertible for 1.25 shares of common stock during the first five years of their issuance; 1.11 shares in the next five years and for one share after 10 years. The stock would not be redeemable for eight years but could be called in after eight years for \$52.50; after 10 years for \$51.75, and after 13 years for \$50, its liquidating value.

Announcement of the tentative merger came in a joint statement by RCA

Board Chairman David Sarnoff and Prentice-Hall Chairman Richard P. Ettinger. If the merger goes through, Mr. Ettinger will become an RCA director.

The proposal has yet to be approved by the boards of directors and stockholders of both companies.

Prentice-Hall operates a college division, educational book division, loose-leaf service division, New York Institute of Finance, executive reports division, trade book division, business and professional books division, special publications division, Center for Applied Research in Education, Hawthorn Books, Atherton Press, Institute for Business Planning, Prentice-Hall Corp. System, National Foremen's Institute and Prentice-Hall International.

Desilu report notes pilot offering change

For the first time in the history of Desilu Productions, the company is providing pilots for new series to all three TV networks, President Lucille Ball, said in a letter to stockholders reporting a 6% increase in network income for the first half of fiscal 1965 over the like period of the last fiscal year.

For 26 weeks ended Oct. 31.

	1964	1963
Earnings per share	.36	.33
Gross income	\$10,421,434	\$11,195,935
Net income	424,033	400,005
Number of shares outstanding	1,183,131	1,223,631

BROADCASTING, December 21, 1964

Stock exchange takes action on Comsat

The Communications Satellite Corp. may operate at a loss for several years, as prospective investors were told by the firm before stock was offered to the public, but the price of Comsat's stock has risen by such leaps and bounds that the New York Stock Exchange last week effectively put a damper on it.

Comsat stock went on the market at \$20 a share last June 2, but has climbed since. Last Monday (Dec. 14) it hit \$70.75, and the stock exchange, which thought the stock was the object of too much speculation, outlawed credit in buying and short selling the stock, causing the stock to fall \$10.50 by closing time Tuesday. Thursday (Dec. 17) the stock closed at \$56.50.

The stock exchange estimated that some 300,000 shares of Comsat had been sold short and not yet repurchased. Those shares were not affected by the exchange action. The exchange banned credit by raising the margin requirement on Comsat stock from 70% to 100%.

H&B American has gain in cash flow record

H&B American Corp. now owns 29 community antenna television systems serving over 83,000 subscribers, an increase of six systems and 11,000 subscribers in the past year, David E. Bright, chairman and president, said in the company's annual report to shareholders, issued last week. "Cash flow [net income plus depreciation and amortization] and not net income is the most significant index of performance in our business because large depreciation and amortization charges reduce substantially the taxable and reportable earnings of the company without causing a corresponding reduction in the cash generated by the company's business," Mr. Bright stated.

"As a consequence, in the four years since our start in CATV we have had cumulative operating income before depreciation, amortization and interest of \$6,436,000 but have reported cumulative net income of only \$557,000. In the same period, however, the cash generated by the company's operations has enabled it to pay off old debts incurred principally before its entry into CATV amounting to \$2,049,000, principal on subsequent bank loans amounting to \$1,525,000 and interest on old debts, bank loans and other indebtedness amounting to \$1,625,000. In addition, the cash remaining after the discharge of such obligations together with the

proceeds from increased bank borrowings have been used to build or improve the company's CATV systems. As a result, during these four years the company has, despite reporting modest net income, successfully serviced a substantial amount of debt and at the same time increased its aggregate CATV investment to more than \$14,650,000."

Fiscal year ended July 31:

	1964	1963
Net income per share	\$0.13	\$0.17
Cash flow per share	0.63	0.55
Revenues	4,831,920	4,472,213
Cash flow	1,623,163	1,421,739
Net income	325,126	171,294
Shares outstanding	2,577,879	2,582,192

Sales up, net down for Audio Devices

Audio Devices Inc., New York tape manufacturer, has reported net sales up slightly but earnings down for the nine months ended Sept. 30 compared to the same period last year.

The firm attributed the dip to "technical production problems which caused an 11 cent [a share] loss for the second quarter" and said the problems had persisted into the third quarter, although "these unprecedented losses are now behind us." The company was back to normal by September, and October showed record net sales of \$875,000, the firm said.

Nine months ended Sept. 30:

	1964	1963
Earnings per share*	\$0.09	\$0.39
Net sales	6,916,899	6,373,945
Operating profit	179,906	706,313
Net income		
before income taxes	140,485	687,872
Net income	75,985	340,872

*Based on 885,309 shares outstanding.

NGC more than doubles

National General Corp. net operating income rose 108% in fiscal 1964 over the preceding year, Eugene V. Klein, chairman and president, reported last week. NGC owns and operates 216 theaters, is experimenting with closed-circuit theater television and is active in

real estate, motion-picture production and the packaging and sale of California fruit products.

For year ending Sept. 1963 to 1964:

	1964	1963
Earnings per share	\$0.70	\$0.35
Gross income*	59,049,034	48,273,049
Net operating income*	2,509,894	1,203,189
Common shares outstanding	3,592,523	3,464,037

*Including income of Mission Pak Co., acquired in August 1963 and not included in 1963 report.

Financial notes . . .

■ MCA Inc., New York, has declared a dividend of 37½ cents per share on its outstanding convertible preferred stock payable Dec. 31 to preferred stockholders of record on Dec. 18.

■ Rollins Broadcasting Inc., Wilmington, Del., last week announced an agreement to purchase a building maintenance firm for "an amount estimated to be in excess of \$2 million in cash." The L. P. Martin Maintenance Corp., Atlanta, is now run by Larry P. Martin, who will stay on to direct the company

■ United Artists Corp. has completed a new long-term financing agreement with the Prudential Insurance Co. for \$32 million, of which \$9,750,000 may be taken down in the future at the option of UA. The new financing, according to UA, replaces an existing 15-year loan arrangement made five years ago.

Ameco's million-dollar month

November was the first month of million-dollar sales for Ameco Inc., community antenna TV equipment manufacturer based in Phoenix.

Citing its "phenomenal growth," the firm, which in 1962 barely exceeded \$1 million total volume all year, projected its 1964 sales at more than \$10 million and predicted a \$20 million year in 1965. These sales are for the manufacturing firm only, excluded commonly owned CATV systems and microwaves. Bruce Merrill, president of Ameco, also owns KIVA (TV) Yuma, Ariz.

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ABC could pay up to \$12.2 million for two-year Saturday afternoon package

Major league baseball broke from tradition last week as a committee representing 18 clubs signed a \$5.4 million contract with ABC-TV for national telecast of 25 Saturday afternoon games and two holiday contests in the coming season. A 19th club, the Philadelphia Phillies, may yet join, which would bring the cost to \$5.7 million.

The agreement gives ABC an option to renew the package for the following year at a cost of \$325,000 per participating team, or \$6.5 million if all 20 major league clubs should join the Saturday program. The maximum cost of the two-year package would thus be \$12.2 million. In the first year of the plan the teams will each receive \$300,000.

Never before had baseball clubs co-

operatively negotiated a national television contract. And never before had a national package been arranged in which no cities would be blacked out. Although CBS and NBC have carried weekly network games they have never broadcast them within a 50-mile radius of major league cities or in minor league cities if a local game was being played.

The collective-bargaining approach follows a pattern established by the National and American football leagues and since adopted by the National Basketball Association and others.

The New York Yankees will not participate in the Saturday package because of their \$550,000 contract with CBS-TV for that network's weekend *Game of the Week* presentation, a con-

tract which extends through the 1965 season.

According to ABC and the major league baseball committee, the Phillies, who have not yet signed for the program, are expected to join the group before the season starts. The baseball committee is headed by John E. Fetzer, broadcaster and owner of the Detroit Tigers.

However, Phillies secretary George Fletcher said last week "it seems unlikely at the present time that the team would participate in the Saturday plan." The reason given was an outstanding sponsor obligation to Atlantic Refining Co.

On Nov. 11 the team reached an agreement with Atlantic—a three-year deal for the club's broadcast rights for a reported \$1.3 million per year. A portion of the sponsorship is expected to be picked up by P. Ballantine & Sons.

Atlantic, which had the option to match a rights offer made by any other sponsor, was said to have been pushed up to the \$1.3 million figure by another beer company. The Phillies games have been carried on WFIL-TV Philadelphia, an ABC-TV affiliate, in the past but most observers feel the right prices will make Atlantic reluctant to have the Phillies associated with another sponsor in the national package. The Phillies games in the past have been carried on four television and 23 radio stations.

The 27-game ABC schedule will begin April 17 and will include contests on two of three Monday holidays; May, 31, July 5 and Sept. 6.

Plan's Details ■ Mr. Fetzer said a tentative schedule for the telecasts would be drawn up within a month, but that it would be flexible so that games of maximum interest might be substituted for those which would attract less attention later in the season.

He outlined a basic structure for the Saturday program in which three games would be available for the packages on each playing date: two in the East, one regular game and a backup game in case of cancellation, and a western game for presentation in 11 states in the Pacific and Mountain time zones.

The baseball package will escape the blackout problem by feeding the backup game into the home television territories of the teams playing in the national TV game, thereby protecting local sponsors of their games. Thus there will be a number of instances when two games will be on TV in major league cities and in a two-team city such as New York, three games will be presented on some Saturdays.

This could occur for instance when the Yankees and Mets were being televised and the national game was also



(L-r): Roone Arledge, vice president, ABC-TV Sports; John E. Fetzer, broadcaster and chairman of the major league baseball committee, and

Thomas W. Moore, ABC-TV president, look over the multimillion dollar contract for Saturday afternoon national baseball telecasts.

brought into New York.

Mr. Fetzer called the competitive effects of such a situation "far and away residual," and described the whole package as a demonstration of "enlightened self interest" on the part of baseball.

The Price ■ ABC-TV President Thomas W. Moore said the package price was "the maximum the rights could command in the present television economy."

The cost, he declared, is commensurate with audience calculations based on past ratings of CBS and NBC weekend games, adjusted upward for the additional reach expected for the national presentation and downward for the competition of multiple presentations in major league cities.

Mr. Moore said sponsors have not yet been lined up for the Saturday games, but that a number of advertisers have expressed interest.

CBS-TV could be limited to presentations of Yankee home games for its *Game of the Week Show*, but might also carry Philadelphia home games.

The CBS-Yankee deal does not provide for coverage in major league cities but this possibility was raised by one network official in light of the no-black-out nature of the Saturday package.

Mr. Fetzer said he had a commitment from the Yankees not to have their *Game of the Week* telecasts carried in other major league territories. A legal adviser to the committee said there had been no written agreement on this point.

Although the Yankees will appear in some of the national presentations as a visiting ball club, they will not receive a share of the rights money.

Film firms plan NAB exhibit

Television film distributors for the third consecutive year will coordinate their efforts during the NAB convention next spring under the banner of Television Film Exhibits—1965 (TFE-'65).

Tentative arrangements are for TFE-'65 to have contiguous space in the Shoreham hotel in Washington where the NAB will meet from March 21-24. Fourteen distributors have indicated they will participate in the exhibit. They are: Embassy Pictures, Four Star Distribution, Hollywood Television Service, King Features Syndicate, Medallion Pictures, National Telefilm Associates, Screen Gems, Seven Arts Associated, Tele Features, Trans-Lux Television, Twentieth Century-Fox Tel-

evision, United Artists Television, Warner Brothers Television Division and Wolper Television sales.

A six-man executive committee has been selected for TFE-'65. It consists of Len Firestone, Four Star, chairman; Barry Lawrence, United Artists Television, co-chairman, and Ira Gottlieb, Wolper; Donald Klauber, Seven Arts; Marvin Korman, Screen Gems, and Joseph Kotler, Warner Brothers.

CBS News shuffles desks

Executives given new posts, Blair Clark resigns Paris job

CBS News authorities last week saw no further top administrative changes planned for their division in the aftermath of a major revamp of the executive echelon.

In the shuffling announced by Fred W. Friendly, CBS News president, CBS News executives effective Jan. 1, receive new posts and responsibilities. And an executive not previously associated with broadcasting, Gordon Manning, executive editor of *Newsweek* magazine, joins the division at the top level (see page 10).

It was indicated that the current changes—a series of major moves by Mr. Friendly, who ascended to the divisional presidency 10 months ago—are tied to a prior series of shuffles designed by Mr. Friendly to strengthen the administrative aspects of CBS News. Mr. Friendly was elected president last March, succeeding Richard S. Salant, who was named vice president and assistant to the president of CBS Inc.

A year ago under Mr. Salant's regime, Blair Clark was second in command as vice president and general manager. Reporting to Mr. Clark were Ernest Leiser, then assistant general manager for TV news, with responsibility for hard news, news shows and news bureaus, and John Kiermaier, then vice president for public affairs, covering all public-affairs programming. Such units as *20th Century* and *CBS Reports* reported to Mr. Clark.

Prelude ■ In Mr. Friendly's initial major revamp, Mr. Leiser was elevated to director of TV news, with his responsibilities generally remaining unchanged. Mr. Clark was moved to Paris as director of CBS News international operations, and the public affairs department was eliminated with produc-

tion units reorganized. Mr. Kiermaier eventually left the division, and *CBS Reports* and *20th Century* units reported directly to Mr. Friendly.

A difficulty encountered, however, was an apparent need to designate a full executive responsibility for news programming.

In the current reorganization, Bill Leonard, who served as executive producer of the CBS News election unit, becomes vice president and director of news programming. He will supervise the planning and production of regularly scheduled programs including *CBS Reports*, *20th Century* and *World War I* and, according to Mr. Friendly, "the wide range of documentaries, cultural broadcasts and special programs with which broadcast journalism is and should be so closely identified."

Mr. Manning, who has been executive editor with *Newsweek* the past three years and who joined the magazine in 1956, becomes vice president and director of TV news. He will supervise "hard news" at the network including responsibility for six regularly scheduled TV news broadcasts, news extras and special reports, and all bureaus and correspondents. Mr. Manning was a senior editor when he joined *Newsweek*. He was staff writer and then for six years managing editor of *Collier's* magazine. He also had worked for the United Press.

Both Mr. Manning and Mr. Leonard will report to Mr. Friendly.

New Post ■ Don Hewitt, executive producer of *CBS Evening News With Walter Cronkite*, now becomes executive producer of a new activity described by Mr. Friendly as "developing and innovating a new kind of news broadcast—the live documentary."

Mr. Hewitt is a 16-year veteran news producer at CBS. Mr. Leiser, director of TV news, moves into Mr. Hewitt's spot on the Walter Cronkite show, which was started under his direct supervision. He has a 20-year background as foreign correspondent, editor and producer.

Both Ralph Paskman, who goes to assistant director of TV news from assignment manager, TV news, and Bill Eames, who now becomes assistant director of TV news after having been editorial director of the CBS News election unit, will report to Mr. Manning. Robert Wussler, production director of the CBS News election unit, becomes director of the special events unit. Mr. Wussler and Mr. Hewitt will report to Mr. Leonard. Mr. Eames also will direct liaison between CBS News and CBS-TV affiliates' news departments.

Coincident with these changes, Mr. Clark's resignation from CBS News was announced.

BMI tells its side of story

Justice suit seeking change in ownership of music licensing group prompts Burton explanation to stations

Broadcast Music Inc. sent to broadcasters last week a point-by-point reply to the Justice Department's suit seeking to divorce 517 of them from the ownership of BMI (BROADCASTING, Dec. 14).

"The contentions made by the Antitrust Division [of the Justice Department] have no basis in fact," BMI President Robert J. Burton said in a three-page letter. "BMI will vigorously defend this case. It will win this case."

While Mr. Burton was defending BMI against the suit's charges—one of which was that BMI and broadcasters have depressed music-license rates—a group of West Coast promoters were protesting that BMI's rates were too high. This referred to BMI's insistence on 1% of the box-office revenues from personal appearances using BMI music, which early this year replaced the former policy of charging flat fees in such cases.

Mr. Burton's letter, "to all broadcasting stations," amplified his earlier denial of the Justice Department's charges. The suit asks that broadcaster-stock-

holders of BMI, estimated at 517, be required to give up this ownership.

The accusations, he noted, have been voiced repeatedly by BMI's chief competitor, The American Society of Composers, Authors and Publishers, and have been investigated exhaustively without substantiation.

Called The Shot ■ He also recalled that ASCAP had forecast the filing of the suit, predicting at its annual meeting this fall that some of its "BMI problems" might be resolved before the end of the year, possibly by government action (BROADCASTING, Nov. 2).

The charge that BMI and broadcasters combined to "promote BMI music to the exclusion of all other music," he said, is beyond belief by anyone who "knows anything about either music or broadcasting."

In addition, he said, "this charge by ASCAP's writer-members was the subject of weeks of hearing before [a Senate subcommittee]. Not one vestige of evidence to support the charge was introduced and at the end of the hear-

ings the chairman pointed to all of the evidence that had been adduced against the charge and said he had nothing to support the charge but 'speculation'."

To the charge that BMI had been used to depress the license rates of other music-license organizations, Mr. Burton said that ASCAP for 15 years has had the right to have broadcasters' rates set by court.

"Instead," he said, "ASCAP has made a succession of voluntary contracts which it has publicly stated were advantageous to it. All of these agreements were approved by the court upon notice to the Department of Justice and without objection by the Department of Justice."

Royalties paid to writers and publishers since BMI was formed have increased by more than 700%, he continued, adding that "it is impossible to term this 'depression' " of royalties.

Concession Noted ■ The Justice Department's news release announcing the suit, Mr. Burton said, recognized that BMI was formed "to provide an alternative source of music performance licenses" in view of ASCAP's "virtual monopoly."

"The Antitrust Division," he continued, "now complains that BMI has done precisely what, with the approval of the Department of Justice, it was organized to do. Both from the viewpoint of the users of music and from the viewpoint of the creators of music competition is no less essential today than it was in 1939" when BMI was formed.

BMI will seek a "speedy trial," he said, but "cannot, of course, know how long it will take before the case can be tried." Meanwhile he assured broadcasters that "the honest competition which BMI has created in the field of music licensing will continue" and "BMI will continue faithfully to serve the creators of music, the users of music and the public interest."

Philadelphia lawyers stir up access storm

The Philadelphia Bar Association last week found itself almost inundated with a sea of protest over its tentative move toward a "statement of policy" recommending severe checks on the latitude enjoyed by news media in covering criminal court cases.

The policy statement—drawn up by the bar association's criminal law committee, endorsed by its board of governors and to be submitted to the membership for a vote at a special meeting Dec. 29—would ban cameras and radio-TV equipment from courtrooms. It would also forbid lawyers, judges and lawmen from revealing information about criminal cases and disallow news media access to police records, offices of police officials and offices of prosecutors. The proposals would constitute a guideline, not law.

Philadelphia's mayor, district attorney and police commissioner, as well as the Pennsylvania News Broadcasters Association, were among the voices in strong opposition to the recommendations. The dissenters spoke out in favor of the "public's right to know," and the district at-

torney called the proposals "unworkable."

The news broadcasters association said "the statement enumerates how lawyers think the news media should conduct their affairs" and called it "a 'gag' upon the responsibility of broadcasters and press to collect and disseminate information in the public interest."

The PNBA also called the "atrocious document" an attempt "to dictate news media behavior" and "completely unacceptable, unwise and unfair." The news broadcasters association asserted that the statement "would allow police wide and dangerously arbitrary discretion regarding the public's right to know" and said that by the bar association's own admission "the alleged evils which this code seeks to eliminate rarely exist." The PNBA concluded its letter to the committee by telling the bar, in effect, to mind its own business. "In short," it said, "attorneys should not be formulating standards of conduct for news media and police. The news media and police do not formulate standards of conduct for attorneys."

Pierson cites dangers in news media lockouts

Attorney W. Theodore Pierson, speaking at the National Lawyers Club in Washington on Dec. 12, gave his opinion of suggestions on news media coverage advanced by the Warren Commission. Mr. Pierson pointed out that sometimes the "conspiracy against equal protection of the laws seems to include judges, juries, police officers, attorneys and the white public" in certain civil rights cases.

"With [news media] excluded from the police premises and required to rely upon formal announcements by the possible perpetrators of these wrongs," Mr. Pierson asked, "have we not lost one of

the most important safeguards that the First Amendment was intended to supply—safeguards that are wholly consistent with rights asserted by the accused?" He added that sometimes the news media might have to rely on pool arrangements, and although this "tends to eliminate the additional knowledge that results from competition among media . . . this may well be a loss we will have to suffer in abnormal cases in order to avoid lockouts and to secure protection from our processes of justice."

Powell: cooperation key to court problem

American Bar Association President Lewis F. Powell Jr. of Richmond, Va., called for "intelligent and thoughtful action by all concerned" last week to guarantee that news coverage does not interfere with the right to a fair trial in any way.

Speaking before the Texas Bill of Rights Foundation at Houston on Tuesday (Dec. 15), Mr. Powell indicated that both the legal profession and the news media will have to cooperate in this effort. ABA a fortnight ago named a special committee to study the fair trial-free press issue (BROADCASTING, Dec. 14).

Television has further intensified the problem, Mr. Powell said, noting the decision of the Supreme Court to consider whether TV coverage precluded a fair trial for Billie Sol Estes in Texas.

He also cited the New Jersey decision in the *Van Dwyne* case as a major new development which "emphasizes the seriousness with which the courts and the legal profession have come to view the problem of prejudicial publicity" (BROADCASTING, Nov. 23). The state supreme court, he said, seeks to control prejudicial news by forbidding certain types of comment on pending cases by police, prosecutors and defense attorneys.

Mr. Powell observed that the New Jersey court defined statements about alleged confessions and defendants' police records as particularly prejudicial. He felt it will be years before the full import of this ruling is determined.

However, according to Mr. Powell, lawyers recognize that they will have to put their own house in order first. Since the police, court attendants, prosecuting and defense attorneys are the chief sources of such "prejudicial information," he said, it will have to be stopped there.

"The bar and the courts have the power to control these sources. We must be far more willing to exercise this power," the ABA president said.

ABC-TV removal prompts Howard suit

Lisa Howard, who was relieved of duties as an ABC-TV news commentator last Sept. 29 for "partisan political activity," last week filed a suit against the network's corporate parent, American Broadcasting-Paramount Theaters, for \$2,008,000.

Miss Howard, in papers presented in New York State Supreme Court, said she felt her removal by the network constituted punishment and damage to her reputation and career for "[taking] part as an American citizen in a public election campaign."

She acknowledged she had been secretary of a committee supporting the campaigns of President Johnson and New York Senator Kenneth Keating (R-N. Y.), but denied this work influenced her news reporting.

ABC had no comment last week on the suit. Miss Howard's news program had been presented on the network at 2:55-3 p.m., EST, Mon.-Fri., and was sponsored by the Purex Corp. The program has continued with Marlene Sanders in the spot vacated by Miss Howard and Purex continues as sponsor.

