



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO



\$132 million in billing changed agencies in '64. p19  
 Ford leaves FCC to take NCTA \$50,000-a-year post. p28  
 CATV legislation near top of Congress' agenda. p32  
 TV showsheets: what's on the networks this winter. p62

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NEWSPAPER

SERIALS LIB  
 USAF AIR UNIV  
 UNIT ACQ BRANCH  
 MAXWELL AFB AL

36113 EXP 2/65

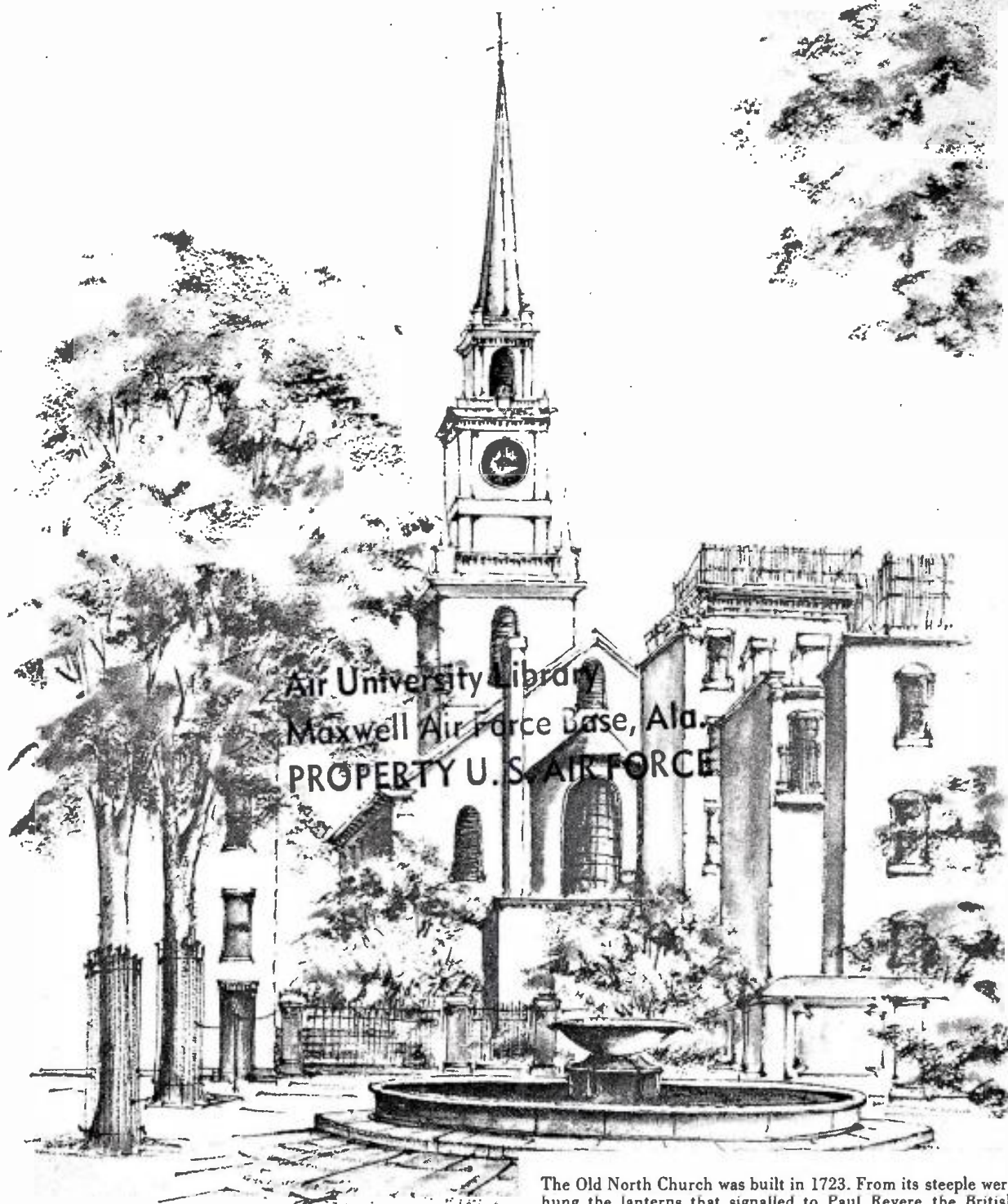


ADVERTISING  
 TIGERS

BUY

# KPRC-TV

## HOUSTON



Air University Library  
Maxwell Air Force Base, Ala.  
PROPERTY U.S. AIR FORCE

The Old North Church was built in 1723. From its steeple were hung the lanterns that signalled to Paul Revere the British route to Concord and Lexington. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

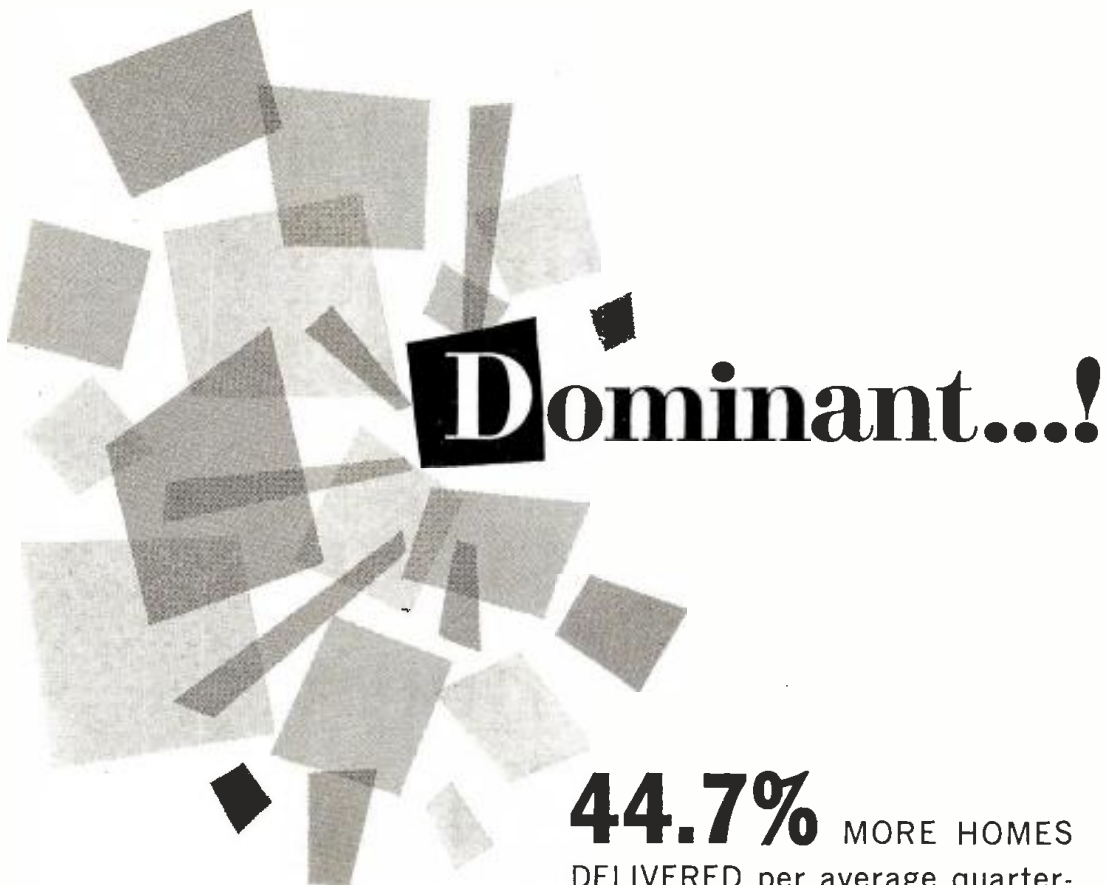
# Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  • RADIO: AM 850 KC 50,000 WATTS • FM 94.5 MC  
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO 

Radio station **WCFL**  
THE VOICE OF LABOR  
announces the  
appointment of  
**Metro Radio Sales**  
as its national  
representative  
effective **Jan. 6, 1965**

WCFL, CHICAGO WILLIAM A. LEE, PRESIDENT THOMAS E. HAVILAND, GENERAL MANAGER

OTHER METRO RADIO SALES STATIONS: New York: WNEW, Los Angeles: KLAC, Philadelphia: WIP, San Francisco: KKHI,  
Cleveland: WHK, Baltimore: WCBM, Minneapolis-St. Paul: WWTC, Kansas City: KMBC, Denver: KIMN, Hartford: WDRC.  
OFFICES: NEW YORK, CHICAGO, DETROIT, BOSTON, PHILADELPHIA, LOS ANGELES, SAN FRANCISCO AND ST. LOUIS



**44.7%** MORE HOMES  
DELIVERED per average quarter-  
hour than the next station in the  
Dallas-Fort Worth market . . . that's  
the story from Sign-On to Sign-Off,  
Monday thru Sunday.\*

Not only that, but from 9 a.m. - Noon (Mon., Fri.), Channel 4  
delivers an average 143.7% more homes than the next station; from  
Noon until 4 p.m., 234.5% more, and from 6:30 until 10 p.m., 11.1%  
more.\*

Take advantage of Channel 4's PROVEN domination. See your  
ADVERTISING TIME SALES representative.

\*ARB NOV. '64



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**

BROADCASTING, January 4, 1965

## Piggyback pressure

Colgate-Palmolive, which says it's "delighted" with way its controversial piggyback policy has worked, will begin national spot TV campaign this month for new mouthwash, "Colgate 100"—and won't be surprised if conflicts develop. Its policy is to cancel all its business on any station that either rejects Colgate piggybacks or charges extra to carry them. Thus far most stations ordered by Colgate have been able to devise means of accommodating its business, but upcoming campaign may reach firm anti-piggyback stations not approached in past.

*For instance, Colgate officials say some Corinthian stations—which have policy of rejecting piggybacks in any circumstances—may be on schedule for Colgate 100's campaign, which means they could lose all their Colgate business. In past, only one Corinthian station, WISH-TV Indianapolis, has been offered Colgate piggybacks. Corinthian took that loss, and indicated last week it will maintain same policy on its other stations as well, on theory that refusal of piggybacks is in best interests of both advertisers and broadcasters.*

## Shell's game

Two-a-night hard-news broadcasts "made possible" by "public service grant" from Shell Oil to WNDT(TV) Newark-New York, noncommercial station, are apt to look pretty unnon-commercial when they start Jan. 11. They'll run five minutes (sometimes longer) and are scheduled at 8:30 and 10 p.m. What WNDT announcement did not say was that Shell will get plugs fore and aft. Each newscast will be preceded and followed by visual and aural messages crediting Shell with having made it possible. Commercial broadcasters who've learned of these plans think arrangement is equivalent to outright sale of time for advertising, and some are somewhat bitter—including some who themselves have made substantial gifts to WNDT.

## Mail call

Department of Justice has sent out 516 letters to that many broadcasters who own stock in Broadcast Music Inc., notifying them they are technically defendants in antitrust suit that seeks to force them to divest themselves of BMI ownership (BROADCASTING, Dec. 14, 1964). Suit was filed against BMI and named RKO General only, as representative of 517 broadcaster stockholders. Letter alerts broadcasters to fact that if govern-

ment wins case they may have to sell interest in BMI. Among 516 recipients: Texas Broadcasting Co., licensee of KTBC-AM-FM-TV Austin, Tex., owned by Mrs. Lyndon B. Johnson and daughters. Johnson station ownership was placed in trust last year.

## Round and round

New year gets under way with long-drawn negotiations and litigations between broadcasters and American Society of Composers, Authors and Publishers still on tap—and active. Informal conference has been set for Thursday (Jan. 7), before Judge Sylvester Ryan of U. S. Southern District Court in New York, to discuss All-Industry Radio Music License Committee's suit for lower ASCAP music rates. TV broadcasters, engaged in similar suit, are also expected to be on hand, along with ASCAP representatives, so discussions may encompass TV as well as radio music contracts.

*One of last such general conferences, last July, touched off unprecedented round of efforts to negotiate settlement of all major music-license disputes still pending. Only known settlement thus far, announced two months ago, was on new music contract between ASCAP and TV networks—and there were vague reports last week that this was in danger of coming unstuck, but these reports were flatly denied. Participants said they were working out contract language, that on some points this was proving tricky and time-consuming but that there was no thought of giving up.*

## Spreading web

Cox Broadcasting Corp. will acquire a fourth-interest in existing San Diego CATV system owned by Trans-Video for about \$500,000. System has potential of 32,000 homes. Cox, which owns its quota of five VHF stations in major markets, also owns outright six CATV systems in Pennsylvania, Washington and Oregon with more than 30,000 connections.

## No-smoking signs

Production of anti-smoking radio and TV spots by state interagency councils on smoking and health is strong possibility. There are 29 state versions of National Interagency Council on Smoking and Health, some of which are richer than national body,

and most of them are in states without significant tobacco interests. Outlook for similar action by national council is dim, however. "We haven't got that kind of money," said Emerson Foote, national chairman. Consequently, there seems to be little truth to Washington rumor that move is a-Foote to make use of national anti-smoking spots a broadcast licensing requisite.

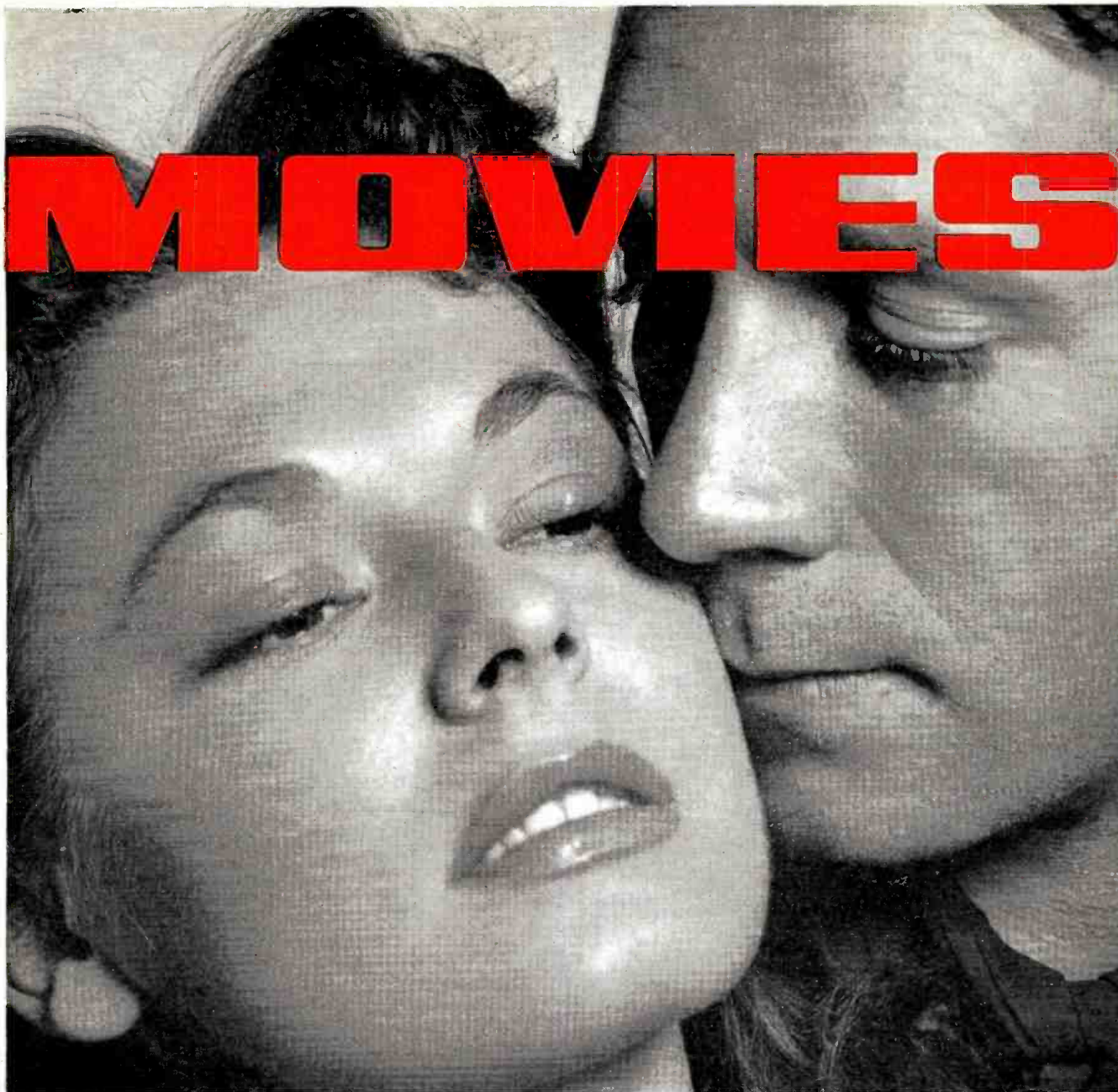
*Plans of national council reportedly call for attempt to obtain voluntary suspension of all cigarette advertising; failing this, attempt to achieve same end through congressional action. Additional evidence supporting report of Surgeon General's advisory committee will be released at council meeting in Washington Jan. 11, anniversary of original report on smoking and health.*

## First Amendment

FCC—and entire broadcasting industry, for that matter—will be given lot to think about this month concerning constitutional issue involved in commission's questioning of broadcasters about their religious programming. Article by Washington communications counsel Marcas Cohn, in upcoming *Reporter* issue (see page 48) is only beginning. Commissioner Lee Loevinger is planning extensive, scholarly examination of question for speech to be delivered before Religious Broadcasters Association in Washington, Jan. 27. Speech, like article, will assert constitutional wall between church and state bars commission from examining broadcaster's religious programming record. Mr. Loevinger first raised issue publicly at National Association of Broadcasters convention last year (BROADCASTING, April 13, 1964).

## Help wanted

Search is on at NBC for top-level executive to oversee public relations, promotion and general image-building. Job of similar characteristics was created in mid-1962 for Louis Hausman who left directorship of Television Information Office to take it. Now that Mr. Hausman has resigned (BROADCASTING, Dec. 21), network is looking for man with experience in all fields that will come under his office. Job will carry corporate vice presidency under wing of Senior Executive Vice President David Adams.



**CLEVELAND**  
the "one-buy" market

**WJW-TV**

**the one to buy!**

First-runs...TV premieres...local color...Masterpiece Theatre...Cinema '65...the Best of CBS...that's the movie scene on the WJW-TV screen. They're the big movies that bring you the big movie audience in the best package buys in Cleveland, the "one-buy" market. And in Cleveland, WJW-TV is the one to buy.

|                     |                      |                 |               |                |                  |                     |                 |                    |                      |                    |                   |                                       |
|---------------------|----------------------|-----------------|---------------|----------------|------------------|---------------------|-----------------|--------------------|----------------------|--------------------|-------------------|---------------------------------------|
| LOS ANGELES<br>KCBS | PHILADELPHIA<br>WIBC | DETROIT<br>WJBK | MIAMI<br>WTOG | TOLEDO<br>WSPD | CLEVELAND<br>WJW | CLEVELAND<br>WJW-TV | NEW YORK<br>WNN | DETROIT<br>WJBK-TV | MILWAUKEE<br>WITI-TV | ATLANTA<br>WAGA-TV | TOLEDO<br>WSPD-TV | <b>STORER</b><br>BROADCASTING COMPANY |
|---------------------|----------------------|-----------------|---------------|----------------|------------------|---------------------|-----------------|--------------------|----------------------|--------------------|-------------------|---------------------------------------|

# WEEK IN BRIEF

Billing changes in 1964 involve more radio-TV outlays than previous year: \$132.6 million vs. \$101 million. And broadcast outlays represent two-thirds of total \$200.6 million involved in changes. See . . .

## AGENCY SWITCHES IN 1964 . . . 19

CBS economist calls for study of advertising's effect on the nation's economy. Chides critics as contradictory and illogical. AMA meeting also hears Pomerance and others. See . . .

## DECRIES SNOB ATTITUDE . . . 24

Group owners in top 20 markets gather in Miami this week. Object: united front on FCC move to freeze holdings in top cities where transfers are concerned. Storer Broadcasting is host. See . . .

## MULTIPLE OWNERS: UNITE . . . 34

FCC facing busy year with CATV at top of agenda. Also among major items in commission's portfolio of things to do: concentration of control among media, program controls. See . . .

## YEAR AHEAD AT FCC . . . 38

ABC-TV urges Connecticut Public Utility Commission to invite FCC to participate in hearings on CATV franchises. Calls for policy to protect local stations from cable impact. See . . .

## ABC WANTS FCC TO PARTICIPATE . . . 42

Ford moves into \$50,000 a year NCTA presidency, following informal release by White House. Official announcement of his resignation and naming of replacement seen forthcoming momentarily. See . . .

## FORD TAKES NCTA POST . . . 28

CBS still not bullish on color for now. To counter speculation it was gearing up in color programing, network releases Lodge report to affiliates presented to them last November. See . . .

## NO HURRY ON COLOR . . . 48

New congress faces CATV as number one on its list of radio-TV matters. Other items may well involve FCC's fairness doctrine, cigarette advertising and copyright revision. See . . .

## TO CONSIDER CATV LAW . . . 32

Television board of NAB gets status report on CATV negotiations. One more meeting is scheduled to consider leapfrogging issue, but feeling is that stand must be taken. See . . .

## IMPASSE ON CATV ISSUE . . . 36

Philadelphia lawyers adopt gag rule on news in criminal cases. Protests voiced by newsmen and lawyers, jurists, city officials. Defer implementation until talks with news media. See . . .

## NEWS GAG IS VOTED . . . 49

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## Broadcasting

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when you think

NEW YORK  
RADIO

think

**wmca**

the straus broadcasting group inc.

570  


REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

## 3 CBS-TV stations alter spot rates

CBS-owned TV stations WCBS-TV New York and KMOX-TV St. Louis, will introduce new rates for 30-second announcements in prime time, effective this week. Move is intended to make half-minute spots more attractive to advertisers and hopefully to cut back use of piggyback announcements, officials said. CBS sales officials offered this example in case of St. Louis station: Previous base rates of \$637 and \$297 for nonpre-emptible and pre-emptible "triple A" positions are reduced to \$510 and \$264, respectively.

In addition KMOX-TV and WCBS-TV, for first time, are offering 30-second rates to advertisers throughout daytime schedules.

Announcement follows that of CBS-owned KNXT(TV) Los Angeles, in which 30-second rates were introduced at "slightly more than double the cost" of 10-second announcements.

## Rust Craft hits 4-year high in net earnings

Highest operating earnings for any 12-month period since 1960 were reported by Rust Craft Greeting Cards Inc. Wednesday (Dec. 30, 1964). Rust Craft is parent company of Rust Craft Broadcasting Co., group radio-TV owner.

12 months through November 1964:

|                                              | 1964       | 1963       |
|----------------------------------------------|------------|------------|
| Earned per share                             | \$1.10     | \$0.91     |
| Net sales                                    | 36,117,100 | 33,775,600 |
| Net operating earnings<br>after income taxes | 799,900*   | 661,300*   |

\*Excludes special nonrecurring items amounting to 1964 profit after taxes of \$360,000 compared to 1963 profit after taxes of \$110,000.

## FCC approves sale of WMAX to Mid-States

Sale of WMAX Grand Rapids, Mich., by Joseph C. Hooker to Mid-States Broadcasting Corp. for \$235,000 was approved by FCC Wednesday (Dec. 30). Mid-States, whose president is John P. McGoff, owns KFEQ-AM-TV St. Joseph, KLIK Jefferson City, both Missouri; WAMM Flint, Mich., and following Michigan FM outlets: WABX Detroit, WSWM East Lansing, WQDC Midland and WGMZ Flint. WMAX is 1 kw daytimer on 1480 kc.

## New slot for 'Thomas'

*Danny Thomas Show* reruns now appear certain to take place of CBS-TV's *Many Happy Returns* in Monday 9:30-10 p.m. EST period. General Foods replacement through Benton & Bowles is expected to be scheduled in early April after *Returns* ends 26-week run.

## KWK turned down again by FCC

FCC has dismissed latest petition for reconsideration of May 1963 order revoking license of KWK St. Louis because of broadcast of fraudulent contests.

Commission, in order issued Wednesday (Dec. 30) said petition by station was "untimely filed." It also said that it lacked jurisdiction, since case is pending before U. S. Supreme Court.

Commission, following original decision, had denied earlier petition for reconsideration, and its decision was subsequently upheld by U. S. Court of Appeals. Station then asked Supreme Court to review case.

In latest petition filed with commission, station said that new directors and officers had taken over licensee corporation and its parent, Milwaukee Broadcasting Co., since events leading to revocation order.

KWK also said loss of license would have possibly disastrous impact on Milwaukee Broadcasting's other stations, WEMB-AM-FM Milwaukee (BROADCASTING, Dec. 28, 1964).

Vote on commission order dismissing petition was 5-0. Commissioners Robert T. Bartley and Kenneth A. Cox did not participate.

## Updated film storage laws

New law in New York went into effect last week streamlining safety provisions of motion picture film storage. Signing by Mayor Robert F. Wagner brought immediate response by Harold Klein, executive director of Film Producers Association of New York, that TV and industrial film houses probably will go ahead with improvements of

storage facilities in New York and drop plans to expand New Jersey film storage exchanges. New law retains strict controls on inflammable film of nitrate base but modernizes stringent "explosive-proof" provision in film storage.

## Smoot gets court OK to drop \$1 million suit

Federal appeals court has ordered lower court judge to permit Texas broadcast commentator Dan Smoot to withdraw \$1 million libel suit against Traverse City, Mich., League of Women Voters. Sixth Circuit Court said it would be "an expensive luxury" to require Mr. Smoot to conduct case that he wants dismissed.

Mr. Smoot filed suit early in 1964 against Michigan league because of report it published characterizing Smoot program as "extremist."

Lower court judge denied motion by Mr. Smoot to dismiss on ground it would be unfair to defendants.

## Tower calls decision on KXTV 'dead wrong'

Commenting last week on National Labor Relations Board ruling in favor of two union locals in dispute with KXTV(TV) Sacramento, Calif., Charles Tower, executive vice president of Corinthian Broadcasting Corp., said appeal back to courts was under consideration. He said he was convinced NLRB's decision was "dead wrong" and not consistent with congressional intent in secondary-boycott law, and that he was still hopeful NLRB ruling would be overturned, either in this case or some other.

Three-member panel of NLRB dismissed complaint by Great Western Broadcasting Co., licensee of KXTV, against locals of American Federation of Television & Radio Artists and National Association of Broadcast Employees & Technicians.

Great Western, owned by Corinthian, had charged unions with engaging in secondary boycott, prohibited by National Labor Relations Act. NLRB dismissal of original complaint was reversed by Ninth Circuit Court of Appeals, which remanded case to board for consideration of issues not reached by original decision (BROADCASTING, Nov. 19, 1962).

Board found that unions had threat-

ened to and did distribute leaflets and letters naming companies continuing to advertise on then-struck station, and had appealed to consumers to support unions in dispute, and that object of action was "the institution of a total boycott of all products produced by companies advertising on KXTV."

However, based on intervening decision by U. S. Supreme Court in *Servette* case, Board ruled "that KXTV, by the addition of its services (advertising) to the products involved here, is a 'producer,'" and thus, "even though the handbilling and related conduct calling for a consumer boycott of secondary employers was coercive, it nevertheless was protected by the proviso to Section 8(b)(4) of the act [allowing "publicity, other than picketing, for the purpose of truthfully advising the public . . . that a product or products are produced by an employer with whom the labor organization has a primary dispute and are distributed by another employer . . . ]."