State of Union speech set for prime-time TV

President Johnson will depart from tradition in an attempt to corral as large a television audience as possible when he delivers his State of the Union address to Congress Jan. 4.

The President will speak at 9 p.m., although chief executives traditionally have addressed Congress at midday. Franklin D. Roosevelt was the last President to deliver his State of the Union message in the evening. On Jan. 3, 1936, he chose an evening hour in an attempt to capture listeners via radio.

All three television networks will carry President Johnson's speech live. CBS-TV plans to move its 16th annual *Years of Crisis* telecast to Washington, airing it immediately after the State of the Union message. The network will thus break a tradition of its own, as the program previously has originated in New York. CBS-TV correspondents from around the world will participate.

Film sales . . .

Christmas Specials (NTA): KTTS-TV Springfield, Mo.; WIBW-TV Topeka, Kan.; WLUC-TV Marquette, Mich.; KFEQ-TV St. Joseph, Mo.; KBOI-TV

Boise, Idaho and KTVE-TV El Dorado, Ark.

20th Century-Fox Features (NTA): KOLO-TV Reno; KMBC-TV Kansas City, Mo.; WRVA-TV Richmond, Va.; KGMB-TV Honolulu; KOVR-TV Stockton-Sacramento, Calif.; WITI-TV Milwaukee; KLAS-TV Las Vegas; WHA-TV Madison, Wis.; WTVP-TV Decatur and WTVH (TV) Peoria, both Illinois.

Shirley Temple Features (NTA): WDAU-TV Scranton-Wilkes Barre Pa.; and WFBM-TV Indianapolis.

Big Six Feature Films (NTA): KGMB-TV Honolulu and WMTW-TV Poland Spring-Portland Me.

America! (CBS Films): KONA-TV Honolulu and WNEM-TV Saginaw, Mich.

Call Mr. 'D' (CBS Films): WRAL-TV Raleigh, N.C.

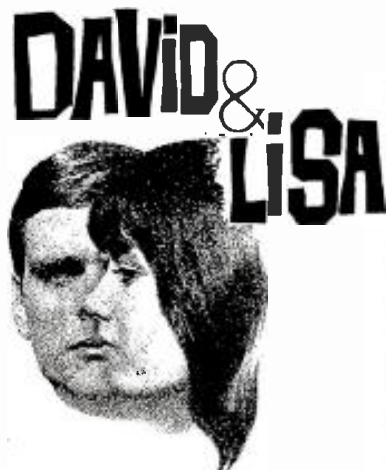
Deputy Dawg (CBS Films): KPRC-TV Houston and WWAY-TV Wilmington, N.C.

Have Gun, Will Travel (CBS Films): KERO-TV Bakersfield, Calif.; KPTV-TV Portland, Ore.; WAIL-TV Atlanta, Ga.; WMTV-TV Madison and WSAU-TV Wausau, both Wisconsin.

Heckle & Jeckle (CBS Films):

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WKEF(TV) Dayton, Ohio.

Honeymooners (CBS Films: WRAL-TV Raleigh, N.C., and WNEM-TV Saginaw, Mich.

Marshall Dillon (CBS Films): WSAU-TV Wausau and WMTV(TV) Madison, both Wisconsin.

True (CBS Films): KVOA-TV Tucson, Ariz., and KPHO-TV Phoenix.

Everglades (UA-TV): WSIX-TV Nashville, Tenn.; WKJG-TV Fort Wayne, Ind.; KTNT-TV Tacoma-Seattle, Wash., and KFDA-TV Amarillo, Tex.

Harbor Command (UA-TV): KSTP-TV St. Paul-Minneapolis.

I Led Three Lives (UA-TV): WRBL-TV Columbus, Ga.

Men into Space (UA-TV): WEAT-TV West Palm Beach, Fla., and KTVT(TV) Fort Worth-Dallas.

Mystery Hours (UA-TV): KSHO-TV Las Vegas.

Tombstone Territory (UA-TV): KBMT(TV) Beaumont, Tex.

Tales of the Vikings (UA-TV): WMUR-TV Manchester, N.H., and WPRO-TV Providence, R.I.

West Point Story (UA-TV): WMUR-TV Manchester, N.H., and KSTP-TV St. Paul Minneapolis.

Mack and Myer For Hire (Trans-Lux): WBAL-TV Baltimore; WJBF(TV) Augusta, Ga. and KTVE(TV) El Dorado, Ark.

Guest Shot (Trans-Lux): KTLA(TV) Los Angeles.

Mahalia Jackson Sings the Story of Christmas (Seven Arts): WTPA-TV Harrisburg-York-Lebanon, Pa.; KID-TV Idaho Falls, Idaho; KRCG(TV) Jefferson City, KYTV(TV) Springfield, both Missouri; WNBE-TV New Bern, N. C., and KBLU-TV Yuma, Ariz. Now in 22 markets.

Porky Pig Cartoons (Seven Arts): WAFB-TV Baton Rouge; WGR-TV Buffalo, N. Y., and WLBW-TV Miami.

Radio series sales . . .

Anniversaries in Sound (Triangle): WRBR Detroit; WAZL Hazelton, Pa.; WMVO Mount Vernon, N. Y.; WMOH Hamilton, Ohio; WINA Charlottesville, WAYB Waynesboro, WEER Warrenton and WSWA Harrisonburg, all Virginia.

Jimmie Fidler in Hollywood (Jimmie Fidler): KDJJ Holbrook, Ariz.; KRAE Cheyenne, Wyo., and WBRI Brinkley, Ark.

The Shadow and The Green Hornet (Charles Michelson): WFGM Fitchburg, Mass.

CBS changes mind on Sunday 9-10 slot

CBS-TV last week began telecasting most of its newly constructed prime-time schedule but with a second major change in the Sunday hour programed against NBC-TV's highly rated *Bonanza* and movies on ABC-TV. Initially, CBS-TV President James T. Aubrey Jr. had announced on Dec. 11 that the 9-10 period on Sunday would be filled with reruns of the *Danny Thomas Show* and *Celebrity Game*, a midseason replacement last year (AT DEADLINE Dec. 14).

But a day later, Mr. Aubrey amended CBS-TV's numerous program moves affecting every night of the week—13 changes in all—by noting that a new dramatic series, *For The People*, would be ready for the Sunday hour, effective Jan. 24. Mr. Aubrey said that on Friday (Dec. 11) "It looked impossible" that the series—about a district attorney—would be ready to fit into the schedule immediately, but by Saturday afternoon (Dec. 12) CBS was able to confirm that Herbert Brodtkin (series producer for Plautus Productions in association with CBS) "could meet the production schedule without sacrificing program quality."

During the interval (Dec. 20 through Jan. 17), the network will colorcast a group of specials, including several Fred Astaire musical repeats and a show on the Royal Ballet. Mr. Aubrey also said the *Joey Bishop Show* would be seen in its new time period (Tuesday, 8-8:30) on Dec. 22 instead of a week earlier because a CBS News report, *NATO in Danger*, had pre-empted that period and that *Slattery's People* would begin its new Friday, 10-11 p.m. period

Why they do it

WRAL-TV Raleigh, N. C., is to editorialize today (Dec. 21) on a somewhat unusual subject—editorializing.

The station's prepared presentation stresses its history of uncompromisingly conservative, but nonpartisan, stands on political issues and proudly points to its refusal to "soft pedal" touchy issues. Occasion for the program will be WRAL-TV's 1,000th editorial since Nov. 21, 1960. Although Jesse Helms, vice president of the station, usually delivers the editorials, A. J. Fletcher, president, is to hit the 1,000 mark by voicing the editorial himself.

on Dec. 25 instead of Jan. 1.

It was reported that Danny Thomas, who also is a producer-owner (*Gomer Pyle* and the vehicles starring Andy Griffith, Dick Van Dyke and Joey Bishop, all on CBS), had not felt it "fair" for him to be on two networks the same evening and had conveyed his feeling through his agents. He said two of the five specials he's doing as an actor for NBC-TV this season are scheduled to be on that network on Sunday. It could not be determined to what extent Mr. Thomas's position figured in the CBS turnaround.

Other new changes in lineups on the other networks in the meantime were announced. They were: NBC-TV exchanged time slots of *The Famous Adventures of Mr. Magoo* and *Kentucky Jones* on Saturday. *Kentucky* will be seen at 8-8:30 and *Magoo* at 8:30-9 effective Jan. 2. ABC-TV is moving *The Flintstones*, now on Thursday, 7:30-8, to Friday at the same time period, changing places with *Jonny Quest*, on the schedule effective this week.

CBS-TV ponders movies for prime-time showing

CBS-TV, the only network that does not present feature films on a regular basis, was reported late last week to be considering a move toward placing movies in prime time next season.

CBS-TV officials declined to discuss the report. It was learned that the network had approached several motion-picture distributors, including 20th Century-Fox, Warner Brothers, United Artists and Paramount Pictures to submit the titles of features they could make available for prime-time showing in 1965-66. It was understood that CBS-TV would make a decision shortly as to whether it would or would not schedule features in prime-time next season.

Both NBC-TV and ABC-TV schedule feature films in prime-time (the former on two evenings for four hours and the latter on one evening for two hours) and these efforts have attained creditable ratings. CBS-TV was reported to be considering the use of feature films as part of an effort to improve its overall ratings. This season the three networks are in a virtual tie in the ratings race (BROADCASTING, Dec. 14).

New D.C. news service

Kenneth Scheibel, who is Washington correspondent for the radio-TV stations of the Donrey Media Group, has started his own broadcast news bureau in Washington. His new service, Washington Broadcast News, will be tailored

expressly for local radio-TV outlets.

Mr. Scheibel plans to offer clients sound-on-film for television stations and "beeper" reports for combined radio-TV's, with the news emphasis on Congress and the federal agencies. His office is room 1249, National Press Building.

Program notes . . .

More shows ■ Five new documentaries have been added to *Men in Crisis*, produced by David L. Wolper Productions and syndicated by Wolper Television Sales, according to producer-director Alan Landsburg. New episodes are: "Pershing vs. Ludendorf: War to End War"; "Truman vs. Stalin: The Potsdam Encounter"; "Windsor vs. The Crown: Of Love and Kings"; "Roosevelt vs. Isolation"; "Lindbergh vs. the Atlantic: Flight to Fame."

CARE musicals ■ Frances Langford is the hostess on a series of 10 five-minute musical radio programs made available by CARE. Entitled *International Musicale*, the programs feature rarely heard music composed by native musicians.

Schools and station ■ KHJ-TV Los Angeles has formed an association with the Los Angeles city school system to create and broadcast a variety of programs depicting the scope of the school system's activities. Four high school championship sporting events will be broadcast. Additionally, a series of one-hour programs including concerts by the all-city orchestra, art exhibits, swimming and skating will be shown in prime time.

Water Jumping on TV ■ The 1964 Invitational Water Jumping Championships are the subject of a 15-minute color special produced by Triangle Stations for its six TV stations and for syndication by Triangle Program Sales.

Television workshop ■ *Repertoire Workshop*, a half-hour series designed to provide TV exposure for lesser-known talents, will begin its third year on the five CBS-owned stations during the week of Dec. 28. Each station—WCBS-TV New York, KNXT(TV) Los Angeles, WBBM-TV Chicago, WCAU-TV Philadelphia and KMOX-TV St. Louis—will produce seven half-hours which will be seen on all stations.

March of Dimes special ■ *The Big Little Show*, the sixth half-hour variety show produced by the National Foundation-March of Dimes, is being distributed to TV stations for use between Dec. 27, 1964 and Jan. 31, 1965.

Agent 007 ■ WOR-TV New York will show a one-hour color special, *The Incredible James Bond*, Dec. 13, tied-in to the release of "Goldfinger," the latest

Bond movie. The special will be shown on other RKO General stations and syndicated elsewhere in the country to pre-date the local showing of the film.

From the North ■ The Fourth Network has packaged a taped series of 11 *Canadian Hockey* games, originating in Toronto. The matches, which will begin with Russia playing the Canadian national team and will also include the Czechoslovakian national team against Canada, plus the Memorial Cup championship fights among representatives of Toronto, Montreal, Hamilton, Niagara Falls and other cities.

Tapes to library ■ WTOP-AM-FM Washington has presented 12 tapes of its *Symposium* series to the Library of Congress. L. Quincy Mumford, librarian of Congress (1), is shown accepting the



gift from Lloyd W. Dennis Jr., WTOP vice president and general manager and originator of the series. Roy Meachum, *Symposium* writer-host, looks on.

New approach ■ CBS Radio has announced a new format, starting Jan. 2, for its weekend *Dimension* series, intended to give the broadcasts greater

flexibility in content. A single announcer, Bob Dixon, will be host for each of the 17 features which appear regularly on the weekend series. He will also do interviews and special human interest stories.

Seminars ■ SESAC Inc., New York, will hold a series of informal meetings for representatives of record companies, advertising agencies, music publishers, record distributors and other interested parties. The meetings will be held at the SESAC offices, 10 Columbus Circle, after Jan. 1, 1965.

New arm ■ Teleradio, New York advertising and public relations company, has established a new division, the Teleradio Production Co., to produce and direct radio and TV programs in addition to producing radio-TV commercials for the parent company.

Voting time ■ Balloting for the annual television nominations and awards of the Directors Guild of America will begin Dec. 30, when ballots will be mailed to DGA members, returnable by Jan. 13, 1965. Final TV ballots will be mailed Jan. 18, and are to be returned Feb. 1.

Big races ■ The Triple Crown of horse-racing—the Kentucky Derby, Preakness and Belmont stakes—will be covered exclusively by CBS-TV in 1965-66.

Funnyland producer ■ Roger Gimbel will produce NBC-TV's *Allan Sherman's Funnyland*, a colorcast on Jan. 18, 1965, 9-10 p.m. EST. *Funnyland* is a possible half-hour series for the 1965-66 season.

All-star game ■ The National Basketball Association all-star game will be broadcast live on CBS Radio on Jan. 13, 1965, beginning 9 p.m. EST. Commentary will be provided by Jack Drees and Jack Buck.



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RANKED
THIRD
IN THE
NATION
IN
PERCENTAGE
OF
COLOR SET
PENETRATION.*
SEE PETRY.

*Television Age, May 1964

First annual FM awards given to five stations

Five FM stations were honored last week as the first winners of awards, to be presented annually by the Armstrong Memorial Research Foundation for excellence in FM broadcasting.

Winners of the awards, designated "Majors" in memory of FM pioneer Major Edwin Armstrong, are KHFI(FM) Austin, Tex., for musical programming; WRVR(FM) New York, for public service programming; WFBE(FM) Flint, Mich., for news programming, WDHA-FM Dover, N. J., for technical research and development, and WUHY-FM Philadelphia, noncommercial station, for educational programming.

Stuart Bailey, president of Jansky & Bailey Division of Atlantic Research Corp., addressing a dinner in New York last week at which the awards were presented, said FM broadcasting has now reached a period of success despite a history of adverse circumstances.

Drumbeats . . .

Name of the game ■ How long would it take the longest forward pass in football history to hit the ground? KTVT (TV) Dallas-Fort Worth asked the question and got more than 17,000 answers. A color TV set was the reward for the right answer. The station let Billy Lothridge, rookie quarterback of the National Football League Dallas Cowboys, stand at the 1,425-foot level of the station's 1,525-foot antenna and pass the football. Guesses ranged from six-tenths

of a second to four-and-a-half-hours. But 13-year-old Cynthia Michaels predicted the football would hit the ground in 22.4 seconds—it did.

First award ■ KGW Portland has won the first annual Oregon Association of Broadcasters' honor award for outstanding achievement for public service programming. The award was given for the station's promotion of Portland as "The City with the Happy Difference," which began August 1964 and relates the advantages of the Portland area.

Anniversary picture ■ WLBW-TV Miami ran a full-page ad in both Miami's daily papers calling attention to the station's third anniversary. The ad featured head shots of 119 of the station's personnel. The station went on the air Nov. 20, 1961.

Station special ■ WKNE Keene, N. H., published a 24-page listener's guide to publicize its 38th year of broadcasting and the addition of its FM affiliate. The stations will have a drawing for an AM-FM-stereo console Dec. 24 and will give away 36 AM-FM table models. The guide was distributed to more than 46,000 homes in the New England area. Many station advertisers participated in the guide.

Loads of laughs ■ MGM-TV officials say it's no stunt but a poor joke—on them. A cocktail party in New York proved successful in drawing 550 "key personnel" from advertising agencies, station representatives and networks on Dec. 10. The purpose was to deposit a ballot in a sealed oak chest to elect one of five candidates for the title of the



1965 "Girl from MGM-TV." The balloting went off all right—but so did the sealed box, which vanished from the hotel. Result: MGM-TV is mailing new ballots to those attending the party. Among those attending were (above) Jean Marie, one of five contestants for the 1965 title and Bob Storch, McCann-Erickson timebuyer.

Harken ■ WNUS Chicago, all-news station, will cover the first Christmas Dec. 25 with all-day news features and bulletins from around the world on the birth of Christ as if it had been on the air at that time. "Interviews" with King Herod and others are included.

INTERNATIONAL

Manx Radio offers test market plan

Manx Radio, the first government authorized commercial radio station in Britain, is offering an \$8,400 one-year test-market package for national consumer goods advertisers. The aim of the project is to get 10 noncompetitive national advertisers to spend \$8,400 each on six 30-second spots or equivalent 60-second or 90-second spots each day for one year. Included in the deal will be seven market surveys, one pre-check and six bi-monthly survey to assess housewives' purchases within the 10 participating product fields and the connection between these purchases and house-

wives' exposure to Manx Radio.

The Isle of Man is located off the northwest Coast of England almost in the middle of the Irish Sea. In addition to radio reception, it receives commercial TV.

Zambia, Ghana budget for TV expansions

Television is making big strides in some of the new African states that recently attained independence within the British Commonwealth.

In Northern Rhodesia, now Zambia, the ministry of transport and communications has announced a three-

year post office development program to cost £1,332,000 (about \$3,552,000). This will include a microwave link between Kitwe, in the North, and Lusaka, the capital, bringing TV to the latter.

The development plan also includes a direct radio-telephone and telegraph link with London.

Northern Rhodesia's population in 1963 was 3.5 million.

The government's economic development coordination committee has allocated about £200,000 (about \$530,000) to meet expected expenditures up to June 30, 1965. Additional allocations reportedly will be made later.

In Accra, capital of Ghana (1963 population 7,126,000), on the West

Coast of Africa, it has been announced that a national TV service is planned for next April, with four hours' transmission a day initially.

Construction of a TV assembly plant in Ghana is to start next September under Japanese supervision.

British TV billings up 12% in September

Advertisers in Britain spent \$22,815,344 on TV during September, according to Media Records Ltd. This is a 12% increase over September 1963 when \$20,363,392 was spent.

Revenue for individual commercial television companies:

Granada	\$5,266,380
Associated Television	4,090,032
Rediffusion	3,728,197
ABC	2,577,013
Scottish	1,440,468
Tyne Tees	1,309,263
TWW	1,235,000
Southern	1,229,706
Anglia	584,074
Westward	429,988
Ulster	320,990
Grampian	298,776
Border	219,483
Channel	72,968

The largest amount was spent on food advertising (\$7,776,756). Next was household goods and services (\$4,704,061) followed by toiletries and cosmetics (\$2,008,134). In fourth place was tobacco, cigarettes and cigars (\$2,007,432).

Abroad in brief . . .

New accounts ■ Doyle Dane Bernbach Ltd., London, will handle refrigerator, washing machine and spin dryer advertising in the United Kingdom for Morphy-Richards (Astral) Ltd., effective Jan. 1, 1965. Among other client's handled by DDB's London office since its opening in August are American Airlines, Avis, Polaroid Land Cameras and Remington Electric Shavers.

Sold out ■ ABC Films has sold *The Fugitive*, *Combat* and *Ben Casey* in all of North, Central and South America, according to Harold J. Klein, senior vice president and director of World-Wide Sales. He said *The Fugitive* was sold recently in Santiago and Valparaiso, both Chile, placing the three series on a "sold-out" basis in Latin-American markets.

K&E buys agency ■ Kenyon & Eckhardt, New York, in association with Colman, Prentis, & Varley Ltd., has acquired Advertising and Publicity Service Ltd., Barbados. K&E/CPV also has Latin-American offices in Jamaica, Mexico, Trinidad, Guatemala, Panama, Vene-

Advance warning

When licenses of Canadian television stations in major cities come up for renewal on March 31, 1966, stations will be expected to explain why they have not lived up to their promises at the time the license was issued, Secretary of State Maurice Lamontagne stated in Parliament at Ottawa.

Asked by a member to report on the Canadian program content of CJOH-TV Ottawa, which had promised 69.5% Canadian content when applying for a license, Mr. Lamontagne stated that a recent three-month review period had shown 53 hours 27 minutes of Canadian program content, 264 hours 27 minutes of United States program content, and 50 hours 6 minutes of British program content, during peak periods. Other stations singled out for examination, he stated, would be CFTO-TV Toronto and CJAY-TV Winnipeg.

zuela, Colombia and Chile.

Country added ■ Overseas Media Corp., which represents ABC International Television Inc. in continental Europe, will take over ABC International's representation in England, effective Jan. 1, 1965. ABC International is associated with 53 ABC Worldvision stations in 23 nations.

Britons organize local radio group

The 130 British companies seeking government authorization to operate local commercial radio stations have formed the Local Radio Association. Its first aim is to see the postmaster general to express members' views and get his opinions.

A steering committee under the chairmanship of John Whitney, a director of Radio Yorkshire, has been organized. John Gorst of Radio Cambridge has been appointed the committee's secretary.

Mr. Gorst said the new organization would regret any government decision to allow the BBC to extend its present radio broadcasting monopoly. The association would probably not object if both the BBC and the companies were allowed to start local broadcasting. It intends, he said, to emphasize the need for strong local participation in radio.



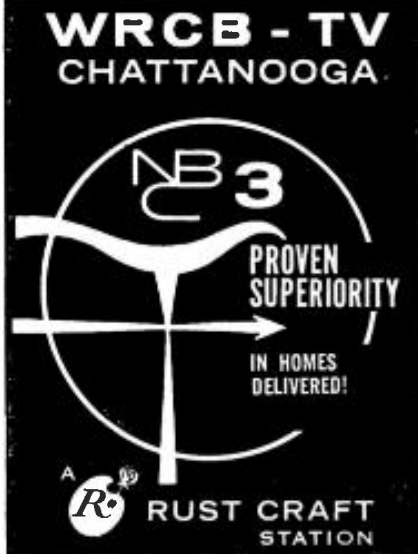
**BETTER LOOKING ...
BETTER LISTENING ...
BETTER SELLING ...**

WSUN
TELEVISION abc RADIO
TAMPA - ST. PETERSBURG



THE SHADOW
Radio Mystery Series
IS BACK ON THE AIR!

Now available for local purchase. **CHARLES MICHELSON, INC.**
45 West 45th St., New York 36 • PLaza 7-0695



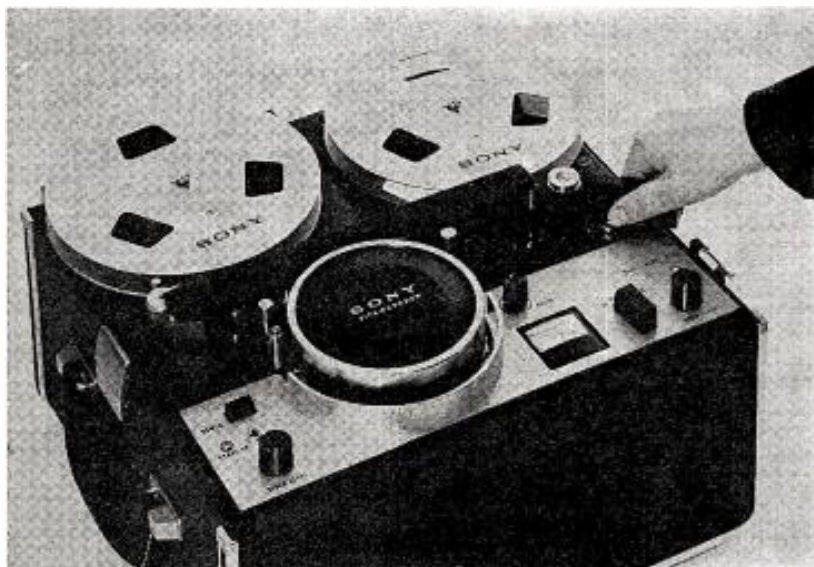
WRCB-TV
CHATTANOOGA

NB3

**PROVEN
SUPERIORITY**

**IN HOMES
DELIVERED!**

**RUST CRAFT
STATION**



Sony import due here next year

This is the Sony home video recorder now being mass produced in Japan for the home market there. It is due to be exported to the United States and other countries in 1965 (BROADCASTING, Nov. 30). The machine, using 1/2-inch tape at 7.5

inches per second, weighs about 18 pounds, and 15 by 14 by 6 1/2-inches. The Sony recorder, which is selling for \$550 in Japan, and is expected to sell for about \$1,000 in the United States, runs 2,400-feet of tape for a maximum 63-minute recording hour.

SNI seeks waiver to use camera-transmitter unit

Sports Network Inc., which originates live sports programming for TV stations, has asked the FCC for a waiver of rules so SNI may apply for microwave authorizations to use a new wireless, portable TV camera-transmitter unit.

Commission regulations now restrict authorizations in the auxiliary service (TV remote pickups) to TV licensees.

Unlike the standard TV camera which

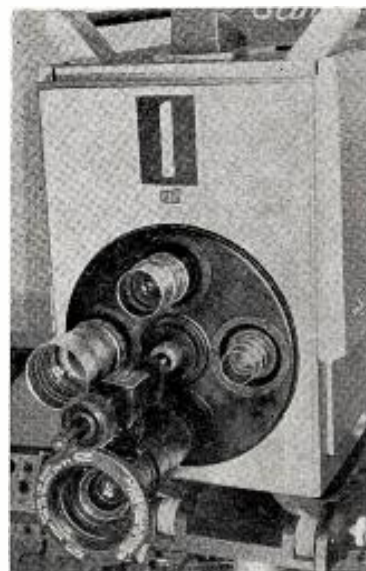
is connected to a cable and has limited mobility, the new unit transmits video via microwave to a nearby mobile unit from which the picture is distributed by common carrier to the contracting station showing it.

In its petition, SNI said if it is to continue to compete with the three TV networks in covering outdoor sporting events, it would be necessary to use the new unit. And, SNI said, because of the prohibitive cost of a single unit (\$50,000 plus), it must secure the microwave authorization before purchasing the new equipment.

Technical topics . . .

New color sets ■ Magnavox has introduced two Astrosonic color stereo theaters using a new rectangular color tube. The new color television-radio-phonograph combinations, the Aegean Classic and the Oriental Contemporary, are in production and will be available for Christmas selling at a price of \$1,295.

Sufficient resolve ■ A new line of high resolution television monitoring equipment has been announced by Miratel Electronics Inc., St. Paul. The HL series features 1,000-line horizontal resolution, a 30-megacycle video bandwidth, full low and high-voltage regulation and horizontal scan rates from 525-1,203 lines. Sizes range from 14-21 inches in cabinet, rack and custom chassis configurations.



New TV camera

Weighing less than 70 pounds, the new Dage type 520 TV camera, completely transistorized, is now in production. It contains a one-inch vidicon tube, and is 17 by 14 by 26 inches containing two carrying handles on top. It gives, the company says, 800 lines minimum horizontal resolution. It is part of the 520 broadcast chain (selling at \$5,000) which consists of the camera, and a program-center control providing camera-control unit, waveform monitor, video switcher/fader, audio-mixer system, film-chain-projector control and master-console control with pulse-cross monitor.

"One of the year's Best!"—*N.Y. Times, N.Y. Post, Saturday Review*

AVAILABLE
FOR
TELEVISION

Ballad of a Soldier

Double Prize Winner,
Cannes Film Festival



ANOTHER QUALITY MOTION PICTURE FROM WALTER READE / STERLING, INC.
241 E. 34TH STREET, N.Y.C. 10016

BROADCAST ADVERTISING



Mr. Kennedy



Mr. Morgan

John P. Kennedy, VP and director of new products at Bristol-Myers, New York, succeeds **Alfred A. Whittaker** as VP and director of marketing in products division. Mr. Whittaker was named president of international division. **Jack S. Morgan** named assistant VP and director of new products marketing.

He was formerly assistant VP and assistant director of marketing.

Joseph Berner, formerly with Needham, Louis & Brorby, named director of broadcast department for Campbell-Mithun, Chicago, succeeding **George Zimbelman**, promoted to TV creative director-special assignments for all C-M offices. **Richard R. Hill**, at D'Arcy Advertising, Chicago, joins C-M there as group supervisor on Admiral Corp. account. **Joan Lapine** joins C-M's writing staff.

Robert Jones and **Dickinson Wiltz**, account directors, elected VP's of Campbell-Mithun, Minneapolis.

Robert Dearth, executive VP; **L. D. Griffith**, management supervisor; **E. L.**

Timberman Jr., management supervisor; **Alvin Sarasohn**, creative director, and **Giancarlo Rossini**, VP, international, elected to executive committee of Kenyon & Eckhardt, New York.

Richard Creedon, **David Hotz** and **Robert Muir**, account supervisors and **Bernard Shlossman**, media supervisor, at Papert, Koenig, Lois, New York, elected VP's.

George Green, account executive at KABC-AM-FM Los Angeles, named general sales manager. He replaces **Ira Laufer**, named VP and general manager of KHJ Los Angeles (BROADCASTING, Dec. 7).

Austin Smithers, account executive for Westinghouse Broadcasting Co.'s

How top echelon at new Needham, Harper & Steers lines up

When new major agency, Needham, Harper & Steers Inc., opens for business Jan. 1 it will mark what is claimed to be first true agency "marriage" in recent years where two large firms have merged without one "swallowing" other, according to **Paul C. Harper**, president of Needham, Louis & Brorby. Other agency involved is Doherty, Clifford, Steers & Shenfield. Combined billings will be \$82 million with over two-thirds in radio-TV (BROADCASTING, Dec. 14, 7).

Mr. Harper becomes president-chief executive officer of NH&S with headquarters in Chicago. **William E. Steers**, DCSS board chairman, becomes board chairman of new agency and director of New York division.

Other principal executives of new NH&S include: **James L. Isham**, executive VP and director of Chicago division; **John R. Rockwell**, executive VP for marketing services; **Curtis Berrien**, executive VP for creative services; **William B. Stewart**, executive VP, New York division; **Paul E. Belknap**, senior VP for business affairs; **Paul J. Schlesinger**, VP and deputy director of Chicago division; **James G. Cominos**, senior VP, New York division; **John F. Whalley**, financial VP-secretary; **Robert P. Clark**, treasurer, and **John A. Willoughby**, president, NH&S-Canada.

Their present affiliations: Mr. Isham, executive VP, NL&B; Mr. Rockwell, president, DCSS; Mr. Ber-

rien, executive VP-creative services, NL&B; Mr. Stewart, management supervisor on Bristol-Myers account at DCSS; Mr. Belknap, senior VP, NL&B; Mr. Schlesinger, VP in charge of marketing services, NL&B; Mr.

Cominos, senior VP and managing director of NL&B's New York office; Mr. Whalley, financial VP of NL&B; Mr. Clark, treasurer, DCSS, and Mr. Willoughby, president, NL&B-Canada.



Mr. Isham



Mr. Rockwell



Mr. Berrien



Mr. Steers



Mr. Stewart



Mr. Belknap



Mr. Schlesinger



Mr. Cominos



Mr. Whalley



Mr. Willoughby



Mr. Harper

AM Radio Sales, named assistant sales manager for WINS New York, Westinghouse station.



Mr. Hartsuff

Peter C. Hartsuff, formerly account executive with J. Walter Thompson and with Kudner Agency, appointed national advertising manager of The Magnavox Co., New York.

James L. Ferguson, development manager of Birds Eye Division of General Foods Corp., White Plains, N. Y., named to newly created position of advertising and merchandising manager. **Richard J. Streets**, Birds Eye operations service manager, named to new position of planning and financial control manager. **Dr. Kenneth G. Dykstra**, Birds Eye research manager, named research and development manager.

Herbert Green, VP and creative director of Delehanty, Kurnit & Geller, New York, named associate creative director at McCann-Erickson, New York. **Neal Calet**, copy supervisor at Geyer, Morey & Ballard, named copy group head at McCann-Erickson.

Solita Arbib joins Geyer, Morey, Ballard, New York, as VP and assistant to president. She had been VP and on professional advisory council of McCann-Erickson, New York.

Frederick C. McCormack Jr., media supervisor at McManus, John & Adams, Chicago, named to newly created post of national sales manager of LIN Broadcasting Corp., Nashville (WMAK Nashville; WAKY Louisville, Ky.; KEEL Shreveport, La., and KAAV Little Rock, Ark.).

Murray J. Green, with WGSM Huntington, N. Y., joins WBIC Islip, N. Y., as VP in charge of sales.

Louis Landesman, management consultant, appointed general manager of Smith/Greenland Co., New York.

Martin H. Fuller, radio-TV director for Lowe Runkle Co., Oklahoma City, resigns after ten years with agency. **Pattie Moreland**, media director at Lowe Runkle, elected VP.

John F. Waldron, general account executive for Perry-Brown Inc., Cincinnati, rejoins Fuller & Smith & Ross, Pittsburgh, as group supervisor. He had been account executive with F&S&R before joining Perry-Brown in January 1964.

Sal Jon Bue, formerly creative design director for Associated Advertising & Design, New York, and **Jerry White**, who operated own studio in Los Angeles, join Carson/Roberts, Los Angeles, as art directors. **Jack Flounders**,

with Geyer, Morey, Ballard, New York, joins C/R as copywriter. **Sanford Kaufman**, account executive at Coleman-Parr agency, Los Angeles, named account executive at C/R.

J. W. Rolando, advertising and public relations director for Excelsior Medical Clinic, Excelsior Springs, Mo., joins copy department of Fletcher, Wessel & Enright, St. Joseph, Mo.

Ray Schnelly, commercial manager for KTCR Minneapolis-St. Paul, joins WDGy, that city, as account executive.

Vincent J. Riso, account executive at NBC radio Spot Sales, New York, joins WCBS-AM-FM that city, as account executive.

William D. Whittaker, sales coordinator, named sales promotion manager of Waterman-Bic Pen Corp., Milford, Conn.

Joseph Ostrow, head of media planning at Young & Rubicam, New York, named VP. He joined Y&R in 1955, was named account supervisor in 1961, and appointed associate director in 1964.



Mr. Ostrow

David Leddick, copy group head at Norman, Craig & Kummel, New York, named creative director for Smith & Dorian, that city.

Helen Gordon, creative director of Liller Neal Battle & Lindsey, Atlanta advertising agency, elected VP.

Robert E. Young, engineer for KIRO-TV Seattle, named local account executive.

Thomas W. Eicher, account executive for long distance telephone advertising on AT&T account at N. W. Ayer, New York, moves to Detroit office as executive on Plymouth account.

Harold Christian, VP in charge of merchandising for WXYZ-AM-FM Detroit, retires, effective Jan. 1, after 32-year

association with stations. He helped to establish current merchandising department at WXYZ.

William W. Wilson Jr., manager of radio-TV, Young & Rubicam, Chicago, appointed to newly-created position of assistant to general manager of that office, Bowman Kreer, senior VP. He will continue many of his assignments in areas of broadcast, client, media and public relations.



Mr. Wilson

Joseph L. Bowen, account executive at T. N. Palmer & Co., named account executive at Gaynor & Ducas, both New York advertising agencies.

Edward A. Gresk, account executive at Donald L. Arends Inc., Hinsdale, Ill., agency, named VP and general manager.

Dan Anderson, assistant sales manager at KQRS Golden Valley, Minn., joins sales staff of WTCN-TV Minneapolis-St. Paul.

Charles J. Glass, program and national sales manager of WORL Boston, named general sales and promotional manager of WILD, that city.

David M. Soblin, San Francisco publicity man, named sales promotion assistant for KCBS-AM-FM San Francisco.

Joe Aley, national sales manager, named general sales manager of KCEE Tucson, Ariz.

THE MEDIA

Ralph W. Beaudin, WLS Chicago and president of Illinois Broadcasters Association; **Bernard E. Neary**, WGBS Miami and president of Florida Association of Broadcasters; **John F. Crohan**, WCOB Boston and president of Massachusetts Broadcasters Association; **Robert C. LaBonte**, KERG Eugene, Ore., and president of Oregon Association of Broadcasters, and **R. E. Lee Glasgow**, WACO Waco, Tex., and president of Texas Association of Broadcasters, named to program advisory committee for 10th annual conference of presidents of state broadcasters' associations. Meeting is to be held Feb. 4-5, 1965, in Washington.

Joel M. Thrope, general manager of WAKY Louisville, Ky., elected VP of licensee WAKY Inc.

Martin E. Greenblatt, staff attorney since February, renews branch, FCC Broadcast Bureau, resigns effective Dec. 31 to enter private practice with Greenblatt & Greenblatt, Boston.

Fred Vance, president and general manager of KHOS Tucson, Ariz., ap-

Alaskans pick Hiebert

August G. Hiebert, Northern Television Co., Anchorage, elected president of new Alaska Broadcasters Association (BROADCASTING, Dec. 7). Other officers: **Charles Buck**, KLAM Cordova, VP; **Alvin O. Bramstedt**, Midnight Sun Broadcasters Inc., Anchorage, secretary-treasurer. **Jay Perry**, KPQD Anchorage, and **R. D. Jensen**, KDKN Ketchikan, were others elected to board of directors.

Petrillo named at AFM

James C. Petrillo, president emeritus of American Federation of Musicians, named to newly-created AFM post of chairman of AFM civil rights department. Mr. Petrillo, AFM president from 1940 until voluntary retirement in 1958 and president of Chicago local of AFM until two years ago, will be responsible for integration of so-called Negro locals of AFM with general membership. AFM spokesman said 20-odd locals serve Negro musicians predominantly at present time.

pointed general manager of KGUN-TV, that city, effective Jan. 1, replacing Ed Richter, who has become associated with television in Youngstown, Ohio.

Emerson Townsend, sales executive at KSJB Jamestown, N. D., named station manager.

John A. Walker, head of sales and public relations department of WDMV Pocomoke-Salisbury, Md., appointed VP and general manager. He will continue to direct own public relations firm, Literary Associates, and will serve in advisory capacity with Mediamerica, station representative company operated by Erny Tannen, president of Eastern Shore Broadcasting Co., licensee of WDMV.



Mr. Walker

Luther R. Strittmatter, general manager of WICE Providence, R. I., named VP of licensee Providence Broadcasting.

PROGRAMING

Herb Lazarus joins 20th-Century Fox Television, New York, as manager of sales coordination. He was formerly with Filmedia and before that was VP of Telesynd Division of Wrather Corp.

Shelton Lewis, announcer for WNJR Newark, N. J., appointed program director of WILD Boston.

Robert Goldfarb named manager of program analysis at CBS-TV research department, New York. He joined network in April 1963 as assistant manager of program analysis.

Howard Reser, film buyer at WTAE (TV) Pittsburgh, named program manager at WTCN-TV Minneapolis-St. Paul, replacing **Mort Rosenman**, who joins WBKB(TV) Chicago, in similar position.

James H. McCormick, on sales staff of CBS Films Inc., New York, promot-

ed to southwest division manager. He succeeds **Carter Ringlep**, who retires at end of year (BROADCASTING, Nov. 23).

Jerry McNulty, director-producer at WLBW-TV Miami, appointed production manager.

Stanley Chase and **Bob Kaufman** named to write, and Mr. Chase to produce, new comedy series, *Happily Ever After*, being produced by MGM-TV for CBS-TV. Series will star Shirley Jones. **John Bloss** named associate producer of MGM-TV's *The Mayor*, series being produced for NBC-TV. Both series are for 1965-66 season.

Bernard F. Gregoire, production supervisor at Magna Film Productions Inc., Boston, named VP.

Don Miskie, staff producer for WOR-TV New York, promoted to executive producer.

Bob Doud, producer for R. K. Tompkins Commercial Productions, Mexico City, joins Wilding-Feddersen Inc., Los Angeles.

Don Thomas, San Francisco announcer, named announcer at KFMB San Diego.

Marv Ray joins announcing staff of WFLA-AM-FM Tampa, Fla.

Richard Dunlap, producer-director for ABC-TV's Academy of Motion Picture Arts and Sciences Oscar awards show for past four years, appointed to same post for April 5, 1965 show. **Bob Hope** named master of ceremonies.

Jack Whitaker signs exclusive contract with CBS-TV Sports. He will continue as commentator for National Football League games and *CBS Sports Spectacular*.

Albert Ruben, named story editor and associate producer; **William C. Gerrity**, associate producer; **Jack Priestley**, director of photography, and **Sy Tomas-hoff**, art director, of *For the People* series being produced by Plautus Productions for CBS-TV as midseason replacement.

James Brooks, formerly with CBS News, New York, joins David L. Wolper Productions, Hollywood, as producer-writer on *Men in Crisis* series.

Edward Feldman signed by Bing Crosby Productions to long term contract as producer. First assignment is on pilot for *The Heroes*, half-hour comedy set in prisoner-of-war camp.

Stanley Kavan, director of development, named VP and general manager, Columbia Records Sales Corp., New York.

Marc Golden, manager of program analysis at CBS-TV, New York, named general program executive, CBS-TV programs. He joined CBS-TV in 1956

RARE TV/ADVTG. OPPORTUNITY in So. Calif.

We'll admit we're looking for an exceptional man. But this is an exceptional opportunity for a real advertising pro, a man who is probably now the advertising director of an aggressive consumer goods manufacturer. We're one of the largest and fastest growing companies on the West Coast with an advertising budget that has steadily grown to near 8 figures. Most of our efforts are in TV, so we need someone with a thorough background in product-to-TV strategy along with knowledge of film production. However, you must also be experienced in all other media. You'll be working with the Director of Advertising and will assume many of the administrative duties that go with a multi-million-dollar, all-media consumer advertising budget.

To the man who can successfully fill this key job, we offer top salary, excellent financial incentives (including profit sharing, bonus and stock options), and one of those rare opportunities for dynamic growth within an exciting—yet stable—large corporation.

The need is immediate so AIR MAIL your resume, in complete confidence of course, to:

Bill Speich
Mattel, Inc.
5150 Rosecrans, Dept. 4B
Hawthorne, Calif.

mattel TOYMAKERS

SPOTMASTER Tape Cartridge Winder



The new Model TP-1A is a rugged, dependable and field tested unit. It is easy to operate and fills a need in every station using cartridge equipment. Will handle all reel sizes. High speed winding at 22 1/2" per second. Worn tape in old cartridges is easy to replace. New or old cartridges may be wound to any length. Tape Timer with minute and second calibration optional and extra. Installed on winder or available as accessory. TP-1A is \$94.50, with Tape Timer \$119.50.

Write or wire for complete details.

Spotmaster
BROADCAST ELECTRONICS, INC.
8800 Brookville Road
Silver Spring, Maryland

as assistant manager of program analysis.

Jim Evans, Philadelphia showman, joins WMAL Washington as air personality.

Dick Martin, disk jockey with KMBC Kansas City and formerly with WWL New Orleans, joins KUDL Kansas City as air personality.

James Shyman, with sales department of United Artists Television, New York, joins KSTP Minneapolis-St. Paul as disk jockey.

David Nagata, formerly radio-TV director for Doyle Dane Bernbach, Los Angeles, forms own film production firm, David Nagata Films, Los Angeles.

Paul Herlinger named public affairs director for KTNT-AM-FM-TV Tacoma-Seattle, supervising public affairs and special educational programs.

Phil Samp, staff announcer for WLWC (TV) Columbus, Ohio, named staff announcer for WLWT(TV) Cincinnati, both Crosley stations.

Larry Reid, program director for KCEE Tucson, Ariz., named operations manager. **Mary Lou Purdy**, music director, named program director.

Richard Donner named director for *The Mayor*, starring Robert Colbert, being produced by MGM-TV for NBC-TV next year.

Shirley Bales named women's feature editor of WISN-TV Milwaukee.

Robert Myrhum, formerly director of TV serial, *As the World Turns*, appointed director of *Flame in the Wind*, new ABC-TV serial.

Don Hoak, with Philadelphia Phillies and before that with Pittsburgh Pirates, signed by Atlantic Refining Co., Pittsburgh, as member of broadcast team for Pirates' baseball games.

John V. Tranchitella re-elected president of local 47, Los Angeles, of the American Federation of Musicians for

Emmy officials named

Willis Oborn and **Dan Kornfeld** named Emmy awards administrators, new posts created by National Academy of Television Arts & Sciences after reorganizing award system (BROADCASTING, Nov. 2). Mr. Kornfeld, formerly production director at Television Affiliates Corp. and Mr. Oborn, VP of Production for Artists XVI Corp., will supervise refinement of entries, nominations and final selection of winners from offices in New York and Hollywood, respectively.

two-year term. Also elected were: **Max Herman**, VP, **Don Morris**, secretary, and **Bob Manners**, treasurer.

James E. Gerhart, program director at WPOP Hartford, Conn., and **Albert S. Meltzer**, air personality at WEBR Buffalo, N. Y., join WFIL Philadelphia as disk jockeys.

Beverly Fay Harvill named teacher for *Romper Room* on WSIX-TV Nashville.

Ray Wheat, chief announcer at WAAF Chicago, promoted to assistant program director.

Jerry Romig, production director for WDSU-TV New Orleans, named in charge of program planning for station.