## SRA set to study computer procedures

First project of Station Representatives Association's research committee in 1965 will be to "take the lead in coordinating standardized procedures and codes for computer programs," SRA's chairman of research group, Melvin A. Goldberg, is to announce today (Jan. 4).

Objective, according to SRA, is to achieve "compatibility of codes pertaining to media, markets, agencies, advertisers, products and brands for all computer programs, and to service as a uniform reference for all involved in data processing in these fields."

SRA seeks support of American Association of Advertising Agencies, Association of National Advertisers and other groups with interest in field. Mr. Goldberg, vice president, planning and research, John Blair & Co., said.

Other committee members: Hastings Baker, managing director of SRA; Daniel Denenholz, The Katz Agency; Lloyd Griffin, Peters, Griffin, Woodward and SRA president; Claire Horn, AM Radio Sales, and William Schrank, Avery-Knodel.

## 5 buy into NBC-TV's new 'Hullabaloo' series

Colgate-Palmolive Co., through Norman, Craig & Kummel, both New York; Beecham Products, Clifton, N. J., through Kenyon & Eckhardt, New York; Plough Inc., through Lake-Spiro-Shurman, both Memphis; Sunbeam

## WEEK'S HEADLINERS

John F. Ball, J. Peter Craighead and Chester A. Hopkins Jr. elected VP's at J. Walter Thompson Co., New York. Mr. Ball is director of programs in broadcast department, where he is responsible for development and evaluation of new programs and consistency of each series' program content. He joined JWT in 1959 from CBS where he had been coordinator for special programs. Mr. Craighead, account supervisor, had been with JWT since 1955. He had previously served as assistant to general marketing manager of RCA Tube Division. Mr. Hopkins, account supervisor, joined JWT in 1953, having previously worked for Carbon Black Export Co.

### For other personnel changes see FATES & FORTUNES

Corp., Los Angeles, through Foote, Cone & Belding, New York, and Caryl Richards Inc., through Hockaday Associates, both New York, have purchased participations in NBC-TV's *Hullabaloo*, musical-variety show which starts Jan. 12 (8:30-9:30 p.m. EST).

Colgate will also participate in NBC-TV's *The Man from U.N.C.L.E.*, *The Alfred Hitchcock Hour*, *The Andy Williams Show/Jonathan Winters Specials*, *Wednesday Night at the Movies*, *Flipper*, and *Saturday Night at the Movies*. All business was for first and second quarters of 1965.

## Vocal minorities are TV trouble spot

Majority of TV viewers are tolerant and "highly support subjects which arouse controversy and are taboo," but industry faces difficult task in also satisfying minorities where "intolerance" and "censorship" rests, Professor William Hawes, University of North Carolina, told meeting of Speech Association of America in Chicago Wednesday (Dec. 30). He noted TV sometimes is "overly cautious" lest it offend.

Restrictions on TV are "complex," he observed, for "everyone who watches television has some voice in determining its composition, even if that voice is heard only uttering a negative point of view or is counted merely among the silent, who by their silence imply their approval of programing. But the people who speak aloud are heard the most clearly." However, he added, they represent minority views.

Don R. Browne, Boston University, told meeting how radio-TV can help

reduce illiteracy in world but expressed fear wrong use of these media in newly emerging nations could cause bypassing of written symbol. John R. Shepherd, University of Oregon, reported on study of production techniques in commercial and educational TV and concluded commercial TV in general "tends to be more dynamic" than ETV.

## Pirates to walk plank?

British government announced last Wednesday (Dec. 30) that it plans to "starve out" five pirate radio stations operating off its shores. Government source said legislation will be introduced in Parliament making it unlawful to supply food, fuel and other commodities, including advertising, to stations.

Since going on air last March pirate stations have built up audience estimated by stations at over 6 million, consisting mainly of teen-agers.

## Film sale to Australia

Paramount Pictures Corp., New York, has leased 185 post-1948 feature films to Australian Television Pty. Ltd. Multimillion dollar agreement is on six-year lease.

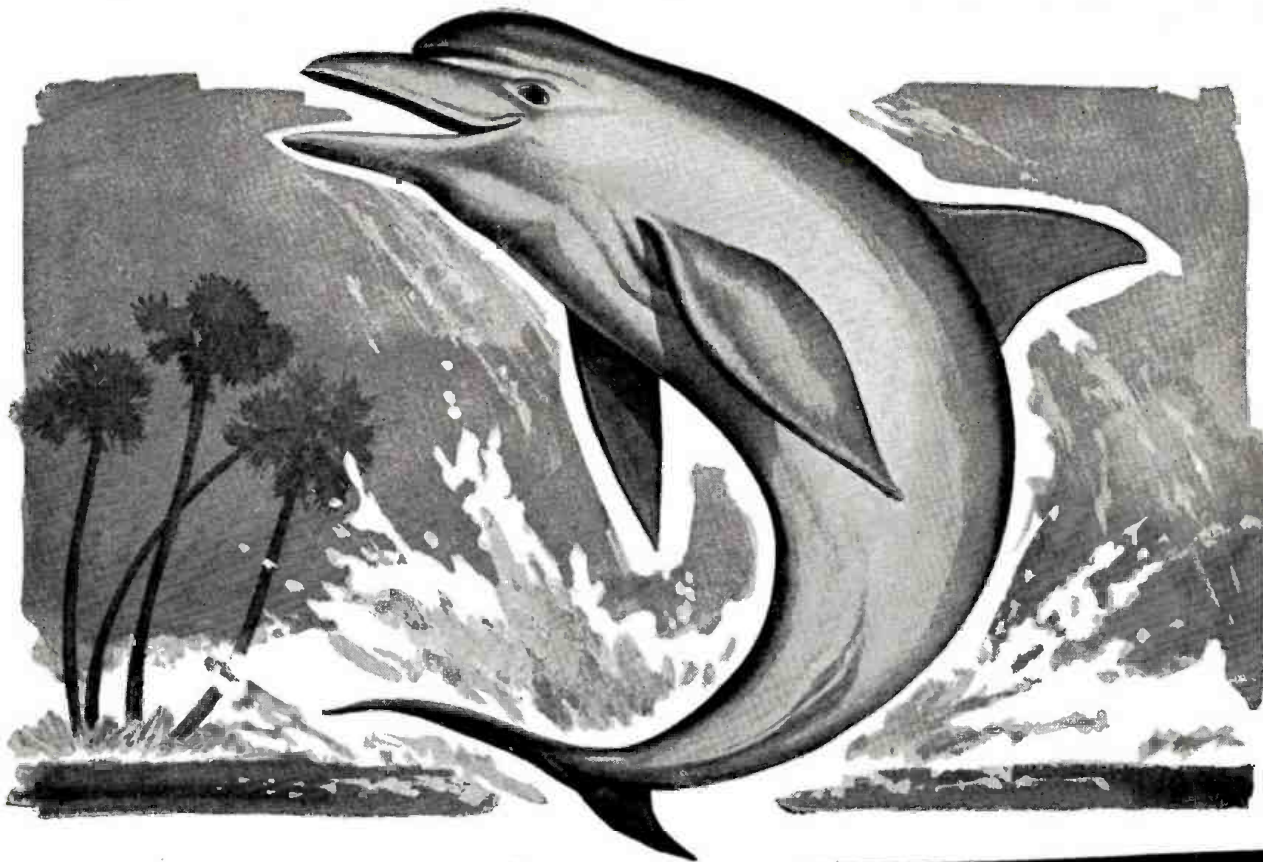
## Zenith sticks with TV

Zenith Sales Corp., Chicago, introducing mid-winter color TV line with expanded offering of six models under \$500, plans "record" advertising campaign in 1965 first quarter. Zenith will continue in network TV, not used first quarter last year. Agency: Foote, Cone & Belding, Chicago.

## Saturated schedule

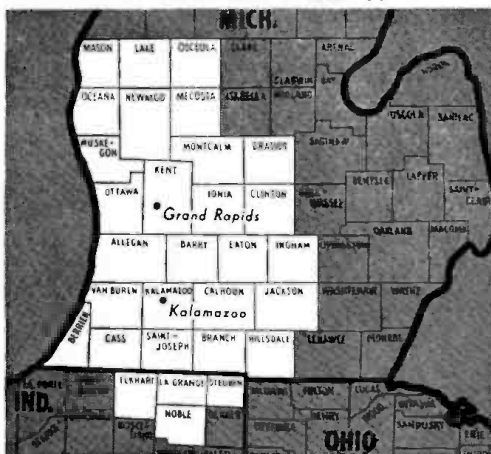
Wolper Productions is planning heaviest production schedule of its six years for 1965, with 26 one-hour specials and two half-hour documentary series on agenda, as well as four half-hour live series and two or three feature motion pictures for United Artists to be made under Wolper's six-picture deal with UA.

In January Wolper has 27 shows on its work schedule, including some in various stages of editing and scoring. List includes 11 one-hour TV specials, 12 half-hour *Men in Crisis* episodes, three pilots for live series and one 90-minute documentary.



**YOU MAY NEVER SEE A PORPOISE JUMP 16 FEET\*—**

**WKZO-TV MARKET  
COVERAGE AREA • NCS '61**



*Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.*

## **BUT... WKZO-TV's Ratings Reach Highest in Greater Western Michigan!**

Advertisers get off the ground in a big way via WKZO-TV — most-watched Michigan station outside Detroit. Here's how NSI (July, '64) measures our ascent of the viewing heights:

- 9 a.m.-midnight, Sunday — Saturday, WKZO-TV has the jump on Station "B" by 29% more homes.
- 7:30 p.m.-11 p.m., Sunday — Saturday, WKZO-TV really soars—scores with 53% more viewers than Station "B."
- 9 a.m. noon, Monday — Friday, WKZO-TV scales the heights with 166% more viewers than Station "B."

Before you leap, look to your Avery-Knodel man and high-flying WKZO-TV! *And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

*\*A 350-pounder does it regularly at Marineland, Fla.*



### *The Felzer Stations*

#### **RADIO**

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

#### **TELEVISION**

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

# **WKZO-TV**

**100,000 WATTS • CHANNEL 3 • 1000' TOWER**

**Studios in Both Kalamazoo and Grand Rapids  
For Greater Western Michigan**

*Avery-Knodel, Inc., Exclusive National Representatives*



**NOT**

## the opener for OUR SHOWS

LIVE ADULT PROGRAMS — and plenty of them star packed with our own talent—are originated by WLW Radio and Television every day. Good LIVE vibrant interesting shows are an important part of our WLW schedules. And our sparkling LIVE adult TV programs in Color brighten up the whole Midwest. Just another reason why WLW Radio and WLW Television are the liveliest Stations in town for audiences and advertisers!

*Another example of  
Crosley 42 years  
of leadership*

### CROSLY COLOR TV NETWORK

|              |              |              |              |
|--------------|--------------|--------------|--------------|
| <b>WLW-I</b> | <b>WLW-C</b> | <b>WLW-T</b> | <b>WLW-D</b> |
| Television   | Television   | Television   | Television   |
| Indianapolis | Columbus     | Cincinnati   | Dayton       |

**WLW** Radio Cincinnati—Nation's Highest Fidelity Radio Station

CROSLY BROADCASTING CORPORATION  
a subsidiary of **Arco**

## DATEBOOK

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

■Indicates first or revised listing.

### JANUARY

■Jan. 5—Meeting of subcommittee of Future of Television in America Committee of the National Association of Broadcasters and subcommittee of the board of directors of the National Community Television Association to discuss proposed legislation for regulation of community antenna television. Dallas.

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. 6—"TV: the political image-maker," forum discussion of New York chapter of the National Academy of Television Arts and Sciences. Moderator: Walter Cronkite. Guests: Senator Jacob K. Javits (R-N. Y.), Representative John V. Lindsay (R-N. Y.), Ted Rogers, assistant to the president, Metromedia Inc., and Bill Wilson, formerly of Papert, Koenig, Lois, and now producer for NBC news and public affairs. Donnell Library Center of the New York Public Library.

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. 19 — Association of National Advertisers workshop on advertising planning and evaluation. Speakers include: Thomas B. McCabe Jr., marketing vice president, Scott Paper Co., chairman, ANA; Dr. Clark Wilson, Harvard Business School research adviser, BBDO; Norton Garfinkle, president, Brand Rating Research Corp.; Robert Cunningham, supervising statistician, AT&T; Arthur Pearson, director of market research, Bristol-Myers Co.; Joseph Eastlack, associate director-advertising research, Bristol-Myers Products Co.; Gilbert Miller, division manager, E. I. duPont Nemours & Co., and Eric Marder, president, Eric Marder Associates. Plaza hotel, New York.

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 — Winter meeting of Arizona National Association of Broadcasters. Los Angeles.

■Jan. 22-23—Winter meeting of Arizona Community Television Association. Bruce Merrill, president of National Community Television Association, will speak. Bali Hi motor hotel, Phoenix.

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 — Meeting of North Carolina AP Broadcasters. Durham.

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; Senator Vance Hartke (D-Ind.); William Kaland, Westinghouse Broadcasting Co., and John Chancellor, 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—Seventh annual conference on Advertising/Government Relations of the Advertising Federation of America and Advertising Association of the West. Charles Percy, board chairman. Bell & Howell, will be keynote speaker. Others on program include: FCC Commissioner Robert E. Lee; Federal Trade Commission Chairman Paul Rand Dixon; Representative Catherine May (R-Wash.); Mrs. Esther Peterson, special assistant to the President on Consumer Affairs; Edward Sonneck, president, American Marketing Association, and Bryce Harlow, Procter & Gamble. 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. 3 — Breakfast meeting of Television Bureau of Advertising to discuss "Your Association: Surviving or Succeeding?" Sheraton Park hotel, Washington.

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 Compiances 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.

BROADCASTING, January 4, 1965

# Why can't You sell the \$2 Billion "Providence" Market with Boston Television?

... Because local people prefer local stations. And contrary to what you may have heard, Boston is not "local" to consumers in Providence and its satellite cities, in the rich, 14-county area of Southern New England.

To sell this market you need the one salesman who does call on 2,536,000 consumers and 3,350 grocery stores here — Channel 10, **WJAR-TV**, Providence.

From New London, Connecticut, to

Worcester and Plymouth, New Bedford in Massachusetts your customers join their neighbors throughout Rhode Island—watching **WJAR-TV**. Check the ratings and you'll see.

Other incentives?

(1) **WJAR-TV's** P.O.P. Cooperation with *Almacs*, 1300 *RIGA* Grocers, more than 500 Family Service Drug Stores.

(2) Research, test-kitchen, buyer-reminder services.

(3) Tie-in publicity and mailings

(4) The most complete TV merchandising program in New England

When you want to sell Boston and vicinity, buy Boston's fine TV.

But . . . When you want to sell Southern New England, buy Channel 10, Providence's **WJAR-TV**!

Ask Edward Petry & Company, Inc., for details.

BROADCAST DIVISION OF THE OUTLET COMPANY | PROVIDENCE, R. I.



NBC — EDWARD PETRY & CO., INC.

## ANOTHER WINNER! "IN SEARCH OF A SOLUTION"



Produced by **RKO**  
General Broadcasting  
New York, N.Y.

### Presidential Succession And Disability

**BOOK IT NOW** AVAILABLE EXCLUSIVELY

Write or phone **PETE AFFE**, Gen. Mgr.

TELEVISION AFFILIATES CORP.

625 Madison Ave., New York  
N. Y. 10022, PLaza 1-3110



## SOON FOR TELEVISION

"Words are completely  
insufficient to express the true  
quality and extent of eloquence  
got into this picture!"

—N.Y. Times

## a Taste OF Honey



ANOTHER QUALITY  
MOTION PICTURE FROM

**WALTER READE/STERLING, INC.**  
241 E. 34TH STREET, N.Y.C. 10016



## OPEN MIKE\*

### West Coast roar

EDITOR: In regard to your article "How advertising rides the tiger," in the Dec. 24 issue, I would like to voice my humble opinion.

In all due respects to the many large and fine advertising agencies and the products they represent, doesn't anyone realize that the tiger is not the king of the beasts? The lion is and always will be the king of the jungle. The difference is, a tiger will eat whether he is hungry or not; the lion eats only when he is hungry. . .

What has happened to all the very fine creative thinking in all the very fine and large advertising agencies mentioned in your article? I only wish that I handled a product in which I could utilize the lion theme, again thusly, putting the tiger out of business. —*J. Morton Craig, account executive, Brewer/Holzer Inc., Los Angeles.*

### But is she pretty?

EDITOR: The following item came across my desk from our sister station, WCSJ Morris, Ill.:

"Wanted a receptionist: for work in office requiring combination of duties of secretary, stenographer, errand girl and other miscellaneous office duties including bookkeeping, news calls and copy writing to suit 200 customers, four announcers, two salesmen, one news director, one program director and one manager. Must be available for trips to post office to deliver and pick up mail shipment of not more than 60 records, tapes and other lightweight packages of less than 100 pounds. Must be capable of programing time to be available to answer telephone and make telephone calls for news so as not to interrupt the announcers' routine or other time-consuming personal telephone calls.

"Experienced mind reader is not required, however, would be preferred. This feature would greatly help in writing commercials from sales contacts with limited information. Must be of high caliber in efficiency so as not to place other employees in danger of any personal ambition or resources. Minor details of copy writing, programing, janitorial work and public relations will be discussed at time of application."

It does take someone special in the front office of a small-market radio station. These are the girl Fridays of any small operation and without them operations are in a state of chaos. This is especially true when they go on vacation or get sick.—*Tom Little, news and program director, WZOE Princeton, Ill.*

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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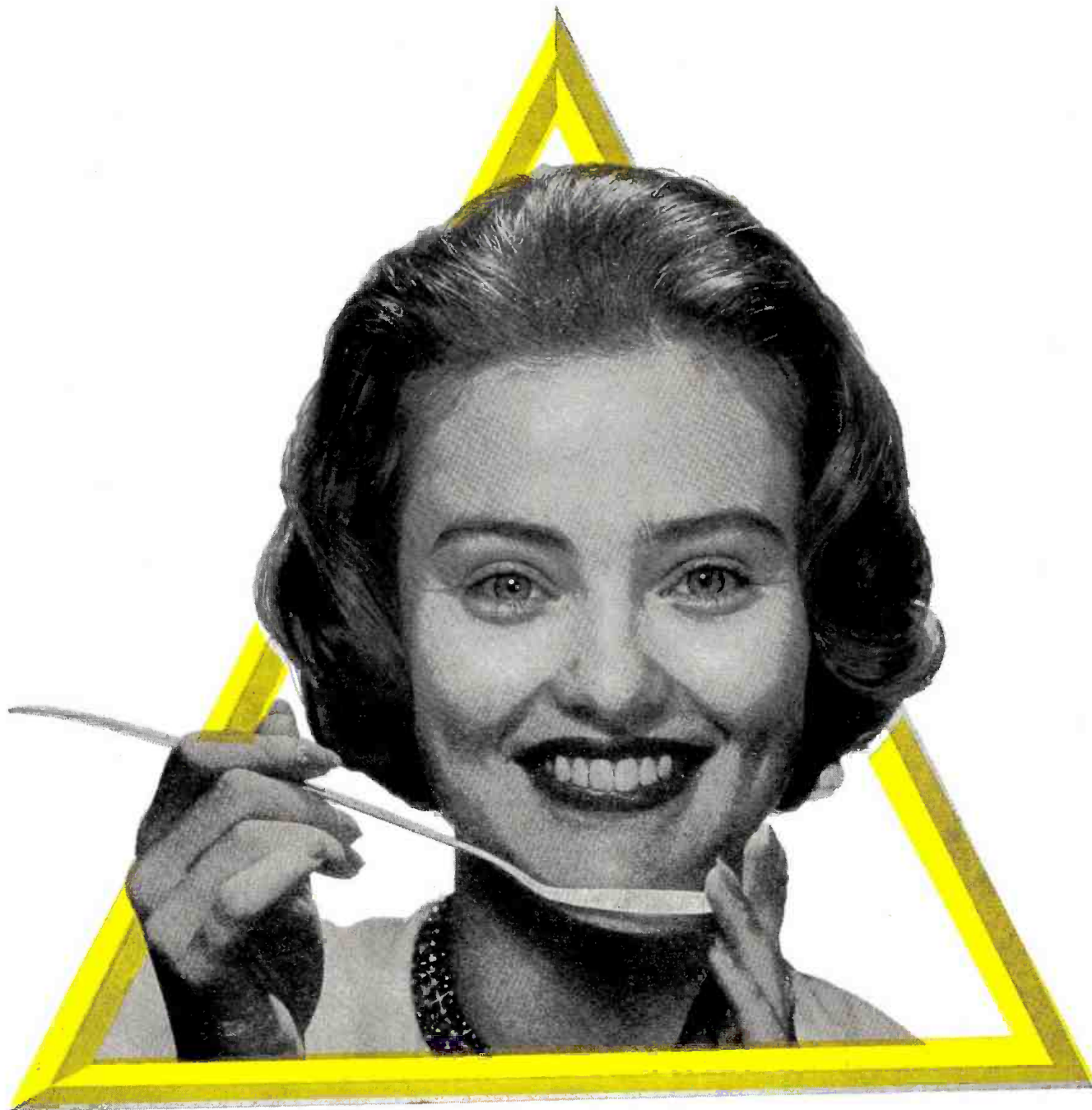
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BROADCASTING, January 4, 1965



## You get a tasty, rich mixture in the Golden Triangle

*The WSJS Television Market—No. 1 in North Carolina*

For a feast of audiences, WSJS Television's 3 metro city-33 county Grade A coverage has that rare combination of ingredients — No. 1 in Population, No. 1 in Households, No. 1 in Retail Sales — that make it the No. 1 market in North Carolina, the nation's No. 12 state.

**WSJS** **NBC**  
**TELEVISION** **12**

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

## A dart tossed at the balloon of misconception

Advertising as a major marketing device has become increasingly important today, first because of the drastically changed environment in which consumer goods must be marketed and second because of the substantially increased competition for the consumer dollar. In just 20 years the number of national advertisers has better than tripled, from 900 to well over 3,000. Nationally advertised brands have gone from 1,600 to more than 5,000.

What does this mean to today's manufacturer? Increased distribution problems, less shelf space available per brand and far less dealer push today, a natural result of the huge volume done on a self-service basis. There is a notable decrease in brand loyalties, with always an "improved" one to try.

**Preselling Required** ■ More so than at any time in the past, today's consumer must be presold before even setting foot into the market place. And then the consumer must be resold if any product or brand is to command and retain its share of the market.

How can this be accomplished? Advertising! There are, of course, a number of advertising media available but let's look at the major one—television—accounting for by far the largest share of all national advertising dollars, evidence in itself that TV is most ideally suited to reaching the mass market. But TV has become increasingly complex to use economically and effectively.

To handle the increased number of advertisers and products as well as to permit an entry to the smaller manufacturer under conditions of rising costs, TV has moved increasingly away from single or alternate sponsorship toward selling participations to a number of advertisers within a single program. And TV advertising is faced with an entirely different environment today; loss of exclusivity, tremendously increased competition for the consumer's attention and subsequent loss of retention of the sales message. New variables and complexities (added to the many inherent within the medium) have come into play.

**Personal TV** ■ Remember when television was considered a "family activity" in contrast to radio being considered an individual or personal activity? Today TV is swiftly heading in the direction of a "personal activity," due to multiple set ownership. Catching mom on dad's sports program or junior on his parents' variety programming is bound to become increasingly difficult. Much greater attention is going to have

to be paid to individual program and spot selection. "A family activity" is fact number one which is fast becoming fiction. But, the growth of color TV may well reverse the situation again.

Now, let's jump to some of the misconceptions that exist. One of the most frequent is that TV is "wearing out." The contrary is true. Not only has viewing averaged better than five hours per home per day for the past seven years, but the first 10 months of this year are already so significantly above previous years that projected yearend figures are expected to exceed any past year.

Let's just run through a few other fictions about TV you may have been exposed to and counter them with facts.

**Fiction:** It's easier to reach young adults with TV than the older ones. **Fact:** Housewives aged 18-34 use TV 23 hours in the average winter week in contrast to 26 hours for the older women. As a matter of fact, preschool children come in ahead of the young housewives, at better than 25 hours a week; with the 6-11 contingent tying the younger women at close to 23 hours. But it's a rare program that has teenagers representing more than 14% of its audience.

**True or False** ■ **Fiction:** Early evening fringe time just has to be superior to late night in reaching women with children, particularly of preschool and/or grade school ages. **Fact:** Late night (11-1) fringe reaches from 9%-12% more mothers in a week than 5-7 p.m. and reaches them more frequently.

**Fiction:** TV doesn't reach the upper-income households. **Fact:** Average hours viewed per week in upper income households equal the average among all homes at 42 hours. It is the low income group that is hardest to reach, averaging

only 37 hours per week.

**Fiction:** Ratings are a measure of a program's popularity. **Fact:** They measure only relative appeal, within environment of competition, lineup, station strength, time, season and on and on.

For example, westerns today have highest ratings within older households but only because situation comedies came along and drew off the younger households. When westerns were primarily opposite dramas, quiz and audience participation a few seasons ago, highest levels were among the younger families and at that time it was generally concluded that westerns had their greatest appeal in the young-large family groups.

**Fiction:** Adult daytime serials have their primary reach among the oldest households. **Fact:** Highest rating levels are among households with younger women—by 10%. And further, although daytime situation comedy reruns reach as many young households as adult daytime serials and 50% more than quiz and audience participation, situation comedy represents a poorer buy for contacting younger women in the home than either of the older types. The lady of the house is present in only 54% of the situation comedy viewing homes in contrast to 77% for quiz and audience participation and 88% for adult daytime serials.

Although this barely scratches the surface, I hope it does serve to demonstrate two primary facts: TV is a vastly complex advertising medium demanding accurate research in depth and knowledgeable selective purchasing. The averages we're all used to seeing, which include national ratings and top 10, most often mask the important details that could well lead to coming to quite a different advertising decision.



Before becoming media research director of Carson/Roberts in November 1964, Phil von Ladau spent 18 years with the A. C. Nielsen Co., leaving as vice president and western division manager for sales and services. He also worked for Montgomery Ward, Excel Motion Picture Projector & Camera Corp. and American Maize Products. The accompanying article is excerpted from a talk given Dec. 16, 1964, to a session of the American Marketing Association.

# **SOUTH FLORIDA IS IMPORTANT ...WCKT IS VITAL!**



**HARRINGTON, RIGHTER AND PARSONS • 400 MADISON AVE., NEW YORK, N.Y. • PHONE MU 8-7050**

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# CBS FOUNDATION INC.

## News Fellowships for 1965-1966

*CBS Foundation established in 1957 at Columbia University in New York a group of one-year CBS Foundation Fellowships, for eligible persons engaged in news and public affairs in the radio and television field. The Fellows have all University expenses paid and in addition receive a stipend designed to cover living and other necessary costs during the fellowship year. Eight fellowships are offered for 1965-1966.*

### *Purpose of the Fellowships*

CBS Foundation has established the fellowships to offer a year of study for men and women in radio and television news and public affairs who show promise of greater development and who seem most likely to benefit from the study year provided.