Tom Armistead, production head and director of Don Feddersen Productions, Hollywood, joins Filmways of California Inc., Beverly Hills, as staff director.

NEWS

Jack Laurence, writer-reporter for WNEW New York, joins Dimension unit of CBS Radio News, New York, as writer-reporter-producer.

Brad Biske, program director and

production manager at WKFM(FM) Chicago, joins news staff of WLS, that city.

Don Riley, on news staff of KIRO-TV Seattle, joins news staff of KMSP-TV Minneapolis-St. Paul.

Leonard Lawrence, with WMEX Boston, and **Tom Lague**, with WCTC New Brunswick, N. J., join WEEI Boston as newsmen.

Chuck Boyle, newsman-editor at WBAL-AM-FM-TV Baltimore, joins news staff of WJAS-AM-FM Pittsburgh.

Ben Baldwin, news director at KBGO Waco, Tex., joins news department of WQXI Atlanta.

Henry Barrow, writer and news editor at WLBW-TV Miami, joins news staff of WIOD-AM-FM Miami.

FANFARE

Donald H. McGannon, president and board chairman of Westinghouse Broadcasting Co., elected chairman of National Book Committee Inc., succeeding **Norman H. Strouse**, chairman of board of J. Walter Thompson, re-elected to executive committee.

Robert I. Elliott, president, elected chairman and continues as chief operating officer for Infoplan, public relations division of Interpublic Group of Companies, New York. **L. Richard Guylay**, formerly president and recently director of advertising and public relations for Republican National Committee, joins Infoplan as president in U. S. and regional director for U. S. and Canada. **Richard L. Wilcox**, VP, elected executive VP.

Arnold Seidner named sales promotion director of XGO San Francisco. He had been sales service manager of KBTR and KBTB(TV), both Denver.

Michael R. Sigelman, promotion and public relations director of WOGY Minneapolis, named assistant promotion manager of KNX Los Angeles. He succeeds **Jack Schnyder**, who joins Capitol Records Distributing Corp., Hollywood.

Ron Tepper, assistant manager of press and information services west for Capitol Records Distributing Corp., Hollywood, promoted to manager. He succeeds **Boots LeBaron**, resigned. **Christie Barter**, former music editor of *Cue*, appointed manager of press and information services east for CRDC, with headquarters in New York.

Bill Johnson, host of children's show on WTTG-TV Washington, named general chairman of Carnivals for Muscular Dystrophy. Carnivals are part of money-raising effort of Muscular Dystrophy Association of America.

Robert M. Smalley, former news secretary to William E. Miller, 1964



Republican vice-presidential candidate, named public relations director of Republican National Committee, Washington. Mr. Smalley earlier was confidential secretary to Mayor George Christopher of San Francisco. He succeeds **L. Richard Guylay**, who has returned to public relations in New York.

EQUIPMENT & ENGINEERING

George Gill, VP at Century Lighting, New York, named eastern manager for Colortran Industries, in New York office of Burbank, Calif., lighting and photographic equipment manufacturer.

Harry F. Recker, general manager of Philco Distributors Inc., Boston, named sales planning manager for television in Philco's Consumer Electronics Operation. **Sol J. Schiff**, northeast regional manager, named Boston district manager.

Irving L. Weston, chief of monitoring systems division of FCC's field engineering bureau, retires Dec. 31. Mr. Weston, 36-year government employee, was delegate to International Telecommunications Union administrative radio conference at Geneva in 1959; CCIR IXth Plenary Assembly, Los Angeles, 1959, and CCIR Study Group VIII meeting in Washington, 1962.

Harold K. Dobra, formerly treasurer and director of Standard Findings Co., Pawtucket, R. I., named executive coordinator for Entron Inc., Silver Spring, Md., television equipment manufacturer.

Robert T. Foley, financial analyst with Irving Trust Co., New York, joins corporate market planning staff of Fairchild Camera & Instrument Corp., Syoset, N. Y.

Prentiss E. Eastham Jr. joins Telonic Industries Inc., Beech Grove, Ind., as project engineer.

Fred W. Edwards, VP of engineering for tuner division of Standard Kollsman Industries Inc., Melrose Park, Ill., named to newly created post of VP-international marketing and licensing.

Sidney B. McCollum, sales supervisor and field manager, Mincom Division of 3M Co., joins Riker Industries Inc., Huntington Station, N. Y., as director of sales.

INTERNATIONAL

Robert W. McGall, general supervisor of outside broadcasts of Canadian Broadcasting Corp., Toronto, named assistant general manager of English networks. **A. K. Morrow**, director of English networks and of Toronto area, moves to CBC headquarters at Ottawa. **Marcel L. Munro**, regional program director for British Columbia, named director of television of CBC. **William H.**

Hogg, chief news editor, promoted to director of news and public affairs. **Donald J. McDonald**, TV news editor, becomes CBC chief news editor.

William F. Mitchell, All-Canada Radio & Television Ltd., Montreal, appointed chairman of Montreal chapter of Station Representatives Association of Canada. **James McLennan**, Radio & Television Sales Inc., Montreal, named secretary, and **R. Genin**, Stovin-Byles Ltd., Montreal, treasurer.

J. R. Guest has formed Radio House Ltd., Toronto and Montreal, station representation firm, with **W. R. Hazell** as executive vice-president, and **B. R. Young** as Montreal manager. Firm represents CFGM Toronto and CFOX Montreal.

Paul Chouinard, formerly with CJPM-TV Chicoutimi, Que., and CKRS-TV Jonquiere, Que., to national sales staff of CKAC Toronto.

Joan Lipton, supervisor in creative department, appointed associate director of Benton & Bowles Ltd., London. **Brian Giddens**, formerly art director with Colman, Prentis and Varley Ltd., named senior art director at B&B.

Harold (Boy) Cooper retires Dec. 31 as television director of Lintas Ltd., London. He joined Lintas in 1934 as copywriter, set up agency's radio and film department in 1936, and was put in charge of TV production in 1954. Mr. Cooper was appointed to board in 1960 as TV director. **Pat Norton**, TV production assistant with J. Walter Thompson Co. Ltd., London, joins Lintas as television producer.

Frank Rees joins Whitehall Advertising Ltd., Leeds, England, as senior account executive. He was previously with Redheads Advertising Ltd., Newcastle-on-Tyne, England.

Peter Emil Neal, London account executive, appointed assistant secretary-general of European Association of

Advertising Agencies in Zurich, Switzerland.

DEATHS



Mr. Park

George B. Park, 56, senior VP of McCann-Erickson, New York, died Dec. 14 in St. Vincent's hospital, Bridgeport, Conn. He joined M-E in 1955 as VP and senior marketing executive after 16 years with General Electric Co. Among survivors are his widow, Irene, and sister, Mrs. Clarence Bittle.

Bernard Goulet, 56, permanent member of Canadian Board of Broadcast Governors, died Dec. 2 in Montreal. He had been member of BBG, Canada's regulatory body, since Jan. 1, 1961, prior to which he owned radio and television production company.

William Bendix, 58, actor, died Dec. 14 in Good Samaritan hospital, Hollywood, from pneumonia and complications. He starred in *The Life of Riley* on radio and TV for 13 years. Survivors include his widow, Therese, and two daughters.

William M. Scruggs Jr., 39, sales director for wsoc-TV Charlotte, N. C., died Dec. 9 in Charlotte. He joined wsoc-TV as director of promotion and merchandising in 1958. Among survivors are his widow, Mary, and three children.

John David Scott, 25, radio performer since the age of 7, died Dec. 8 in Huntington Memorial hospital in Pasadena, Calif., of leukemia. At 15 he joined KPCC Pasadena as disc jockey and there originated *The Dave Scott Show*, which has been syndicated to over 200 radio stations.

Broadcasting

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 10 through Dec. 16 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 case, 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

ACTIONS BY FCC

KBIM-TV Roswell, N. M.—Taylor Broadcasting Inc. Granted CP for new TV on VHF channel 10 (192-198 mc); ERP 92 kw vis., 55 kw aur. Ant. height above average terrain 953 feet, above ground 996 feet. P.O. address 512 West Second Street, P.O. Box 910, Roswell. Estimated construction cost \$324,820; first year operating cost \$260,000; revenue \$325,000. Studio location Roswell, trans. location Hoke Ranch Road, 6 miles west-northwest of Hagerman, N. M. Geographic coordinates 33° 08' 15" north latitude, 104° 25' 27" west longitude. Type trans. RCA TT-10AH, type ant. RCA TF-12AH. Legal counsel Rhyne & Rhyne, Washington; consulting engineer Guy C. Hutchinson, Arlington, Tex. Principals: W. C. Taylor (50%), Homer F. Glover (5.7%), Gene Reischman (27.3%), J. Kenneth Smith (11.3%) and J. Raymond Harris (5.7%). Taylor Broadcasting is licensee of KBIM-AM-FM Roswell, and related company, Taylor Enterprises Inc., is licensee of KGRT Las Cruces, N. M. Action Nov. 6.

***Cochran, Ga.**—Georgia State Board of Education. Granted CP for new TV on UHF channel 15 (476-482 mc); ERP 309 kw vis., 30.9 kw aur. Ant. height above average terrain 1,149 feet, above ground 1,185 feet. P.O. address State Office Building, Atlanta. Estimated construction cost \$709,935; first year operating cost \$55,000. Studio and trans. locations both near Cochran. Geographic coordinates 32° 28' 00" north latitude, 83° 15' 30" west longitude. Type trans. GE TT-57-A, type ant. GE TY-25-A. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: state

board of education, James S. Peters, chairman, Georgia State Board of Education is licensee of WJSP-TV Columbus, WXGA-TV Waycross, WVAN-TV Savannah. Board is also permittee of WCLP-TV Chatsworth. Action Dec. 11.

***Dawson, Ga.**—Georgia State Board of Education. Granted CP for new TV on UHF channel 25 (536-542 mc); ERP 309 kw vis., 30.9 kw aur. Ant. height above average terrain 1,076 feet, above ground 1,085 feet. P.O. address State Office Building, Atlanta. Estimated construction cost \$702,435; first year operating cost \$55,000. Studio and trans. locations both 12.7 miles northwest of Dawson. Geographic coordinates 31° 56' 15" north latitude, 84° 33' 15" west longitude. Type trans. GE TT-57-A, type ant. GE TY-25-C. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: state board of education. Action Dec. 11.

***Pelham, Ga.**—Georgia State Board of Education. Granted CP for new TV on UHF channel 14 (470-476 mc); ERP 309 kw vis., 30.9 kw aur. Ant. height above average terrain 1,238 feet, above ground 1,195 feet. P.O. address State Office Building, Atlanta. Estimated construction cost \$709,935; first year operating cost \$55,000. Studio and trans. locations both Pelham. Geographic coordinates 31° 07' 55" north latitude, 84° 05' 55" west longitude. Type trans. GE TT-57-A, type ant. GE TY-25-A. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: state board of education. Action Dec. 11.

Wrens, Ga.—Georgia State Board of Education. Granted CP for new TV on UHF channel 20 (506-512 mc); ERP 257 kw vis., 25.7 kw aur. Ant. height above average terrain 1,483 feet, above ground 50 feet. P.O. address State Office Building, Atlanta. Estimated construction cost \$727,535; first year operating cost \$55,000. Studio and trans. locations both 7 miles north of Wrens. Geographic coordinates 33° 15' 30" north latitude, 82° 17' 00" west longitude. Type trans. GE TT-57-A, type ant. GE TY-25B. Legal counsel Harry M. Plotkin, Washington; consulting engineer A. Earl Cullum Jr., Dallas. Principal: board of education. Action Dec. 11.

APPLICATION

Center Moriches, N. Y.—Island Broadcasting System Inc. UHF channel 75 (836-842 mc); ERP 38 kw vis., 5.7 kw aur. Ant. height above average terrain 367 feet, above ground 261 feet. P.O. address Box 230, Patchogue, N. Y. Estimated construction cost \$299,957; first year operating cost \$180,000; revenue \$200,000. Studio location Riverhead; trans. location Center Moriches. Geographic coordinates 40° 53' 09" north latitude, 72° 41' 00" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFFU-30J. Legal counsel Marmet & Schneider; consulting engineer A. D. King & Associates, both Washington. Principals: Jerome Feniger, Edward W. Wood Jr., William W. Mulvey and Chester R.

Huntley (each 25%). Island Broadcasting is licensee of WRIV Riverhead, and stockholders have equivalent interest in WALK-AM-FM Patchogue. Ann. Dec. 11.

Existing TV stations

CALL LETTERS ASSIGNED

■ **KBIM-TV Roswell, N. M.**—Taylor Broadcasting Co.

■ **WDTV(TV) Weston, W. Va.**—WJPB-TV Inc. Changed from WJPB-TV.

New AM stations

ACTION BY FCC

Lehigh Acres, Fla.—Lehigh Acres Radio-TV Co. Granted CP for new AM on 1440 kc, 5 kw-D, 1 kw-N. P.O. address Lehigh Acres, Fla. Estimated construction cost \$139,000; first year operating cost \$100,000; revenue \$120,000. Principals: Lee Ratner, Gerald Gould, Edward Shapiro and Manuel Riskin (each 25%), all associated with land development company. Action Dec. 15.

APPLICATION

Jacksonville, Ala.—Jacksonville Broadcasting Co. 1240 kc, 250 w, unl. P.O. address c/o James M. Davis, Box 367, 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%). Ann. Dec. 8.

Existing AM stations

CALL LETTERS ASSIGNED

■ **WBOK New Orleans** — WBOK Inc. Changed from WSHO.

■ **WSHO New Orleans**—Raymac Radio Inc. Changed from WBOK.

■ **KQRS Golden Valley, Minn.**—Minneapolis-St. Paul Radio Broadcasters. Changed from KEVE.

■ **KSMN Shakopee, Minn.**—Progress Valley Broadcasters Co. Changed from KISM.

■ **KEND Cheyenne, Wyo.**—Western Broadcasters Inc.

New FM stations

ACTIONS BY FCC

***Indianapolis** — Metropolitan School District of Wayne township. Granted CP for new FM on 90.9 mc, channel 215, 10.2 w. Ant. height above average terrain 89 feet. P.O. address 1200 North Girls School Road, Indianapolis. Estimated construction cost \$8,830; first year operating cost \$10,000. Principal: board of education. Action Dec. 15.

Rome, Ga.—Coosa Valley Radio Co. Granted CP for new FM on 97.7 mc, channel 249A; ERP 29 kw. Ant. height above average terrain 817 feet. P.O. address c/o Charles E. Doss, Box 1546, Rome. Estimated construction cost \$17,180; first year operating cost \$15,400; revenue \$21,900. Principals: Dean Covington and Charles E. Doss (each 38.5%), Barbara A. Austin (19.2%) and Ben P. Lucas (3.8%). All principals own same percents of WROM Rome. Action Dec. 9.

Rossville, Ga.—Jay Sadow. Granted CP for new FM on 105.5 mc, channel 288A, 2.9 kw. Ant. height above average terrain minus 23 feet. P.O. address Ellis Road, Rossville. Estimated construction cost \$15,535; first year operating cost \$8,500; revenue \$6,500. Mr. Sadow is owner of WRJP Rossville. Action Dec. 11.

London, Ohio—Paul D. Ford & J. T. Winchester. Granted CP for new FM on 106.3 mc, channel 292, 3 kw. Ant. height above average terrain 300 feet. P.O. address Mr. Winchester, 122 N. Main St., London. Estimated construction cost \$6,368; first year

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operating cost \$6,250; revenue \$7,250. Principals: Messrs. Ford & Winchester (each 50%). Mr. Ford is sole owner of WPFM-FM Terre Haute, Ind.; Mr. Winchester is employed by WBNS-TV Columbus, Ohio. Action Dec. 9.

Urbana, Ohio — Brown Publishing Co. Granted CP for new FM on 101.7 mc, channel 289A, 3 kw. Ant. height above average terrain 300 feet. P.O. address c/o Clarence Brown Jr., Blanchester, Ohio. Estimated construction cost \$52,100; first year operating cost \$57,200; revenue \$57,200. Principals: Clarence J. Brown (43.3%) and others. Applicant publishes *Urbana Daily Citizen* and other local newspapers. Representative Brown (R-Ohio) is member of U. S. House of Representatives. Action Dec. 14.

Mayaguez, P. R. — Ultra High Fidelity Corp. Granted CP for new FM on 94.1 mc, channel 231, 18.05 kw. Ant. height above average terrain minus 161 feet. P.O. address Box 1348, Mayaguez. Estimated construction cost \$19,128; first year operating cost \$14,000; revenue \$20,000. Principals: Rafael Colon-Diaz (28.573%) and Francisco Z. Perez, David Cortiz and Aristides Z. Perez (each 23.809%). Mr. Cortiz is manager of WNIK Arecibo, P. R.; Mr. A. Z. Perez is chief engineer of WTLI Mayaguez; Mr. F. Z. Perez is electrical engineer; Mr. Colon-Diaz owns gas station. Action Dec. 15.

Oneida, Tenn. — Scott Broadcasting Co. Granted CP for new FM on 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 283 feet. P.O. address c/o R. H. Troxel, Scott Broadcasting Co., Oneida. Estimated construction cost \$18,125; first year operating cost \$11,800; revenue \$13,500. Principal: R. H. Troxel. Mr. Troxel is Oneida businessman and farmer. Action Dec. 11.

Hereford, Tex. — KPAN Broadcasters Granted CP for new FM on 106.3 mc, channel 292A, 2.83 kw. Ant. height above average terrain 252 feet. P.O. address Drawer 472, Hereford. Estimated construction cost \$12,435; first year operating cost \$6,000; revenue \$7,000. Applicant is licensee of KPAN Hereford. Action Dec. 11.

APPLICATIONS

Brunswick, Ga. — Dixie Radio Inc. 101.5 mc, channel 268, 32.6 kw. Ant. height above average terrain 244 feet. P.O. address Box 519, Panama City, Fla. Estimated construction cost \$21,825; first year operating cost \$7,500; revenue \$12,500. Principal: Denver T. Brannen (100%). Dixie Radio is licensee of WDLP Panama City, and WYNR Brunswick, Ga. Ann. Dec. 9.

Morehead, Ky. — Morehead Broadcasting Co. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain minus 19.6 feet. P.O. address Box 59, Morehead. Estimated construction cost \$9,235; first year operating cost \$7,500; revenue \$11,500. Principals: Joe J. Mauk (25%), J. Earl McBrayer (18.83%), Tommy Combs (18.75%), William M. Whitaker (21.31%), Earl S. Young (9.94%) and Pauline M. Ellington (6.17%). Morehead Broadcasting is licensee of WMOR Morehead, and applicant stockholders have interest in application for new FM in Pikeville, Ky. Ann. Dec. 8.

Arecibo, P. R. — Caribbean Broadcasting Corp. 107.3 mc, channel 297, 25 kw. Ant. height above average terrain 25 feet. P.O. address c/o Radio Station WCMN Arecibo. Estimated construction cost \$29,790; first year operating cost \$12,000; revenue \$20,000. Principals: A. Esteva Vidal (31.93%), Juan F. Piza Salicrup (11.2%), Jose Victor Oliver (6.72%), Marie Lefranc Pla (6.72%), Aristides Santoni (5.04%) and others. Caribbean is licensee of WCMN Arecibo. Ann. Dec. 4.

Fajardo, P. R. — WMDD Inc. 96.5 mc, channel 243, 5.43 kw. Ant. height above average terrain minus 26 feet. P.O. address Box 387, Fajardo. Estimated construction cost \$17,700; first year operating cost \$1,200; revenue none. Principals: Jose R. Madrazo (98.5%), Nimia V. deMadrazo (0.75%) and Ramon V. Fernandez (0.75%). WMDD Inc. is licensee of WMDD Fajardo. Ann. Dec. 8.

Aiken, S. C. — Soundcasting Inc. 99.3 mc, channel 257A, 1.46 kw. Ant. height above average terrain 185 feet. P.O. address Box 2206, Aiken. Estimated construction cost \$6,211; first year operating cost \$6,200; revenue \$12,000. Principals: Robert S. Taylor (52%), Klein B. Beach Jr. (22%), W. R. Davidson (22%), William M. Walton (2%) and Thomas B. Taylor (2%). Mr. Robert S. Taylor has 90% interest in WALD Walterboro, S. C. and 66% interest in WLOW Aiken, Mr. Beach has 5% interest in WALD with 33 1/3% interest in WLOW. Ann. Dec. 3.

Nacogdoches, Tex. — Texan Broadcasting Inc. 98.3 mc, channel 252, 330 w. Ant. height

above average terrain 366 feet. P.O. address Box 848, Nacogdoches. Estimated construction cost \$2,650; first year operating cost \$12,000; revenue \$13,500. Principals: B. M. Raborn (90%) and Bob Dunn (10%). Texan Broadcasting is licensee of KSFA Nacogdoches. Ann. Dec. 8.

Existing FM stations

CALL LETTERS ASSIGNED

■ WLAE Hartford, Conn. — South Church Broadcasting Foundation Inc. Changed from WSCH.

■ WAAZ-FM Crestview, Fla. — Everett M. McCrary.

■ WLMC Okeechobee, Fla. — Okeechobee Broadcasters Inc.

■ WCNT-FM Centralia, Ill. — Four County Broadcasters Inc.

■ WSIV-FM Pekin, Ill. — WSIV Inc.

■ KPLC-FM Lake Charles, La. — Calcasieu Radio Inc.

■ KNOC-FM Natchitoches, La. — Natchitoches Broadcasting Inc.

■ WWOM-FM New Orleans — Wagenvoord Broadcasting Inc.

■ WCAR-FM Detroit — WCAR Inc. Changed from WLIN.

■ WILS-FM Lansing, Mich. — Lansing Broadcasting Co.

■ KQRS-FM Golden Valley, Minn. — Minneapolis-St. Paul Radio Broadcasters. Changed from KEVE-FM.

■ KCUE-FM Red Wing, Minn. — Hiawatha Valley Public Service Broadcasters Inc.

■ KVEG-FM Las Vegas — Las Vegas Electronics Inc.

■ WSVB Tamaqua, Pa. — Sky View Broadcasting Service.

■ KSJT San Angelo, Tex. — Concho Valley Broadcasters.

■ WHMD Marinette, Wis. — Wisconsin State Radio Council.

Ownership changes

ACTIONS BY FCC

WATV Birmingham, Ala. — Granted assignment of license from American Electronics Inc., owned by E. C. Atherson (74%), Maury Farrell (25%) and Thad Holt (1%) to Satellite Broadcasting Co., owned by Guy L. Seymour (27.17%), Marvin Picard (32.62%), Martha S. Picard (27.17%), Samule O. C. Holt (5.43%), J. Beasley Williams (5.43%), Dan P. Barber (1.09%) and John R. Jonston Jr. (1.09%). Consideration \$131,500. Messrs. Seymour, Picard, and Holt are employed at WATV(TV) Birmingham, as is Martha S. Seymour. Action Dec. 15.

WWWB-AM-FM Jasper, Ala. — Granted assignment of license from Bankhead Broadcasting Inc., owned by Walter Will Bankhead (80.4%), Marion B. Grant, John H. Bankhead, W. A. Grant Jr., John T. Oliver, Martha Ann Bankhead, W. F. Cobb Jr., and Barbara B. Oliver (each 2.4%) with Emmell C. Bankhead (0.4%) to Tr W Broadcasting Inc., owned by Bankhead Broadcasting Inc. No financial consideration. Action Dec. 11.

KHOM(FM) Turlock, Calif. — Granted assignment of license from House of Music, owned by Gordon D. Olson, Gordon Bonander, Roy F. Stallans, Donald E. Johnson, Oscar Gustafson, Walter G. Pankratz, John H. Boswell, Dewey W. Green, Charles E. Bakke and Eugene A. Allen (each 10%) to Charles Bakke. Consideration \$18,440. Action Dec. 14.

WOKZ-AM-FM Alton, Ill. — Granted assignment of license from Palen Broadcasting Corp., owned by Edward N. Palen (61%), Eileen C. Palen (29%), and Herman T. and Blanche M. Bunyan (10%) to Morell Broadcasting Co., owned by Anthony C. Morici (33.34%), Frank M. Levy (33.33%) and Abraham R. Ellman (33.33%). Consideration \$185,000. Mr. Ellman is certified public accountant. Action Dec. 11.

KMAM Butler, Mo. — Granted assignment of license from B. D. Thornton, E. E. Summers and Woodrow Behannon (each 33 1/3%) to Bates County Broadcasting Co. to Bates County Broadcasting Co., owned by same individuals with same interest. No financial consideration; transaction of incorporation. Action Dec. 14.

KRNY Kearney, Neb. — Granted assignment of license from Bi-States Co., owned by F. Wayne Brewster (61.1%), Willard F. Anderson (10%), C. E. Freas Jr. (13.9%), William S. Bivens (2.8%), Donald E. Brewster (11.1%) and William F. Anderson (1.1%) to Radio Kearney Inc., owned by Robert Whitehall

(15%), J. R. Clodfelter (35%), John Payne (40%) and A. E. Payne (10%). Consideration \$60,000. Mr. Whitehall is station manager of KRNY. Action Dec. 9.

KECL(FM) Albuquerque, N. M. — Granted assignment of CP and SCA from FM Background Music Inc., owned by Clay Dixon Lockett (43.3%), Charles O. Elliot (31.9%) and Artie Payne (24.8%) to Burroughs Broadcasting Co., owned by John Burroughs (100%). Consideration \$3,500. Burroughs is licensee of KRZY Roswell; KRZY Albuquerque (each 100%); KRZE Farmington; KENM Portales; KDCE Espanola, (each 50%) all New Mexico, and KMUL Muleshoe, Tex. (40%). Action Dec. 11.

WALL-AM-FM Middletown, N. Y. — Granted assignment of license from Community Broadcasting Corp., owned by John Morgan Davis (48.3%), Roger W. Clipp (28.1%), Marjorie Allerton Clipp (23.9%) and Eva B. P. Davis (1.7%) to Altroy Radio Inc., owned by Straus Broadcasting Group Inc. which is owned by R. Peter Straus (100%). Consideration \$525,000. Straus Broadcasting is licensee of WMCA New York. Action Dec. 14.

WRVM-FM Rochester, N. Y. — Granted assignment of CP from Johnston-Taylor Broadcasting Inc., owned by James M. Johnston (51%) and Francis G. Taylor (49%) to WBBF Inc., owned by Maurice R. Forman (88%) and Sydelle Mann and Herbert P. Claster, executors of estate of Edward Menden (12%). Consideration \$5,000. WBBF Inc. is licensee of WBBF-AM-FM Rochester. Action Dec. 9.

WAIR-AM-FM Winston-Salem, N. C. — Granted relinquishment of positive control of licensee corporation, Holiday Broadcasting Corp., by Joseph Mullen (52.94% before, 38.23% after) and John W. Googe (47.06% before, 32.36% after) through sale of stock to James R. Gilley (none before, 29.41% after). Consideration \$19,125. Mr. Mullen will retain, by agreement, voting control of corporation. Action Dec. 15.

WIXK New Richmond, Wis. — Granted assignment of license from Radio St. Croix Inc., owned by Zel S. Rice II (47.5%), Alfred Gentile (37.5%) and Vito Vitali (15%) to Smith Broadcasting Inc., owned by Robert E. Smith (100%). Consideration \$82,000 and assumption of \$400 liability. Mr. Smith is manager of WIXK. Action Dec. 11.

APPLICATIONS

WDXR Paducah, Ky. — Seeks assignment of license from E. Weak Mc Kenney-Smith, to WDXR Inc., owned by E. Weak Mc Kenney-Smith (100%). No financial consideration; transaction of incorporation. Ann. Dec. 14.

KDXI Mansfield, La. — Seeks assignment of license from Leon Buck, to Heart of Dixie Broadcasting Corp., owned by Mr. Buck. No financial consideration; transaction of incorporation. Ann. Dec. 7.

KWHG(FM) Lincoln, Neb. — Seeks assignment of CP from Lincoln Broadcasting Service, owned by Wendell H. Graham (100%), to Capitol Broadcasting Inc., owned by Wendell H. Graham (13.33%), James E. Kamas (52.22%) and Everett A. Even (38.67%). Consideration 120 shares of Capitol Broadcasting stock. Ann. Dec. 14.

WSET Glen Falls, N. Y. — Seeks transfer of control of licensee corporation, Olean Broadcasting Corp., from Haut Cookie Shops Inc., controlled by Edward A. Haut, to Harry V. Barker (100%). Consideration \$175,000 and assumption of \$85,824.06 liabilities. Mr. Barker is general manager of WSET. Ann. Dec. 8.

WFSC Franklin, N. C. — Seeks assignment of license from Macon County Broadcasters, owned by Henry G. Bartol Jr. and Gertrude S. Taylor (each 50%), to Radio Station WFSC Inc., owned by Mr. Bartol and Gertrude Taylor (each 50%). No financial consideration; transaction of incorporation. Ann. Dec. 14.

KUSH Cushing, Okla. — Seeks assignment of license from Cimarron Broadcasters Inc., owned by Gordon R. Rockett (99%) and others, to Cimarron Valley Broadcasters Inc., owned by Don M. Kelly (84%), P. T. Richardson (5%), C. Richard Stigleman (5%), Clee Fitzgerald (2.5%), Winfrey D. Houston (2.5%) and Mary Jane Kelly (1%). Consideration \$92,500. Mr. Kelly is manager of KUSH. Mr. Richardson is on sales staff of KVOO-TV Tulsa, and Messrs. Fitzgerald and Houston serve as counsel for KSPI Stillwater, Okla. Ann. Dec. 14.

KELI Tulsa and KTRN Wichita Falls, Tex. — Seek transfer of control of licensee corporation, T & O Broadcasting Co., through transfer of control of major stockholding company, Reserve Life Insurance Co., from

C. A. Sammons (49.3% as executor of estate of Rosine S. Sammons and 49.3% himself), to Mr. Sammons (31.12% as executor of estate of Rosine S. Sammons and 66.93% himself). No financial consideration; transfer follows recapitalization of company. Ann. Dec. 8.

KWAT Watertown, S. D.—Seeks transfer of control of licensee corporation, Midland National Life Insurance Co., through transfer of control of major stockholding company, Reserve Life Insurance Co., from C. A. Sammons (49.3% as executor of estate of Rosine S. Sammons and 49.3% himself), to C. A. Sammons (31.12% as executor of estate of Rosine S. Sammons and 66.93% himself). No financial consideration; transfer follows recapitalization of company. Ann. Dec. 8.

WEPG South Pittsburg, Tenn.—Seeks assignment of license from Eaton P. Govan Jr. tr/as Marion County Broadcasting Service, to Marion County Broadcasting Service Inc., owned by Mr. Govan (35%), Eaton P. Govan III (15%), Mrs. Vinette B. Govan (15%) and Forrest W. Crowe (35%). Ann. Dec. 8.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiners Isadore A. Honig and Chester F. Naumowicz Jr. issued initial decision looking toward (1) granting application of Community Broadcasting Service Inc. for new FM on channel 221 (92.1 mc) at Vineland, N. J., and (2) denying application of Mortimer and Vivian Eliza Hendrickson for same facilities. Action Dec. 16.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward (1) granting application of Cambridge Broadcasting Corp. for new FM on channel 268 (101.5 mc) at Merced, Calif. and (2) granting request by Merced Broadcasting Co., to dismiss, but with prejudice, similar application. Action Dec. 15.

■ Hearing Examiner Herbert Sharfman issued supplemental initial decision affirming Nov. 13, 1963 initial decision which looked toward granting applications of Southern Radio and Television Co. for new AM on 1440 kc, 1 kw-N, 5 kw-LS, DA-2, in Lehigh Acres, Fla. and Robert Hecksher to increase nighttime power of WMYR Fort Myers, Fla., on 1410 kc, DA-N, from 500 w to 5 kw, continued daytime operation with 5 kw; both subject to condition imposed in initial decision precluding pre-sunrise operation with daytime facilities pending final decision in Doc. 14418. Action Dec. 15.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Noble Broadcasting Corp. for renewal of license of WILD Boston. Application had been set for hearing to inquire into number of alleged violations of Federal statutes, rules and regulations of commission and to determine whether Noble Broadcasting Corp. was qualified financially and otherwise to be licensee of commission. Action Dec. 11.

■ Commission gives notice that Oct. 22 initial decision which looked toward granting application of James E. Walley to increase daytime power of KAOR Oroville, Calif., on 1340 kc from 250 w to 1 kw, continued operation with 250 w-N; conditions became effective Dec. 11 pursuant to Sec. 1.276 of rules. Action Dec. 11.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Capital Broadcasting Co. for new FM channel 283 (104.5 mc); ERP 10.25 kw; ant. height 201 feet, in Springfield, Ill. Action Dec. 10.

■ Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting applications of (1) Meredith Colon Johnston for new AM (WECP) on 1480 kc, 500 w, D, in Carthage, Miss.; conditioned to no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, and (2) William Howard Cole to increase daytime power WHOC Philadelphia, Miss., on 1490 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Dec. 10.

OTHER ACTIONS

■ Commission gives notice that October 23 initial decision which looked toward granting application of Brown Publishing Co. for new FM on channel 269 (101.7 mc) in Urbana, Ohio, became effective Dec. 14 pursuant to Sec. 1.276 of rules. Action Dec. 16.

■ Commission gives notice that Oct. 23 initial decision which looked toward granting application of Marine Broadcasting Corp. for new FM on channel 288 (105.5 mc) in Jacksonville, N. C., became effective Dec.

14 pursuant to Sec. 1.276 of rules. Action Dec. 16.

■ By report and order, commission terminated proceeding in Doc. 11239 concerning revision of FCC Form 302, "Application for New Broadcast Station License," since proposal is currently under consideration in more general proceeding. Action Dec. 9.

■ By memorandum opinion and order, commission granted (1) construction permit to Radio Station KBLA to operate KBLA Burbank, Calif., on 1500 kc, 1 kw-N, 10 kw-LS, DA-2, conditions, and (2) modification of CP for extension of time to June 19, 1965 for KBLA to construct facilities previously authorized under BP-10321 and BMP-8954 for change of operation from 1490 kc, 250 w, to 1500 kc, 10 kw, unli. time, DA-2, and change trans. site; denied letter objection by Hubbard Broadcasting Inc. (KSTP), St. Paul, and dismissed petition to deny. Commissioner Bartley dissented; Commissioner Loevinger not participating. Action Dec. 9.

■ Commission invited comments to notice of proposed rulemaking looking toward substituting FM channel 275 for 243 in Portland, 283 for 272A in Augusta, and 244A for 276A in Sanford, all Maine. Proposed changes, petitioned for by Guy Gannett Broadcasting Services, required coordination with Canadian Government. Latter indicated there were no objections provided proposed station on channel 275 in Portland be limited to 100 kw RP and 1,513 feet ant. height (facilities proposed by Gannett) and, further, that commission would not object to future operation of CHLT-FM on channel 274C1, Sherbrooke, Quebec, with 100 kw ERP and 1,851 feet ant. Action Dec. 9.

WKKO Cocoa, Fla.—Denied request for waiver of Sec. 1.569 of rules and returned retendered application for increase in hours of operation on 860 kc from 1 kw, D, to 1 kw, DA-N, Unli. Action Dec. 9.

KDAY Santa Monica, Calif.—Waived Sec. 1.571 of rules and accepted for filing application to change operation on 1580 kc from 10 kw-N, 50 kw-LS, DA-2, to 50 kw, DA-2, Unli. Action Dec. 9.

■ Commission granted license renewals to following: WGN-TV Chicago, without prejudice to whatever action may be taken as result of proceedings to Doc. 15415 concerning cross-TV-CATV ownership. (Chairman Henry and Commissioner Cox dissented.) WBBM-TV Chicago (Chairman Henry and Commissioner Cox dissented.); WJJD-AM-FM Chicago (Commissioner Cox dissented.); WCRW Chicago; WJOL-AM-FM Joliet, Ill. (Commissioner Cox dissented.); WIRL Peoria, Ill.; WGGH Marion, Ill.; WHBY Appleton, Wis. (Commissioner Cox dissented.); WSAU-AM-FM Wausau, Wis. (Commissioner Cox dissented.); WOSH Oshkosh, Wis. (Commissioner Cox dissented.); WISM Madison, Wis. (Commissioner Cox dissented.), and WMAM Marinette, Wis. Action Dec. 9.

■ By report and recommendation to Court of Appeals, commission recommended that court return jurisdiction of Burlington-Mount Holly, N. J., competitive AM proceeding to commission so that commission may dispose of case as follows: (1) set aside June 12, 1963 grant to Mount Holly-Burlington Broadcasting Inc., for AM in Mount Holly (WJJZ) now operated by receiver; (2) grant application of Burlington Broadcasting Co. for new AM in Burlington to extent that it seeks daytime operation, and (3) deny petition for waiver of rules and return application by West Jersey Broadcasting Co. for new AM in Mount Holly. Commissioner Bartley concurred and voted to grant nighttime operation to Burlington Broadcasting Co.; Commissioner Cox not participating. (On March 19, 1964, this case was remanded to the commission by the Court of Appeals, which retained jurisdiction. Certiorari was denied on Oct. 12, 1964.) Action Dec. 9.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Lorenzo W. Milam and Jeremy D. Lansman and Christian Fundamental Church for new FM's in St. Louis, in Dec. 15615, 15617, (1) denied motion by Christian to enlarge issues; (2) dismissed Milam and Lansman motion to accept requests for enlargement of issues and other relief and Christian's reply; and (3) dismissed as moot motions by Broadcast-Bureau and Christian to strike and all related pleadings by latter. Action Dec. 16.

■ Granted joint petition by Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. to extend time to Dec. 22 to file oppositions to motions to enlarge issues in proceeding on applications for new AM's

in Cozad, Neb. Action Dec. 16.

■ Granted motion by Norristown Broadcasting Inc. (WNAR), Norristown, Pa., to extend time to Dec. 28 to file replies to exceptions to initial decision in proceeding on AM application. Action Dec. 16.

■ Granted petition by Broadcast Bureau to extend time to Dec. 21 to file exceptions to initial decision in proceeding on applications of KWEN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, Tex., respectively. Action Dec. 15.

■ In proceeding on applications of WEZY Inc. and WKKO Radio Inc. for new FM's in Cocoa, Fla., in Doc. 15476-7, granted WKKO motion to extend time to Dec. 24 to file replies to Broadcast Bureau's oppositions to applicants joint request for approval of dismissal of WKKO application and grant of WEZY. Action Dec. 14.

■ Granted petition by Community Telecasters of Cleveland Inc. to extend time to Dec. 18 to file exceptions to initial decision in proceeding on application and that of Cleveland Broadcasting Inc. for new TV's on channel 19 in Cleveland. Action Dec. 11.

■ Denied petition by Great State Broadcaster's Inc. to extend time for oral argument in proceeding on application and that of D and E Broadcasting Co. for new AM's in San Antonio, Tex. Action Dec. 9.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Ordered that Examiner Walther W. Guenther, in lieu of Examiner James D. Cunningham, shall serve as presiding officer in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif., and, in accordance with tentative plans made during Nov. 10 conference, scheduled hearing for Jan. 13, 1965 in Los Angeles. Action Dec. 15.

■ On own motion, continued to date to be specified Dec. 16 oral argument on Bigbee Broadcasting Co. petition to dismiss application for new AM in Demopolis, Ala. Action Dec. 8.

By Hearing Examiner Basil P. Cooper

■ Granted request of Broadcast Bureau to reopen record in proceeding on applications of Merced Broadcasting Co. and Cambridge Broadcasting for new FM's in Merced, Calif., to receive in evidence Merced Broadcasting letter and affidavit, and closed record. Action Dec. 11.

By Hearing Examiner Thomas H. Donahue

■ Granted motion by Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., to continue certain procedural dates and reschedule Jan. 11 hearing for Feb. 11, 1965 in proceeding on AM application. Action Dec. 15.

■ In proceeding on applications of Dubuque Broadcasting Co. and Telegraph-Herald for new FM's in Dubuque, Iowa, in Doc. 15442-3, granted Telegraph-Herald request to continue Dec. 17 hearing to Jan. 25, 1965. Action Dec. 15.

■ Granted motion by Meredith Colon Johnston (WECP), Carthage, Miss., to correct transcript in proceeding on AM application and that of William Howard Cole (WHOC), Philadelphia, Miss. Action Dec. 9.

By Hearing Examiner Charles J. Frederick

■ Granted request by Ubiquitous Frequency Modulation Inc. to continue Dec. 14 hearing to Dec. 21 in proceeding on application and that of Nelson Broadcasting Co. for new FM's in Hyde Park and Kingston, N. Y., respectively. Action Dec. 8.

By Hearing Examiner Walther W. Guenther

■ Continued Dec. 14 further hearing to Jan. 11, 1965 in proceeding on AM applications of Copper Country Broadcasting Co. (WMPL), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, Mich. Action Dec. 11.

By Hearing Examiner H. Gifford Irion

■ In Columbus, Ohio, TV channel 40 proceeding in Doc. 15619-20, granted Peoples Broadcasting Corp. request to continue hearing from Dec. 16 to Dec. 30. Action Dec. 14.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Formalized by orders certain agreements reached and rulings made at Dec. 11 prehearing conference in Fort Worth TV

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channel 20 proceeding and Chicago TV channel 38 proceeding; specified certain procedural dates and scheduled hearings for Feb. 24, 1965 for evidence on issues 1, 2 and 6 in Chicago proceeding and, if necessary, for March 15, 1965, for evidence on issues 1, 2, 6 and 7 in Fort Worth case, and consolidated session for April 1, 1965 for evidence to be offered by Warner Brothers on issues 3, 4 and 5. Action Dec. 14.

By Hearing Examiner Elizabeth C. Smith

■ In Cleveland, TV channel 65 proceeding, granted request by Cleveland Telecasting Corp. to continue Dec. 15 further prehearing conference to Jan. 6, 1965. Action Dec. 14.

By Office of Opinions and Review

■ In proceeding on applications of Harry Wallerstein, receiver, Television Co. of America Inc. et al. for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas, granted petition by Wallerstein and Arthur Powell Williams to extend time to Jan. 14, 1965 to file exceptions and memoranda of law in support thereof to initial decision. Action Dec. 14.

■ Granted petition by Newton Broadcasting Co. to extend time to Dec. 16 to file reply brief to exceptions in proceeding on application and that of Transcript Press Inc. for new AM's in Newton and Dedham, Mass., respectively. Action Dec. 11.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of December 15

WTAX-FM Springfield, Ill.—Granted CP to increase ERP to 17 kw, and ant. height to 320 feet, continued operation on channel 279 (103.7 mc).

KHOU-TV Houston—Granted license covering changes, and redescribe trans. location as DeWalt, Tex.

WBJA-TV Binghamton, N. Y.—Granted license covering changes.

KFNW-FM Fargo, N. D.—Granted mod. of CP to delete remote control operation, change studio location, and change type trans. and type ant.

*WCLP-TV Chatsworth, Ga.—Granted extension of completion date to June 15, 1965.

KRBC-TV Abilene, Tex.—Granted license covering changes; and mod. of licenses to reduce aur. ERP to 28.8 kw; and use driver of previously authorized trans. as auxiliary trans. at main trans. site.

Southwest States Inc. KOSA-TV Odessa, Tex.; KROD-AM-TV El Paso, Tex., and KRNO San Bernardino, Calif.—Granted mod. of licenses to change name to Trigg-Vaughn Stations Inc.

KOBE Las Cruces, N. M.—Remote control permitted.

WKJF(FM) Pittsburgh—Granted CP to increase ERP to 40 kw.

KFMR(FM) Fremont, Calif.—Granted CP to increase ERP to 3 kw, and install new trans.

WIBF(FM) Jenkintown, Pa.—Granted CP to increase ERP to 3 kw, decrease ant. height to 300 feet, and install new trans.; remote control permitted.

WHLI-FM Hempstead, N. Y.—Granted CP to increase ERP to 3 kw, decrease ant. height to 230 feet; install new ant.; remote control permitted; conditions.

KQRS-FM Golden Valley, Minn.—Granted mod. of CP to increase ERP to 27 kw, change type trans. and type ant., and make other engineering changes; conditions.

*KUOW(FM) Seattle—Granted mod. of CP to increase ERP to 86 kw, decrease ant. height to 730 feet, and change type ant.

Actions of December 14

Government Services Inc., Fontana Village, N. C.—Granted CP for new VHF-TV translator on channel 8, to rebroadcast programs of WBIR-TV (ch. 10) Knoxville, Tenn.

WLPR(FM) Mobile, Ala.—Granted SCA on sub-carrier frequency of 67 kc.

WMAQ-AM-FM Chicago—Granted renewal of licenses; without prejudice to such action as commission may deem warranted as result of final determinations: (1) with respect to conclusions and recommendations set forth in report of network study staff; (2) with respect to related studies and inquiries now being considered or conducted by commission; and (3) with respect to pending anti-trust matters relating to NBC and RCA.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KZAM (FM) and SCA Seattle; WDLM East Moline, Ill.; WKFM (FM) and SCA Chicago; WKYO

Caro, Mich.; WMRO Aurora, Ill.; WQFM (FM) and SCA Milwaukee; *WRPN-FM Ripon, Wis.; WTKM Hartford, Wis.; WCRM Clare, Mich.; WKDK Newberry, S. C.; WKTY La Crosse, Wis.; WMFM (FM) and SCA Madison, Wis.; WNMP Evanston, Ill.; WRJC Mauston, Wis.; WRVB-FM Madison, Wis.; WTTW-TV Chicago, and WOMN Decatur, Ga.