The fellowships make it possible for a holder to select, from the wide curriculum of Columbia University, courses which, in the opinion of the Fellow and with the advice of a University representative, can contribute most advantageously to a broadening and strengthening of his background for continued work in news and public affairs. Courses may range across such varied fields as diplomatic history, economics, modern languages, Far Eastern affairs, political science, labor relations, public administration, American history. With the approval of the University, the Fellow may become a candidate for a graduate degree.

In addition to the study program, CBS Foundation Fellows will meet from time to time as a group to hear invited speakers on subjects related to the news and public affairs field and to discuss these subjects with them; and they will be invited from time to time to observe and discuss news and public affairs programs and techniques at CBS News offices and studios in New York.

### *The Fellowship Year*

While Fellows will be expected to meet the attendance standards of the courses in which they enroll, no final examination or paper or report will be required. The year is intended to be one in which promising people can, through detachment from their routine work, find both formal and informal opportunities to build up their knowledge of particular subjects and, at the same time, increase their understanding of the potentialities of radio and television for news and public affairs programming.

The ninth series of fellowships, for the academic year 1965-1966, will start in September 1965.

Address request for an application form or other correspondence to:

JULIUS F. BRAUNER  
Executive Director, CBS Foundation Inc.  
485 Madison Avenue, New York, N. Y. 10022

*Applications must be postmarked not later than March 1, 1965. The Selecting Committee will announce its selections early in April.*

### *Requirements for Applicants*

1. Qualification in one of the following categories:
  - A. News and public affairs staff employees of (1) CBS News, (2) CBS Owned radio stations, (3) CBS Owned television stations, (4) U.S. stations affiliated with CBS Radio, but not owned by it, and (5) U.S. stations affiliated with the CBS Television Network, but not owned by it.
  - B. Regular members of the staffs of non-commercial educational radio and television stations who are engaged for a substantial portion of their time in news and public affairs programs.
  - C. Teachers of courses in the techniques of radio and television news and public affairs at colleges and universities.

An applicant must be fully employed in one of Categories A, B and C, and must have sufficient full-time experience in the field to indicate ability and promise of greater development.

2. Completion of an official application form including:
  - A. A statement by the applicant's employer promising the applicant his present job, or an equivalent job, at the end of the fellowship year.
  - B. A statement covering the applicant's personal history; educational background; experience in news and public affairs; and the studies the applicant desires to pursue and the relation of these studies to work performed or contemplated.

### *The Selecting Committee (for 1965-1966)*

#### *Public Members*

MARK ETHRIDGE, Vice President and Editor, *Newsday*; Trustee, Ford Foundation; former President, National Association of Broadcasters; former Director, Associated Press; former Chairman, U.S. Advisory Commission on Information.

ALFRED A. KNOFF, Chairman of the Board, Alfred A. Knopf, Inc.; former member and Chairman, Advisory Board on National Parks, Historic Sites, Buildings and Monuments; member, Council of the Institute of Early American History and Culture, Williamsburg, Virginia.

SOL TAISHOFF, President, Broadcasting Publications, Inc.; Editor and Publisher, *Broadcasting and Television Magazines*; former President, *Broadcast Pioneers*; recipient Distinguished Service in Journalism Award, University of Missouri, 1953; Journalism Fellow and former National President, Sigma Delta Chi.

#### *Columbia University Members*

LAWRENCE H. CHAMBERLAIN, Vice President.

RALPH S. HALFORD, Dean of Graduate Faculties.

#### *CBS Foundation Members*

FRED W. FRIENDLY, President of CBS News.

HERBERT MITGANG, Executive Editor and Assistant to the President of CBS News.

The Selecting Committee reserves the right to revoke or terminate an appointment in cases where it deems such action advisable or to award fewer than eight fellowships. The decisions of the Committee are final.

All expenses at Columbia University (including tuition and special charges) will be paid for each Fellow. In addition, each Fellow will receive a stipend for living and other expenses. These stipends are adjusted to individual family-size situations, and are therefore of varying amounts; they are intended, with the expenses paid to Columbia on behalf of each Fellow, to average approximately \$8000 for each Fellow for the academic year.

# Agency switches: \$132 million

Big radio-TV accounts move during 1964 to bring headaches to some and business booms to others; agency mergers are cause of many of the changes

An estimated \$132.6 million in radio and TV billing changed agencies in 1964, a near record volume year in agency-client shuffling.

The radio-TV billing which changed agencies represents a \$31.6 million increase—about 31.2%—over the \$101 million involved in changes in 1963. Radio and TV in 1964 accounted for about 66.1% of the total billing moved to new agencies, as compared to 63% in the year before.

Total billing involved in the changes is estimated at \$200.6 million in 1964, representing a \$37 million increase, or about 22.6%, above the 1963 level. It approaches 1961's total of \$230 million, a record high in BROADCASTING's yearly surveys of key radio-TV account changes.

**More Than 1963** ■ The \$101 million in radio-TV billing that moved to new agencies in 1963 represented a \$16 million increase over the mark reached in 1962. In 1964 the increase was more than double that figure, (\$31.6 million), indicating the extent of the step-up in dollar volume involved.

There were more accounts affected during 1964: 76 as compared to 71 in 1963 and 70 in 1962.

The top 10 radio-TV account changes last year (see below) represented \$69.85 million in billing. This total includes 11 accounts, since there was a three-way tie for 9th place.

This was a gain of \$26.65 million—or 50.4%—over the comparable top 10 radio-TV accounts that moved in 1963. In terms of total billing these top ac-

counts represent a switch of \$88.6 million, or 31.7% more than a year ago.

**Background to Switches** ■ It was evident early in 1964 that a growing number of agency mergers and the resultant product conflicts would cause many account changes. (BROADCASTING, July 6, 1964.)

At the halfway point in 1964, accounts worth an estimated \$129 million already had changed hands. Of this total, \$91.2 million was in radio-TV.

The most dramatic agency-client move involved the dropping of Wade Advertising, Chicago, as the agency for Miles Laboratories' Alka-Seltzer after a 33-year relationship. The account billed more than \$12 million, of which some \$10 million was in broadcast. Miles appointed Jack Tinker and Partners, an

## Top radio account changes in 1964

| Advertiser                      | Billing                   |        | New Agency                                   | Former Agency                      |
|---------------------------------|---------------------------|--------|----------------------------------------------|------------------------------------|
|                                 | Radio-TV<br>(in millions) | Total  |                                              |                                    |
| 1. Miles Labs (Alka Seltzer)    | \$10.0                    | \$12.0 | Jack Tinker                                  | Wade                               |
| 2. Bristol-Myers (Bufferin)     | 9.8                       | 11.0   | Grey                                         | Y&R                                |
| 3. Nestle Co.                   | 8.75                      | 11.0   | Burnett; Warwick & Legler; Van Sant, Dugdale | M-E                                |
| 4. Lever Bros.                  | 7.7                       | 11.0   | OB&M; BBDO; SSC&B; DDB                       | FC&B; SSC&B; OB&M; Reach-McClinton |
| 5. Rheingold Breweries          | 6.4                       | 7.5    | DDB                                          | FC&B                               |
| 6. American Tobacco (Montclair) | 6.0                       | 8.0    | Gardner                                      | SSC&B                              |
| 7. American Home Products       | 4.7                       | 5.4    | JWT; C&W                                     | SSC&B; Tatham-Laird                |
| 8. Eastern Air Lines            | 4.5                       | 9.0    | Y&R                                          | B&B                                |
| 9. Edward Dalton, P & G (Joy)   | 4.0                       | 5.0    | OB&M                                         | K&E                                |
| Lestoil                         | 4.0                       | 4.5    | Grey                                         | Burnett                            |
|                                 | 4.0                       | 4.2    | LaRoche                                      | F&S&R                              |
| TOTALS                          | \$69.85                   | \$88.6 |                                              |                                    |

## These accounts switched to new agencies in 1964

| ACCOUNT                                                       | TO                          | FROM               | BILLINGS<br>(in millions) |          | ACCOUNT                                                                                       | TO                         | FROM             | BILLINGS<br>(in millions) |          |
|---------------------------------------------------------------|-----------------------------|--------------------|---------------------------|----------|-----------------------------------------------------------------------------------------------|----------------------------|------------------|---------------------------|----------|
|                                                               |                             |                    | TOTAL                     | RADIO-TV |                                                                                               |                            |                  | TOTAL                     | RADIO-TV |
| Alberto-Culver                                                |                             |                    |                           |          | Elgin National Watch Co.                                                                      | D'Arcy                     | Gumbinner-North  | 1.25                      | 0.9      |
| Command shave cream, after shave lotion                       | JWT                         | Compton            | \$ 2.1                    | \$1.0    | Fairmont Foods Co.                                                                            |                            |                  |                           |          |
| Rinse Away                                                    | JWT                         | Compton            | 3.0                       | 2.6      | Kitty Clover potato chips, Fairmont dairy products, Chesty Foods Inc. and Kas Potato Chip Co. | Tatham-Laird               | Allen & Reynolds | 1.4                       | 0.98     |
| American Tobacco                                              |                             |                    |                           |          | 5-Day Labs                                                                                    | Weightman                  | DDB              | 1.0                       | 0.98     |
| Montclair                                                     | Gardner                     | SSC&B              | 8.0                       | 6.0      | E & J Gallo Winery                                                                            | Burnett                    | BBDO             | 3.0                       | 2.8      |
| Bayuk cigars                                                  | Modern Merchandising Bureau | Wermer & Schorr    | 3.0                       | 1.6      | General Electric Co. houseware division                                                       | Maxon                      | Y&R, Ayer        | 5.0                       | 1.75     |
| Beatrice Foods Co.                                            |                             |                    |                           |          | General Time Corp.                                                                            | MJ&A                       | Hicks & Greist   | 1.25                      | 0.975    |
| Meadow Gold                                                   | Don Kemper                  | C-E                | 1.3                       | 0.94     | Guerlain                                                                                      | Gilbert                    | Grant            | 1.0                       | 0.4      |
| Best Foods Div of Corn Products                               |                             |                    |                           |          | H. J. Heinz Co.                                                                               |                            |                  |                           |          |
| NuSoft                                                        | FC&B                        | M-E                | 2.5                       | 2.2      | ketchups, chili sauce                                                                         | DDB                        | Maxon            | 3.0                       | 1.5      |
| Bristol-Myers Co.                                             |                             |                    |                           |          | vinegar, sauces, beans, apple sauce, mustard, minute meals                                    | KMG                        | Maxon            | 3.0                       | 0.5      |
| Bufferin                                                      | Grey                        | Y&R                | 11.0                      | 9.8      | baby food, pickles, relish                                                                    | Grey                       | Maxon            | 3.0                       | 0.5      |
| Bulova Watch Co.                                              |                             |                    |                           |          | International Breweries                                                                       | Newmark, Posner & Mitchell | Marcus           | 2.0                       | 1.5      |
| Accutron, Caravelle                                           | SSC&B                       | DDB                | 2.0                       | 0.1      | International Latex                                                                           |                            |                  |                           |          |
| Chock Full O' Nuts Corp.                                      | Garfield                    | Peerless           | 2.0                       | 0.9      | Isodettes                                                                                     | DDB                        | K&E              | 1.5                       | 1.4      |
| Chun King                                                     |                             |                    |                           |          | International Milling Co.                                                                     |                            |                  | 1.5                       | 0.55     |
| canned line                                                   | JWT                         | C-M                |                           |          | consumer and bakery flours and mixes                                                          | D'Arcy                     | Wade             |                           |          |
| frozen products                                               | JWT                         | M-M                |                           |          | Kretschmer Wheat Germ                                                                         | D'Arcy                     | Maxon            |                           |          |
| Continental Air Lines                                         | M-E                         | JWT                | 2.37                      | 0.475    | Kaiser Jeep Corp.                                                                             | Compton                    | NC&K             | 5.0                       | 3.5      |
| Edward Dalton Co.                                             |                             |                    |                           |          | Kratter Corp.                                                                                 |                            |                  |                           |          |
| Metrecal, Bib juices, Nutrament liquid meal, Tanz suntan foam | OB&M                        | K&E                | 5.0                       | 4.0      | Ruppert Knickerbocker Beer                                                                    | Gumbinner-North            | Turnbull         | 2.0                       | 1.0      |
| Drewrys Ltd. U.S.A.                                           | DDB                         | MacFarland-Aveyard | 2.2                       | 1.3      |                                                                                               |                            |                  |                           |          |
| Eastern Air Lines                                             | Y&R                         | B&B                | 9.0                       | 4.5      |                                                                                               |                            |                  |                           |          |
| Economics Laboratory                                          |                             |                    |                           |          |                                                                                               |                            |                  |                           |          |
| Matey bath products, Soil Off, Electrosol                     | West, Weir & Bartel         | KHCC&A             | 1.8                       | 1.0      |                                                                                               |                            |                  |                           |          |
| Soilax                                                        | Al Herr                     | KHCC&A             | 0.2                       | 0.1      |                                                                                               |                            |                  |                           |          |

### Interpublic component.

The year had its share of changes in the analgesic field: Bristol-Myers' Bufferin (\$11 million in total billings, \$9.8 million in broadcast) ended a 16-year association with Young & Rubicam and appointed Grey Advertising. Y & R retained Bristol-Myers' Excedrin.

A restless account, Rheingold Breweries Inc., New York, announced a new change in agencies in early December. It is moving its estimated \$7.5 million billing (\$6.4 million in radio-TV) from Foote, Cone & Belding to Doyle Dane Bernbach. Rheingold had a 15-year association with FC&B, broke it over the 1962-63 period in favor of J. Walter Thompson Co. and then returned to FC&B, now only to leave that agency again. In a move believed planned to make room for the big billing beer, DDB earlier had resigned the \$1.5 million-a-year West End Brewing Co. account which subsequently landed at Benton & Bowles.

American Home Products Corp. (Whitehall Division), New York, moved Bisodol tablets and powder and

Dristan Nasal Mist to JWT (estimated \$4.2 million billing) from Sullivan Stauffer, Colwell & Bayles and Tatham-Laird respectively, and Infra Rub from SSC&B to Cunningham & Walsh (about \$1.2 million).

**King-Size Move** ■ An important change involved American Tobacco's \$8 million Montclair cigarette account, a new brand that reportedly had some \$6 million in radio-TV. The account moved from SSC&B to Gardner Advertising. Informed sources said the move stemmed from sales sluggishness.

American Tobacco figured in the account changes in 1963 when it transferred a \$12 million budget—for Tareyton cigarettes—from Gumbinner to BBDO. This was believed a factor in Gumbinner's decision to merge with North Advertising's New York operation.

In the Montclair shift, American Tobacco softened the blow for SSC&B by designating that agency for its new Half and Half cigarettes (pipe tobacco in a filter cigarette).

Nestle Co. uprooted at McCann-Erickson \$11 million worth of billing

on seven of its products and split the business among three agencies: Warwick & Legler; Van Sant, Dugdale & Co., and Leo Burnett Co. Burnett received the greatest share. About \$8.75 million in radio-TV spending was involved in the three-way split.

Eastern Air Lines' move to Y&R from Benton & Bowles, after only a five-month stay, involved a shift of an estimated \$9 million in billing, of which \$4.5 million was in radio-TV. This change was unusual in that Eastern's brief stay at B&B followed a 28-year association with its former agency, Fletcher Richards, Calkins & Holden (now the Fletcher Richards Co., a member of the Interpublic group).

Another long-term agency-client association uncoupled in the year: H. J. Heinz Co. departed from Maxon after 30 years and appointed DDB; Ketchum, MacLeod & Grove and Grey to handle the \$9 million account. The total business was evenly spread among the three agencies. DDB got most of the approximately \$2.5 million the account bills in broadcast.

| ACCOUNT                 | TO             | FROM       | BILLINGS<br>(in millions)<br>RADIO-TV |      | ACCOUNT                 | TO           | FROM          | BILLINGS<br>(in millions)<br>RADIO-TV |       |
|-------------------------|----------------|------------|---------------------------------------|------|-------------------------|--------------|---------------|---------------------------------------|-------|
|                         |                |            | TOTAL                                 | TV   |                         |              |               | TOTAL                                 | TV    |
| Lehn & Fink             |                |            |                                       |      | Rayette Inc.            |              |               |                                       |       |
| Noreen hair color       | Geyer, Morey   |            |                                       |      | Young Set, Aqua Net     |              |               |                                       |       |
| rinse                   | Ballard        | F&S&R      | 0.5                                   | 0.38 | hair spray, portable    |              |               |                                       |       |
| Stri-Dex                | Manoff         | F&S&R      | 0.5                                   | 0.48 | hair dryer, Aqua Gold   | Smith/Green- | Taplinger,    |                                       |       |
| Tussy                   | Manoff         | Kudner     | 1.0                                   | 0.4  | shampoo                 | land         | Millstein     | 1.5                                   | 1.2   |
| Lestoil                 | LaRoche        | F&S&R      | 4.2                                   | 4.0  | Rheingold Breweries     | DDB          | FC&B          | 7.5                                   | 6.4   |
| Lever Bros.             |                |            |                                       |      | Rival Packing           | Grey         | DDB           | 1.3                                   | 0.814 |
| Imperial margarine      | OB&M           | FC&B       | 3.0                                   | 2.0  | Helena Rubinstein       |              |               | 3.0                                   | 1.0   |
| *Pepsodent tooth-       | OB&M           | FC&B       | 3.0                                   | 2.5  | Make Up, Fragrance,     | Warwick &    | OB&M          |                                       |       |
| brushes                 |                |            |                                       |      | Here's How              | Legler       |               |                                       |       |
| *Pepsodent paste,       |                |            |                                       |      | Nudit                   | F&S&R        | Frolich       |                                       |       |
| Pepsodent Fluoride      | SSC&B          | FC&B       |                                       |      | Salada Foods Inc.       | Carl Ally    | Hoag &        | 3.0                                   | 1.9   |
| Lifebuoy                | BBDO           | SSC&B      | 2.5                                   | 1.5  |                         |              | Provandie     |                                       |       |
| Good Luck margarine     | DDB            | OB&M       |                                       |      | Staley Mfg. Co.         | Maxon        | Wasey         | 3.5                                   | 2.1   |
| Breeze                  | DDB            | Reach, Mc- | 2.5                                   | 1.7  | Standard Brands         |              |               |                                       |       |
|                         |                | Clinton    |                                       |      | Tender Leaf tea         | Bates        | JWT           | 2.5                                   | 1.75  |
| Lucky Lager beer        | BBDO           | M-E        | 2.3                                   | 1.6  | J. P. Stevens           | M-E          | Fletcher      | 1.7                                   | 0.57  |
| Miles Labs              |                |            |                                       |      |                         |              | Richards      |                                       |       |
| Alka-Seltzer            | Jack Tinker    | Wade       | 12.0                                  | 10.0 | Stokely-Van Camp        |              |               |                                       |       |
| Nestle Co.              |                |            |                                       |      | frozen foods            | Tatham-Laird | Bozell-Jacobs | 1.0                                   | 0.3   |
| Quik, chocolate prods,  |                |            |                                       |      | Storz Brewing Co.       | BBDO         | L&N           | 0.8                                   | 0.3   |
| Every-ready cocoa,      |                |            |                                       |      | Transogram              | F&S&R        | Helitzer,     | 1.4                                   | 0.94  |
| bars, morsels, cookie   |                |            |                                       |      |                         |              | Waring &      |                                       |       |
| mix, Nestle's choco-    | Burnett        | M-E        | 8.0                                   | 6.0  |                         |              | Wayne         |                                       |       |
| bake                    | Warwick &      | M-E        | 2.5                                   | 2.45 | Van Camp Sea Food Co.   | GB&B         | Wasey         | 3.5                                   | 2.2   |
| Nestea                  | Legler         |            |                                       |      | Vicks VapoRub           | Burnett      | Morse         | 1.0                                   | 0.95  |
| Hot cocoa mix           | Van Sant. Dug- | M-E        | 0.5                                   | 0.3  | West End Brewing Co.    | B&B          | DDB           | 1.5                                   | 1.1   |
|                         | dale & Co.     |            |                                       |      | Whitehall Division,     |              |               |                                       |       |
| New York Herald-Tribune | Y&R            | PKL        | 0.85                                  | 0.8  | American Home Prod.     |              |               |                                       |       |
| Ozone Products          | Lampert        | Sudler &   | 1.0                                   | 0.8  | Bisodol tablet and      | JWT          | SSC&B         | 0.5                                   | 0.5   |
| Pacific Finance Corp.   | Hickson &      | Wasey      | 1.3                                   | 0.45 | powder                  | JWT          | Tatham-Laird  | 3.7                                   | 3.2   |
|                         | Jorgensen      |            |                                       |      | Dristan Nasal Mist      | C&W          | SSC&B         | 1.2                                   | 1.0   |
| Procter & Gamble        |                |            |                                       |      | Infra Rub               |              |               |                                       |       |
| Joy                     | Grey           | Burnett    | 4.5                                   | 4.0  | William Wrigley Jr. Co. | Kudner       | Wasey         | 1.5                                   | 0.95  |
| Quaker Oats Co.         |                |            |                                       |      | Yardley of London       | Gardner      | DDB           | 2.5                                   | 0.85  |
| Burru Biscuit           | JWT            | Weightman  | 1.0                                   | 0.2  |                         |              |               |                                       |       |
| Life cereal             | DDB            | JWT        | 1.5                                   | 0.4  |                         |              |               |                                       |       |
| Puss 'n Boots           | PKL            | Lynn Baker | 3.0                                   | 1.2  |                         |              |               |                                       |       |
| Quaker Oats, Mother's   |                |            |                                       |      |                         |              |               |                                       |       |
| Oats                    | DDB            | Compton    | 3.5                                   | 1.1  |                         |              |               |                                       |       |

\*Pepsodent figure includes total business from FC&B

Other substantial radio-TV advertising budgets caught up during the year in account changes: Lever Bros. by the year-end had reassigned several products among its agencies, totaling \$11 million in billing (\$7.7 million in radio-TV); Edward Dalton Co. (Metrecal and other products) moved from Kenyon & Eckhardt to Ogilvy, Benson & Mather (estimated \$5 million billing, \$4 million in radio-TV); Procter & Gamble's Joy switched from Burnett to Grey (\$4.5 million total, \$4 million in radio-TV); broadcast-oriented Lestoil (\$4 million out of estimated \$4.2 million in radio-TV) left Fuller & Smith & Ross and appointed C. J. LaRoche.

**Mergers Continue** ■ The progression of merger and absorption among major agencies over the past few years may be expected, if continued in 1965, to spark further client discontent or product conflicts.

North Advertising's absorption of the Lawrence Gumbinner agency in New York, Interpublic's consolidation of The Fletcher Richards Co. into its group of companies, and the effected merger

of Donahue & Coe with Ellington & Co. to become West, Weir & Bartell at the start of 1964, have been followed by the marriage of Needham, Louis & Brorby and Doherty, Clifford, Steers & Shenfield to become Needham, Harper & Steers (BROADCASTING, Dec. 14, 1964) and the Earle Ludgin & Co's absorption of MacFarland, Aveyard & Co. also now in effect (BROADCASTING, Nov. 16, 1964). Lennen & Newell, meanwhile, has integrated the L. C. Cole Co., San Francisco agency, into its operation (BROADCASTING, Dec. 7, 1964).

In billings gained through account shifts, Grey Advertising took top honors, picking up some \$20 million including Bufferin, P&G's Joy, portions of Heinz Food and Rival Packing Co. The radio-TV volume involved came to more than \$14.1 million.

Doyle Dane Bernbach was a hot agency in 1964, gaining an estimated \$18.7 million (\$13.8 million in radio-TV) and dropping only \$4.5 million (\$2.1 million in broadcast).

Leo Burnett acquired at least some \$12 million in new billing (\$9.8 million

in radio-TV), while losing some \$4.5 million (\$4 million in broadcast).

BBDO, which shot up in the first half of 1964 with an estimated \$5.8 million in new billing from Lever Bros. (Lifebuoy), Lucky Lager Brewing and Storz Brewing, by yearend had offset the gain by losing the \$3 million E & J Gallo Winery account.

**Gains—No Losses** ■ Gardner Advertising was a top gainer—some \$10.5 million in acquisition of American Tobacco's Montclair cigarettes and Yardley of London—and suffered no major losses.

Maxon replaced most of its \$9 million loss of H. J. Heinz in early 1964 with the \$3.5 million Staley business and then the General Electric Co. \$5 million business later in the year.

Foot, Cone & Belding picked up an estimated \$2.5 million in Best Foods' Nusoft business, ameliorating somewhat the \$6-million loss in Lever Bros.' Pepsodent expenditures.

Benton & Bowles apparently stepped back during the year, replacing its \$9-million Eastern Air Lines loss with only

# Maltex has 'automated' puppet for TV spots

Heublein Inc., Hartford, Conn., which several years ago gained a sales success with its continuing Marky animated TV character in its Maypo cereal commercials, has pepped up its creative TV approach with new techniques for two other products—A-1 sauce and Maltex, a nut-flavored cereal.

The current Maltex campaign marks a return to TV after several years absence, according to S. J. Frolick, senior vice president and director of TV and radio, The Fletcher Richards Co., New York, Heublein's agency.

In an interview, Mr. Frolick explained the development of a new character for Maltex—"Professor Nutty," believed to be the only use in a TV commercial of a fully "automated" puppet. Maltex is running the one-minute commercial on a spot schedule in children's programs covering 20 to 25 markets which generally follow the 60-year-old product's general sales area of north-eastern cities.

Also recounted: a new series of eight A-1 sauce commercials—in the fourth year of continued use of video tape—a sophisticated treatment for appeal to women.

Heublein has an estimated \$1 million in daytime TV for A-1 sauce alone (spending about six to one, network and spot) approximately another \$600,000 in regional spot and some network for Maypo and an estimated \$100,000 to \$150,000 in spot for Maltex. Both Maypo and Maltex are hot cereals. Maltex a year ago basically used print for its advertising and was in radio in 1962. TV was started in October 1964, and the

current campaign runs through February.

The agency notes that the commercial is experimental as it makes use of a new art of puppetry, created by former choreographer Boris

Runanin, who heads BOR Animation Inc., New York. "Professor Nutty's" action is remarkably human, for when the commercial was filmed the puppet appeared to move independently of any strings or controls. The required movements of the puppet were "preprogrammed" by a computer-like device. With a flick of a switch, the puppet went through its paces simulating 57 human actions, a performance comparable to 29 expert puppeteers giving a "command performance."

In the commercial, written and produced by Mr. Frolick, the professor comes through a kitchen window carrying a box of Maltex and landing on a breakfast counter to the wonderment of two children. The little girl is handed the Maltex as the puppet explains how good the cereal tastes (see illustration). Voice of the puppet was supplied by Allen Swift.

The one-minute A-1 commercials seek to entice the woman of the home to use the product in new and different ways. The taped messages present easy-to-make recipes for such dishes as ground beef, pot roast, chicken, party spreads and fish. For the taping, the particular food in each commercial was prepared in stages, and through the chroma-key process bottles of A-1 sauce and food dishes were made to appear to "float" (see illustrations). For audio, the voice was soft and at a low-key with little copy used in the commercials.

As explained, Heublein now has three different techniques in TV: a cartoon character in Marky, an image-building puppet character in "Professor Nutty" and creative uses of tape in its A-1 recipe series.



\$1.5-million West End Brewing Co. account.

McCann-Erickson apparently recouped little of its losses of \$11 million in Nestle and \$2.3 million in Lucky Lager business despite adding slightly more than \$4 million from Continental Air Lines and J. P. Stevens.

K&E appeared to be down somewhat in the accounts won-and-lost column, as were Fuller & Smith & Ross; Norman, Craig & Kummel and Compton Advertising.

Other large agencies, J. Walter Thompson, D'Arcy Advertising and Young & Rubicam, figured in still other

account changes but for their size showed no appreciable billing change, particularly in the latter half of 1964.

While these changes in billing can be recorded roughly, it must be emphasized that some of the losses may be more than recouped by present advertisers having increased their budgets or assigned new products to existing agencies.

## MGM opens new facility

Metro-Goldwyn-Mayer said today (Jan. 4) that its newly organized videotape department at the MGM Culver

City, Calif., studios is now in full operation for the production of television commercials and taped programs.

George K. Gould, president and general manager of MGM Telestudios in New York, the company's East Coast subsidiary, will supervise the video-tape commercial operations on both coasts.

Richard M. Rosenbloom has been appointed manager of the video-tape department, which already has completed its first tape production for Nationwide Insurance. MGM Telestudios in New York will serve as eastern sales representative for the tape operations in Culver City.

From the mysteries beyond  
the farthest planets...comes  
the true drama and excitement  
of a new cartoon TV series...



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# Snob attitude towards advertising decried

Blank tells AMA that re-evaluation is overdue;

Pomerance explains agencies' role in research

Criticism of advertising for too long has been contradictory, illogical and based on personal prejudices, David M. Blank, director of economic analysis, CBS Inc., New York, told the winter meeting of the American Marketing Association in Chicago last week.

"It is time to ask for an objective re-evaluation of advertising and its contributions," he said, adding that "the economic profession should assume its share of this responsibility."

Just as there recently has been a re-evaluation in other areas of public policy such as the role of investment in the economy, Dr. Blank said, "so I

hibit an aversion toward the role of advertising in our economy which is similar to the aversion which many intellectuals exhibit toward the free market system. He felt this aversion underlies much of the criticism of advertising in contemporary economic literature.

To illustrate the problem of broadly spread contradictions about advertising's role, Dr. Blank quoted from Joe S. Bain, "one of the leading economists in the field of industrial organization," whose book on the subject in 1959 was described as "a text which is probably the outstanding attempt at codification of what economists know about how

vertising cannot affect substantially the consumption of homogenous products produced under conditions of oligopoly (for example, bleach)." But then, Dr. Blank said, the FTC turned around and made a diametrically opposite conclusion in another case.

This, he said, was a conclusion that advertising does increase the market for cigarettes. It was contained in the FTC statement accompanying proposed rules on the advertising of cigarettes, a product category of similar characteristics. Had the FTC failed to reverse itself, Dr. Blank said, it could not have made good on the health hazard issue.

**British View** ■ But while the FTC may feel that advertising does expand the market for tobacco if not bleach, a leading English economist, Nicholas Kaldor, newly appointed aide to Prime Minister Wilson, doubts very much that advertising "has any effect at all on the consumption of so basic a commodity as tobacco," Dr. Blank continued.

"If this is the degree of certainty that we economists have about the role of advertising," Dr. Blank said, "perhaps we should be somewhat more humble in our attempts to separate the useful from the damaging."

Noting most people accept as con-



Dr. Blank



Professor Palda



Professor Snyder



Mr. Pomerance

think the time is ripe for a new look at the strange and complex world of advertising."

Appearing with Dr. Blank at the AMA session on evaluation of advertising effectiveness were Eugene C. Pomerance, vice president and director of research, Foote, Cone & Belding, Chicago; Julian L. Simon, assistant professor, University of Illinois, and Kristian S. Palda, associate professor, State University of New York at Buffalo.

**Aversion** ■ Dr. Blank observed that many economists as well as "some lawyers and judges who listen to them" ex-

business enterprise operates." Mr. Bain declared in his text that social policy must accept as an "immutable" law the fact that industries like the soap, detergent and bleach industry cannot be characterized by high selling costs, Dr. Blank said.

Yet, Dr. Blank noted, the Federal Trade Commission recently based a major decision (Procter & Gamble-Clorox case) "on the conclusion that these industries are indeed characterized by high selling and advertising costs."

The FTC in the same decision also implied, Dr. Blank continued, "that ad-

structive advertising's "information transmission function," Dr. Blank recited four contributions of advertising which often tend to be overlooked:

(1) If advertising enhances concentration as it so often is accused of doing, it does it by increasing the scale of operation of firms which results often in efficiencies and cost reductions that smaller firms cannot achieve.

(2) Advertising widens the market for new products, pushes forward their acceptance and thereby encourages the investment necessary for innovation.

(3) Advertising upgrades product

quality by creating product differentiation which the consumer recognizes through brand names. Even the Soviet Union is resorting to advertising and differentiation to try to solve the quality problem.

(4) Advertising has helped to lower distribution costs by making possible the trend to self-service stores and supermarkets.

**The Art of Research** ■ Mr. Pomerance of FC&B told the AMA meeting that "commercial research today is still treated as not a real science but, to some substantial degree, an art. Commercial researchers know that sometimes their answers are wrong, but play the odds that they are right more often than would be the case without any investigation at all—and often enough so that it pays."

Advertising agencies simply do not have the financial resources to do as much advertising research development as their clients have, Mr. Pomerance said. "For example," he said, "just 1% of the advertising budget of the 50th largest U. S. advertiser is equal to one-third of the estimated net profit of the fifth largest agency."

The result is that agencies expend their principal efforts in the evaluation of the advertising copy that is recommended to clients, he said. Agencies also attempt objective evaluation of completed advertisements and commercials, but this field is quite complex particularly when an attempt is made to relate to sales.

Professor Simon observed that "there is more marketing science available to the advertiser than he is ready and willing to use. The manager offers resistance partly because not all the relevant marketing science is immediately obvious to the layman. He also resists because putting marketing science to work requires cash outlays."

Professor Palda explored the popular hypothesis of a "hierarchy of effects" associated with a consumer's perception of an ad or a commercial. He discussed several theoretical weaknesses in the concept, however, and cited the difficulties of methodology which are involved in research into this field.

At an AMA session on doctoral dissertation research, Robert E. J. Snyder, assistant professor of marketing, University of Iowa, described his mathematical model based on the experiences of the success and failure among 31 UHF TV stations which he said can be used to predict the success for UHF outlets in small markets. His equation used a descending order of significance for four relevant independent variables: network affiliation, radio competition full time (squared), VHF-TV direct competition and city population.

AMA's president, Edwin H. Sonnec-ken, director of corporate planning and

research, Goodyear Tire & Rubber Co., pointed out that the association was founded by educators and in its 50th year strives to expand still further its bond with the world of education. He said AMA will contribute to revisions of curricula in American schools of business "so they reflect the marketing concept as practiced by the most progressive businesses of today."

## Business briefly . . .

**The Plymouth Dealer Association of Los Angeles**, through N. W. Ayer & Son, Los Angeles, is running a 52-week news sponsorship schedule on ABC Radio West at an estimated cost of more than \$100,000. The Plymouth buy includes five spots a week on Don Allen's daily morning traffic time news report (8-8:10 a.m.) and five on Frank Hemingway's daily *News Sound* show (5:30-5:45 p.m.), plus commercials on eight of the five-minute *Weekend West* news features. The campaign on 21 ABC Radio West stations in California, Arizona and Nevada, matches the marketing area served by the 106 Plymouth dealers of the Los Angeles region.

**Clairel Inc.**, via Foote, Cone & Belding, both New York, will sponsor NBC-TV's coverage of presidential inaugural ball, 11:15 p.m.-1 a.m. on Jan. 20.

**The Borden Co.**, New York, plans an extensive network and spot TV campaign for a large variety of its products during the first three months of 1965. Commercials are scheduled for daytime programs on ABC-TV and NBC-TV, and in major spot markets. Borden did not say which of its agencies would handle specific product advertising for the campaigns.

## Made-Rite names Parker

The Made-Rite Potato Chip Co., Bay City; the Bavarian Inn, Frankenmuth and the Trustworthy Hardware Division of Morley Brothers, Saginaw, all Michigan, have appointed Parker Advertising Inc., Saginaw, advertising and public relations counsel.

## Also in advertising . . .

**New offices** ■ McKenzie, King & Lansdale, Los Angeles agency has moved to new offices at 7033 Sunset Boulevard. Phone is Hollywood 6-3421.

**Name change** ■ The station rep firm of Jacobson-Simpson & Associates, Portland, Ore., has changed its name to William L. Simpson & Associates. No personnel or other changes are reflected in the action.

**Benefits** ■ Bernard Howard & Co., New York station rep firm, last week announced establishment of a profit-sharing

plan, which is retroactive for 1964, and applies to the 31 employees who have been with the company for one year. The plan completes a package with two other benefits previously in effect: group insurance and major medical coverage. All of the plan's facets are noncontributory on the part of employees.

**Single market** ■ A 130-page presentation stressing areas served by WHTN-TV Huntington and WHIS-TV Bluefield, both West Virginia, as one marketing area has been prepared by the research department of Select Station Representatives and is being distributed to agencies and advertisers. In figures, charts, maps and text the presentation emphasizes that this market, though often regarded as depressed area, actually is a "dynamic market that is rapidly growing, economically and industrially."

## WWDC wants 'Journal' space for PI time

When Clayton-Davis & Associates Inc., St. Louis advertising agency, inquired if WWDC-AM-FM Washington

## Chris-Craft in N. Y.

Chris-Craft Telecasting Corp., owner of KCOP(TV) Los Angeles; KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul, is to open a national sales office in New York today (Jan. 4). Richard Levy, formerly with Storer Broadcasting and the New York office of Edward Petry & Co., will be in charge of the new office. Bill Andrews, general sales manager of the corporation, said that Mr. Levy will concentrate on extension of the stations' national sales efforts and closer liaison with the Petry and Katz organizations, their national representatives.

would be interested in handling *Ladies' Home Journal* advertising on a per inquiry basis, Ben Strouse, the station's president, replied with another question.

"Would the *Ladies' Home Journal*," he asked, "be interested in selling WWDC a page in their magazine on a per inquiry basis?"

"For every advertiser we received through our page in *Ladies' Home Journal*, we would be delighted to pay them 10%."

"Undoubtedly, the *Ladies' Home*

## L.A. shop uses teen-agers to sell parents on color TV

The old saying, "Youth must be served," was never truer than today. Numerically, young people dominate the nation; by next year more than half of the total population will be under 25 years of age. Psychologically, young people are more aggressive, more positive in their likes and dislikes, more apt to go all out for what they want than their elders. And the most vital, most positive, most aggressive part of the youth group are the teen-agers.

The teen-ager wants what he wants when he wants it. If it's popular today, he wants it today and not tomorrow, when it may already be passe. Clothes, cars, hairdos, dance steps and—particularly—music. *The* tune, the one that *everybody's* singing, he's got to have and to have it now, whether it's on his radio or his record player. He makes (and breaks) the top pop list with his dialing and dishing habits. The teen-ager is the individual no record retailer can afford to forget.

The House of Sight and Sound, Los Angeles, has not forgotten. Currently, this retail purveyor of records, albums, stereo and hi-fidelity, radios, TV sets and musical instruments, with two large stores in the San Fernando Valley section of the city, is airing a double-barreled campaign at the teen-age population. Both barrels, naturally, are aimed at getting the teen-agers to do their music buying at the House of Sight and Sound. Both use radio to reach their target. But the ammunition is quite different in each.

One is designed to hit the teen-agers in their most vulnerable spot on the radio dial—a station that gives them the current top records at any hour of the day or night. The choice made by Tilds & Cantz, agency for HSS, was KRLA Pasadena-Los Angeles at 10-11 a.m. Sunday.

The program is made up of the top 10 singles of the week as determined by actual sales at the two HSS stores. But the merchandise advertised on the broadcasts is not single records or albums. It is TV receivers and color sets at that.

**Prestige At Stake** ■ Color TV is, at the moment, a status symbol with the teen-age set and its members can, and do, exert a lot of pressure on their parents to see that their home is properly equipped to give them prestige with their peers when they drop in for a Coke on the way home from school. And the pressure works. When writing up a sale, the salesman at HSS asks how the purchaser was attracted to this particular store. Since July, when the KRLA schedule started, many sales of color TV sets, and a lot of other items as well, have been credited to KRLA.

In contrast to that head-on attack, the House of Sight and Sound's second current radio operation is a subtle approach, aptly titled "Teen-Age Underground." This promotion is an appeal to the teen-agers who are not rock 'n' roll devotees, although they might not want to admit this deviation from the herd instinct in public. Like Alcoholics Anonymous, Teen-Age Underground offers special advantages to its members, while keeping their identities concealed from their friends.

The campaign is a joint venture of HSS, Capitol Records (which had success with a similar venture in Phoenix) and KMPC Los Angeles, whose middle-of-the-road musical programming features singers like Frank Sinatra and The Ray Charles Singers instead of Johnny Rivers and The Beatles.

Teen-Age Underground is conducted each weekday evening on the program of two KMPC disk jockeys: Roger Carroll at 6:30 to 9 p.m. and

Johnny Magnus at 9 p.m. to 12 midnight. "The fact that you are listening to us," they tell the kids, "proves that you are different from the others, that you have excellent musical taste."

**How It Works** ■ They offer to send their young listeners applications for membership in Teen-Age Underground, an affiliation which gives them special discounts on record albums and other musical merchandise purchased at HSS as well as on tickets to concerts given by various individual musicians or by vocal or instrumental groups. In addition, nightly prizes are given to TAU members who call KMPC via a secret telephone number known only to them when their membership numbers are mentioned on the air.

There are also such super-special prizes as the 1956 Classic Thunderbird (white body, with a removable porthole hardtop, black-and-white leather upholstery, wire wheels, tinted glass, automatic transmission and the Ford Thunderbird engine with aluminum headers)—to any teen-ager who is "the most." That was awarded to one TAU member Dec. 2 when his (or her) number was drawn (or to the holder of another number if the first one failed to call KMPC within five minutes of the time the announcement was first made).

A youngster writing for membership applications—and more than 1,500 did within the first six weeks—receives a duplicate card to be filled out with name, address and age. He takes the card to either one of the HSS stores and turns it in, receiving a key chain with his membership number enclosed in a discrete plastic container and a card proclaiming that he "is a secret member of the TEEN-AGE UNDERGROUND, an organization for those who think music."

*Journal* has some blank pages and will permit you to run our ad on any page of their choice.

"If this arrangement is acceptable to *Ladies' Home Journal*, please let us know and we will submit copy immediately," he concluded.

Clayton-Davis had asked if WWDC might be interested in handling a "test schedule" for *Ladies' Home Journal*. "That is, we offer our schedule to stations provided they will produce inquiries at a cost of \$1 net per subscription."

## KOSY offers \$1,000 bond against double billing

Kosy Texarkana, Ark., may have found an effective weapon against advertiser fears of double-billing. The station has taken out a \$1,000 bond with a local insurance company guaranteeing that it will not engage in the practice (submitting a low local-rate bill to a local advertiser along with a high national-rate bill to be passed on to the

national distributor).

Kosy bills and correspondence will carry a printed tab explaining the bond to prospective agencies and advertisers.

James K. Smith, general manager, observed that "stations have long suffered the loss of co-op dollars because a few stations have participated in this practice. We have heard all the excuses; nevertheless, nationally, radio has picked up the check by having entire co-op programs closed to the medium. We feel that this positive step may be the answer."

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**WIIC <sup>NB</sup> CHANNEL 11 <sup>CBC</sup>**

**A COX BROADCASTING CORPORATION STATION**

REPRESENTED NATIONALLY BY BLAIR TV

# Ford takes NCTA's top post

White House gives approval to leave FCC and take \$50,000-a-year presidency on two-year contract; LBJ will fill vacancy with Republican or independent

The new Ford in the National Community Television Association's future has finally arrived.

Frederick W. Ford, serving his eighth year as a member of the FCC, was told by the White House last Monday (Dec. 28, 1964) that it would be all right to sign as the NCTA's new president as of Friday (Jan. 1), and that his official resignation from the commission would be announced shortly.

The NCTA, which has been seeking Mr. Ford's services for more than a year, will pay him \$50,000 annually for two years in addition to unspecified expenses plus a car. His contract includes an option for renewal and an oppor-

tunity to renegotiate the terms and salary.

The NCTA's presidency has been awaiting Mr. Ford for several months (CLOSED CIRCUIT, Oct. 26, 1964), and ever since the association's board of directors approved terms of his contract (BROADCASTING, Nov. 23, 1964), Mr. Ford has been waiting for a green light from the White House on his resignation.

Throughout Mr. Ford has maintained a discreet silence. Even last week he would not comment, and as of last Tuesday (Dec. 29) there was still no public word from the White House. Mr. Ford has either been absent or not

voted on substantive matters affecting community antenna television for the past few months.

**Into the Breach** ■ His extensive Washington experience, including almost 15 years with the FCC, weighed heavily in his selection and the NCTA will be calling on Mr. Ford's skills immediately.

The association is in the midst of ticklish negotiations with the National Association of Broadcasters (see page 36), and has had many discussions with the FCC on the nature of proposals for federal regulation on which all three might agree and offer to Congress.

It seemed for a while early last year that Mr. Ford might join the NCTA then. A Republican, he had told party leaders in Congress that he did not want reappointment to the FCC. He was completing a seven-year term to which he had been appointed by President Eisenhower in 1957.

But his resignation early this year would have placed President Johnson in a difficult situation in an election year: Mrs. Johnson and their two daughters own Texas Broadcasting Co.; the President would have had to name a commissioner to an agency regulating a business in which he had an interest—and this at a time when these interests already were a campaign issue.

**More Beating of Bushes** ■ So, Mr. Ford stayed. He accepted reappointment last June. The NCTA selection committee, which had been conducting a talent search since William Dalton resigned the presidency (BROADCASTING, Aug. 26, 1963), ostensibly resumed its hunt.

But it was clear they hoped Mr. Ford would be able to resign eventually. This hope crystalized at the NCTA board meeting held in Washington last November. Mr. Ford's terms were met, and then began the watch on the White House.

Mr. Ford served as FCC chairman in 1960, the period following congressional investigations into payola, quiz-show rigging and ex parte contacts with regulatory agencies. But he lost the title with the inauguration of a Democratic President in 1961.

Mr. Ford was born Sept. 17, 1909, in Bluefield, W. Va. He was educated



This group photo taken at the National Community Television Association convention in Philadelphia last June includes what is now the NCTA's hierarchy. On the right is the new

paid president, Frederick W. Ford, center is Fred J. Stevenson, immediate past national chairman, and on the left is Bruce Merrill, national chairman.

# ***Volume 9 has the prime time stars!***

## ***Blockbusting TV entertainment from Seven Arts!***



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THE WORLD IN HIS ARMS



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WEEKEND WITH FATHER



BEND OF THE RIVER



THUNDER ON THE HILL



PILLARS OF THE SKY



BECAUSE OF YOU



TO HELL AND BACK



THE LADY GAMBLES



UNTAMED FRONTIER



THE STRANGE DOOR

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see Third Cover SRDS (Spot TV Rates and Data)

in that state and entered federal service in the general counsel's office of the Federal Security Agency in 1939. He was with the Office of Price Administration in 1942, became a second lieutenant in the Army Air Force in 1943 and returned to the OPA following his discharge as a major in 1946.

On Feb. 4, 1947, he went with the FCC general counsel's office and was named the first chief of the hearing division when the Broadcast Bureau was formed in 1951. He served in the Department of Justice from 1953 until his FCC appointment June 28, 1957.

## WDKD gets unexpected extension from FCC

E. G. Robinson Jr., owner of WDKD Kingstree, S. C., the license of which was revoked in 1962, received an unexpected extension from the FCC's Broadcast Bureau last week to operate the station until Jan. 31.

WDKD, which most recently was ordered to be off the air by Jan. 12, was denied license renewal in July 1962 for broadcasts by the station's disk jockey, Charlie Walker, that were, according to the commission, "course, vulgar, suggestive and of indecent double meaning" (BROADCASTING, Nov. 23, 1964 et seq.).

In extending by 19 days the cutoff date, the bureau said the additional time would permit the commission to consider more fully the applications of Collins Corp. of Georgia and Santee Broadcasting Co. for authority to operate the facility, which is the city's only station.

## Springfield to withdraw from ch. 26 contest

Springfield Television Co. and Midwest Television Inc., applicants for channel 26 in Springfield, Ill., have asked the FCC to approve an agreement that would enable Springfield to remove itself from the lengthy comparative proceeding.

According to the agreement formulated Dec. 21 and filed with the commission last week, Midwest, which applied for the channel in 1961, would reimburse Springfield nearly \$30,000 for "legitimate and prudent" expenses incurred in processing its application.

In return, Springfield, which has been seeking the channel since 1960, would ask that its application be dismissed with prejudice. Dismissal by the commission of a broadcast application with prejudice prohibits a company from applying for a similar facility in the same

area for one year.

Springfield said it was no longer advisable for it to seek channel 26 because of revised assessment of market conditions in that city in light of the pending application for channel 36 there, and because of the time, expense and complexity of past and future litigation involved.

## FCC reduces fine in football case

Channel Seven Inc., licensee of KLTU (TV) Tyler, Tex., has been ordered by the FCC to forfeit \$100 for "willfully" violating its rules and the provisions of the Communications Act governing the rebroadcast of programs originated by another station.

Acting on a complaint from KSLA-TV Shreveport, La., the commission notified KLTU last October that it had incurred an apparent liability of \$250 for rebroadcasting, by simultaneous off-the-air pickup, a program originated by the former station without having obtained its permission (BROADCASTING, Oct. 19). The program in question was a National Football League game being played in Dallas.

In an exchange of correspondence last September between the commission and the two stations, it was learned that KSLA-TV for several years had permitted KLTU to rebroadcast certain NFL games that were blacked out in the Dallas area.

However, on Sept. 20, after KSLA-TV had advised the Tyler station that it would no longer be granted permission to rebroadcast programs, KLTU again rebroadcast an NFL game from KSLA-TV. The Sept. 20 rebroadcast reportedly followed by several days a telephone conversation between the general managers of the two stations at which time KSLA-TV denied KLTU permission to carry the game.

In imposing the fine last week, the commission reduced the amount of liability from \$250 to \$100 "in view of all the circumstances in the case."

## Rep. O'Konski will seek ch. 12 Rhinelander, Wis.

Representative Alvin O'Konski (R-Wis.), who two weeks ago lost his construction permit for channel 12 in Hurley, Wis., when he was successful in convincing the FCC that the channel should be reassigned to Rhinelander, Wis., will apply for the facility at its new location, according to aides in the congressman's Washington office.

The commission early last month, acting on a petition filed by the congressman, amended its table of TV

channel assignments to relocate channel 12 Ironwood, Mich., to Rhinelander. This move gave Rhinelander its only VHF facility.

With this accomplished Representative O'Konski, who held a CP for WAEO-TV on channel 12 in Hurley, less than 15 miles from Ironwood, asked the commission to transfer his CP to Rhinelander with the channel.

The commission, however, denied the request and Representative O'Konski was left with a CP but no channel. Channel 12 is again available to any applicant, including the congressman.

## Consolidated hearing for KRLA applicants

The sixteen applications for the facilities of KRLA (1110 kc, 50 kw-D, 10 kw-N) Pasadena, Calif., were designated for consolidated hearing last week by the FCC.

The station is now operated on an interim basis by Oak Knoll Broadcasting Corp. In 1962 Donald R. Cooke was denied license renewal when the station was found guilty of conducting fraudulent contests and falsifying program logs (BROADCASTING, March 19, 1962).

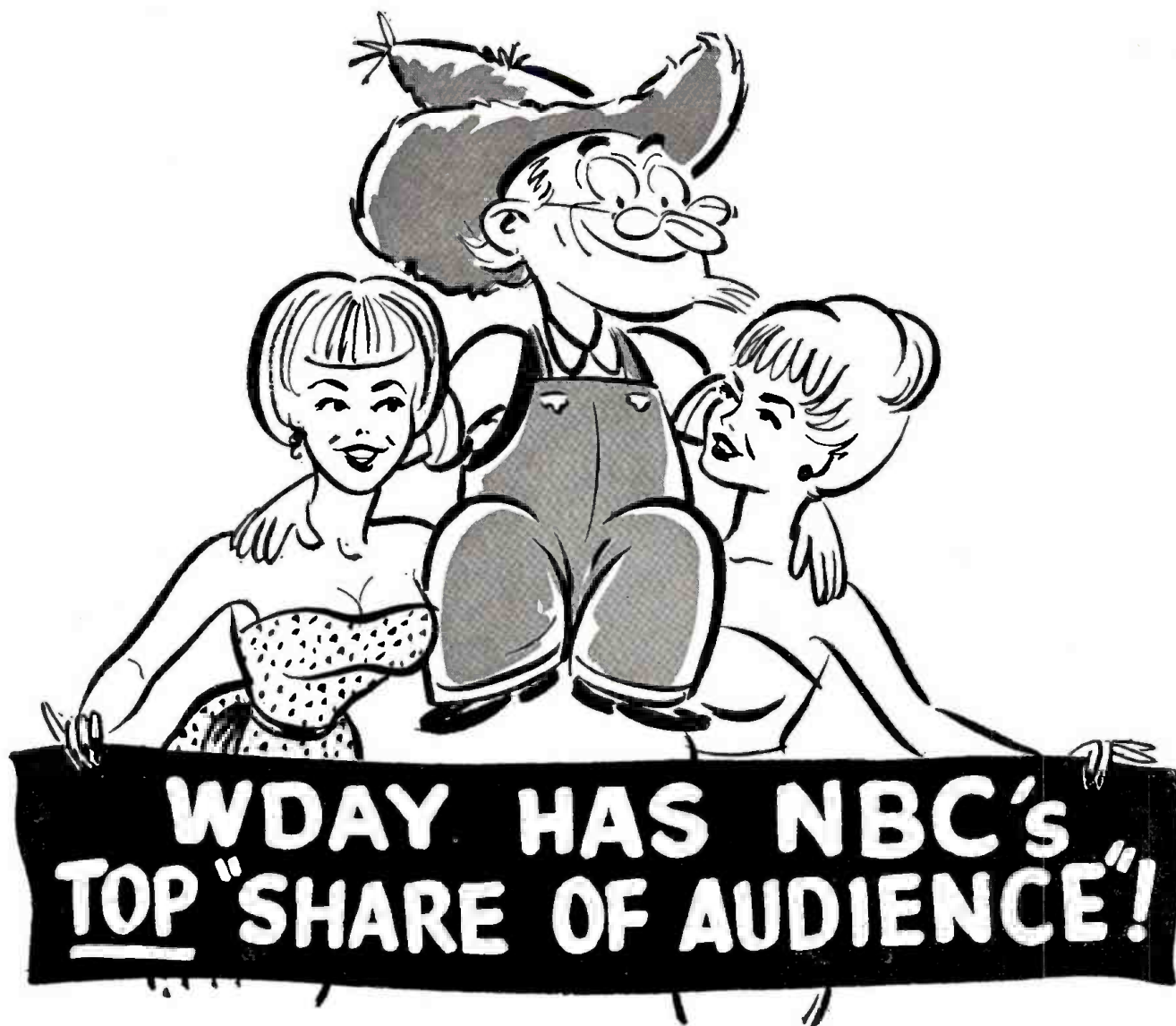
The applicants are Radio Southern California Inc., Goodson-Todman Broadcasting Inc., The Bible Institute of Los Angeles Inc., California Regional Broadcasting Corp. (50 kw full-time), Pasadena Civic Broadcasting Co., Crown City Broadcasting Co., Pasadena Community Station, Inc. Voice of Pasadena Inc.