W08AM Freeport, Pa.—Granted CP to change trans. site to Butler Junction, Pa., and make changes in ant. system for VHF-TV translator.

K09GQ Craig, Colo. — Granted CP to change frequency to channel 9 for VHF-TV translator.

K72AX, K76AS, K80AB Tucumcari, N. M. —Granted CP's to make changes in ant. system for UHF-TV translators.

*KUON-TV Lincoln, Neb.—Granted mod. of CP to change ERP to 310 kw vis., and 155 kw aur.; change type ant., and ant. height 830 feet.

Actions of December 11

KLBK Lubbock, Tex.—Granted increased daytime power on 1340 kc from 250 w to 1 kw, continued nighttime operation with 250 w, and installation new trans.; conditions.

KREZ-TV, Channel 6, Durango, Colo.—Waived Sec. 73.613 of rules and granted CP to change ERP vis. to 3.10 kw, aur. to 1.55 kw; ant. height to 340 feet; change trans. and studio location; type trans. and type ant.; and make changes in ant. system.

WGH Newport News, Va.—Granted CP to make changes in the daytime ant. system.

WBMD Baltimore—Granted CP to install alternate-main trans. at main trans. location.

KGRT Las Cruces, N. M.—Granted CP to install new trans. as auxiliary trans. at main trans. location.

KIMN Denver—Granted CP to change auxiliary trans. from non-directional daytime to directional.

WRKB Kannapolis, N. C.—Granted CP to change ant.-trans. location.

WERI Westerly, R. I.—Granted license to use former main trans. as auxiliary trans. during daytime hours and alternate main during nighttime hours.

KCHS Truth or Consequences, N. M.—Granted mod. of license to change hours of operation from specified to unil. hours.

WKBK-FM Milan, Tenn.—Granted mod. of CP to change type ant.; ant. height 175 feet.

KDON Salinas, Calif.—Rescinded actions of Nov. 13 which (1) granted renewal of license, and (2) assignment of license to 1460 Inc. Applicants unable to consummate assignment within prescribed time.

Actions of December 10

WKVK Virginia Beach, Va.—Granted CP to change ant.-trans. location, studio and remote control point, and make changes in ant. system.

KHJQ(FM) Sacramento, Calif. — Granted CP to replace expired permit for changes in ant.-trans. and studio location, and changes in transmitting equipment; remote control permitted.

*WMUA(FM) Amherst, Mass.—Granted CP to install new ant. and change ant. system.

*WVHI(FM) Muncie, Ind.—Granted CP to install new ant. and make changes in ant. system.

WBBQ-FM Augusta, Ga.—Granted CP to increase ERP to 100 kw, install new trans. and ant.

KDOK-FM Tyler, Tex.—Granted mod. of CP to change type trans. and type ant.

*WSLU(FM) Canton, N. Y.—Granted mod. of CP to change type ant.

KTEA-FM Midwest City, Okla.—Granted SCA on sub-carrier frequency of 67 kc.

KFMP Port Arthur, Tex.—Remote control permitted.

KFQD Anchorage, Alaska—Rescinded Dec. 8 action which granted CP to change frequency from 730 kc to 750 kc; 30 day waiting period had not elapsed.

WAIR Winston-Salem, N. C.—Granted CP to install trans. at main trans. location as auxiliary trans. daytime, and alternate main nighttime.

WMUK(FM) Kalamazoo, Mich.—Granted CP to change type ant. and increase ERP to 39 kw.

WBKV-FM West Bend, Wis.—Granted CP to increase ERP to 20 kw, install new trans. and ant.; conditions.

KFMN(FM) Abilene, Tex.—Granted CP to install new ant., new trans., increase ERP to 3 kw, ant. height to 145 feet, and change ant.-system.

■ Granted CP's to install auxiliary transmitters at main trans. location for following: WFRL Freeport, Ill. and KHOB Hobbs, N. M.

■ Granted CP's to install new trans. at main trans. location as auxiliary trans. for following: KOOO Omaha, remote control permitted; KDOV Medford, Ore.

■ Granted CP's to install new trans. as auxiliary transmitters for following: KTLN Denver remote control permitted; KXOK St. Louis, WWL New Orleans, WAVI Dayton, Ohio, remote control permitted; condition.

Actions of December 9

KSFR(FM) San Francisco — Granted change in remote control authority.

City of Atkinson, Atkinson, Neb.—Granted CP's for new VHF-TV translators on channels 7 and 12, to rebroadcast programs of KTIV-TV (ch. 4) and KVTU-TV (ch. 9) both Sioux City, Iowa.

KBLA Burbank, Calif.—Granted extension of completion date to June 19, 1965.

Birmingham Broadcasting Co., Irondale, Ala.—Granted extension of temporary authority through March 8, 1965, to operate facilities of WIXI (1480 kc, 5 kw, D); subject to express understanding that no comparative advantage over co-pending application by Dorsey Eugene Newman shall accrue to Birmingham Broadcasting Co. by virtue of temporary operation.

WTOA(FM) Trenton, N. J.—Remote control permitted.

KLMO Longmont, Colo.—Granted CP to change facilities from 1050 kc, 250 w to 1060 kc, 10 kw; install new trans., and make engineering changes in ant.; condition.

WAGR-FM Lumberton, N. C. — Granted SCA on sub-carrier frequency of 67 kc.

K13DL Bridgeport, Wash.—Granted license for VHF-TV translator, and specify type trans.

K76BY Ely, Minn.—Granted license for UHF TV translator.

WJBK-TV Detroit—Granted mod. of license to reduce aur. ERP to 10 kw, and change type trans.

KHOL-TV Kearney, Neb.—Granted mod. of license to reduce aur. ERP to 63.2 kw.

WJBF-TV Augusta, Ga.—Granted mod. of license to reduce aur. ERP to 20 kw.

WNCT-TV Greenville, N. C. — Granted mod. of license to reduce aur. ERP to 31.6 kw, and change type aur. trans.

KIFM(FM) Bakersfield, Calif. — Granted mod. of license to change name to Stereo Broadcasting Co.

WERB Garden City, Mich.—Granted mod. of license to change name to WERB Inc.

KTMS Santa Barbara, Calif. — Granted mod. of license to change name to News-Press Publishing Co.

*WILL-TV Urbana, Ill.—Granted CP to change ERP to 316 kw vis., and 187 kw aur.; change trans. location; change type trans. and type ant.; make changes in ant. system, and change ant. height to 990 feet.

KCMK(FM) Kansas City, Mo.—Granted CP to move studio and ant.-trans. location, and specify remote control point.

KFOG(FM) San Francisco—Granted CP to install new trans., and make other engineering changes; remote control permitted.

WSIX-FM Nashville—Granted CP to install new trans., and make other engineering changes.

WKNT-FM Kent, Ohio—Granted CP to change trans. equipment, and make other engineering changes.

*WYES-TV New Orleans—Granted mod. of CP to change type trans., and aur. ERP to 31.6 kw.

■ Following were granted extensions of completion dates as shown: KFNW-FM Fargo, N. D., to Feb. 1, 1965; WPRC Lincoln, Ill., to May 9, 1965; WADA Shelby, N. C., to April 27, 1965; WNJZ Port Chester, N. Y., to May 9, 1965; KTAL-FM (auxiliary trans.) Texarkana, Tex.-Shreveport, La., to May 12, 1965; WJIZ(FM) Albany, Ga., to Feb. 1, 1965; WJMD(FM) Bethesda, Md., to Feb. 1, 1965; KLBS-FM Los Banos, Calif., to May 25, 1965; KGRI-FM Henderson, Tex., to May 20, 1965; WHPL-FM Winchester, Va., to May 15, 1965; KPET-FM Lamesa, Tex., to June 1, 1965; KBHF(FM) Bozeman, Mont., to June 1, 1965; WRHM-FM Livingston, Tenn., to June 8, 1965; KLGS(FM) Los Gatos, Calif., to June 8, 1965; WCWC-FM Ripon, Wis., to Feb. 1, 1965.

WRHM-FM Livingston, Tenn. — Granted mod. of CP to change name to R. H. McCoin, tr/as Audio Broadcasters.

WLS-FM Chicago—Granted mod. of CP to increase ERP to 20 kw; conditions.

WABA-FM Aguadilla, P. R.—Granted mod. of CP to make engineering changes; remote control permitted.

WITN-FM Washington, N. C.—Granted mod. of CP to change ERP to 97 kw, and make changes in ant. system.

Continued on page 68

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 20¢ per word—\$2.00 minimum • HELP WANTED 25¢ per word—\$2.00 minimum.
- DISPLAY ads \$20.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space.
- All other classifications, 30¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies to **Broadcasting**, 1735 DeSales St., N.W., Washington, D. C., 20036.

APPLICANTS: If transcriptions or bulk packages submitted, \$1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO—Help Wanted

Management

Energetic, mature manager for successful Midwest station in one of the nation's Top 10 markets. Must understand local radio, sales, news, programing and translate concept into major market. Attractive salary plus profit sharing. Excellent physical plant and professional staff. Opening due to expansion of group operation. Management experience required. Box M-71, BROADCASTING.

Manager with top sales experience. \$7500-10,000 depending upon experience and record. Ohio-West Virginia area. Send complete resume. Box M-83, BROADCASTING.

Station manager strong on sales. Southeastern N.Y. Great opportunity. Mail full particulars with requirements to Box M-155, BROADCASTING.

Management trainee. Expanding multi-station organization needs young man with solid radio sales and all-round radio experience background for sales manager position in Rock Mountain region. Salary and commission. Box M-169, BROADCASTING.

Sales manager. Metropolitan market. Southwest. Must be a top salesman himself. Box M-172, BROADCASTING.

Television station constructing CATV systems needs general manager with proven administrative and sales experience. CATV experience not necessary. Far West. All replies confidential to Box M-182, BROADCASTING.

New station in Myrtle Beach, S.C. needs thoroughly experienced Salesman to assume management responsibilities. Operation will begin March 1. If interested, include full details about yourself in first letter to Jim Roper, Radio station WYMB, Manning, S.C.

Sales

If you dig Top 40 sounds, if you will work hard, if you are ready for a Top Ten market in the East, you can earn upwards of \$12,000 your first year with us. Send resume, photo or snapshot and references. Box M-130, BROADCASTING.

"Every call a Sale" Salesmen wanted calling on radio, TV stations, free to travel, own car. Proven creative audience traffic and sales builder, protected territory, good men earn \$15 to \$25,000 per year. Box M-139, BROADCASTING.

\$\$\$...Sales opportunity...Highest commission % in the industry! If you are not afraid to sell—in fact enjoy it! Ground floor opportunity. New station, metropolitan market. Rush background letter, billing performances, references. Box M-147, BROADCASTING.

Aggressive ambitious top notch salesman for growing, metropolitan station. Great opportunity. Box M-171, BROADCASTING.

Number one station in Central California market needs experienced salesman. Plenty of competition, but a chance to make some money and grow with a chain. Minimum plus liberal commission and fringe benefits. Send resume and photo to Mike Schwartz, KFIV, Modesto, California.

Experienced radio time salesman, must be a resident of Central Pennsylvania. Permanent position with growing organization. Top salary, usual benefits. Phone collect, Ralph S. Hartman, WFEC, Harrisburg.

Sales—(Cont'd)

The top rated station in the nation's 15th market would like to talk with a pro who knows he can sell the most promotional operation to be found. Popular music, unusually heavy news, and community service make this station hard to beat. If you want to make a big five figure income, you can't miss, if you're a pro. Our city is also hard to beat, as a place to live. A thorough business & personal resume with a recent picture is first required. Contact Ralph Petti, Station manager, KONO Radio, San Antonio, Texas.

Announcers

All around announcer. Experience a must. Middle road format. Good start, with increases. Upstate, N. Y. Send tape and resume to Box L-330, BROADCASTING.

Michigan U. P.—Responsible 1st phone announcer after Jan. 1. Nice area—good salary. Box M-45, BROADCASTING.

New York area growing group of stations seek experienced staff announcer with solid command of broadcasting basics. Must have pleasant air voice, polished news and commercial delivery also able to assume creative and responsible duties in program department which produces extensive public affairs and special events programing. We're musically middle-of-the-road. Excellent salary for the right man. Send complete resume, photo and audio tape to Box M-54, BROADCASTING.

IMPORTANT ANNOUNCEMENT

Effective Jan. 1, 1965 the following classified rates will be applicable to all advertisers:

Help Wanted _____ per word—30¢
(\$2.00 minimum)
Situations Wanted _____ per word—25¢
(\$2.00 minimum)
All other classifications _____ per word—35¢
(\$4.00 minimum)

DISPLAY ADS \$25 per inch. (Stations For Sale, Wanted To Buy Stations, Employment Agencies, Brokers REQUIRE DISPLAY space).

Montana - Broadcaster needed for both radio and TV. You must have the usual qualities, resonant voice, self-ability, knowledge of the show business part of broadcasting. If you have experience write today with the resume, audio tape, and or SOF. Include details in first letter. Box M-77, BROADCASTING.

Morning man. New York state. Experienced only. Good voice. Top pay. Send tape resume to Box M-109, BROADCASTING.

1st phone tickets only—want your first chance? Start at \$120.00. Can you handle top 40 program and still be flexible to handle adult music? Have minimum 2 years experience. Married, draft or service free. Good commercial delivery. Ready to settle with 1st class station. Good credit, no drifters. From Iowa, Illinois, Missouri, Minnesota. Send tape, photo, detailed employment record, personal resume immediately. Box M-145, BROADCASTING.

West coast: Major market 50 kw affiliate looking for communicator with wit, mature judgement and knowledge of music for key spot in a personality oriented, modern adult station. Immediate opening. Send tape and resume to Box M-163, BROADCASTING.

Announcers—(Cont'd)

Wanted: Country & western disc jockey, also combination news man and c/w dj. Air mail air check to Bob Wooten, KAYO, Seattle, Washington.

Can you do sports, can you sell radio advertising, are you an all around radio man, announcer, sportscaster, salesman, then you will fit the needs of this rocky mountain station. Take complete charge of sports sell your own programs, make good living with a nice station in great sporting country. First phone needed. Resume tape and salary with first letter: KCAP, Helena, Montana.

KEYR, Scottsbluff, Nebraska, accepting auditions for staff man with 1st class license (no R&R). Send air check and five minute newscast, plus three commercials, resume, state current earnings. Tapes not returnable. Box 282, Scottsbluff, Nebraska.

KKJO, St. Joseph, Mo. has opening for night shift announcer with 1st phone. \$400 to start. Contact Tom Elkins.

Immediate opening—experienced announcer must type and be strong on production, sports helpful. Character must bear investigation. Permanent mild climate near Sequoia and Kings Canyon Parks. KONG AM & FM, Visalia, Calif.

Automation pioneer pays \$10 hour for non-union announcer recorded intros. We furnish record list, you supply ad-lib intros on tape. Send audition to Bill Bigley, KVMA, Magnolia, Ark.

5,000 watt North Carolina station has immediate opening for one first phone combo man and a personable dj, with 3rd ticket. Send resume, tape, and photo to WDSL Radio, P.O.B. 404, Mocksville, N. Carolina.

Quality big band, big coverage station requires good all around announcer who knows and likes non-rock popular music. \$120 for 40 hour 6 day week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine.

Georgia—AM-FM station needs announcer with experience in local news. Contact Bob Thorburn, WLBB, Carrollton, Ga.

Immediate opening—board announcer. network station. WLDB, Atlantic City.

Wanted experienced announcer for good music station. Must have third class ticket. Salary commensurate with ability and experience. Contact Peter A. Wolf, WMDN, Midland, Michigan.

Immediate opening for first phone announcer. Contact WSYB, Rutland, Vermont.

Announcer. Town of 25,000. AM-FM operation, single station market, strong on community affairs. A station you'll be proud to work for. Send resume and tape to WTTT, Tiffin, Ohio.

Live, work, play in Myrtle Beach, S.C. Applications being taken now for staff to operate new station beginning March 1. Tell us about yourself in letter to Jim Roper, WYMB, Manning, S.C. Include audition tape.

Midwest daytimer and full time FM needs combination announcer salesman and possibly sports play-by-play. Present employee earning over \$700 monthly. First phone helpful but not necessary. Phone 317-664-7396.

Announcing problems? Audition failures? Self-Confidence? Technique? I can help you! Personal. Confidential. Write: Hal Fisher, Broadcasting Consultant, 678 Medford, Patchogue, New York 11772.

Technical

Engineer-announcer for established New York State single station market. Must have previous experience with a strong maintenance background. Write Box M-49, BROADCASTING stating experience, references, and salary requirements.

Chief engineer—with construction experience for new station soon to go on the air. Major metropolitan market, Eastern part of Midwest area. If you can do some announcing, so much the better. Rush letter of background, with references, salary requirements, tape. Box M-146, Broadcasting.

Wanted. . .Engineer-announcer. KNCY, Nebraska City, Nebraska.

Engineer-announcer, first phone, immediate. New fulltime WLKN, Lincoln, Maine. Write 1851 Church Street, Rahway, N.J.

Chief engineer or combo-experience. New station—top pay. Call Mr. Dresner—914-562-1260 or 831-1260.

Production—Programing, Others

50,000 watt clear channel radio station needs alert, alive, experienced newsmen. Send tapes, background resume, minimum salary, references etc. Experience required in airwork, legwork, writing and editing. Only experienced newsmen who love news reporting need apply Box L-236, BROADCASTING.

Great opportunity for well-grounded young newsmen who would like to work in the St. Louis radio market. If you're ready for a shot at the big time, send tape, picture, availability, resume, immediately to Box M-86, BROADCASTING.

Somewhere there is a fellow who is long on sports and is a pretty good announcer. He does play-by-play sport casts and news casts and likes to play records. Sometimes he will do a High School and College Football and Basketball and summer Baseball. We hope he has a first class ticket. Good station in Rocky Mountains needs him. If he hunts and fishes he will be even happier with this job. Interested? Box M-92, BROADCASTING.

Top rated station in bustling, medium-sized central Florida market needs aggressive, creative copywriter immediately. Beautiful area, excellent opportunity with dynamic, expanding operation. Send resume, salary requirements to Box M-96, BROADCASTING.

Program director—experienced, in modern town and country format. Must be capable of strong air show and have ticket. Major market, Eastern part of Midwest area. Excellent opportunity. Rush complete background letter, references, tape. Box M-148 BROADCASTING.

Top flight male, or female copy director wanted by top rated station in major Southwestern market. We want creative, hard working, non-temperamental writer. We work heavy with spec tapes, etc. Good salary, plus incentive. Send complete background & availability to Box M-153, BROADCASTING.

News minded group acquiring additional properties (near N.Y.C.) several openings for ace reporter-writers. Good starting salary plus growth opportunity. Tapes, complete resume, writing samples, salary information to Box M-160, BROADCASTING.

Bookkeeper—experienced in radio and television. Pleasant working conditions, company benefits. Write Box M-192, BROADCASTING.

Unusual opportunity—Top 40 program director—large East Coast city. Excellent salary and fringe benefits. Must have program director experience. Send resume and tape. Box M-199, BROADCASTING.

News director for 1000 watt fulltime network station. Must be able to gather, write and air local and area news. Starting salary in the \$120 to \$140 per week range depending on ability and experience. Contact Bob Erickson, General manager, KOKX, Keokuk, Iowa.

Production—Programing, Others

Continued

News director—announcer to gather, write and deliver local and state news. Experienced, responsible and preferably 28-40. Good pay, excellent working conditions and opportunity for growth with solid broadcast organization. Send resume, photo and sample tape of your work to Donald Knowles—WDEA Radio, 68 State Street, Ellsworth, Maine.

News—morning man for highly professional small market station. Must be dependable, hard worker to fit in with current top-flight staff. Immediate opening. Call Jim Gardner—WDOE-Dunkirk, New York. . .716-366-6161.

Full time news director wanted for excellent small market station. Must be experienced in gathering and reporting local news from studio and mobile unit. Contact Bob Thorburn, WLBB, Carrollton, Ga.

Production manager wanted to head department. Must be experienced all phases production as well as able copywriter. Liberal salary plus fringe benefits. Send resume, salary requirement, etc. to J. M. Ryder, WQUA Moline, Illinois.

Situations Wanted—Management

Texas owners—34 years old, general manager for seven, prefer loser. Write Box M-162, BROADCASTING.

Long time broadcaster, tired of TV management headaches, seeks association with small market Midwest radio station. All worthwhile offers considered confidentially. Box M-185, BROADCASTING.

6 years local-regional-national sales experience, billing excess of \$100,000.00 desires sales manager position TV or station manager. Married, college. Box M-186, BROADCASTING.

Sales

Southwest, West, Midwest? Opportunity to earn minimum \$10,000—reasonable guarantee to feed wife, kids? If you offer this I offer sales experience. recent radio-TV degree. Box M-151, BROADCASTING.

Sales manager now employed Gulf Coast available after Christmas, Florida, South Carolina? Box M-152, BROADCASTING.

Experienced: X/military communications systems specialist. Small market (Central Pa.) AM/FM time salesman, sales-manager copywriter, technical school graduate with 1st phone seeks permanent situation larger market same area but will consider all inquiries. Some experience as engineer at automated station. Box M-164, BROADCASTING.

Experienced, aggressive, civic minded sales manager with excellent credit and top sales record desires Midwest market. Box M-165, BROADCASTING.

You may need one of broadcasting's strongest sales personalities! Major market experience in local, national sales. . .currently assistant sales manager in Top 25 market . . . desire aggressive organization. . . need opportunity to progress and make big profits—for you and me! Box M-173, BROADCASTING.

Top 20 TV markets only. 6 yrs. local-regional-national sales. Married, college—(will consider radio as introduction to market-group operations). Box M-187, BROADCASTING.

Announcers

Negro jock, broadcasting school graduate, some experience, solid professional sound. Married, third phone. Box M-64, BROADCASTING.

Top forty dj, whitty, likeable, can develop an audience. Not conceited. Box M-144, BROADCASTING.

Experienced announcer (radio-TV) six years (news-sports) plus copywriting (agency) experience. Presently employed. Prefer East Coast. Box M-158, BROADCASTING.

Announcers—(Cont'd)

Experienced in announcing, directing, news, continuity, seeks to relocate in progressive station. \$500.00. Write Box M-176, BROADCASTING.

First phone. Age 20. Some board experience. No air experience. Prefer top 40. Will consider anything. Box M-178, BROADCASTING.

Announcer-newsmen, with first phone, 7 years experience. References. Minimum salary considered \$135.00 pr./wk. presently employed. TV experience, plus will consider PD position, in radio. Box M-179, BROADCASTING.

Seasons Greeting to all! DJ—Non rock and Top 40 available. Live audition and interview a must at my expense. Buzz area code 201-763-5912 anytime or write Box M-188, BROADCASTING.

1st phone, 3 yrs. experience. must have evening shift. Available immediately. Box M-189, BROADCASTING.

Att. Mr. Employer: 1st phone annncr/engr. seeking that elusive, all-important first position with a good, progressive station. I am a Negro graduate from a highly accredited school for announcing in New York City. I am confident that I shall prove myself qualified and competent in this vocation, justifying any interest and faith shown in me. More info. avail. Box M-191, BROADCASTING.

Young dj, Top 40 experience, tight production, available immediately, will relocate. Box M-195, BROADCASTING.

Announcer-in search of "first job." Married, sober, conscientious radio school grad., eager. Box M-196, BROADCASTING.

Announcer-dj-newscaster/experienced air personality, tight board, dependable, will relocate, 3rd class license. Box M-197, BROADCASTING.

East Coast: young, versatile, conscientious, mature, totally dedicated program director-announcer with smooth, intelligent delivery and excellent production ability seeks position, not necessarily as program director, with middle-road or rock station. Excellent references. Phone Bill Gordon, Philadelphia, 215-455-4625.

F. C. C. speeches, dockets, public notices, etc. air mailed daily from Washington. Write: Chittenden Press Service, 1067 National Press Bldg., Washington 4, D.C.

Early morning personality. Put life in your station. 14 years experience, third phone, tops in sales—available now. Must be able to make money—Call after 5 pm 463-2462, Trenton, Florida.

Young man, 1st phone looking for station willing to give him experience. Eager to learn. Robert Ramsey, 766 Schoolhouse Lane, Warminster, Pa.

First phone C&W dj, or PD, 10 years experience in radio & TV. Call or write Steve French, 1935-20th St., San Pablo, Calif. 415-232-0756.

First phone, experienced, good voice, prefer Southwest, 34, Keith Balfour, 6239 Stefani Dr., Dallas, Texas 75225. Phone EM 1-0337.

Program director material—top forty experience, first phone. Dave Knight, 502-447-2779.

Announcer-deejay. First phone, no maintenance. 4 years broadcasting, 3 years acting. Jim Whelan, 91-06 Elmhurst Avenue, Jackson Heights, New York.

Situations Wanted—Technical

Experienced first class engineer, now working in N.Y.C., will relocate for position with future. Quality control room work and fast tape editing a specialty. No announcing. Box M-98, BROADCASTING.

1st phone. Negro, 1 year CREI, Grantham graduate. 2 years electronics experience Navy (Sonar) Box M-137, BROADCASTING.

Experienced radio-TV operating engineer. Any location considered. No announcing. Box M-168, BROADCASTING.

Situations Wanted

Technical—(Cont'd)

Six years chief, eight years experience, including AM installation, proofs and maintenance. FM proofs and maintenance. Some combo. Available immediately. Prefer Southwest. Call 505-393-9779. Box M-181, BROADCASTING.

Transmitter engineer, 1st phone 3 yrs. experience, good on maintenance available anywhere in the Western portion of the United States. G. C. Stankouen, 16800 Telegraph, Detroit, Mich.

Engineer, first phone. Studio, transmitter, maintenance. Southwest, California preferred. C. A. Newman, 921 West Third, Azusa, California. 213-334-5005.

Production—Programing, Others

Play-by-play, fifteen years experience. Only consider position with year round sports program! Will sell and service sports accounts. Current football aircheck available. Box M-90, BROADCASTING.

Production pro. . . Creative. . . Cleaver. . . a credit to any organization Comedy. . . voices. . . contests, etc. Presently employed with chain but looking for organization with unlimited opportunity in major market. Five figure salary. Box M-141, BROADCASTING.

Versatile and creative announcer with more than decade of experience wishes transition to management. Good salesman. Prefer Northeast. Will consider all. Box M-167, BROADCASTING.

Major market assistant pd, music director, and jock, is looking for the right station. Box M-170, BROADCASTING.

Well-paid but frustrated news director in metro market would move to any size station where news is important, where personnel and resources are sufficient for professional operation. Box M-175, BROADCASTING.

Program director—announcer—14 years one station—heavy on local programing—large following as dj with country and popular music. Box M-180, BROADCASTING.

Newsman. Experienced all phases of radio news. College graduate First phone News-minded station only. Box M-198, BROADCASTING.

Good announcer with versatility and creativity wants to try program directing; Contact Sean Donovan, 1099 Brower, Memphis, Tenn. Phone 527-9560.

TELEVISION—Help Wanted

Management

Television station constructing CATV systems needs general manager with proven administrative and sales experience. CATV experience not necessary. Far West. All replies confidential to Box M-183, BROADCASTING.

Help Wanted—Announcers

Aggressive TV station in top 30 market needs announcer-copywriter. Good place to work, loaded with benefits. Send audio tape, picture, full details including salary to Box M-100, BROADCASTING.

Technical

Studio engineer for mid-Atlantic coast TV station. First class telephone license. Experience preferred. Moderate salary with opportunity for advancement. Send complete resume with qualifications to Box M-138, BROADCASTING.

Assistant technical manager—TV for large Eastern Network station. Well qualified man to take charge of TV operations under Technical manager. Applicants should have a BS degree and 4 or 5 years experience in TV operations at commercial or educational TV station. Applicants should also be well grounded in solid state techniques. Interested and qualified men send resume and salary requirements to: Box M-157, BROADCASTING.

Technical—(Cont'd)

Immediate opening for experienced TV transmitter engineer. Prefer TT50AH maintenance experience. Permanent position. Profit sharing plan plus fringe benefits. Write or call, Harold H. Newby, KAKE-TV, Box 1010 Wichita, Kansas. Phone 316-WH 3-4221.

The KELOLAND stations of South Dakota including three TV, and AM-FM and two company-owned microwave systems need a well-qualified, experienced engineer. This man will be in an executive capacity with overall supervision of personnel, equipment and technical purchasing. This is an excellent opportunity for the right man to become associated with one of the country's most progressive broadcasting groups. Send full details on training and experience with references to Joe Floyd, KELO-TV, Sioux Falls, South Dakota.

Supervising Electronic technician—Experienced technician to take charge of the installation and maintenance of new and modern public safety, highway maintenance and local government VHF, UHF land-mobile and microwave radio systems for Montgomery County, Maryland, suburb of Washington, D. C. Excellent career employment opportunities with liberal employee benefits. Salary range \$8,539 to \$10,808. Apply Personnel Office, County Office Building, Rockville, Maryland. (Area code 301) 279-1271.

University TV studio needs experienced man for video operation and maintenance, excellent fringe benefits. Replies confidential. Send complete details in 1st letter to Alan B. MacIntyre, Director of Engineering, WUNC-TV, Chapel Hill, North Carolina 27515.

Production—Programing, Others

Midwest television station seeking artist. Send sample of work and salary requirements to Box M-174, BROADCASTING.

We think we can find a producer. Our production manager says no! He's willing to bet that all producers in local TV have graduated to network or management jobs. He says all that's left in local TV is a bunch of button-pushing clowns who want something for nothing. If he's right we're really in trouble. With the major projects we've got on tap for 1965 including national syndication we've got to find you if you're out there. Please do not apply to this major Eastern market group operation unless you consider yourself of the 10 best TV producer-directors in the country and can prove it. Box M-200, BROADCASTING.

TELEVISION—Situations Wanted

Management

Experienced, television executive; now TV sales manager, top 50 market. Outstanding sales record; civic leader, family man. Box M-84, BROADCASTING.

Announcers

Top 20 markets only-sports & news announcer. Good writer. Experienced TV & radio. Box M-72, BROADCASTING.

TV man with 8 years broadcasting experience in 15th market desires position on West coast. BA in broadcasting. PD, chief announcer and sales manager for 2 metro stations. Strong points; TV newscasts, weather, commercials, production work and smooth radio shows. Available January 5th. Complete resume available. Write Box M-190, BROADCASTING.

Technical

Engineer-executive, registered professional engineer, broad experience high power TV, radio, FM and communications systems construction, administration consulting. Seeks high responsibility. Box M-143, BROADCASTING.

Engineer—7 years radio-TV transmitter, 15 years electronics, Northeast. Box M-150, BROADCASTING.

Production—Programing, Others

Executive producer-director. 12 years commercial etc. Desire production manager's position. Will consider producer-director for right offer. Family, B.A. Box M-107, BROADCASTING.

Weatherman professional member AMS experienced personable forecaster, MS degree, SOF available. Box M-154, BROADCASTING.

Producer-director. Available immediately. 6 years commercial & ETV experience, college graduate. Box M-156, BROADCASTING.

Married man, four years experience in all phases of production desires position immediately. Contact: Clemens Kuhlrig, 2811 W. 27th Avenue, Denver, Colorado.

TV production asst. Production school graduate. College. Presently asst. film editor with major network. Will relocate. Resume upon request. R. A. Hessel, 128 Homestead Avenue, Amityville, New York.

Available February. Recent 1st phone grad. for TV studio operations and film work. Resume replies answered. Mr. Robert Bortree, RD #3, Lake Ariel, Penna. 18436.

BUSINESS OPPORTUNITY

Highly qualified radio man, with over 30 years experience wants to join with investors to purchase and operate small market station. Very limited capital. Box M-184 BROADCASTING.

WANTED TO BUY—Equipment

Wanted 4 or 8 bay FM transmitting antenna on 106.5 megacycles, or can be tuned to this frequency. State price, weight, and dimensions. Write to Fred Ostwalt, WSTP, Salisbury, North Carolina.

Tax exempt organization wants TV equipment. If you're buying new or have idle gear donate us your old at market value. Save over trade in price. 714-448-4090, Box 758 El Cajon, Calif.

Magnecord amplifier, model PJ6-J or PT63-J, in good condition, WYNS, Box 195, Palmerston, Pa.

1 kw or 3 kw FM transmitter. GE or H-P frequency modulation monitor on 104.9. Need horizontal and vertical antenna. Box M-140, BROADCASTING.

450 M.C. remote transmitter and receiver. Contact Lyle Dean, WWGM, Box 987, Nashville, Tenn.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Western Electric 506-B-2 ten kilowatt transmitter in good operating condition, and two Collins four bay antennas tuned to 105.1 meg. Available as package, or sold separately, for best offer. Above items available on or about December 15th. Write or Wire: WRFM, 41-30 58th St., Woodside N. Y. C., N. Y. 11377.

Two—FM-10BM-G, ITA sub-carrier generators 67 and 41 KC, one ITA FM—FM-10,000-C exciter. WAMO, Pittsburgh 19, Pa.

If you need broadcast equipment or have equipment to sell . . . contact Broadcast Equipment and Supply Co, Bristol, Tenn.

RCA Portable audio console BC-10A. Used very little. New condition. Cost \$813.00 Will sell to highest bidder FOB. KROX, Crookston, Minnesota.

Transmitter and tape recorders—reasonably bought and sold. SOS, 270 Northcrest, Chattanooga, Tennessee. Phone 998-3346.

FOR SALE

Equipment—(Cont'd)

One Western Electric 3 kw FM transmitter-amplifier (503B1). Plus 8-319A; 8-872A; 5-5530 tubes. One Western Electric 451A-1 AM transmitter—250 watts output. Also spare crystal. Will sell separately. Contact WAZL, Hazleton, Pa. 717-454-3531. Elwood Tito, FOB Hazleton.

Special on Tape-A-Thon repeater model tape transports. Sony, Revere and Wollensack tape recorders. All new, unused. U.S. Recording Co., 1347 S. Capitol St., Washington, D.C. 20003. Phone 202-543-2705.

For Sale—3 year old gates four-channel studioette. Excellent condition. Original cost \$895.00. First \$500.00 takes it FOB. Available about January 1, 1965, KCOM Comanche, Texas.

Heliac coaxial cable, HJ5-50 type, new 85 ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

For sale: MacKenzie 5-channel playback, \$450.—2 MacKenzie recorders, single channel \$225 each; 229 cartridges for MacKenzie \$350. Also Presto 1-N disc recorder with 2 tables, amplifier, 1-C cutting heads, vacuum pump, microscope. Make offer. Chief engineer, KDIA, 327 22nd St., Oakland, Calif.

Two channel fully transistorized remote amplifier at a new low price, and two hundred hours battery life. \$139.50. One year guarantee. Qual "L" Electronics, Box 3226, Santa Rosa, California.

RCA-TF-12AH—Superstyle antenna. Gain of 11.8 tuned on channel number 12. Emsco 415' self-supporting tower. 800' of RCA 3 1/4-51.5 ohm transmission line, in 20 lengths. with dual hangers. Virgil B. Wolff, WRDW-TV, Augusta, Georgia. Phone 803-824-5432.

Coaxial cable assemblies—We maintain a complete inventory of all types of RG cable and coax-connectors. Off the shelf delivery of stock items, special cables built to order. Send for free bulletin and price list. FAMCO, Cable Department, Bensenville, Illinois.

Ampex 600 monaural fulltrack recorder, new capstan assembly \$300. Excellent. FOB NYC. Call 203-227-1936.

3 kw REL FM transmitter Doolittle FM frequency monitor. No reasonable offer refused. KAVE, Carlsbad, New Mexico.

Like new Schafer model 400R studio remote control unit. Ideal for second studio or control point. Worth \$1100 new. Will sell for \$500. KGEE, Box 937, Bakersfield, Calif.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment. introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 1000 Super dooper, hooper scooper. one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

JOCKEY JOKER!—A collection of six gag-files now in one edition. Contains over 500 One Liners. Gags, sound effect bits, station breaks, ad libs, etc. . . . \$7.50. Show-Biz-Comedy Service, 1735 East 26th St. Brooklyn, N. Y. 11229.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm, Box 875, Lubbock, Texas.

Reward for information leading to recovery of missing equipment from Kissimmee, Fla. radio station. Ampex 601-TF654, recorder, portable, full track 7 1/2 ips SN 703-0052-000 and 620P Amplifier/speaker, portable SN 730-0280-000. Write Box M-193, BROADCASTING.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

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Announcing programming, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting January 6 & March 10. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin Jan. 5 - Feb. 9 - March 16 - April 20 - May 25. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

Learn Broadcasting in nations 23rd market. Individual instruction, no classes. Broadcasting Institute of America, Box 6071, New Orleans.

Stay on your job. Save travel expenses. Prepare for first phone quickly through personal instruction. Not correspondence course. Write, Bob Johnson, Radio License Instruction, 1201 Ninth St., Manhattan Beach, California.

Sales

Are you more than a Salesman . . . with:

Station sales experience; creative sales planning ability; a thorough knowledge of selling problems faced by today's television salesman?

Are you a persuasive speaker; well-grounded in the dimensions and dynamics of television; a man who can speak with conviction and handle a presentation the same way?

Can you advise and counsel other salesmen in modern selling techniques?

If you're an interested salesman-specialist to whom travel is no drawback (New York-based), send your qualifications and salary requirements to:

Box M-149, BROADCASTING

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer.

Send resume to:

Box M-166, BROADCASTING

SOUTHERN SALESMAN WANTED

Major Broadcast Business Publication has immediate opening. Prerequisites: Good Sales background, under 40, knowledge of Southern markets. Salary, Bonus, Pension plan, Hospitalization and good working conditions. Send full Biography, references and picture to:

Box M-194, BROADCASTING

Help Wanted—Announcers

MORNING MAN WANTED

One of finest contemporary music stations in Mid-America needs an experienced professional-sounding morning man. We are willing to pay for talent! Excellent facilities. Send air check, resume references and photo to:

Box M-110, BROADCASTING

STRONG EVENING PERSONALITY

One of America's leading 50,000 watt Midwestern radio stations seeks strong evening personality. Modern format, but not frantic. We are looking for a mature, but bright approach. (No screamers, please). If you've been polishing your talents in a small or medium-sized market, here's your chance to move to a station which bears national recognition. Salary \$10,000 plus. Send air-check, track record, and resume.

Box M-142, BROADCASTING

Production—Programing, Others

CONTINUITY WRITER

AM-TV COMBINATION IN VIRGINIA

Immediate opening. Need experienced, creative person. Salary commensurate with experience. Send complete information first letter including samples of your work.

Box M-116, BROADCASTING

Situations Wanted—Management

MAJOR MARKET GENERAL MANAGER AVAILABLE—JAN. 15

Nationally known radio executive with substantial record in all phases of broadcast management available. Have been running major station in first ten markets for several years and increased billings 200% from six to seven figures. Well known in state, national and governmental circles, having served on many executive committees of radio consequence. Salary commensurate with responsibility.

Best Industry references.

Box M-135, BROADCASTING

TV Sales Manager

Network VHF in Southcentral U. S. seeking aggressive Sales Manager with proven record. Finest modern facilities to work with. Excellent compensation and future growth possibilities. Write giving experience and qualifications. Personal interview will be required. All replies held in strict confidence.

Box M-128, BROADCASTING

Production—Programing, Others

TV PRODUCTION MANAGER

Top 10 Market

Production Manager with future Program Manager potential for Top 10 market. Producer/director experience essential. Must be thoroughly familiar with contracts, schedules, films, Videotape and live programing. Write to:

Box M-159, BROADCASTING

MISCELLANEOUS

January and February billing concerning You? We have an inexpensive and proven sales plan that might be just what you Need. Write for full details to:

The Florida Group
P. O. Box 796
St. Augustine, Florida

WANTED TO BUY—Stations

WANTED

Small radio station by experienced broadcaster. Prefer Ark., Mo., Okla. or Kans. Send price, details, terms.

Box M-161, BROADCASTING

WANTED

Station in East or Midwest. We have money and experience to make a clean deal. Write in complete confidence to:

Box M-177, BROADCASTING

FOR SALE—Stations

CONFIDENTIAL NEGOTIATIONS

For Buying and Selling
RADIO and TV STATIONS
in the eastern states and Florida
W. B. GRIMES & CO.

Dupont Circle Building
Washington, D. C. 20036
DECATUR 2-2311

Sacramento, Calif. AM

Inquire: Anthony Kennedy
635 Forum Bldg.
Sacramento, Calif.
area code 916
442-5831

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Washington 7, D. C.

SW MAJOR MARKET

\$5,000 down

Need immediate action
George Cory, 227 Sierra St.
Albuquerque, New Mexico

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FM TOP THREE MARKETS

AM TOP FIVE MARKETS

Lx Rue & Associates Inc.

Media Brokers

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NEW YORK CITY
TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

N. E.	small	daytime	\$100M	terms
Tenn.	single	daytime	50M	SOLD
East	monopoly	fulltime	600M	29%
Ill.	metro	daytime	170M	30M
N. E.	major	power	750M	cash

buying and selling, check with

✓ **CHAPMAN COMPANY INC**
2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. CALIFORNIA. Fulltime. \$140,000 down.
 2. SOUTHWEST. Major market. Low down.
 3. MIDWEST. Major market. \$30,000 down.
- JACK L. STOLL & ASSOCIATES**
6381 Hollywood Blvd.
Los Angeles 28, California

WIOD-FM Miami—Granted mod. of CP to increase ERP to 100 kw.

KFBD(FM) Waynesville, Mo.—Granted mod. of CP to change type ant.

■ Granted licenses covering changes for following VHF-TV translators **K08BH**, Sierra Grande TV Inc., Des Moines, N. M.; **K09GO**, Moffat county, Hamilton, Colo.; **K06AW**, Mimbres TV Association, San Lorenzo and Mimbres Valley, N. M.; **K07EE**, Forks TV Club Inc., Forks, Wash.; **K03AB**, Northern Television Inc., Delta Junction, Clearwater and Fort Greeley, Alaska; **W08AF**, WIIC Inc., Greensburg, Pa.

Actions of December 8

Yampa Valley TV Association, Oak Creed, Colo.—Granted CP for new VHF-TV translator on channel 2, to rebroadcast programs of **KBTU-TV** (ch. 9) Denver.

Oak TV Translator System of Moreland Inc., Moreland, Waynoka and Woodward, Okla.—Granted CP's for new UHF-TV translators on channels 71, 73, and 75, to rebroadcast programs of **WKY-TV** (ch. 4), **KOCO-TV** (ch. 5) and **KWTV-TV** (ch. 9) Oklahoma City, respectively.

KFQD Anchorage, Alaska—Granted CP to change frequency from 730 kc to 750 kc, continued operation with 10 kw, unl.; condition.

WAZF Yazoo City, Miss.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and make changes in transmitting equipment; remote control permitted; conditions.

K75BJ, K78BL Bijou, Calif.—Granted licenses for UHF-TV translators, and change primary of **K75BJ** to **KCRL-TV** (ch. 4), Reno.

■ Following were granted extensions of completion dates as shown: **WETU** Wetumpka, Ala., to Feb. 1, 1965; **WHVL** Hendersonville, N. C., to Feb. 1, 1965; **WRHC** Jacksonville, Fla., to Feb. 1, 1965; **KDIA** Oakland, Calif., to May 20, 1965; **WPVL** Painesville, Ohio, to April 13, 1965; **WQXT** Palm Beach, Fla., to May 26, 1965; **WRVM** Rochester, N. Y., to Feb. 1, 1965; **WIBC** Indianapolis, to April 1, 1965; **WDBC** Escanaba, Mich., to Feb. 1, 1965; **KBOX-FM** Dallas, to March 31, 1965; **WKJB-FM** Mayaguez, P. R., to Feb. 1, 1965; **WMMB-FM** Melbourne, Fla., to June 15, 1965.

WSOC-FM Charlotte, N. C.—Granted mod. of CP to change ERP to 97 kw, and type trans., and make other engineering changes.

KWAM-FM Memphis—Granted mod. of CP to change type trans. and type ant.; condition.

WSWG(FM) Greenwood, Miss.—Granted mod. of CP to move ant.-trans. and studio location, decrease ant. height to 220 feet, and change type trans.

KDHI-FM Twenty-Nine Palms, Calif.—Approved engineering technical data submitted, pursuant to commission's June 24 report and order in Doc. 15341, to modify CP of **KDHI-FM** and specify operation on channel 239 (95.7 mc); ERP 5 kw; ant. height 190 feet; remote control permitted.

■ Granted licenses for following VHF-TV translators: **K04DO**, Northern Television Inc., Talkeetna, Alaska; **K13GN**, Hot Sulphur Springs TV Users Association, Hot Sulphur Springs, Colo.; **K13GK**, West Daniels TV, Fearless & Richland, Mont.; **W03CD**, People's TV Inc., Leadville, Colo.; **K08EX**, Ketchikan Alaska Television Inc., Metlakatla, Alaska; **K07GK**, Moffat County, Yampa Valley, Colo.; **W09AH**, Capital Cities Broadcasting Corp., Roxboro, N. C.; **W04AD**, **W08AJ**, Smith Radio & TV, Corbin & Woodbine, Ky.

■ Granted renewal of licenses for following main and co-pending auxiliaries: **KCUL** Port Arthur, Tex.; **WCIA(TV)** Champaign, Ill.; **WFUN** South Miami, Fla.; **WALO** Humacao, P. R.; **WFLA** Tampa, Fla.; **WMBD-TV** Peoria, Ill., and **WOMP** Bellaire, Ohio.