Also, Western Broadcasting Corp., Pasadena Broadcasting Co., KFOX Inc., Charles W. Jobbins (seeking 1 kw-D), Orange Radio Inc., Pacific Fine Music Inc., Topanga Malibu Broadcasting Co. (seeking 500 w fulltime), and Storer Broadcasting Co. (50 kw fulltime).

At the same time, the commission approved an agreement between Hi-Desert Broadcasting Corp. (KDH 20, Twenty-Nine Palms, Calif.) and nine of the KRLA applicants whereby Hi-Desert would amend its application to specify 1120 kc in lieu of the 1110 kc facility the company was formerly applying for (BROADCASTING, Dec. 21, 1964).

The agreement also provides for partial reimbursement, not to exceed \$2,000, by the nine applicants for expenses incurred by Hi-Desert in prosecuting its application to change frequencies.

Still to be appointed by the commission is the hearing examiner who will preside over the comparative contest. The examiner, in turn, will select the pre-hearing and comparative hearing dates.



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# Congress to consider CATV law

Other broadcasting subjects will get lower priority, including FCC's fairness doctrine, cigarette advertising and copyright revision

The 89th Congress, convening in Washington today (Jan. 4), will face several major broadcasting questions in the months ahead but the prime one is how to regulate community antenna television.

The fairness doctrine, cigarette advertising and copyright also are due for congressional treatment, and there'll be a miscellany of other items coming up.

Neither the House of Representatives nor the Senate has shown great urgency to get into these matters—Congress has more to tend to than broadcasting, as congressmen say—and intraparty strife affecting membership of the commerce committees (the panels dealing most directly with broadcasting) is expected to delay all legislative activity temporarily.

While the congressmen try to get their respective houses in order, however, broadcasters and their cable system kin are hoping to reach an agreement with the FCC on proposals for regulating CATV on which both sides can agree. Doubts that this can be achieved have been accompanied lately by hints that each group—broadcasters, cable operators and the commission itself—may offer Congress their own proposal. Another group, the Television Accessory Manufacturers Institute (TAME), has been trying to sell individual congressmen, broadcasters and the FCC on their own bill.

This, however, is exactly what legislators close to the matter have been trying to avoid. Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, and Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, both hoping that the industries could close ranks and parade in step up Capitol Hill, have repeatedly advised the National Association of Broadcasters and the National Community Television Association to settle their differences among themselves.

Senators are especially sensitive on CATV legislation. The Communications Subcommittee produced its own version of a CATV bill in 1959 after conducting hearings on an NCTA measure, but the cable operators found the Senate version too large a pill. They mustered

enough votes to defeat the stricter legislation, which was supported by Senator Pastore, 39-38 in 1960.

(The next development in the NAB and NCTA's efforts to find agreement is to be taken tomorrow when subcommittees of the associations meet in Dallas [see page 36].)

**Political Broadcasting** ■ Hopes are dim for repeal of Section 315's equality requirements in this Congress. Few congressmen want to give up the FCC protection and the opportunities for free time.

Nonetheless, some broadcasters can be expected to press for action. They'll get support from, among others, Senator Vance Hartke (D-Ind.), a member of the Senate Communications Subcommittee. He will introduce his bill to repeal the section, as he has in each of the past three Congresses (BROADCASTING, Oct. 26).

Representative Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee, is determined to reopen his examination of the fairness doctrine, a hearing that sparked fireworks with the FCC in 1963. It is believed that a hearing on this issue today could well include review of one of the knottiest problems presented by the administration of the doctrine: How to handle the controversial expressions of opinions in the vaguely defined areas of religion and politics?

The commission and its staff have been finding it difficult enough to judge when and whether such broadcasts "attack" persons or groups; now the Internal Revenue Service is removing tax exemptions enjoyed by some of the organizations parent to these programs. These organizations are seeking a public forum to tell their story, and this hearing could well be it.

**Free Time Questions** ■ Meanwhile, two Californians on the House panel are expected to be in the thick of any fight in the political broadcasting area. Representative J. Arthur Younger (R-Calif.) has pledged to re-introduce a bill that would free broadcasters of any obligation to give free time for the airing of views in opposition to controversial ones heard on a paid broadcast. Representative John E. Moss (D-Calif.) wants Section 315 amended to permit

candidates or their spokesmen to claim free and equal time to reply to hostile editorials.

As if this weren't enough on the subject, a small Senate staff is at work producing what will be a seven-volume report on 1964 political broadcasting, and it's expected to include recommendations that may encourage further requests for legislation (CLOSED CIRCUIT, Dec. 28, 1964).

This is Senator Ralph Yarborough's (D-Tex.) Special Subcommittee on Freedom of Communications. Now in the midst of its self-assigned activity, the panel must request renewal by the Senate, something some members of the parent Commerce Committee have resisted in the past.

**Cigarette Advertising** ■ Smoking and health is certain to be among the first subjects reviewed by the House Commerce Committee.

Broadcasters, with upwards of \$220 million in broadcast billing at stake, and the tobacco manufacturers are preparing to fight proposed health warnings in advertising to the last ditch. An armistice was reached last year when the Federal Trade Commission agreed to delay until July 1 the effective date of its rulemaking requiring ad warnings.

But the conflict is expected to be rejoined soon. A presidential advisory committee has urged a \$10 million government education program to include 12 television features budgeted at \$150,000 each (BROADCASTING, Dec. 14, 1964). Another report urging federal action is expected next week on the anniversary of the 1963 report on smoking and health of the advisory committee to the surgeon general of the U. S. Public Health Service.

Meanwhile, it is becoming clearer that the tobacco interests are willing to concede health warnings on package labels as the price to win pre-emption of the regulatory field by the federal government.

Even in this, however, a conflict is on the horizon because the tobacco people don't want the FTC to enforce the labeling law. Instead, according to Representative Horace R. Kornegay (D-N. C.), a member of the Commerce Committee, better legislation would give this role to either the Department of

Justice or the Public Health Service.

**Copyright** ■ One of the most complicated tasks facing the new Congress in or out of the broadcasting field is a planned revision of the copyright law of 1909. Broadcasters have a stake in these proceedings and their representatives have been intimately involved in the drafting stages which go back several years.

A protest is expected over a provision in the new bill that defines a CATV transmission of a program as a public performance for profit. This, if enacted, would have the same effect on the CATV industry as the CBS copyright suit against Teleprompter Corp.—require CATV's to obtain permission from copyright holders before carrying their programs.

Also coming up are the appropriations requests of the FCC and the FTC. Historically the fiscal appeals have provided forums for policy review, as on program reporting forms, license application filing fees and local program hearings (Omaha, Chicago). The commissioners also have to justify their requests for increased staff and funds. Last year they got more funds but little added staff.

As for the FCC's legislative requests, the package it sent to the Bureau of the Budget for administration clearance is a slim one. The only measure affecting broadcasters is a holdover item from previous Congress that would empower the commission to require the painting and illumination of abandoned towers.

However, some items may be added. One, also a holdover measure, would give the commission greater latitude in passing on station sales. The proposal would empower the commission to consider as a buyer some other applicant other than the one selected by the seller. But before deciding the final shape of that proposal, the commission will consider a suggestion of Commissioner Robert T. Bartley that would bar a sale unless the parties involved could demonstrate it would result in an improvement in the "broadcast structure."

Also in the works are proposals for network regulation and mandatory membership in a broadcaster trade association (see page 38).

#### **Congress's Problems are Broadcasters'**

■ Several brewing internal congressional controversies involve members of interest to broadcasting.

In the House, some Democrats are asking their colleagues to strip Representatives John Bell Williams (D-Miss.) and Albert W. Watson (D-S. C.) of their party seniority for actively supporting Barry Goldwater's presidential candidacy. Both are members of the House Commerce Committee and Mr. Williams is second in seniority to Chairman Harris.

In the Senate, Democrats and Re-

publicans face internal party struggles. A fight for majority whip, a leadership post vacated by Vice President-elect Hubert H. Humphrey, could result in a change in the chairmanship of the Senate Communications Subcommittee. Senators Pastore and A. S. (Mike) Monroney, (D-Okla.), chairman and second-ranking member respectively, and Senator Russell B. Long (D-La.) are the principal contenders.

Republicans are undecided what rank to assign Senator Strom Thurmond (R-S. C.). A Democrat until he switched parties in September, Senator Thurmond was third-ranking on the Communications Subcommittee. He wants to stay on the panel and be given credit for his service. This rubs against junior Republican senators on the subcom-



mittee who say party seniority should count uppermost.

These matters are expected to be worked out shortly, but one may remain to haunt the House for several months: A fight for the seats of all Mississippi congressmen including Mr. Williams's being waged by the Freedom Democratic Party. It involves House rules and constitutional questions that conceivably could end up in court.

**Access** ■ A major access battle carried on for years by broadcasters and fellow journalists in the print media has been enlarged since the assassination of President Kennedy. The news media

fall well within the scope of a House Judiciary subcommittee's plans for a broad study of the administration of justice in the U. S. (BROADCASTING, Dec. 14, 1964).

In addition, broadcasters are continuing behind-the-scenes efforts to win House Rules Committee approval of a rule change that would admit cameras and microphones into public hearings. The House presently denies this; the Senate has permitted it for more than a decade. Almost a third of the Rules Committee's membership is being changed and its new look will influence this effort.

**Ratings** ■ A report on the House Special Subcommittee on Investigations probe of broadcast ratings is in the works and is expected to be submitted soon. The Broadcast Rating Council has been keeping the subcommittee informed of its activities in improving ratings and indications are that no legislation will be recommended by the congressional subcommittee. But continued surveillance is likely.

Another close watch will be maintained—this on programs—by the Senate Juvenile Delinquency Subcommittee, Senator Thomas J. Dodd's (D-Conn.) panel that has been scrutinizing the relationship between violence and sex on television and antisocial behavior among the young.

The influence on team relocations of gilt-edged contracts broadcasters have signed for rights to sports events—and the acquisition of the New York Yankees and CBS—have not gone unnoticed by the Congress. Several congressmen have been incensed, notably by the Milwaukee Braves' move to Atlanta and the earlier threatened move there of the Kansas City Athletics. The potential for an investigation of this remains.

**Tax Relief** ■ A drive for repeal, or at least reduction, in the 10% excise tax on manufacturers' prices for TV and radio receivers, begun by set makers early last year, may very well bear more fruit than expected. Within the last few weeks administration leaders have indicated that it is President Johnson's intention to seek repeal of most manufacturers' excise taxes.

Two weeks ago, three representatives of the Electronic Industries Association met with Treasury Department and congressional tax aides to discuss repeal of the excise tax not only on radio-TV products, but also on phonographs and other consumer items. They urged that some sort of arrangement be made to refund tax for equipment on the floor at distributors and dealers, and for some sort of a tax credit for consumers who've bought such products while tax repeal is under consideration (BROADCASTING, Dec. 28, 1964).

# Group owners may unite

30 groups invited to Miami to discuss concerted action on FCC sale freeze

Group station owners, who seldom act in concert, showed signs last week of joining forces as a result of the FCC's action aimed at freezing the sale of VHF stations in major markets to multiple owners.

Representatives of as many as 30 group owners will meet in Miami this week to consider a joint response to that action. The meeting is being arranged by Storer Broadcasting Co. and will be held Thursday and Friday (Jan. 7-8) at its headquarters.

John E. McCoy, vice president and secretary of Storer, said in an interview last week that 29 companies having VHF television stations in the top 20 markets had been invited. He said responses—all of them favorable—had been received from “about one-third” of those contacted as of last week. He declined to identify those replying.

The commission policy—adopted as interim measure pending action on revised ownership rules—would require that a hearing be held on virtually all applications for the sale of a VHF station in the top 50 markets to anyone already owning a VHF station in those markets. The effect, it is generally conceded by commission officials, is a virtual freeze on such sales.

Mr. McCoy said the invitations were limited to companies with interests in the top 20 markets simply to keep the size of the meeting within manageable limits. He also said the three TV networks, each of which has stations in the top 20, were not invited because their problems “are different” from those of other multiple owners.

**Stigma** ■ Mr. McCoy, in discussing the commission's action, said it is “prejudicial” to group owners, “treats them as a special class and puts a stigma on them.” He said this was unfair, particularly since group owners “run the best stations, by and large.”

The form and content of the group owners' response to the commission policy announcement will be determined at the meeting, Mr. McCoy said. But he suggested the possibility that the gathering might sow the seeds for a new organization within the broadcasting industry.

Group owners, he said, “never act

as a group.” But they “should think about getting together,” he said, adding that “a new organization” might be the proper vehicle for presenting the group owners' point of view to the commission.

Actually, a number of the groups are already exhibiting a degree of cooperation in connection with another commission proceeding involving the multiple-ownership rules. This is the proposed rulemaking relating to financial houses that technically violate commission rules by owning 1% or more of two or more group owners that, together, own more stations than the rules permit an individual. Representatives of 15 publicly held group owners, including some invited to the Miami meeting, are working together in this proceeding (BROADCASTING, Nov. 2, 1964).

Mr. McCoy last week indicated that the groups' major effort should be to impress the commission with the contributions he feels the group owners have made to broadcasting. “There is a lot to be said for group ownership,” he said. “This isn't a horse-and-buggy era in which stations should be doled out one to a customer.”

He said that the commission's action might actually be at cross purposes with the FCC's hopes of seeing the development of program sources that would provide competition for the networks. Mr. McCoy noted that some groups are attempting to enter the program field. But the commission's policy, he said, would “kill” this alternative source of programming.

The groups contacted by Storer follow: Cowles Magazine and Broadcasting Inc., Taft Broadcasting Co., Capital Cities Broadcasting Corp., Hubbard Broadcasting Inc., Wometco Enterprises Inc., WGN Inc., Newhouse Broadcasting Co., O. D. Fisher Stations, J. Elroy McCaw Stations, A. S. Abell Co., Hearst Stations, Outlet Co., Chris Craft Industries Inc., Midwest Radio-Television Inc., Golden West Broadcasters Inc.

Also, Sarkes Tarzian Inc., Crosley Broadcasting Corp., Scripps-Howard Broadcasting Co., Meredith Broadcasting Co., Post-Newsweek Stations, Time-Life Broadcasting Co., Cox Broadcasting Co., Westinghouse Broadcasting Co., Metromedia Inc., RKO General Inc., King Broadcasting Co., Rust Craft Broadcasting Co., Corinthian Broadcasting Corp., and Triangle Publishing Inc.

## Media reports . . .

**Homesite** ■ The New Jersey Television Broadcasting Corp., licensee of WNJU-TV Linden-Newark, N. J., last week signed a 15-year lease for offices and studios in the city-owned Mosque Thea-

ter building. WNJU-TV (ch. 47) plans to begin broadcasting in the spring.

**New station** ■ KUDY Spokane, Wash., is scheduled to take to the air early in 1965, on 1280 kc as 5 kw daytimer. Station plans to “serve the community with the latest news and sports, presented with a mature adult attitude.”

**Gratis** ■ Wilson, Haight and Welch Inc., Hartford, Conn., will serve as unpaid advertising and public relations consultant to the Connecticut Educational Television Corp., licensee of WEDH-TV (ch. 24) Hartford.

## NAB's Bell cites code successes

The monitoring of television and radio stations by the National Association of Broadcasters shows a high degree of compliance by members with the NAB code, Howard Bell, code authority director of the NAB, said on *Broadcasting Forum* on WNDT-TV New York-Newark, noncommercial station.

He voiced the view that over the past several years station practices have improved considerably, citing the elimination of “pitchmen” from TV as one example. He told an interviewer that 15 TV stations and 129 radio outlets have been “deleted” from the roster of code subscribers because of violations.

The one-hour weekly *Forum* program, which examines facets of the broadcasting industry, also spotlighted a filmed profile of Senator Warren Magnuson (D-Wash.), chairman of the Commerce Committee and a member of the Senate Appropriations Committee, and explained the relationship of the Commerce Committee with radio-TV.

A panel discussion also was held on “The Negro in Broadcasting,” which concluded that some progress has been made in presenting Negroes on TV, but urged that Negroes continue their efforts to be represented more fully and more accurately on TV programming.

## New CBS, MBS affiliates

WHOL Allentown, Pa., joins CBS Radio, effective Jan. 11. WHOL was affiliated with Mutual until Oct. 30. With the affiliation of WHOL, CBS has an outlet in Allentown for the first time in three years.

WHOL, owned by Empire Broadcasting Co., is 500-w daytimer on 1600 kc. New Mutual affiliate in Allentown area is WGPA Bethlehem, Pa., a 250-w daytimer on 1100 kc, owned by ABE Broadcasting Inc.



# The Mike Douglas Show beats the daylights out (and a fistful of prime-times, too!)

In one market, The Mike Douglas Show delivers more women (and homes) than 37 other daytime shows.

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How come? Mike's great style, constant excitement live-on-tape for ninety minutes a day, five days a week (also available as a sixty minute show). A new co-host each week—right from

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| <b>Caesar</b>   | <b>Dandridge</b> | <b>Heston</b>    | <b>Nye</b>       | <b>Vallee</b>        |
| <b>Champion</b> | <b>Davis Jr.</b> | <b>Hope</b>      | <b>Prima</b>     | <b>X</b>             |
| <b>Crosby</b>   | <b>Diller</b>    | <b>Hutton</b>    | <b>Sherman</b>   | <b>Zimbalist Jr.</b> |
| <b>Cugat</b>    | <b>Garroway</b>  | <b>Jessel</b>    | <b>Slezak</b>    | <b>Zsa Zsa</b>       |

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# The NAB-NCTA CATV impasse

TV board gets status report on negotiations  
from Future of TV in America Committee;  
no solution reported for leapfrogging issue

Members of the television board of the National Association of Broadcasters last week were studying a report of a disagreement that has split an NAB committee charged with recommending policy on CATV control. The report was written by Dwight Martin, WDSU-TV New Orleans, chairman of the NAB's Future of Television in America Committee.

Meanwhile, another meeting between the subcommittees of the FTVA committee and of the National Community Television Association is scheduled to be held tomorrow (Jan. 5) at the Marriott motel in Dallas. The group will attempt to come to some agreement on the "leapfrogging" issue. This refers to the practice of many CATV systems of bringing in distant TV signals via microwaves, bypassing other TV stations in the process.

In the report to the TV board, the leapfrogging issue was reported in these words:

"No solutions were advanced as to the relay of signals over long distances by means of microwave. The NCTA people were of the opinion that since local stations would be protected under the terms outlined above, there is no need to place any limits upon the distance over which signals might be relayed."

It was the lack of agreement on leapfrogging that engendered opposition to the entire agreement two weeks ago when the parent FTA committee met in Washington (BROADCASTING, Dec. 28, 1964).

Diehard anti-CATV broadcasters are adamant against permitting CATV operators to bring in programs from extended distances from the community served by the cable company.

They feel that this would not only play hob with the FCC's allocations pattern for TV, but it would also spell the doom of UHF.

**Graduated Protection** ■ In his report to the TV board, Mr. Martin described the agreements which the broadcasters and the CATV representatives had reached in several meetings over the last few months. These provide that:

- Local TV stations are to be carried on the cable. Also to be carried on the cable are stations whose grade A

or grade B contours are located over the community served by the CATV system, except that the CATV need not carry grade A stations if they are carrying the same network programs carried by the "co-located," local stations; and need not carry the grade B stations if they are carrying the same network programs carried by the grade A stations which are being carried by the cable system.

- The CATV system will not duplicate the programming of any local stations. If the CATV is carrying both local stations and grade A signals, it need not protect the grade A signals. Where a CATV system is carrying no co-located stations, but is carrying



Mr. Shapiro

Mr. Martin

grade A signals, it must protect the grade A programs against duplication by grade B signals. If the cable company is carrying a single grade B signal, it will protect that signal against duplication, but if it is carrying multiple grade B signals, none are entitled to protection from duplication.

- The extent of protection (simultaneous, week, two weeks, network, film, syndicated film, etc.) will be determined through negotiations between parties concerned. If agreement cannot be reached, the issue will be submitted to binding arbitration.

- CATV systems are forbidden to originate programming, except for automatic time and weather service. Any other type of programming would require a license from the FCC on a finding of public interest, convenience and necessity.

- The FCC would establish technical standards for CATV systems, cover-

ing signal levels, color standards, adjacent channel reception, etc.

**Proposals for Legislation** ■ The negotiations between the broadcasters and the CATV operators, which have been carried on for several months, resulted in the agreements at a meeting in New York early last month. The purpose of the meetings has been to find areas of agreement so that joint recommendations could be submitted to the FCC. The commission has asked for suggestions in order to submit suggested legislation to the Congress to give it statutory authority over CATV systems. At the present time the FCC's only control over CATV systems has been in its authority to grant microwave facilities serving CATV systems.

Should the two groups fail to come to an accord on all issues, the television board must make a decision at the Palm Springs, Calif., meeting three weeks hence (Jan. 25-29), according to Mike Shapiro, WFAA-TV Dallas, chairman of the TV unit.

"If the FTVA can come up with a deal with NCTA, fine," said Mr. Shapiro. "If not, the television board and the NAB must take a stand."

Mr. Shapiro said he understood a further report to the TV board will be made by Mr. Martin as soon after tomorrow's subcommittee meeting as possible.

Mr. Martin's report to the TV board, dated Dec. 21 and relayed to all members by Mr. Shapiro under a Dec. 24 covering memorandum, reads as follows:

"As you know, a subcommittee of the FTVA committee, composed of Bill Walbridge, Howard Lane and myself, has met on two occasions with a subcommittee of the NCTA, composed of Bruce Merrill, Fred Stevenson and Al Stern. At a meeting held in New York between the two groups on Dec. 7-8, the understandings recited herein were reached; it being understood that the respective groups had no authority other than to report to their respective full committees and boards. It was these understandings that were discussed at the most recent meeting of the FTVA committee in Washington on Dec. 17, and at that meeting the subcommittee recognized that further

meetings with the NCTA group would possibly be necessary.

**I. LOCAL STATION**—For the Purpose of Carriage

(a) Within the limits of its channel capacity, a CATV system would receive and distribute to its subscribers the signals of television stations in accordance with the following priorities:

(1) All stations assigned to and operating in the same community in which the CATV is located.

(2) All stations within whose predicted Grade A contour the CATV is located. No Grade A signal, however, need be carried if that signal duplicates the network of a co-located television station and if by carrying that signal the CATV system would have to exclude the signal of a nonaffiliated station.

(3) All stations within whose predicted Grade B contour the CATV is located. This, again, is subject to a limitation similar to that contained in (2) above, i.e., the CATV need not carry Grade B signals if the network carried by those signals is already being picked up from either a co-located or a Grade A station.

(b) Whenever a selection between signals may be made under priorities (2) and (3), the CATV shall have exclusive discretion in making the selection.

(c) Existing CATV systems would bring their operations into compliance within one year after the effective date of the legislation.

**II. LOCAL STATION** — For the Purpose of Protection

(a) The CATV will not duplicate the programming of any co-located station.

(b) If there are co-located stations and Grade A signals, the CATV need not protect against the Grade A signals.

(c) Where there are no co-located stations, Grade A signals are protected against incoming Grade B but not against each other.

(d) Where there are no co-located stations or Grade A signals and only one Grade B signal, the CATV will not duplicate the programming of that station. Multiple Grade B signals, however, are not entitled to any protection from duplication.

**III. EXTENT OF PROTECTION FROM DUPLICATION** (i.e., Simultaneous, 7 days, 15 days, etc., network programming film, syndicated film, etc.).

The extent of protection from program duplication is to be governed by local agreement between the parties involved. In the event agreement cannot be reached, the dispute is to be submitted for arbitration, one arbiter to be selected by the broadcaster involved, the second by the CATV system, and the third by the two arbiters. Decision of the arbiters is to be final and binding.

BROADCASTING, January 4, 1965

#### IV. PROGRAM ORIGINATIONS.

A CATV system is limited to the receipt and simultaneous retransmission of broadcast signals with the exception of automatic time and weather service. Any other type of program distribution would require a license from the FCC on a finding of public interest, convenience, and necessity.

V. The commission would have the power to establish standards of good engineering practice for CATV systems. These would encompass questions of degradation, standards of color, adjacent channel reception, etc.

#### VI. LEAPFROGGING.

No solutions were advanced as to the

## Diversification still thorny FCC issue

The FCC's difficulty with the concentration of control question was evident again last week in a 4-3 vote approving the sale of a small FM station in Redondo Beach, Calif.

The station involved, KAPP(FM), is the only broadcasting outlet in the community. It was sold to a subsidiary of Copley Press Inc., publisher of the only newspaper in Redondo Beach. The purchase price was \$37,500.

In a similar case involving a radio

## Bidding for TV licenses suggested

America would have better "regulation" of radio-TV if station licenses went to the highest bidders. Pay TV would give the public a better chance to get the programs it really wanted to see.

These two theories were offered last week by R. H. Coase, University of Chicago, in a talk before the American Economic Association in Chicago. He felt the "pricing system" of free enterprise could cure some of broadcasting's problems, including some aspects of FCC control.

Noting that the government sells its grants to grazing lands and also other property on the basis of bids, as well as rights to exploit oil and gas deposits, Professor Coase felt that the FCC using the bid system would obtain licensees with character qualifications about the same as under the present system. Bidding would remove the FCC from any position of suspected influence too, he said.

The pricing system and bidding would improve expanded use of the spectrum, he argued. His example was the case of television's need for expansion some years ago when futile efforts were made to exchange UHF space with the military for channels adjacent to the VHF band. Placing economic value on the channels would have provided the means to finance the military move to the UHF, he claimed.

Unfortunate Choice ■ Professor

Coase said that under the present system of comparative selection among applicants, an honest choice requires a decision based on programming. Even though the law prohibits censorship and program control, he said, this system poses "a threat to freedom of the press."

There is also good reason to be dissatisfied with the programs provided by the broadcasting industry, the professor continued, because they are financed by advertising revenue. This system, he said, results in programs providing the audience the advertiser wishes to attract rather than those the viewers wish to see.

Pay TV would give the viewer his economic vote in the program marketplace, Mr. Coase argued, criticizing the FCC for its slow and limited consideration of the pay system. He felt the FCC "is well on the way to providing us with another example" of a regulatory agency being "captured" by the industry it regulates.

"The time is not too late for the FCC to change its course," he claimed. "The present system," he concluded, "in which no use of the pricing system in the allocation of radio frequencies and in which consumers are barred from the market for programs, represents such an extreme position and is so different from what is found in other American industries, as to create a presumption that it is wrong."

relay of signals over long distances by means of microwave. The NCTA people were of the opinion that since local stations would be protected under the terms outlined above, there is no need to place any limits upon the distance over which signals might be relayed.

station in Miami, Okla. (KGLC), in 1963, the commission set the proposed sale for hearing on a concentration of control issue (BROADCASTING, Aug. 5, 1963). The application for sale was later withdrawn.

Three months ago, by a 5-2 vote,

the FCC approved the sale of KMIN Grants Pass, N. M., the only station in town, to a company controlled by the only newspaper (BROADCASTING, Oct. 12, 1964).

The two dissenters in that decision, Chairman E. William Henry and Commissioner Kenneth A. Cox, were joined by Commissioner Robert T. Bartley in opposing approval of the Redondo Beach sale without a hearing.

Although Redondo Beach is served by all of the stations and newspapers in Los Angeles, Chairman Henry and Commissioner Cox objected to putting the community's only local radio station and newspaper under common ownership.

Commissioner Bartley, using his own yardstick of public interest, said he could not determine, without a hearing, whether the sale would result "in an improvement in the general structure of broadcasting."

The commissioner based his determination on a comparison of the qualifications of the proposed seller and buyer, according to such criteria as integration of ownership and management, diversification of control of mass media, participation in community affairs, and local residence.

The question of newspaper ownership in concentration of control matters will be considered in detail by the commission in its proposed revision of the multiple ownership rules, a project now underway (BROADCASTING, Dec. 21, 1964).

According to some staff recommendations, specific weight should be ascribed to newspaper ownership in determining whether concentration of ownership exists.

## Regional meets for ABC Radio

ABC Radio for a second straight year will hold its regional affiliate meetings this year in conjunction with the National Association of Broadcasters' re-

gional meetings, Robert R. Pauley, the network's president, announced last week. ABC's policy of holding regional meetings concurrently with NAB began in 1964. The network will hold eight regionals in 1965.

# Noisy year ahead at FCC

## Action expected on CATV, network program control, concentration of media

The FCC, relatively quiescent in the past few months, has a number of actions in preparation which could make 1965 an exciting if not a happy year for broadcasters. The issues cover a wide range of broadcast activity, but three are likely to be dominant: community antenna television, concentration of control of media and network control of programing.

The FCC has outstanding, a host of proceedings involving CATV including rulemakings to require microwave-fed companies to protect local television stations and an inquiry into the desirability of cross CATV-TV ownership. But they boil down to the question of whether and how CATV should be fitted into the national structure of television service.

These questions won't be settled by the FCC alone. Indeed, the ultimate decisions may well be made by Congress. The commission is waiting for the National Community Television Association and the National Association of Broadcasters to agree on a legislative proposal before submitting its own recommendation to Congress. But one factor likely to have an important bearing on CATV policy is the FCC study of

CATV and pay TV now being concluded under Dr. Martin Seiden. The report is expected to be ready this month.

**Multiple Ownership** ■ The commission made manifest its concern with the concentration of control question last month, when it clamped what amounted to a freeze on the sale of VHF stations in any of the top 50 markets to anyone already owning one or more VHF's in those markets (BROADCASTING, Dec. 21, 1964). That action was an interim measure, designed to hold the line against major sales to multiple owners while the commission revised its multiple-ownership rules.

The commission staff, requested to draft revised rules "as soon as possible," is said to be working from two basic approaches. One would limit ownership of stations according to market ranking; the other, according to the percentage of population reached by a licensee's stations and daily newspapers.

The multiple-ownership question has other ramifications. One includes financial houses that technically break the commission's ownership rules by owning 1% or more of two or more group owners that, combined, control more stations than allowed any one company or individual. A notice of inquiry and proposed rulemaking to deal with this matter is outstanding. Another aspect of the problem is CATV ownership. The commission will have to determine what relationship, if any, such ownership has to the multiple-ownership rules.

**Network Programing** ■ Proposals for limiting network control of programing—as a means of opening up competition among independent programing sources—were first made by the commission's network study staff two years ago, following a lengthy inquiry (BROADCASTING, Dec. 3, 1962). Data supporting the recommendations have been brought up to date, and the proposals are expected to be submitted for commission consideration this month.

The staff recommended rules to (1) restrict networks' ownership or first-run rights in entertainment programs to 50% of those shown in prime time; and (2) prohibit networks from engaging in program syndication in the U. S. or from participating financially in the syndication operations of others (there is also some feeling within the commission that the prohibition should be extended to foreign syndication).

The staff report said that networks have gained dominance over the sources of programs they present. The staff cited the networks' practice of supplying financing for, and acquiring first-run and syndication rights in, the programs they carry. It is this dominance the staff proposals are designed to break by promoting "the orderly development of independent sources of network program-

## 'FLICKERS' FRACTURES FRISCO

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ing," according to the report.

**Legislative Proposals** ■ In addition to the suggested rules, the staff recommended two legislative proposals. One calls for direct FCC regulation of the networks. Bills to give the commission this authority have not gotten far after being introduced in previous Congresses.

The other calls for a system of self-regulation by means of a trade association which would be government approved and government supervised. All radio and television broadcasters would be required to be members of the association, which would formulate and enforce its own codes. Expulsion from the association would mean disqualification as a licensee.

This proposal does not appear to have acquired much support within the commission. However, both proposals will be in the package of recommendations to be submitted to the commission for its consideration.

Among other important matters expected to come up before the commission in the next few months:

■ Program reporting forms. The commission's work on the revision of the AM-FM form is virtually completed, with Budget Bureau approval all that remains before the commission can take a final vote on it (BROADCASTING, Dec.

28, 1964). The form for television broadcasters is said to be several months away from completion.

■ Loud commercials. The commission staff has been struggling for months with the drafting of a proposed notice of rulemaking on limiting "loudness" of commercials. The results of their labor are expected to be ready for commission consideration in a matter of weeks.

■ Antenna farms. A notice of rulemaking for creating machinery to establish antenna farms that would have prior approval of the Federal Aviation Administration has gone back to the drafting board for some minor rewriting. But it is expected back on the commission agenda in the next few months.

■ UHF table of allocations. A revised table, providing for a considerable increase in the number of educational channels, is expected to be ready for final commission consideration in a matter of weeks. As originally proposed the table would total 2,000 assignments, including 600 for educators.

■ Higher power for clear channel stations. The FCC is considering a proposal to allow one or more of the stations on unduplicated clear channels to increase their power, on an experiment-

al basis, above the present 50-kw limit. There is no indication when a decision will be reached.

■ Presunrise operation by daytime-only stations. The commission instituted a rulemaking proceeding to permit such operation two years ago. But technical problems, as well as difficulties growing out of international broadcasting agreements, have blocked adoption of a rule.

## Three Pa. UHF's form CATV firm

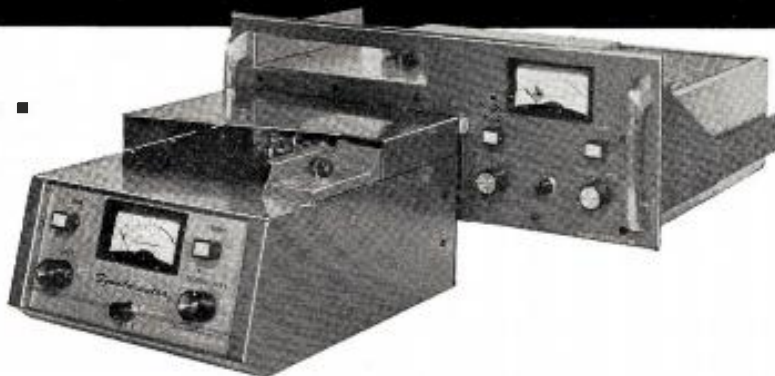
The three television stations serving Scranton-Wilkes-Barre, Pa.—all UHF's—last week announced they had formed a company that would actively seek community antenna television franchises in their area.

This was being done, a spokesman said, because cable system revenues would offset "the obvious economic impact of CATV on the stations and permit us to continue producing the type of high quality, public-service programming presently presented."

The stations, WDAU-TV, WBRE-TV and

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WNEP-TV, have been concerned about intensive CATV franchise activity in their area. Many applications are pending among the 60-70 incorporated communities in surrounding Lackawanna and Luzerne counties. About a dozen franchises have been granted, and of these several don't provide protection the stations believe is necessary for the continuation of their operations.

Two critical provisions being omitted, it was said, were guarantees that local signals would be carried on the CATV's and that these signals would not be duplicated by distant stations.

Incorporators of the new firm, Total Television Cable Inc., are Madge Megargee Holcomb, general manager and secretary, Scranton Broadcasters Inc. (WDAU-TV); David M. Baltimore, vice president and general manager, WBRE-TV, and Thomas P. Shelburne, general manager, WNEP-TV.

Earlier, WDAU-TV had expressed interest in filing for a CATV in Scranton, but it is expected instead that Total Television will. Already pending is an application by Semit Cable TV Co. (WEJL Scranton and the *Scranton Times*). (BROADCASTING, Dec. 21, 1964).

The Total Television incorporators said their representatives had discussed

CATV with members of the FCC and its staff within the past few weeks.

"The basic danger to the local stations comes in the duplication of their programs on several channels," the incorporators said. Recent franchise awards in Luzerne county (Wilkes-Barre) "were completely devoid of protection for the communities or local television. However citizen protest groups are hopeful they can force rescinding of the ordinances and a fresh start on the CATV problem," the incorporators continued.

## Changing hands

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

■ WDBF Delray Beach, Fla.: Sold by Sunshine Broadcasting Co., principally owned by Dr. Roscoe Miller, to Profit Research Inc., group headed by Sidney Walton, for \$210,000. Profit Research also owns WINF-AM-FM Hartford, Conn. WDBF is 5 kw daytimer on 1420 kc. Broker: Hamilton-Landis & Associates.  
■ KXRO Aberdeen, Wash.: Sold by KXRO Inc., whose president is Helen Spence Foster, to Miller C. Robertson and Matthew N. Clapp Jr., for approximately \$200,000. Messrs. Robert-

son and Clapp own KUEN Wenatchee, Wash., and KFQD Anchorage. KXRO is on 1320 kc with 5 kw day, 1 kw night.

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

■ Kvox Moorhead, Minn.: Sold by Kvox Broadcasting Co., E. J. McKellar president and general manager, to Central Minnesota Television Co., for \$165,000 and \$15,000 to Mr. McKellar for consulting services for two years. Central Minnesota, whose principal stockholder is Thomas A. Barnestubbe, owns KCMT(TV) Alexandria, and KNMT(TV) Walker, both Minnesota. Kvox is 1 kw daytimer on 1280 kc.

## New TV stations

As of Dec. 29 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.

## One CATV sold, two others swapped

The sale of a community antenna television system, the exchange of two others and the formation of a CATV firm by three competing UHF television stations were among developments in CATV last week.

**Freeport, Ill.** — Northwestern Telephone Co. has withdrawn an application for a CATV system. Rockford Community Television Co. (WREX-TV Rockford, Ill.) has requested its notice of intent to file for an application be applied to Freeport Community Television Co., associated with the Rockford firm.

**Jasper, Ind.** — The Utility Service Board has agreed to consider furnishing a rental contract for utility poles for a CATV planned by Dubois Cable TV Inc., represented by Francis Sermersheim.

**Harriman, N. Y.** — Better TV of Orange County Inc., a CATV applicant, was unopposed at a public hearing on a franchise application.

**Malone, N. Y.** — Newhouse Broadcasting Corp., group station owner and CATV operator, and Resort Cable TV, system operator in Saranac Lake, N.Y., that is owned by Telesystems Corp., Glenside, Pa., a major CATV owner, have told the village board they are interested in providing CATV service.

**Monroe, N. Y.** — The town board has granted a franchise to Better TV of Orange County.

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274-8151

**Pennsylvania**—The Pennsylvania Association of Broadcasters has established a 14-member subcommittee to study CATV. Its first meeting is tomorrow (Jan. 5).

**Cressona, Pa.**—Esso Television Co., serving about 200 subscribers, is being sold to Television Communications Corp., New York, a CATV system owner with 17 CATV's and 50,000 subscribers. The transfer, approved by the city, will be considered by TVC's board later this month. The Cressona system is adjacent to TVC's Pottsville Trans-Video Inc., Pottsville, Pa., with 5,500 subscribers.

**Gettysburg, Pa.**—Bill H. Warren of Gettysburg has been granted a non-exclusive permit with these conditions: no local advertising, no pay TV unless "otherwise available" in the community, no sales or rentals of TV sets or sales of parts, and a prohibition on interference with reception on nonsystem sets. Mr. Warren is required to post a \$25,000 bond guaranteeing removal of equipment if service should be terminated.

**Williamsport, Pa.**—Williamsport Cable Co., a community antenna television subsidiary of National General Corp., Beverly Hills, Calif. has acquired Lycoming TV Cable Corp. of Williamsport, in exchange for NGC's CATV system in Bluefield, W. Va., and an undisclosed amount of cash.

The addition of Lycoming's more than 4,000 subscribers gives Williamsport Cable a total of over 19,000 subscribers in the Williamsport area. Other NGC CATV systems are in Hattiesburg, Miss.; Logan, W. Va.; Alpena, Mich., and Biloxi, Miss.

**Scranton-Wilkes-Barre, Pa.**—WDAU-TV, WNEP-TV and WBRE-TV, area UHF's, have formed Total Television Cable Inc., to seek franchises in their locale (see page 39).

**Findlay, Ohio**—Ohio Cablevision Co. is installing a system to carry Ohio and Canadian stations for a \$14.95 installation fee and \$5 monthly charge.

**Piqua, Ohio**—The city manager has undertaken a study of a CATV proposal by Valley Antenna Systems Inc. that would provide \$25 installation charges and \$5 monthly fees, and a 25-year franchise for \$1,000 annually paid to the city.

**Sidney, Ohio**—The city council has turned down a CATV ordinance granting a CATV franchise to Sidney Cable Television Co., a subsidiary of Logan Cable Television Co., backed by principals of WOHP Bellefontaine, Ohio.

**Stevens Point, Wis.**—The FCC granted authorization Monday (Dec. 28) in the business radio service to Medical Communications & Electronics of Rochester, Minn., to construct a microwave relay system to relay TV signals to a CATV to serve Stevens Point.

## D.C. ETV wants second channel

The Greater Washington Educational Television Association, licensee of WETA-TV (ch. 26) Washington, has asked the FCC to deny the applications of Theodore Granik and All-American Television Features Inc. for a new commercial TV station on channel 50 in Washington.

The association also asked that the commission's proposal to reserve the channel for noncommercial educational use be made final immediately.

GWETA said that it plans to apply for the channel shortly. It said "it is essential" that a second educational outlet be available for Washington and that the proposal to reserve the channel for educational use "should not be allowed to be frustrated" by applicants seeking it for commercial purposes.

GWETA said it now has \$100,000 available to activate channel 50 by about mid-term of the 1964-65 school year and that it will apply shortly for matching funds from the Department of Health, Education and Welfare.

Mr. Granik, a New York and Washington attorney and public-affairs program producer, applied for the facility Nov. 5. He also has an application

pending for channel 75 Patchogue, N. Y.

The All-American application was filed Oct. 27. Mitch Miller is president of the company and a trustee of the parent firm, Marandell Enterprises Inc. Employees Profit Sharing Plan, a radio production company (BROADCASTING, Nov. 9).

## 'Reader's Digest' unfair, says NAB's Taylor

The National Association of Broadcasters has struck back at the *Reader's Digest* for running in its December issue a condensed version of an article "American Radio: An Insult to the Public?" originally published by *Harper's* magazine.

Sherril W. Taylor, NAB vice president for radio, wrote the editor of *Reader's Digest* that the article "does a disservice not only to American radio broadcasters but to the American people they serve. Mr. Smith [Desmond Smith, writer of the piece] makes unsubstantiated charges, magnified by obvious prejudice and supported only by miniscule examples." Mr. Taylor also said the magazine "is showing great irresponsibility to your readers by printing Mr. Smith's mixed-up, contradictory allegations."

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# ABC hits CATV on another front

Network says state and federal governments ought to share regulation of wired systems

The Connecticut Public Utilities Commission was urged last week to invite FCC participation in its proceeding in which 22 companies are seeking franchises for community antenna television systems in the state.

The request was made by ABC, which held that CATV presents "intertwined questions of state and federal jurisdiction" and that the "proper regulation" of the cable companies requires cooperation between the state and federal agencies involved.

The network also suggested that, before issuing any CATV franchises, the PUC adopt rules aimed at protecting local television from cable companies. ABC said "broad policy questions" are better resolved in a preliminary rule-making than in a series of adjudicatory proceedings on individual applications.

As ABC noted, Connecticut is the first state to undertake regulation of CATV. As a result, its PUC is in a "unique position" to influence federal assumption of jurisdiction over all CATV's, including the "apportionment of state and federal regulatory" responsibility, and to contribute to the substantive regulation of "a dynamic public service industry," ABC said.

**ABC's Interest** ■ The network said its interest in the Connecticut proceeding is based in part on the belief it would be the source of some of the programming the franchise applicants plan to carry. It added ABC has two affiliates in Connecticut, WNHC-TV (ch. 8) New Haven and WATR-TV (ch. 20) Waterbury. The PUC hearings, now in recess, are scheduled to resume later this month.

ABC has already called on the FCC

to assert jurisdiction over all CATV's—those receiving their signals off-air as well as those served by microwaves. Only the latter are now clearly under FCC jurisdiction. Under the ABC proposal, the FCC would set limits on the distance a station's signals could be carried (BROADCASTING, Oct. 19, 1964).

In addition, Congress is expected to be asked for legislation explicitly authorizing FCC regulation over all CATV's.

In view of the uncertainty on the extent to which the FCC will enter the field, ABC said, the state agency "must carefully consider exercising its own jurisdiction to protect free off-the-air television in the state of Connecticut."

In discussing the "intertwined" federal-state interests, ABC said that some questions, such as which applicant should be awarded a franchise, regulation of rates, and safety and other technical requirements to be imposed, appear to be matters of state concern.

Others, "such as the extent to which CATV systems shall be privileged to utilize the signals of television broadcast stations which are the product of interstate commerce, would appear to fall primarily within the jurisdiction of the FCC," ABC said.

**Federal-State Cooperation** ■ The network noted that cooperation between state and federal regulatory agencies on the issues of mutual interest is well established. It said that the regulatory commissions of all 50 states and the District of Columbia, as well as five federal regulatory agencies, are members of the National Association of Railroad and Utilities Commissioners (NARUC), whose purpose is to facili-

tate cooperation and coordination of regulation among the member commissions.

The rulemaking the network urges on the PUC, as a means of accommodating "free television and CATV to render optimum television service," would:

- Impose a "reasonable limitation" on the number of signals from distant stations that may be carried by the CATV systems.

- Prohibit CATV's from engaging in pay-TV operations or originating visual programming or the sale of advertising.

- Require the CATV's to carry the local television station's signals, if requested.

- Prohibit CATV's from duplicating programs of the local station either simultaneously or within 15 days before or after the station broadcasts the programs.

- Make clear that the regulations adopted do not "derogate any copyright or other proprietary interests which networks, film suppliers, syndicators" or others might claim in the programs the CATV's carry.

ABC, in addition, called on the PUC, as a matter of policy, to "give preference" to the local television broadcaster as an applicant for a CATV franchise. Where there is more than one TV station, the broadcasters should be urged to operate the CATV system jointly, ABC said.

The network said joint CATV-TV ownership would serve the public interest since the broadcaster would not operate the cable company "to the detriment of his interests in free television." ABC said the broadcaster would operate the CATV as an auxiliary system to complement the TV station.

ABC, in its petition filed with the FCC for CATV regulation, urged the federal agency to recommend to state public utility commissions that they favor the local television broadcaster in contests for CATV franchises.

The network also rebutted an argument of the National Community Television Association that the state PUC lacked authority to protect local television stations from CATV's. NCTA had argued that Congress has pre-empted the field of television transmission and reception.

But, ABC said, a state law is superseded by a federal law only where the two conflict. The network noted that while NCTA tells the PUC that Congress has pre-empted the field and that the states must leave it alone, it is telling the FCC (in the association's opposition to ABC's proposed rulemaking) that Congress hasn't given the commission jurisdiction over CATV.

"NCTA," ABC said, "is attempting to avoid any effective regulation of CATV."

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# RCA has 3d straight banner year

Net profits for 1964 expected to show 20% gain over 1963; all NBC divisions had record-earning year

RCA reported last week that its sales and profits reached record levels in 1964, for the third consecutive year, and predicted further records in volume and earnings in 1965.

A preliminary report by Board Chairman David Sarnoff anticipated 1964 operating profits, after taxes, of over \$80 million, a gain of more than 20% from the preceding year.

The record profits were achieved on a sales volume of about \$1.8 billion as against \$1.789 billion reported for 1963. Operating earnings per share should be \$1.50, subject to final confirmation, a 25% gain from the previous year. The addition of nonrecurring gains should bring total earnings per share to \$1.70.

Brigadier General Sarnoff's statement noted all operating divisions of NBC had contributed to RCA's record year. NBC-TV, owned stations and enterprises divisions were each reported to have had the highest earnings in their history.

Advances in color television set sales and the use of color TV by advertisers were both emphasized. General Sarnoff said 30 more sponsors had been added to the list of those using color commercials in NBC-TV's schedule. He predicted color set sales would surpass two million units in 1965, as compared to 1.3 million sets in 1964.

**Color-set Volume** ■ Factory sales of RCA color sets attained a dollar volume almost equal to sales of all other RCA home instruments while gaining 20% over 1963.

RCA, which had supplied the majority of color TV picture tubes used by set manufacturers, expects to supply two-thirds of the industry's output in 1965. Further gains for the color industry, according to RCA, will come with its introduction of new 25-inch and 19-inch rectangular color tubes.

Commenting on the overall performance of the company, General Sarnoff reported that three-quarters of its gross

income was from commercial products and services while government business declined to one-quarter of total sales. This represents a substantial drop from 1961 when government contracts accounted for 38% of RCA volume.

Negotiations with Prentice-Hall, anticipating the merger of the publishing company into RCA control, are continuing (BROADCASTING, Dec. 21, 1964). General Sarnoff said if the plans were approved Prentice-Hall would become a wholly owned subsidiary of RCA. As proposed, the merger would involve an exchange of RCA stock estimated at \$140 million.

## ABC Radio's 1964 gross up 16%

ABC Radio's gross billings in 1964 topped 1963's by 16%, President Robert R. Pauley said in a year-end statement being released today (Jan. 4).

The gain, whose dollar value was not indicated, was listed with ABC Radio's introduction of the *Theater Five* drama series and a net gain of 12 affiliated stations as ABC Radio highlights for 1964.



Mr. Pauley

Mr. Pauley said *Theater Five*, a series of five 25-minute dramas a week, is now sold to stations in some 90 markets and that production will continue. When the series was started five months ago, he recalled, ABC Radio said it would experiment with the program for 26 weeks.

"Station acceptance of *Theater Five* has been gradually but consistently improving," Mr. Pauley said. "Though we had hoped by year's end to have more than 100 stations carrying drama, we feel station and listener interest in *Theater Five* has been sufficient to warrant continuation of the program. We can ill afford to adopt a negative attitude toward the growth of our me-



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|------------------------------------------|----------------------------------------|--------------------------------------|--------------------------------------------|

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dium and if we indeed are to continue growing, it is up to radio's leaders to continue experimentation in all areas of radio programing, including drama."

Mr. Pauley said the network's sales department, headed by Theodore M. Douglas Jr. turned in an increase not only for 1964 but for each quarter, with quarterly gains ranging from 28% to 8% over the corresponding periods of 1963.

Under Earl Mullin, vice president in charge of station relations, the net gain of 12 affiliates brought the network lineup to 420 stations.

## Radio-TV growth pegged to economic expansion

Broadcasting will cap a record performance in 1964 by attaining new highs in 1965, J. Leonard Reinsch, president of Cox Broadcasting Corp., predicted last week.

He said the advance would come

primarily through growth in population and leisure time, further development of transistorized radio and television sets, use of FM in automobiles and through an expanding national economy.

During the past year, Mr. Reinsch noted, advertising revenues increased by an estimated 8 to 9% and pre-tax profits gained about 10%, compared to an indicated 6.8% rise in gross national product.

He forecast a sharp increase in color-TV programing in 1965, with color-set sales expanding to a total of 2 million.

Radio, Mr. Reinsch said, continued to advance in 1964, with revenues up an estimated 5% over 1963's. Earnings of FM stations, starting from a lower base, increased faster than AM earnings, he reported.

Cox Broadcasting owns WSB-AM-FM-TV Atlanta; WHIO-AM-FM Dayton, Ohio; WSOC-AM-FM-TV Charlotte, N. C.; WIOD-AM-FM Miami and KTVU (TV) Oakland-San Francisco.

## Outlet Co. net up 40% on 28% income hike

Boost in net earnings of 40.32% a share on total revenue rise of 28.45% was reported by the Outlet Co., Providence, R. I., department store and broadcaster (WJAR-AM-FM-TV Providence, and WDBO-AM-FM-TV Orlando, Fla.) for the nine months of 1964.

The company also reported that total current assets as of Oct. 31, 1964 were \$11,528,891, up from \$9,477,819 last year at the same time.

Nine months ended Oct. 31, 1964:

|                                                  | 1964       | 1963       |
|--------------------------------------------------|------------|------------|
| Earned per share                                 | \$ 1.06    | \$ 0.76    |
| Sales and broadcasting revenue                   | 19,501,285 | 15,182,353 |
| Cost of Merchandise sold, and operating expenses | 17,084,197 | 13,648,165 |
| Depreciation                                     | 412,285    | 265,691    |
| Amortization of network affiliation agreements   | 98,712     |            |
| Taxes other than federal income                  | 497,188    | 420,865    |
| Interest                                         | 321,339    | 112,468    |
| Federal income taxes                             | 558,322    | 358,000    |
| Net earnings                                     | 529,242    | 377,164    |
| Shares outstanding                               | 499,550    | 497,925    |

## EQUIPMENT & ENGINEERING

# 4 candle-size tubes are the key

Low-priced color set, applicable to any technical standards, may be ready for early '65 demonstrations

A new color TV development, said to enable color TV receivers to be sold at \$125 wholesale or \$200 retail (CLOSED CIRCUIT, Dec. 28, 1964), is off the drawing boards and may be ready for demonstrations early this year.

Heart of the device is a new approach to the display of color pictures in a TV set. It involves the use of four miniature cathode ray tubes, a projection system, and a display screen, said to be as bright as a regular black-and-white picture.

Invented by Owen Harries, a British electronics engineer, and patented in 1962, the development utilizes four guns, each the size of a candle—one each for blue and green, and two for red. The two red guns are necessary to increase the brightness of that color to bring it up to the luminence value of the other two colors. The colors are represented on the rasters of the four tiny tubes. They are then projected, via a Schmidt optical system, onto a larger display plate. Proper registration is accomplished through the use of the "Sunflower" corrector plate which corrects the angles of incidence of each gun.

Since the system consists primarily of the four small gun units, which are said

to be simple and inexpensive to build, the cost of the display unit will be much less than the three-gun color tube now in use by U. S. manufacturers.

The Harries system, it is said, will work on any technical standards, since the display unit is independent of the circuitry of the receiver. This means, it is explained, that it will work with the National Television System Committee standard, used in the U. S., or the proposed French SECAM or the West German PAL systems (see page 52).

**Models to be Built** — Harries Electronics Inc., a Bermuda firm, holds the rights to the invention. Principal owners are Mr. Harries, Malcolm Martin, Bermuda hotel owner, and Murray Vickers, retired U. S. Steel Corp. executive. Also a director and secretary of the corporation is Charles Woods, owner of WTVY (TV) (Ch. 4) Dothan, Ala. All are U. S. citizens except Mr. Harries who is a British subject. About \$700,000 has been spent on developing the Sunflower system, Mr. Martin says, with another \$250,000-\$500,000 available for development and promotional expenses.