WNOR Norfolk, Va.—Granted CP to make changes in ground system and make engineering changes in ant.

WPVL Painesville, Ohio—Granted CP to install auxiliary trans. at main trans. site, using non-DA; conditions.

KOFO-FM Ottawa, Kan.—Granted CP to install new ant., and increase ERP to 6.7 kw.

KMSC(FM) Clear Lake City, Tex.—Waived Sec. 73.210(a)(2) of rules, and granted mod. of CP to extent of permitting main studio to be located at Nassau Bay, Tex.; change type trans., and make other engineering changes; delete remote control operation; condition.

***WCFM(FM) Williamstown, Mass.**—Remote control permitted.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 16

	ON AIR	Lic.	CP's	NOT ON AIR	CP's	TOTAL APPLICATIONS for new stations
AM		3,983	59	72		376
FM		1,186	81	222		273
TV		548 ¹	40	93		178

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 16

	VHF	UHF	TV
Commercial	510 ²	163	673
Noncommercial	58	56	114

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31

	AM	FM	TV
Licensed (all on air)	3,948	1,175	555
CP's on air (new stations)	47	57	29
CP's not on air (new stations)	78	203	87
Total authorized stations	4,073	1,435	671
Applications for new stations (not in hearing)	176	197	73
Applications for new stations (in hearing)	68	52	62
Total applications for new stations	244	249	135
Applications for major changes (not in hearing)	204	55	39
Applications for major changes (in hearing)	36	5	10
Total applications for major changes	240	60	49
Licenses deleted	4	1	0
CP's deleted	1	0	1

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Actions of December 7

WBLK-FM Depew, N. Y.—Remote control permitted.

KCMS Manitou Springs, Colo.—Granted increased power on 1490 kc, from 100 w to 250 w-N, 500 w-D, and installation of new trans.; remote control permitted; condition.

WSTP Salisbury, N. C.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

***WSCF-FM Platteville, Wis.**—Granted license for noncommercial educational FM.

K77BJ, K80BK Doney Park Area, Ariz.—Granted licenses for UHF-TV translators.

K70BY, K77AD, K80AE Globe and Miami, Ariz.—Granted licenses covering changes for UHF-TV translator.

Molybdenum Corp. of America, Columbine Park, N. M.—Granted CP's for new VHF-TV translators on channels 2, 4 and 11, to rebroadcast programs of **KGGM-TV** (ch. 13), **KOB-TV** (ch. 9) and **KOAT-TV** (ch. 7), all Albuquerque, N. M.

WBIE Marietta, Ga.—Granted mod. of CP to make changes in DA and ground systems, and move location slightly; conditions.

WTGI(FM) Hammond, La.—Granted mod. of CP to change ant.-trans. location and decrease ant. to 180 feet.

WEZB Birmingham, Ala.—Granted renewal of license.

KACL Santa Barbara, Calif.—Remote control permitted.

WKVM San Juan, P. R.—Granted extension of completion date to May 17, 1965.

■ Granted licenses for following AM's: **WPMB** Vandalia, Ill., and specify type trans.; **WGLB** Port Washington, Wis., and specify main studio location same as trans.; condition: **WYLO** Jackson, Wis., and specify type trans.; condition: **WMIR** Lake Geneva, Wis., and specify main studio location same as trans. and type trans.

■ Granted licenses for following FM's: **WCCN-FM** Neillsville, Wis.; **WRIG-FM** Wausau, Wis., and specify type ant., redetermine trans. location; ant. height 480 feet; **WLUV-FM** Loves Park, Ill., and specify type trans.

■ Granted licenses for following VHF-TV translators: **K07GC**, Greer Community TV, Greer, Ariz.; **K13FY**, Prescott TV Booster Club, Prescott, Ariz.; **K13FV**, Verde Valley TV Club Committee, Lower Verde Valley, Camp Verde, Rimrock and Cornville, Ariz.; **K02BC**, **K09BZ**, **K11CF**, Shiprock Non-Profit

TV Association, Shiprock, N. M. and Many Farms, Ariz.; **K04DI**, **K07GE**, **K13GD**, Chinle TV Association, Chinle, Ariz.

Actions of Dec. 4

■ Following were granted extensions of completion dates as shown: **KHMA(TV)** Houma, La., to June 4, 1965; **K73BG**, Radio Honolulu Ltd., Honolulu, Hawaii, to June 4, 1965; **KEYZ** Williston, N. D., to Feb. 15, 1965; **KBUY** Amarillo, Tex., to March 1, 1965; **WTEL** Philadelphia, to June 14, 1965; **WCVL** Crawfordsville, Ind., to Feb. 1, 1965; **WMEX** Boston, to April 10, 1965; **WAAP** Peoria, Ill., to May 18, 1965; **KTRN** Wichita Falls, Tex., to March 1, 1965; **WDGY** Minneapolis, to June 1, 1965; **KYOK** Houston, to May 17, 1965; **KSSST** Sulphur Springs, Tex., to June 1, 1965; **WBUX** Doylestown, Pa., to March 1, 1965; **WCWC** Ripon, Wis., to Feb. 15, 1965; **WQXR** New York, to Feb. 1, 1965.

WCAW Charleston, W. Va.—Granted CP to increase ant. height; condition.

WCRA Effingham, Ill.—Reconsidered Nov. 20 grant of renewal application and re-granted with following condition: "Insofar as authority relates to use of 1 kw facilities licensed under BL-10634, it is subject to whatever action commission finds appropriate to take without right to prior notice or hearing in acting upon now pending petition for reconsideration of above-cited authorization filed Nov. 12, 1964 by KAAV Inc. Little Rock, Ark."

W70AK Conklin, Dickinson and Southside Binghamton, N. Y.—Granted CP to make changes in ant. system of UHF-TV translator.

W79AI Torrington, Conn.—Granted mod. of CP to change trans. location, type trans. and make changes in ant. system of UHF-TV translator.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ **WLIR-FM** Garden City, N. Y.—John R. Rieger. Requests amendment of rules to make following change in TV table of assignments: Hempstead, N. Y.: change channel 53 from educational to commercial. Received Dec. 7.

■ **WLNC Laurinburg, N. C.**—George W. Phillips. Requests amendment of rules to make following change in FM table of assignments: Laurinburg: add channel 296A. Received Dec. 7.

JOHN Lanigan has traveled widely in the advertising world and without qualification he likes where he's been. He has sold time and space and bought them too. And for the last five years he has been selling the television commercial and program taping services of Videotape Productions as vice president and general manager.

He is part inventor, part entrepreneur and at heart a salesman. In 1947, as a sideline, he was in a mail order business selling, at \$5 a bottle, a vitamin solution to prevent grey hair. Apparently it did wondrous things for some customers who still swear by it, but the Federal Trade Commission expressed concern about some newspaper advertising the company was doing and at that point Mr. Lanigan decided that discretion was the better part of business judgment and went on to other things. He confesses to a secret longing to set up a mail order business again sometime—but not in hair restoration.

He is the inventor of golf training glasses, which teach a player to keep his head still while addressing the ball and swinging the club. The glasses have opaque lenses with slits in them and they cause a player to lose sight of the golf ball unless he keeps his head absolutely steady. Whether they've influenced his own game is moot, but Mr. Lanigan has a handicap of 12, belongs to two country clubs and is described by a friend as a "golf nut."

Win One, Lose One ■ Mr. Lanigan registered the glasses with the patent office but they were ruled unpatentable. He does hold a patent on another of his inventions, a headboard with arms that pull down for reading while sitting up in bed.

In the commercial production industry, which has sometimes labored under rumor generated by the nasty word "kick-back," Mr. Lanigan takes pride in running a "thoroughly honest" and very successful business.

Commercial production is an estimated \$65 million industry. Taking an increasing share of that volume is the taped commercial. The video-tapers claim better picture clarity and fancy editing techniques which they say the film shops can't match. The relatively young taping business now accounts for some 20% of all commercials made and a good share of that business goes to the Videotape Center.

Mr. Lanigan estimates the center will have made 1,000 commercials before the end of the year, almost four per day in a 260-day working year.

This year the center was swamped with political business and did a number of shows for Subscription Television's California pay system, two sources of income which might have to be considered nonrecurring after the past elec-

This Jack has proved master of many trades

tions. But Videotape Production, now a wholly owned subsidiary of the 3M Co., has grown steadily since its inception in 1959.

Up, Up and Up ■ From a modest beginning as a one-studio operation to its present long, low three-studio plant on New York's West Side, it has never failed to increase its volume by less than 25% a year and in one year showed a 65% gain in revenues. It has become the third or fourth largest company in the business, including both film and tape houses.

John Lanigan became its manager shortly after the company was organ-

ized by Howard S. Meighan and has remained in that position through a series of ownership changes. Ampex Corp. and 3M bought into the company, 3M bought out Ampex's interest and more recently bought out Mr. Meighan's share.

As a manufacturer of magnetic tape, 3M has a clear interest in the future of video taping in the television industry and Mr. Lanigan reports to 3M headquarters in St. Paul about once a month. But he describes the Videotape Center as reasonably independent, with "good latitude" allowed by 3M.

Mr. Lanigan has proven something of a prophet of television's development. Back in 1951, when advertisers were generally in control of network programs, he was quoted as predicting an eventual move to "the magazine concept" for television and eventual network control of commercial placement.

Now, he says, the magazine concept is essentially here in daytime and on its way in nighttime. The forecast was made while he was vice president in charge of sales at ABC-TV.

TV Est Divisa in Partes Tres ■ He divides TV's history into three periods of shifting emphasis. First, he says, you had the network "whiz boys with fancy expensive ideas," then came the researchers as audience definition became more sophisticated and now, according to Mr. Lanigan, the creative men, "the Bernbachs and the Ogilvys," are the cynosures of the business.

This is a natural progression, he explains, "and the next wave will be the boys who know commercial production from both the creative and mechanical sides. After all, the commercial is the whole reason for the entire television expenditure, though it is often treated as a stepchild."

Mr. Lanigan feels if there is any trouble with broadcasting it is in its programming, not in its commercials. He expresses concern about the morality of some series and movies with "sensational" appeal that have found their way onto network schedules.

This sentiment is clearly outweighed by a passion for his industry. He has worked at network television sales, newspaper and magazine sales and spent two years as vice president and account supervisor at Compton Advertising just prior to his association with the Videotape Center.

Mr. Lanigan says, "I enjoy the kind of people who are advertising people." He calls himself "a tail-wagging kind of guy." This may offer insight to a good nature and smiling countenance, but, if extended, the happy puppy metaphor falls to ridiculous incongruity when measured up against his heavy six-foot four-and-a-half-inch frame.

WEEK'S PROFILE



John Burdick Lanigan—VP & gen. mgr., Videotape Productions (Videotape Center), New York; b. Dec. 11, 1909, Milwaukee; Evanston high school, Columbia academy, University of Wisconsin, 1932; Reynolds & Fitzgerald, newspaper representative; 'Good Housekeeping,' Detroit office manager, 1938-1942; 'Time' magazine salesman, 1942-1945; Eureka Williams Corp. (vacuum cleaners), 1945-1947; 'Time' magazine, account executive, consumer sales, 1947-1950; ABC-TV, VP in charge of TV sales, 1950-1951; NBC-TV, eastern sales manager, 1951-1957; Compton Advertising, VP account supervisor, 1957-1959; Videotape Productions, VP-general manager, 1959; m. Frances Olmsted, 1940; children—Timothy, 22; Susan, 17; Robert, 14; member—Sales Executive Club of New York, International Television Arts & Sciences, Catholic Apostolate of Radio, Television & Advertising; Ardsley Country Club, Ardsley, N.Y.; Farmington Country Club, Charlottesville, Va.

Colliding with inevitable

THE question that CBS seeks to resolve in the suit it filed on Dec. 11 against three Teleprompter community antenna systems ought to be settled as rapidly as the case can be pushed through the courts. In all the years that CATV systems have been operating they have been transmitting any broadcast program service that they wanted, without paying a dime to the broadcaster whose signal they intercepted or the owner of the programs that they picked off the air. From the start of CATV this has seemed to us to be at odds with the historic principle that a copyright holder is entitled to share in the fruits of his work.

Up to now, of course, the networks and most stations have been pleased with the extension of circulation that CATV's provided. The new incentive that motivated CBS to file a suit only now comes from the changing nature of the CATV business which is expanding in such a way that it threatens to become a significant competitor to established television stations. But for whatever reason broadcasters may now wish to husband their programing, the principle that CBS seeks to establish seems to us to make basic sense. It is to be regretted that it wasn't established years ago.

Loony tune

THE Justice Department's logic in its suit to force broadcasters out of their ownership of Broadcast Music Inc. is mystifying, and for good reason: It doesn't make sense.

If the suit's allegations have a clangingly familiar ring, there's a good reason for that, too. BMI's only major competitor in the music-licensing business, the American Society of Composers, Authors and Publishers, has been mouthing them close to 20 years. They have been examined in tiring detail, formally and informally, by congressional committees, the FCC and previous Justice Department administrations, all of whom found them wanting.

The complaint says that broadcasters "favor and promote BMI music to the exclusion of all other music." The fact is that 999 out of 1,000 broadcasters probably don't know whether a given tune is licensed by BMI, ASCAP or the Bureau of Navigation—and couldn't care less. What they look for is the best music for whatever program format they have chosen to serve their communities. Since they have licenses from both BMI and ASCAP, and pay the same fees whether they use one tune or a hundred thousand, it would be pointless as well as foolish to ignore the sound of the music and base selections on where it came from.

The complaint charges that broadcasters use BMI as a bargaining tool to depress the license rates of other licensing organizations. The fact is that for some 15 years ASCAP's contracts with broadcasters have been negotiated under the eye of a federal court and have been approved by a federal court, and ASCAP has always had recourse to the courts if it thought its rates were being depressed. In addition, as BMI President Robert J. Burton noted last week, the Justice Department as a party to these proceedings has known contract details and has never objected to them.

The complaint charges that BMI and the broadcasters have depressed the royalties received by music writers and publishers. We suppose this is a corollary of the charge about depressing license rates, since the rates govern the amount available for royalties. But would the court have approved the rates if it thought they would produce unreasonable results?

Apart from this, however, the license fees paid by broadcasters to ASCAP and BMI have climbed from an annual

rate of \$6.5 million to ASCAP in pre-BMI 1939 to an estimated \$52 million now (\$38 million to ASCAP, \$14 million to BMI). Thus the money available for royalty payments has increased roughly eight times—and the writers and publishers sharing in these payments have increased by thousands. We agree with Mr. Burton that "it is impossible to term this 'depression'."

BMI has never paid a dividend; in effect it is nonprofit. But under other ownership the profit motive would almost surely come into play—and the incentive to compete with ASCAP could easily be reduced. BMI's revenues from broadcasters are not affected by the number of times its music is performed; but its disbursements to writers and publishers increase as performances increase: the more the performances, the higher the payments—and obviously, the smaller the profit margin. So why try so hard to get more performances?

It would seem that the Justice Department, in the name of promoting competition, has initiated a suit the result of which could be the opposite. ASCAP assuredly would be pleased with that result. But it still doesn't make sense.

Mr. Fetzer's spectacular

YOU won't find his name in any of the box scores but the greatest power hitter in organized baseball is a broadcaster named John E. Fetzer.

It was Mr. Fetzer, who is also the owner of the Detroit Tigers, who created the package plan for major league Saturday afternoon and holiday telecasts, bought first by his fellow club owners and last week by ABC-TV.

It does not matter that the contracts (\$5.7 million for 27 games in 1965 and \$6.5 million for 1966) do not match the box-car figures negotiated by the two football leagues for their full schedules. The 18 clubs participating retain their local rights, which will add to their return.

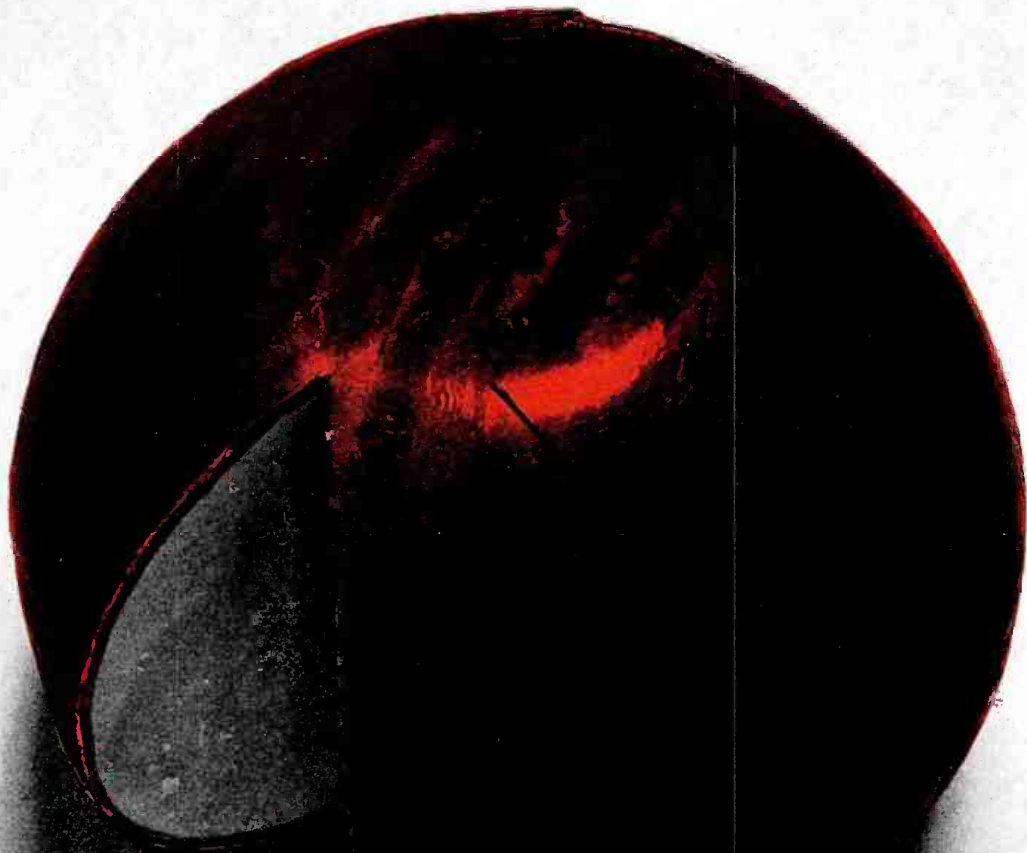
Most important is the fact that major league baseball assures for itself nationwide exposure that will guarantee its franchise as a major sport. It saves baseball from a limited-audience, wired-pay-TV fate that would have lost its exposure and popularity.

No one short of a John Fetzer could do the job. Although his first effort last year for a Monday night network spectacular didn't jell, persevered. His logic and his salesmanship, abetted by the aborted Pat Weaver Subscription TV project in California, have paid off. Baseball and broadcasting owe him a debt.



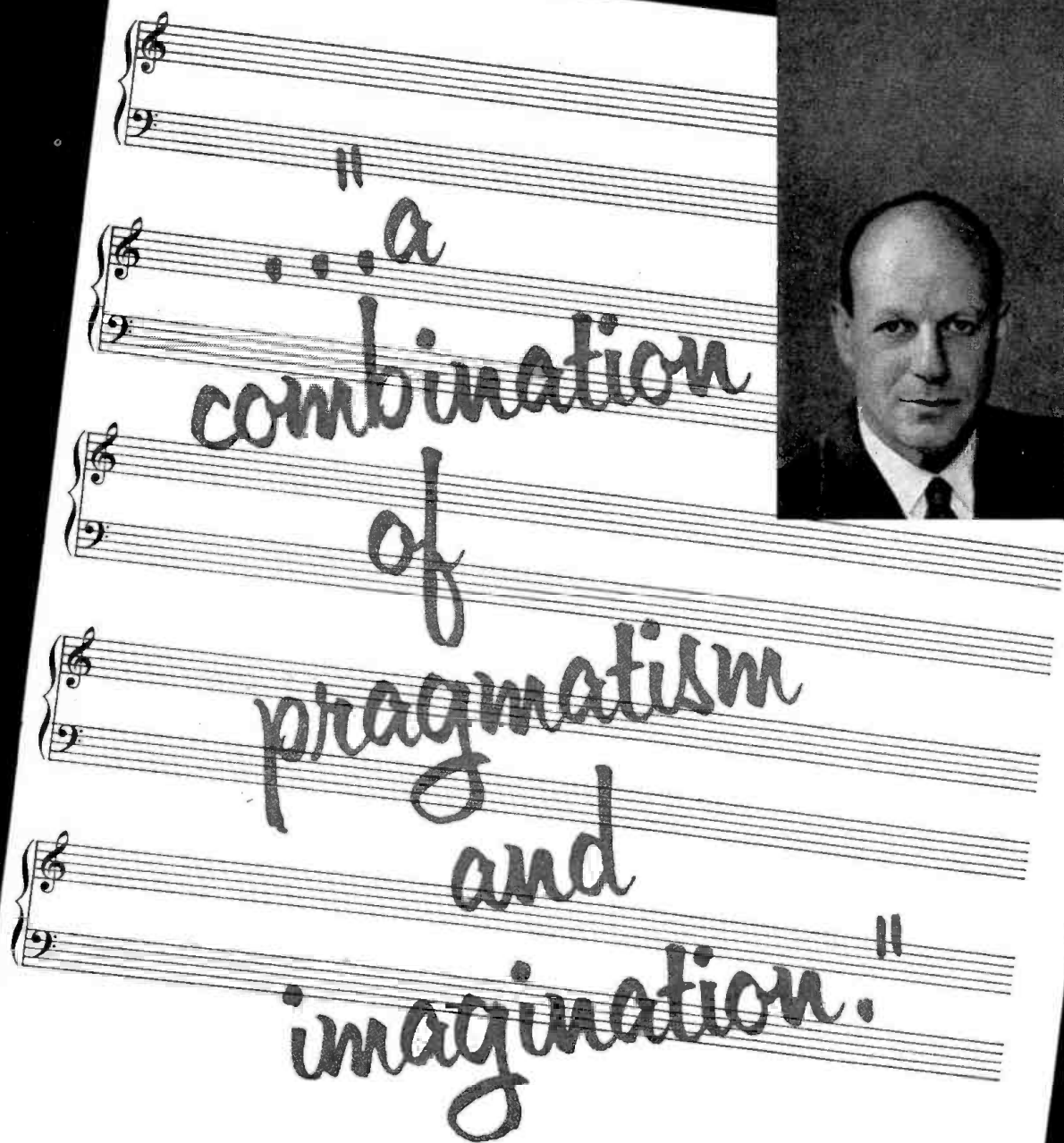
Drawn for BROADCASTING by Sid Hix
"Can we really be sure no one at the FTC ever heard of Pavlov?"

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Bisque costs more than soup.
Stroganoff costs more than stew.
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Life is short.**



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