Messrs. Martin, who is president of the firm, and Woods are scheduled to

depart for Europe this month to negotiate with a European firm (expected to be one of the West German or Netherlands electronic companies) to build prototype models of a color TV receiver incorporating the Harries device. These will then be demonstrated to European and American companies. The Harries company plans to issue licenses or make royalty arrangements with existing TV set manufacturers to use the new system.

## Technical topics . . .

**Nice sale** — General Electric has received a \$98,082 order from WMHT (TV) Schenectady, N. Y., ETV for test equipment, studio film camera, switching and synchronizing equipment, audio tape equipment, an audio console, monitors and a microwave transmitter and receiver. Ampex got a \$65,544 order for two Videotape recorders. Funds for the station's purchases were provided by the U. S. Department of Health, Education and Welfare.

**New amplifier** — Altec Lansing Corp., Anaheim, Calif., has announced a new solid-state amplifier designed as a replacement unit in the Altec 250 SU control console. According to the manufacturer, it is capable of sustained operation at temperatures to 185°F. Noise figure is minus 127 db, with untermimated input. Total harmonic distortion does not exceed 0.25% from 50 to 20,000 cps at +27 dbm output capacity

and is less than 1.0% from 20 to 20,000 cps with a +27 dbm output.

**Compact camera** ■ A fully transistorized, complete closed-circuit TV camera system smaller than a shoe box has been announced by Fairchild Camera and Instrument Corp.'s DuMont Laboratories division, Clifton, N. J. The TC-175 has horizontal resolution of 700 lines, a high signal-to-noise ratio and according to the manufacturer, will produce bright pictures at light levels as low as 10 foot candles scene illumination. Features include driven clamp circuits, ultrastable voltage and focus current regulation and crystal controlled RF channel.

**Remote control** ■ A new unit for remotely controlling iris and focus lens functions has been announced by Cohu Electronics Inc., Kin Tel division, San Diego. The unit is designed for mounting on Cohu 3000 series cylindrically housed TV cameras and will handle lenses of from one-half to six-inch focal lengths.

**Relay amplifier** ■ Microwave Associates Inc., Burlington, Mass., has a new, solid-state power amplifier for TV relay. The MA-8518 TWT is designed for use with existing klystron transmitters with output in the 100 megawatt to 1 watt range.

**Mixers** ■ S.O.S. Photo-Cine-Optics, Inc., has announced a new item, the Tel-Amatic Four Position Transistorized Mixer. The new model, MX-2, weighs less than two pounds and is a companion item to the two-position mixer used by television newsreel cameramen.

**Big in Mexico** ■ Jampro Antenna Co., Sacramento, Calif., has received orders from Mexico for three TV antennas, each with an input rating of 100 kw. The antennas, to be delivered in January, will be placed on a 4,000-foot mountain near Vera Cruz.

**Waveform monitor** ■ Tektronix Inc., Beaverton, Ore., has announced the 1965 availability of the RM529, video waveform monitor. The RM529 makes extensive use of semiconductors and is capable of the stable display of vertical interval test signals, the firm says, with adequate brightness "even at the fastest sweep speeds." Price: \$1,100.

## Magnavox-FTC consent order

Magnavox Co., Fort Wayne, Ind., has signed a consent order with the Federal Trade Commission agreeing not to make false pricing, saving and guarantee claims in connection with the sale of its radio-TV sets and phonographs.

The consent order and complaint were issued simultaneously by the FTC last week. The company agreed not to

claim price savings for its yearly "Factory Authorized Sale" in promotional material furnished to retailers. Some of the merchandise, the complaint claimed, never had been offered at higher prices or never had been offered at all.

## October set sales up over 1963 figures

Sales and production of television and radio receivers continued to show gains for the month of October and for the 10 months of 1964, the Electronic Industries Association reported last week.

In October 1964, 759,970 black-and-white TV sets were sold to distributors, compared to 669,840 in the same month of 1963. The figure, however, was 120,000 sets less than the 839,863 sold in September 1964. In radio, the figures were similar—1,158,890 sold to distributors (excluding auto), about 70,000 above October 1963, but some 140,000 less than September 1964.

In color TV, there were 156,419 sets made in October, down about 20,000 from September. Total color sets manufactured in the 1964 period was 1,163,693.

Sales and production of both TV and radio for the 10 months of this year:

| Period         | SALES         |               |
|----------------|---------------|---------------|
|                | Monochrome TV | Radio         |
| Jan.-Oct. 1964 | 6,162,271     | 8,139,735*    |
| Jan.-Oct. 1963 | 5,428,031     | 7,698,114     |
| Period         | PRODUCTION    |               |
|                | Monochrome TV | Radio         |
| Jan.-Oct. 1964 | 6,561,270**   | 15,514,804*** |
| Jan.-Oct. 1963 | 5,818,906     | 14,709,619    |

\*Excluding auto radios.

\*\*In addition there were 1,163,693 color TV receivers made.

\*\*\*Includes 1,551,060 FM sets compared to 1,223,143 for same period in 1963; and 6,759,971 auto radios compared to 6,235,828 in same period in 1963.

## NAB to seek remote parity for all TV

After two years of testing at four television stations, the National Association of Broadcasters is prepared to ask the FCC to extend remote control of transmitters to all radio and TV stations. Remote control already is authorized for all radio and for UHF broadcast stations; the NAB petition, will ask that this permission also be granted for all VHF stations.

The field tests of two methods—multiplexing of the FM sound portion of studio-transmitter link, and by cable—were carried out by KKTU-TV (TV) Colorado Springs-Pueblo, Colo.; KFMB-TV

San Diego, WGEM-TV Quincy, Ill., and WABI-TV Bangor, Me.

At present, all radio stations may use remote control to turn transmitters off and on, and to monitor meters. Present rules also permit UHF stations to operate transmitters by remote control. The NAB petition, to be filed before the end of January, will ask that remote control operation of the transmitter be authorized for all TV stations, VHF and UHF.

The association's engineering department received the go-ahead on this project from the NAB engineering advisory committee Dec. 10. The committee, which is headed by John T. Wilner, WBAL-AM-FM-TV Baltimore, also heard reports on stereophonic sound for television, the infeasibility of sharing VHF television channels with land mobile services, and the scarcity of engineers for stations in small, rural communities.

Other committee members: Max H. Bice, KTNT-AM-FM-TV Tacoma-Seattle; Richard K. Blackburn, Gannett Stations; Glenn G. Boundy, Storer; William S. Duttera, NBC; George Hixenbaugh, WMT-AM-FM-TV Cedar Rapids, Iowa; Thomas E. Howard, Jefferson Standard Stations; Leslie S. Learned, MBS; Carl E. Lee, Fetzer Stations; Frank Marx, ABC, and James D. Parker, CBS.

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## 1.3 million color sets sold in '64

The sale of color-television sets zoomed in the fourth quarter of 1964, with RCA alone reporting that it had shipped 500,000 color sets to distributors in that period.

The number of color sets shipped in the third week of December, RCA sources said, was more than 80% ahead of the 1963 week.

B. S. Durant, president of RCA Sales Corp., Indianapolis, said that color sales in 1964 were slightly over 1.3 million units. For 1965, Mr. Du-

rant estimates two million color-TV sets will be sold.

Adding frosting to the cake, Mr. Durant notes that inventories of color-TV receivers at the factory are considerably below what they have been normally. Color sets in the \$500-\$600 range were the best sellers, he added.

Leonard C. Truesdell, Zenith Radio Corp. executive vice president-marketing, announced that 1964 closed with 1.3 million color TV sets having been sold. He estimated that sales in 1965 will reach two million.

In the last eight weeks, he said, sales of Zenith color-TV receivers were double the same period last year.

"Sales of Zenith color-TV have been much greater than the most optimistic forecasts," Mr. Truesdell said.

Orders for Zenith color sets for the first quarter of 1965, he added, are at a new high, indicating a continuance of color-set sales rate.

The consumer home electronics and appliance market shows every indication of "continuing the extraordinary strength that marked 1964 sales," Robert O. Fickes, president and chief executive officer of Philco Corp., said and the home electronics market will be paced by color-television sales.

Mr. Fickes estimated that there will be two million domestically produced color-TV sets sold in 1965, 700,000 more than the number sold in 1964.

Black-and-white sales may decline to 7.2 million units, he added. This, he said, is a drop of 450,000 sets from the 1964 unit sales.

## FANFARE

### Stations get kits for Job Corps

Radio and television stations are expected to play an important role in the recruiting program for the new Job Corps, one of the major youth programs of the President's "War on Poverty."

Promotion kits on the corps were sent out during the last week of December to every radio station in the country and 625 TV outlets. In addition radio

stations will get transcribed personality spots and TV stations will be sent slides and film strips.

One-minute spots have been made by Andy Williams, Danny Kaye, Richard Crenna, Dick Van Dyke, Johnny Unitas, Dinah Shore and Harry Belafonte. They plug the Job Corps and Vista, the domestic Peace Corps.

Sargent Shriver, director of the Office of Economic Opportunity, which is coordinating the antipoverty campaign, said the mailing has two purposes; an attempt to reach youths who can take

advantage of the program, and as reference material for stations preparing future Job Corps broadcasts.

### Radio month theme set

The theme of National Radio Month in May, 1965, is Radio—The Sound of Year-Round Pleasure," the National Association of Broadcasters announced last week.

The theme was chosen, John M. Couric, NAB vice president for public relations, said "because it reflects the character of modern American radio and presents clearly and simply one of the main reasons for radio's unprecedented appeal as a major entertainment and information medium."

National Radio Month is an annual, industrywide event, designed to acquaint the public with the many and varied services radio provides.

### Drumbeats ...

**Best seller?** ■ The Publicity Club of Los Angeles has published an 82-page media directory listing press, wire service, news magazine, radio and TV news and editorial personnel in the Los Angeles metropolitan area. The guide includes names, addresses and telephone numbers, news media, names of individuals with specific editorial assignments and a PCLA membership roster and by-laws. The booklet is available at \$5 per copy.

**CATV public relations** ■ "You, Your Cable System and Your Public Image," a brochure on public relations for CATV operators by Robert H. Huston, director of public relations, Ameco Inc., Phoenix, is being circulated among broadcasters and CATV people. The wallet-size booklet discusses public re-



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Gala IEEE Banquet on Wednesday, March 24, 1965 at 6:45 p.m. in Grand Ballroom, N.Y. Hilton.

Registration: \$2.00 IEEE Members, \$5.00 Non-members. High School students admitted Thursday afternoon only, \$2.00 if accompanied by an adult (not over 3 per adult).



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lations costs, techniques and benefits.

**Safety spots** ■ Auto safety films produced for the National Safety Council by Filmack Studios, Chicago, are being offered to TV stations at the first of the year as public service announcements. The 20-second films can be personalized by local organizations or merchants.

**Contest promotion** ■ WBAB-AM-FM Babylon, N. Y., is running a \$25,000 calendar sweepstakes in conjunction with the distribution of *Long Island Clubwoman*, a free monthly magazine issued by the station. Contestants must have a copy of the magazine when they are called by the station and asked a question.

**The winners** ■ The Mennen Co., Morristown, N. J., awarded 1,983 prizes in its "Mennen Football Sweepstakes." The sweepstakes, heavily advertised on radio and TV, rewarded fans picking winners of the National Football League's eastern and western conference. Top prize was a winner's share of the NFL's



championship game, held Dec. 27 at Cleveland — a minimum of \$7,500. (Above, l) William G. Mennen, corporate vice president, Mennen Corp., scans recent NFL films with producer Ed Sabol of Blair Motion Pictures Inc., Philadelphia.

**Hams honored** ■ The U. S. Post Office has issued an amateur radio commemorative stamp, first released in Alaska to honor the service performed by hams there during the severe earthquake last March. The stamp, in purple, has the words "amateur radio" at the top with representations of a radio wave and a dial in the center. Dedication ceremonies were in Anchorage Dec. 15, 1964. Duplicate ceremonies held in Washington Dec. 16 were attended by all of the FCC commissioners, key commission staff members, and representatives of industry and the military.

**Chosen** ■ *The Innocent Fair*, a documentary by KPX(TV) San Francisco,

has been chosen for the permanent film library of the Museum of Modern Art, New York. The film relates the story of the 1915 Pan American Exposition held in San Francisco.

**New facts** ■ KFEQ-TV St. Joseph, Mo. is distributing a new market brochure including sales points of the station, market data such as the number of supermarkets, auto dealers, drug stores and service stations in its primary coverage area. The brochure may be obtained from Avery-Knodel, St. Louis.

**For the kids** ■ WGMS-AM-FM Bethesda, Md.-Washington presented its annual "Tiny Tots" concert featuring the National Symphony orchestra to more than 1,800 children and adults. Tickets were sold with the stipulation that each adult had to be accompanied by a child, age 3-8 years.

**Flashy lighting** ■ WBKB(TV) Chicago has inaugurated a new service to its viewers with flashing lights atop its new antenna. The lights tell of weather changes and results of home team sporting events. Lights moving down the tower signal a drop in temperature; moving up, a rise in temperature; flashing lights, precipitation, and faster flashing lights indicate a storm. When a Chicago team wins a white light appears at the base of the tower and a green light appears when a loss is incurred. In the event of a tie, alternating green and white lights are seen.

**Show tie-in** ■ NBC Domestic Enterprises Merchandising Division is offering a package promotion to be tied in with NBC Enterprises' *Astro Boy* series. Local sponsors and producers of exclusively licensed goods linked to *Astro Boy* will be given cards to insert in their products. Holders of certain sets of the cards will be eligible for various prizes, including a trip to Cape Kennedy, Fla. for a visit with the U.S. astronauts.

**Tower brings key** ■ James Clarkson (center), mayor of Southfield, Mich., a



Detroit suburb, presents the key to the city to John A. Serrao, general manager of WKBD(TV) (ch. 50) Detroit. James T. Lynagh (right), program director, looks on at the dedication of the 1,000-foot WKBD tower. The station is assigned to the Kaiser Broadcasting Corp. and plans to begin operation in January concentrating on sports programming in the Detroit area.

**Special supplement** ■ KDTH Dubuque, Iowa, published a 12-page color tabloid Sunday supplement to the Dubuque *Telegraph Herald* announcing the KDTH affiliation with NBC. The filler contained information about NBC features such as *Monitor*, *Emphasis*, *World News Roundup* and *News of the World*. KDTH and the *Telegraph Herald* are commonly owned.

**Sound listening** ■ WGR Buffalo, N. Y., presented 14 advertiser and agency personnel with checks ranging from \$100 to \$10 as winners in its "Pick the Station" contest. The contest centered on air checks of Buffalo stations without the call letters which the entrants were asked to identify. Some of the entrants missed them all and the winners guessed from four to eight of the 20 checks correctly.

## 'FLICKERS' FRACTURES FRISCO

On independent KTVU (Ch. 2), San Francisco, Desilu's 'FRACTURED FLICKERS' is the highest rated program (30 or 60 minute) on the station's schedule and outrates dozens and dozens of those high-priced network shows on the competition. 'FLICKERS' will fracture your opposition too. Join the fun parade. Wire us to find out how.

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# CBS still in no hurry on color

**Lodge says network is taking 'flexible, conservative' approach, will make change when more of public has sets**

The CBS-TV network let it be known last week that it thinks color television is making progress, but that "we still don't feel justified in shifting a large part of our program schedule into color."

In an apparent move to scotch speculation that CBS-TV's seemingly stepped-up use of color meant a full-scale conversion to color programing was near at hand, network authorities released the text of a color report submitted to leaders of CBS-TV affiliates in November 1964.

The report, by William B. Lodge, vice president in charge of affiliate relations and engineering, took essentially the same position CBS had taken previously:

"Despite a natural reaction to jump

on the color bandwagon for fear of being left behind, we think that a flexible, conservative approach is the wisest for us and for you [affiliates]. We don't intend to get caught at the starting gate when color becomes a significant factor. And we are willing to go all out on color whenever this seems necessary."

**Too Early** ■ Mr. Lodge made clear at the outset of the report that going all-out didn't seem necessary yet:

"The percentage of U. S. homes with color receivers still is small; viewing habits in color homes still don't greatly affect program ratings, and advertisers still show little interest in paying anything extra for color. And most black-and-white receivers still provide better reception than color sets for programs broadcast in black-and-white."

He said CBS-TV probably will make "a million-dollar installation of color cameras in one of our midtown [New York] theater studios within the next year." But this would be done, he said, "more because the lead time for such an installation is very long than because we think there is much risk in being hurt competitively if we don't add the color equipment."

**Future Outlook** ■ In his report, made last Nov. 19 at a CBS Television Affiliates' Advisory Board meeting in Hawaii, Mr. Lodge acknowledged that color "is making progress" and predicted color sets in use would reach 3 million by the end of 1964 and about 5 million by the end of 1965.

He estimated color would be in 6% of U. S. television homes by the end of 1964 and in 10% a year from now. The CBS estimates, he said, have proven "quite accurate" in the past.

Color set prices are coming down "in terms of dollars, though not in comparison to the price of black-and-white receivers," Mr. Lodge said. He noted that Sears lists a 16-inch, Japanese-made

## FCC's religion policy called unconstitutional

The FCC's policy of "requiring" broadcasters to carry religious programing is attacked as unconstitutional in an article by Marcus Cohn, communications attorney, in the Jan. 14 issue of *The Reporter*, out Thursday (Jan. 7).

Although the First Amendment forbids federal intervention in matters of religion and the Supreme Court has held that the government should maintain strict neutrality in this area, Mr. Cohn writes, the FCC has repeatedly invaded the field.

The commission, he notes, has historically required broadcast applicants to submit plans for religious programing, has taken these plans into consideration in deciding cases, has frowned upon certain kinds of religious programing (notably that of "small and unorthodox religious groups" that buy time and sometimes solicit funds), and has moved to require broadcasters to ascertain and serve community needs, including religious needs.

**Licensees Shy** ■ Although no licensee "has had the temerity to challenge" this policy in court, Mr. Cohn recalls, FCC Commissioner Lee Loewinger called it unconstitutional, in his opinion, in an appearance at the National Association of Broad-

casters convention last April (BROADCASTING, April 13, 1964).

Mr. Cohn is a member of the Washington law firm of Cohn & Marks, specializing in communica-

tions law.

His article notes that, along with other pertinent decisions, the Supreme Court has held that the federal government may not "influence a person to go to or to remain away from church." The article continues:

"And yet the federal government at present certainly does require broadcasters to present 'religious programs,' which, according to the commission's most recent definition, include sermons, devotionals, and 'music and drama when presented primarily for religious purposes.'"

"What is more, the FCC not only encourages and demands that religious programing be carried but, in effect, has actually taken unto itself the Olympian task of defining what constitutes 'religion.'"

When the FCC abandons or is required by the courts to abandon its religion policy, Mr. Cohn writes, there is not apt to be any substantial change in the amount of religious programing. But, he says, minority religious groups that now find it hard or impossible to get air time may find broadcasters more accommodating when the broadcasters need no longer fear "that such minority religious programing would be frowned upon by the commission."



Mr. Cohn

color set at \$349.95 and that several American-made 21-inch sets are priced from \$380 up—and some are being discounted down to \$350 or less.

"At present," he continued, "the manufacturer of color receivers has no practical alternative to the inherently expensive three-gun, shadow-mask picture tube. But Sony, at its Tokyo laboratory, is working on the single-gun Lawrence tube which produces a much brighter picture and which may provide a major breakthrough in the cost of color receivers.

"If the Sony engineers do as well on this color tube as they did on portable small-screen television receivers, they could conceivably speed up the swing to color."

Recent visitors to the Sony Tokyo plant have also been impressed with the black-and-white performance of Sony's version of the Lawrence tube, as well as with its probable savings in cost—which according to some sources may amount to around \$100 per tube. Large-scale introduction into the U. S. is at least a year away, according to these sources.

**Color Plans** ■ CBS-TV is carrying five color specials in the Sunday 9-10 p.m. period until *For the People* starts Jan. 24 as regular replacement in that period. In addition it planned to colorcast the Tournament of Roses parade on New Year's Day and has scheduled *Wizard of Oz* in color on Jan. 17.

"We will have other color shows here and there in our schedule later in the season," Mr. Lodge told the affiliates group. "But I don't want to imply that we intend to make a major expansion in color in 1965."

Mr. Lodge was one of a group of broadcasters who visited Tokyo for a demonstration of the Sony color tube after the CBS Television affiliates board meeting.

## Program notes . . .

**Documentary available** ■ "Who Killed Anne Frank?," a 30-minute documentary recently broadcast on CBS-TV's *The 20th Century* will be distributed to schools, adult and community organizations and churches on a free-loan basis through Association Films, New York.

**Law and laughs** ■ CBS-TV is negotiating with actor Peter Falk on a TV series for next season, *The Trials of O'Brien*, in which Mr. Falk would star as an attorney. The series is a combination drama-comedy, which Filmways would produce, and would mark Mr. Falk's debut as a principal in a weekly TV series.

# News gag voted in Philadelphia

## Bar group sets guide lines for criminal cases despite loud objections

A group of Philadelphia lawyers adopted a virtual blanket gag on the dissemination of news in criminal cases, despite the opposition of many members of the Philadelphia bar, including the chief justice of the Pennsylvania Supreme Court, and cries of outrage by Philadelphia newsmen.

By a voice vote, the Philadelphia Bar Association last Tuesday (Dec. 29), adopted a set of "guidelines" which would prevent attorneys from speaking to newsmen about criminal cases and would bar newsmen from seeing police and court records in criminal cases.

The rules were recommended to the bar association by its criminal law committee and endorsed by the association's board of governors. Both the state supreme court and superior courts will be asked to adopt it—although it was acknowledged by Thomas Voorhees, chancellor of the city bar unit, that nothing would be done for some time to put the recommendations into effect.

First, he said, the guidelines will be referred to the incoming chancellor, Philadelphia attorney Marvin Comisky, and then discussed with news media.

The recommendations, he said, were of "tremendous importance to the administration of justice. In this day of broad dissemination of news by the media, some restraints are essential if we are to preserve the constitutionally protected fair trial for the accused."

The statement of policy would forbid attorneys from discussing pending criminal trials with newsmen, asks judges to refrain from making inflammatory remarks at pretrial hearings, and would ban from all courtrooms cameras, TV and radio broadcasting equipment.

The vote came after seven speakers urged the adoption of the bans, and four spoke in opposition. The vote was taken by about 700 lawyers. The Philadelphia bar has 3,700 members.

**Ignore It, Says Newsman** ■ One of the first statements in reaction to the vote came from Joel Albert, WFIL-AM-TV Philadelphia, president of the Pennsylvania News Broadcasters Association.

The bar association, he said, is "attempting to dictate what is news and what isn't. Responsible representatives of the news media will never allow themselves to be gagged by a bar association. . . . We urge newsmen and editors to ignore the ill-conceived statement insofar as it applies to the news media."

Before the meeting the guidelines were protested by Pennsylvania Supreme Court Chief Justice John C. Bell Jr., and State Supreme Court Justice Michael A. Musmanno, as well as the city's mayor, district attorney, police chief and other municipal officials.

Chief Justice Bell warned that without the publicity furnished by news media "the public would be unaware of crime conditions" and "would not be prepared to defend themselves or compel officials to take appropriate measures to correct the appalling situation." Justice Musmanno, speaking against the recommendations, said:

"Curbing crime news is like recommending that no one talk about cancer on the theory that silence will cause cancer somehow to disappear."

Leading the opposition to the adoption of the code was Philadelphia attorney John McConnell.

Heading the forces for the code were two retired chief justices of the state supreme court; Thomas J. McBride and Alvin Jones. Mr. McBride, addressing the bar assembly, declared:

"The right to a fair trial is a constitutional right. The right to gather news isn't. The only reason they say the public has the right to know is that they want to pander them so they can sell more newspapers. . . ."

**NAB Urges Meeting** ■ Five days before the meeting, Vincent T. Wasilewski, executive vice president of the National Association of Broadcasters, wrote to Mr. Voorhees suggesting that the Philadelphia group defer action on the code pending a meeting of lawyers and newsmen to consider joint action.

Mr. Wasilewski, concurrently writing to Lewis F. Powell Jr., president of the American Bar Association, suggested an early meeting of the bar and news media representatives to consider the problems.

In his letter to the Philadelphia group, Mr. Wasilewski said the recommendations raise "questions of far-reaching and potentially serious consequences."

"... The most disturbing fact," he said, "is that the entire policy is proposed as a unilateral pronouncement by the bar but it is intended for universal application."

## Sportscaster takes his studio with him

On Dec. 26, Tom Harmon Enterprises received a fine present from its president—a two-ton mobile broadcasting studio, specially built to THE's specifications by General Motors Chevrolet Division at a cost of about \$10,000. (His radio sponsor is GM's United Delco Division). Fully equipped, it can serve as a point of origin for Tom Harmon's nine radio programs each week or his Saturday TV show or as a motion picture production center. But most of the cameras, tape machines and other such gear will be picked up as needed on location, permitting the mobile unit to travel light.

"What we're getting is time," Mr. Harmon observed. "With this unit we'll be able to broadcast from the scene of a sports event, instead of from a studio or hotel or motel room that it might take an hour to reach. Now, we'll have the truck parked alongside the stadium and save that hour."

"And we're getting quality as well as time," the sportscaster stated. "Our primary job is the daily radio show, which goes on the air at 6:40 p.m. New York time. Say we want

to report on a football game that ends at 5 p.m. I'll go into the locker room, interview the coaches, the stars of the game and the goats and as I do, the questions and answers will all be fed directly to the truck for the writer to hear as they are recorded on tape. He can do a better job of editing, a better job of putting the script together, with the extra time at his disposal—time now spent in fighting traffic. We feel that we're adding a new note of quality to radio sports reporting—and it's about time somebody did."

Mr. Harmon can speak with authority, for his sports career has lasted for a quarter-century, since the days when he was a two-time all-American from the University of Michigan. Today, he is a triple-threat in broadcasting. His nine radio broadcasts each week—10 minutes on weekday evenings, with a five-minute and a 15-minute show on Saturday and Sunday—are carried by an ABC Radio network of over 400 stations. His Saturday afternoon *NFL Countdown to Kickoff* one-hour-long professional football show goes coast-to-coast via CBS-TV. And

he also is an effective salesman over the airwaves, most recently for Schlitz beer in TV spots on the NBC-TV Olympic Games coverage from Tokyo. All in all, it adds up to an annual income of some \$1.5 million for Tom Harmon Enterprises.

Tom and his crew—a producer, two writers, a director and an engineer—operate as a unit, traveling together from one sports event to another and toting a specially designed mobile recording unit that weighs only 600 pounds but delivers full broadcast quality. "The weight is important when you fly as many miles as we do," Mr. Harmon said, "and the quality you have to have if you're doing your job right."

Why did he give up his comfortable rut as "merely" a sportscaster to become a packager, promoter and business executive as well, with two TV series, a half-hour sports quiz which he would conduct and an hour-long sports documentary—to be added next season, if all goes well?

He answered that question with one of his own: "Why call for a fair catch if there's a chance to score a touchdown?"

## Basketball team sues STV

A \$250,000 breach of contract suit against Subscription Television Inc. has been filed by the Minneapolis Basketball Corp., owner of the Los Angeles Lakers of the National Basketball Association.

The suit, filed in Los Angeles superior

court, states that the two-year 77-game contract, signed Aug. 4, 1964, gave STV rights for \$150,000 per season, covering the 1964-65 and 1965-66 seasons. The ball club says it was to be paid in installments of \$25,000 each, but that only two of the installments were met by STV and the suit seeks the \$250,000 still due.

STV's office in Los Angeles last week said that the papers had not been served and there would be no comment until

they had been received and studied.

In New York last week, Lewis Marcy, STV vice president, said the pay-TV firm's baseball contracts with the Los Angeles Dodgers and San Francisco Giants are "in effect and have been extended into 1965 with all options and without penalty payments."

The question of contractual effect arose over the Giants and Dodgers participation in the ABC-TV package of Saturday afternoon baseball games (BROADCASTING, Dec. 21, 1964). The teams' five-year contracts with STV give that firm exclusive rights to play-by-play coverage of all their games and as such would have prohibited network appearances.

Pay television was outlawed by the California electorate in a Nov. 3 referendum and STV has shut down California operations pending court appeals.

## 'FLICKERS' FRACTURES FRISCO

On independent KTVU (Ch. 2), San Francisco, Desilu's 'FRACTURED FLICKERS' is the highest rated program (30 or 60 minute) on the station's schedule and outrates dozens and dozens of those high-priced network shows on the competition. 'FLICKERS' will fracture your opposition too. Join the fun parade. Wire us to find out how.

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## Film sales . . .

"Highway Patrol" (UA-TV): WMUR-TV Manchester, N.H.; KSWO-TV Lawton, Okla.; KSLN-TV Salina, Kan.; WJBK-TV Detroit; KTAL-TV Texarkana, Tex.-Shreveport, La., and XETV(TV) Tiju-



Tom Harmon (seated, c) runs through the script for his ABC Radio sports show in his new mobile studio as writer Bob Seiger (seated, l), Sterling Tracy, producer, and engineer Bob Wall (standing) look on.

ana, Mexico-San Diego.

*Adventure 26* (Embassy): KVOA-TV Tucson, Ariz.; KELP-TV El Paso, and KOB-TV Albuquerque, N.M.

*Sons of Hercules* (Embassy): KVOA-TV Tucson, Ariz.; KTHV(TV) Little Rock, Ark., and KOAT-TV Albuquerque, N.M.

### Radio series sales . . .

*Anniversaries in Sound* (Triangle): WROK Rockford and WLBK DeKalb, both Illinois; WTXN New Richmond and WATW Ashland, both Wisconsin; WMMN Fairmont and WBOY Clarksburg, both West Virginia.

*Minute Tips on Your Child and You* (Alan Sands): WHJB Greensburg, Pa.

### Two new CBS Radio series

CBS News has announced the start of *Mike Wallace at Large*, a 25-minute radio report on the arts and *The Washington Week*, a half-hour weekly radio series, effective Jan. 4 and Jan. 1, respectively. The *Wallace* program succeeds *Invitation to Learning* on CBS Radio and *Washington Week* succeeds *The Leading Question*.

### More congressional support for USIA film

A drive to permit domestic viewing of the U. S. Information Agency's widely publicized film, "John F. Kennedy: Years of Lightning, Day of Drums," most likely via network television, continued to gain support last week in Congress.

Latest congressman favoring the proposal is Representative Alexander Pirnie (R-N. Y.), who has drafted a resolution for introduction to the 89th Congress, when the body convenes later this month, that would permit showing of the film in the U. S.

The 90-minute documentary, produced by the USIA for showing abroad only, depicts President Kennedy's administration from the day of his inauguration until the day he was buried.

Others who have spoken in favor of the film being shown in the U. S. include Vice President-elect Hubert Humphrey, Senator George S. McGovern (D-S. D.), Senator Albert Gore (D-Tenn.), Representative William J. Randall (D-Mo.), and Representative William F. Ryan (D-N. Y.).

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# Big question mark: Europe's color TV

Three systems compete for acceptance; U.S. businessmen plug away for American standards

The fate of color television in Europe—and perhaps in other parts of the world—may well be sealed in the first quarter of 1965 when the color committee of the European Broadcasting Union (EBU) meets in Paris and the International Radio Consultative Committee (CCIR) meets in Vienna.

At both meetings the question of what standards to adopt for color TV will be uppermost.

The EBU committee has been holding meetings on color-TV standards since early in 1964. Its last meeting

was at Hilversum, Netherlands, in December. It will meet again in Paris Jan. 21-28. At the Hilversum meeting, representatives of the east European broadcasting countries (Soviet bloc) attended, and they are expected to be present at the Paris meeting also.

The CCIR meeting in Vienna, March 24-April 7, is an interim meeting of the organization. The various study groups will report on standards—color TV among them—to be submitted to the plenary session of the international committee to be held in 1966 (date and place not yet set). The U. S. joint CCIR group on broadcasting is headed by A. Prose Walker, Collins Radio Co.

Three color-TV systems are under study by the European and world groups: The National Television System Committee standards, adopted by the FCC in 1952 and in use in the U. S. since then; the French SECAM development and the West German PAL system.

SECAM (sequential avec memoire) is a method of color modulation by transmitting the color difference signals by frequency modulation of the color subcarrier.

The PAL (phase alternation line) system alternates the phase of the I signal by 180 degrees after each line. It also transmits color synchronization bursts during vertical blanking.

**Manufacturers to Rescue** ■ To enlist support for the NTSC standards, an ad hoc committee of U.S. receiver manufacturers has been formed under the sponsorship of the Electronic Industries Association. The group, under the chairmanship of Fred Lack, EIA director of engineering, has held three meetings, and has drawn up a position paper discussing the advantages and disadvantages of each of the three systems, concluding that the NTSC system is best.

The committee is preparing the document for distribution to receiver manufacturers abroad via private business channels and through U. S. government channels (embassies, commercial at-

taches, etc.).

The document stresses that, as against the NTSC system, both the SECAM system and the PAL development would increase the complexity and the cost of TV receivers. It estimates that the cost differential may be between \$3 and \$15 at the factory for the SECAM receiver, and even more for the PAL receiver.

Among the conclusions:

"... SECAM has some fundamental limitations due to the use of FM, like noise streaking (which basically limits the service range), poor compatibility, and poor high saturation chrominance transient response. Furthermore, due to the time-division multiplex nature of SECAM, a two-to-one loss in vertical chrominance resolution is inherent in the signal, thereby limiting the ultimate performance of the system. . ."

"While the delay-line type PAL system combines many of the advantages of the NTSC and SECAM, the decoder is basically more complex than the NTSC decoder, and even more costly than the SECAM decoder."

The choice, the U. S. group maintains, must be made strictly on the basis of "relative receiver cost, complexity and ease of operation, and on the basis of relative color picture quality and monochrome receiver compatibility."

Indicative of the seriousness of the campaign on the part of U. S. government officials, is the attitude of the Department of Commerce which is advising its representatives abroad of the ad hoc committee's report. The Commerce Department instructions call attention to the "substantial economic advantage" which will accrue to the country whose standards are adopted, and concludes:

"Since Africa, Asia and Latin America may be expected to follow Europe's example, it becomes doubly important to insure that appropriate authorities are aware of the superiority of the U.S. system over those of Germany and France. Japan and Canada have adopted the NTSC color system."

**Color Caravan** ■ Circulating through European metropolises since early fall has been RCA's color caravan which is due to demonstrate the U.S. standards in Moscow for several weeks beginning on New Year's Day.

The equipment was in London late in October, in Helsinki early in December and in Stockholm in mid-December. It

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will appear in Vienna in March at the CCIR meeting. Plans call for the unit to visit (dates not yet scheduled) Hamburg, Brussels, Frankfurt, Munich, Zagreb and Milan.

## Abroad in brief . . .

**Ad ban** ■ A motion to ban all cigarette advertising on Britain's commercial TV network has been introduced in the House of Commons by two Labor members of Parliament.

**Series sold** ■ *Knockout*, a series of 200 three-and-one-half-minute championship boxing films, has been purchased by The Gillette Co., Boston, for distribution in Latin America. The series, distributed by Freemantle International, New York, has been distributed in Australia, the Philippines and the United Kingdom.

**Picked** ■ The International Advertising Film Festival, London, sponsor of a worldwide competition among agency and studio producers of TV commercials and films, has appointed Jane Pinkerton Associates, New York, as its U. S. representative for 1965. The Pinkerton organization will serve both as U. S. headquarters for the 1965 festival and as its public relations counsel.

**Follows suit** ■ Needham, Louis & Brorby of Canada Ltd., Toronto, has changed its name to Needham, Harper and Steers of Canada Ltd., following merger of parent company in Chicago, with Doherty, Clifford, Steers & Shenfield, of New York (BROADCASTING, Dec. 14).

## Judges uphold BBC-ITA basis for equal time

Britain's own "Section 315" problem has received a judicial ruling—on one point at least: Rule that party must field at least 50 candidates before receiving equal time, established by BBC and Independent Television Authority, has been upheld by two court of session judges in a special election court.

The case was brought by a Communist candidate running against Sir Alec Douglas-Home for Parliament in Scottish constituency during the October general election. He claimed Sir Alec had been given TV time; he had been refused.

The Communist party put up only 46 candidates in the election and thus did not meet the 50 minimum called for by broadcast groups. The judges also agreed that Sir Alec's appearances, while prime minister, were for the purpose of informing the public on national matters; not solely to promote his own candidacy.

## BBC, Rumanians reach agreement

During the just finished visit to London of Silviu Brucan, vice-president of the Rumanian state committee of radio and TV, BBC and his organization, known as CRT, have signed a cooperation agreement.

Under this, in radio, BBC and CRT will provide, subject to availability, studio and ancillary facilities without charge and will assist visiting reporters and correspondents.

Music recordings will be made available by each organization, and proposals to increase musical cooperation will be examined further.

In TV it has been agreed that the two organizations will provide each other general assistance, including special facilities to visiting production teams.

Under the arrangements CRT may send to Britain an agreed number of TV men to visit BBC and become familiar with its production methods. The agreement is similar to those already made by BBC with broadcasting organizations of the Soviet Union, Poland and Czechoslovakia.

## No religious radio for Southern Rhodesia

The Southern Rhodesian government has refused permission for a religious broadcasting service to be started.

In January 1964, the Salvation Army asked for permission to broadcast cultural, religious and educational programs in several languages from Salisbury, the Southern Rhodesian capital. Money for the service would have come from foreign sources, Captain D. L. Rader, of the Salvation Army, said in Salisbury recently. He estimated about \$100,000 would be needed to start the service.

"The staff to run the station, as well as the capital to finance it, would have come from overseas," Captain Rader said. He noted that after negotiations with the government had lasted nearly a year the Salvation Army received a note saying: "The government regrets that it is unable to accede to your request."

## British audience shares

The commercial network's share of TV viewing for dual network homes throughout Britain during November remained at 63%, the same as for the

previous month, according to Television Audience Measurement Ltd. reports. BBC-TV viewing remained at 37%.

This comes after a steady increase in the commercial network's viewing percentage during the summer, followed by a drop in the network's share from a three-year peak of 67% in September to 63% in October.

## 'Advisory group' plans to police British TV

An all-party advisory group on broadcasting has been formed in the British House of Commons. The group is to guard against too much sex and violence and other faults in British TV programming.

Its first move was to study the script of a sketch on the Church of England in the BBC-TV satirical show *Not So Much a Program, More a Way of Life*, the successor to *That Was The Week That Was*.

The group wants regular House of Commons debates on program content.

The BBC has refused to recognize the group saying it already has adequate channels of communication with Parliament.



## BROADCAST ADVERTISING

**Morton Sidley**, general sales manager of KHJ-AM-FM Los Angeles, promoted to director of sales, newly created position. **Robert Fox**, with RKO General Broadcasting's national sales division, joins KHJ, RKO General station, as general sales manager.

**Hugh H. Graham**, executive VP, Chirurg & Cairns, Hartford, Conn., elected to board of directors, replacing **Willard C. Wheeler**, who resigned. Mr. Wheeler, in semiretirement, will continue as marketing consultant. C&C acquired Hugh H. Graham & Associates last month (BROADCASTING, Dec. 14, 1964).

**Irwin W. Solomon**, VP for copy, named VP for all creative services at Al Paul Lefton Co., Philadelphia.

**Donald B. Buckley**, VP and associate creative director, Grey Advertising, New York, named creative director, Foote, Cone & Belding, New York. **Marjorie Greenbaum** and **Shirley Polykoff**, both VP's-copy at FC&B become associate creative directors. **Judson H. Irish**, VP and creative director, named to new post of chairman of creative review board, all effective Jan. 18.

**Walter H. Johnson Jr.**, president of Pritchard, Wood Inc., New York, named senior VP for Interpublic Group of Companies Inc., parent company of Pritchard, Wood. **Frank Zachary**, managing editor of *Holiday* magazine, succeeds Mr. Johnson as president.

**William P. Howe**, brand manager for Menley & James Laboratories, Philadelphia (Contac capsules and Nasal Mist), named director of advertising.

**Michael Agate**, **Barrett Dillow** and **Robert McIntyre**, account supervisors, and **Gerald Browne**, creative supervisor, elected VP's of Grey Advertising, New York. Messrs. Dillow and McIntyre

joined Grey in 1960, from Warwick & Legler and McCann-Marschalk, respectively. Mr. Agate entered agency's account management training program in 1957. Mr. Browne had served previously with Grey's Los Angeles office.

**Williard L. Dougherty**, former general manager of WDOX and sales representative for WJW-TV, both Cleveland, named eastern sales manager of FM Group Sales Inc., New York.

**Michael D. Cambridge**, formerly salesman for Roger O'Conner Inc., New York, joins New York radio sales staff of Advertising Time Sales Inc.

**John F. Ball**, director of programs in broadcast department of J. Walter Thompson, New York, elected VP.

**Ken Klein**, of The Katz Agency, New York, named advertising manager of WOR-AM-FM-TV New York.

**Ray Pepoon**, on creative staff of Gardner Advertising, St. Louis, transferred to account executive at Intergard, Gardner's international division.

**Walter C. Reisinger**, advertising manager for regional brands at Anheuser-Busch Inc., St. Louis, elected to board of directors.

**Sanders Maxwell**, VP and creative director, Fletcher Richards Co., New York, named VP and creative director, Tatham-Laird, New York. **Nadeen Peterson**, group creative director, named VP at T-L.

**John J. Tina**, supervisor of billing department, Adam Young, New York, joins H-R Television, New York, as creative sales analyst.

**Barrington Boardman**, account executive, elected VP of Ted Bates & Co., New York.

**Joe Monroe**, local sales representative, named local sales manager for KIII (TV) Corpus Christi, Tex.

**Glen Potter**, in sales department at

KUTV(TV) Salt Lake City, joins WTOP-TV Washington as account executive.

**Richard Warner**, account executive for WQAM Miami since 1956, promoted to sales manager.

**C. R. Kopp**, VP of client service, Leo Burnett Co., Chicago, and **Gordon G. Rothrock**, managing director of subsidiary, Burnett, Nicholson & Partners Ltd., London, elected to board of directors of parent agency.

**Lyle W. Smith**, coordinator of sales and marketing for Borden's Milk and Ice Cream Co., New York, named director of advertising, succeeding **William D. Campbell**, resigned. Mr. Smith had been with Borden Co. since 1947.

**Richard Levy**, formerly with Storer Broadcasting and Edward Petry & Co., New York, named in charge of new sales office of Chris-Craft Telecasting Corp. which is opening in New York today (Jan. 4).

**Ernest S. Breneman** and **David M. Curry**, account executives, promoted to advertising account supervisors at Ketchum, MacLeod & Grove, Pittsburgh.

**Judi Krummenacher**, with Post-Keyes-Gardner, named copywriter at BBDO, Chicago.

**Maxine Lord**, copywriter for Kal, Ehrlich & Merrick, joins copy writing staff of Henry J. Kaufman & Associates, both Washington.

**Donald S. Gordon** joins George P. Hollingbery Co., New York, radio-TV station representative, as account executive. He was advertising manager of *Suburban World* in Clifton, N. J.

**Larry Nightingale**, in sales department of WPBS(FM), named account executive at WDVR(FM), both Philadelphia.

**John F. X. Davis**, account executive for WCOP-AM-FM Boston, appointed sales manager.

**Edward W. Balicki**, with J. Walter Thompson, named account executive at Fuller & Smith & Ross, New York.

**Marjorie Johnson**, art director for Klau-Van Pietersom-Dunlap, Milwaukee, named art director at Waldie & Briggs, Chicago agency.

**Lee Sharp**, account executive in public relations department of Biddle Co., Bloomington, Ill., agency, appointed sales manager for WJBC, that city.

**John L. Neale**, assistant advertising manager of P. Ballantine & Sons, New York, N. J., joins Needham, Harper & Steers, Chicago, as account supervisor.

**Jack R. Donahue**, television writer,



named director of advertising for KMBC-TV Kansas City, Mo. He replaces **David Green**, who joins sales department of KQEO Albuquerque, N. M.

**Norbert J. Kocab**, regional manager of Ohio Stations Representatives Inc., Cleveland, promoted to VP.

**Craig Jennings**, formerly with CBS Radio Spot Sales and McHugh & Hoffman Inc., television consultants, joins Carl Ally Inc., New York agency, as research supervisor.

**Janice Carrel**, formerly account executive with Robert K. Richards Associates, Washington public relations firm, named media supervisor and office manager of San Francisco office of Geyer, Morey, Ballard.

**Edward T. Deedy**, account executive, named local sales manager of WNEB Worcester, Mass.

**Hugh C. Pickett**, southern broadcaster, named Houston sales representative for KHOU-TV Houston-Galveston.

**Frank J. Larkin Jr.**, account executive with Gray & Rogers, named advertising account executive at Lewis & Gilman, both Philadelphia advertising agencies.

## THE MEDIA



Mr. Struckell

**John Struckell**, veteran broadcaster, named VP and general manager of WFPG-AM-FM Atlantic City.

**B. J. Smith**, general sales manager of KSLN-TV Salina, Kan., named general manager. He replaces

**Gene P. Loffler**, who resigned.

**Melvin A. Jones** elected VP and general manager of WIBC Inc., licensee of WAIL-TV Atlanta. Also elected: **Joseph M. Higgins**, VP and general manager of WAIL-TV, and **James J. Rouse**, assistant treasurer. **Alan Nolan**, partner in law firm of Ice, Miller, Donadio and Ryan, elected to board of directors.

**David L. Doughty**, labor counsel for National Association of Broadcasters, resigns Jan. 11 to become counsel, personnel relations conference, Air Transport Association. Mr. Doughty joined NAB in 1959.

**Hugh F. Del Regno**, controller of RKO General-owned KHJ-AM-FM-TV Los Angeles, promoted to executive assistant of radio division of RKO General Broadcasting, New York.

**Serge Valle**, in media presentation department of Outdoor Advertising Inc., named assistant director of research for CBS-TV, New York.

**Earl W. Hickerson**, administrative assistant at WFMY-TV Greensboro, N. C., named general manager of WCEB-TV Freeport, Ill., which is under construction.



Mr. Thomas

**Charles W. Thomas**, national sales manager for WTTV(TV) Bloomington-Indianapolis, named general manager for WPTA(TV) Roanoke-Fort Wayne, Ind., both Sarkes Tarzian stations.

**Robert S. Gardner**, formerly acting sales manager of WINN and sales manager and account executive for WKLO, named general manager of WKYW, all Louisville, Ky.

**Alfred G. Grosby**, sales manager for WJJD Chicago, named station manager of WAKR-AM-FM Akron, Ohio.

**Steve Keegan**, former executive director of Marathon, Fla., Chamber of Commerce, appointed manager of WLIZ Lake Worth, Fla.

## PROGRAMING

**Bob Turner**, producer-director and head of video tape department, named assistant to production manager for WFAA-TV Dallas-Fort Worth. **Tom Johnson**, producer-director, named chief director, and **Edward Shellhorn Jr.**, director, named producer-director at WFAA-TV.

**Robert G. McHendrix**, production manager, appointed manager of programs for WRC-TV Washington.

**Richard K. Harman**, production manager of WAVY-AM-TV Portsmouth-Norfolk, Va., named program director for WKVK Virginia Beach, Va.

**Morton Downey Jr.**, with WCPO Cincinnati, named disk jockey at WFUN South Miami, Fla.

**Dick Stephens**, program director for

WDEE Hamden, Conn., joins WPOP Hartford, Conn., as air personality.

**Roger Monteran**, freelance photographer, joins VPI Productions Inc., Evanston, Ill.

**Spook Beckman**, air personality for WTVN Columbus, Ohio, joins WLWC(TV) there, as host of new *Coffee Club* show.

**Bob Kohn**, account supervisor for Audience Studies Inc., named to newly created post of research director for Columbia Pictures, New York.

**Al Bishop**, formerly staff announcer for WJNO West Palm Beach, Fla., named program director for WJLJ Niagara Falls, N. Y.

**Fred D. Click**, news editor for WLWI(TV) Indianapolis, named special broadcast services manager and producer in charge of all public service programming.

**James H. Garner**, on news staff and air personality for WGST Atlanta, named program director.

**Don O'Reilly**, director of public relations at Atlanta International Raceway, named manager of automotive division of Dynamic Films Inc., in new Atlanta office.

**Ray Wilkinson**, farm relations director for WRAL-TV Raleigh, N. C., named editor of National Association of Farm Broadcaster's monthly publication, *Chats*.

**Larry Attebery**, Chicago radio personality, joins WBKB(TV) Chicago, as host of afternoon show.

**Dave McNair**, with KGVO Missoula, Mont., named program director for KUEN Wenatchee, Wash.

**Elliot Jacoby** named creative and musical director for Basch Radio & Television Productions and Television Screen Productions, both New York.

## NEWS

**Norm Woodruff** returns to KXOA Sacramento, Calif., as news chief, post he

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left for one year to act as special assignments reporter for KHJ Los Angeles during presidential campaign.

**Gary L. Hoffman** named news director for WKVK Virginia Beach, Va.

**Frank Mullen**, with WNEB Worcester, Mass., named news director for WFGM and WBNE-FM Fitchburg, Mass.

**John Richard Starkey** appointed as producer of 8:30 p.m. and 10 p.m. news shows at WNDT(TV) Newark, N. J.-New York, noncommercial. **Richard A. Potts Jr.** appointed associate producer and newscaster in station's news department. Mr. Starkey formerly served as NBC-TV producer. Mr. Potts was news director at WBAI(FM) New York, noncommercial.

**Charles Stewart**, business manager of KONO San Antonio, named news director of KHFI-TV Austin, both Texas. Austin station plans to go on air early this year.

**Robert Walker** named news director of WNAC-TV Boston, succeeding **Robert Ferrante**, named public affairs director. Mr. Walker had been on news staff of WFAA-TV Dallas-Fort Worth.

**Ron R. Reiland**, news editor for WFAA-TV Dallas-Fort Worth, named news director for KIII(TV) Corpus Christi, Tex.

**Frank Edwards** joins WLWI(TV) In-

## New ABC anchormen



Mr. Jennings

beginning Feb. 1 (BROADCASTING, Nov. 23, 1964).

Mr. Jennings succeeds **Ron Cochran**, who is leaving network in February.

The 15-minute newscast will be carried Monday-Friday at various times between 6 and 7:30 p.m., local time.

ABC News also announced that commentator **Bob Young** will anchor Saturday and Sunday, 11 p.m. EST, ABC-TV News program to be inaugurated, Feb. 6, as part of revitalized seven-day news service announced by network last month.

**Peter Jennings**, 26, correspondent who joined A B C News last September, will be new anchorman of ABC-TV's dinner - hour news program,

**Pat Hale**, technical director, promoted to assistant operations director at KIII(TV) Corpus Christi, Tex.

**Dick Seitz**, engineer for KNXT(TV) Los Angeles, named president of Los Angeles division of Society of Television Engineers.

**Raymond L. Henry**, general operating manager of Allied Radio Corp., Chicago, named VP.

**Bill Bryant**, technical representative in Decatur, Ala., for Ameco Inc., Phoenix-based community antenna television equipment manufacturer and system owner, named southeastern sales representative. **Don Atchison**, also of Decatur, promoted to southeastern technical representative. Other Ameco changes: **William Asip**, named northeastern sales representative; **Phillip Colone Jr.** New England sales representative, replacing **Joseph Choquette** appointed manager of new Ameco systems in Endicott, Union and Endwell, all New York.

## FANFARE

**Bill Gladden**, WAVE-AM-TV Louisville, Ky., announcer, appointed public relations and promotion manager for stations.

**Sandy Miller** joins promotion and public relations department of WCPO-TV Cincinnati.

**Don Shepherd**, promotion and advertising director of WFIL-TV Philadelphia, appointed manager of promotion services for WTVJ(TV) Miami.



Mr. Shepherd

**Dusty Rhodes**, disk jockey at WSAI Cincinnati, named to co-

ordinate and supervise nationwide campaign among disk jockeys to help raise money for John Fitzgerald Kennedy Library through "Work a Day for JFK" campaign.

## INTERNATIONAL

**George Cross**, executive VP of Spitzer, Mills & Bates, Ltd., Toronto, appointed president of agency, succeeding **W. H. Reid**, named vice-chairman of board. **G. F. Mills** continues as board chairman. **Allen B. Yeates**, senior VP,

dianapolis as late evening newscaster.

**Duff Thomas**, news director of WFAX Falls Church, Va., joins UPI Audio, Washington.

## EQUIPMENT & ENGINEERING

**Roland L. Desroches** named field sales manager-distributors for Sylvania Entertainment Products Corp., marketing subsidiary of Sylvania Electronic Products, New York. He was formerly associated with City Hall Stores, Providence, R. I.

**H. James Carter**, formerly publications administrator for RCA's Data Systems Center, Bethesda, Md., named advertising and publications director at Entron Inc., Silver Spring, Md.

**Ovid Riso**, manager of advertising and sales promotion for International Division of Philco Corp., Philadelphia, retires after 20 years with company.

**Richard W. Hanselman**, with RCA since 1957, elected VP, consumer products merchandising, RCA Sales Corp., New York.

**Edward L. Midgley**, chief engineer, named manager of engineering for Tuner Division of Standard Kollsman Industries., Melrose Park, Ill.

**William Menezes** named sales manager of Harman-Kardon Commercial Sound Division, subsidiary of Jerrold Corp., Philadelphia.

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named executive VP. **J. H. Randle** appointed VP of Montreal office.

**Gabor Apor**, radio-television producer of Foster Advertising Agency, Toronto, moves to similar post at Ronalds-Reynolds Ltd., Toronto.

**Bruce Hawkins**, formerly with CKKW Kitchener, Ont., and CHIC Brampton, Ont., named radio sales representative of Paul Mulvihill & Co., Ltd., Toronto station representation firm.

**Ted D. Axford** appointed sales manager of CJOB-AM-FM Winnipeg, Man.

**Pierre Champagne**, formerly with Canadian Broadcasting Corp. commercial department at Montreal, joins television division of Hardy Radio & Television Ltd., Montreal station representation firm.

**W. E. S. Briggs**, VP of Canadian Broadcasting Corp., Ottawa, Ont., named chief operating officer and deputy chief executive, with responsibilities for day-to-day operations.

**Paddy Carr**, media manager of Overmark Ltd., London, elected chairman of The Adwomen, association of women in British advertising industry.

**George Room** appointed executive director of Greenlys Ltd., London. Before joining agency in 1963, he was with Erwin Wasey, Ruthrauff and Ryan Ltd., McCann-Erickson Advertising Ltd. and Colman, Prentis and Varley Ltd., all London.

**Edward Finn** and **Michael Ingram** named to production department controllers at Major & Co. Advertising Ltd., London. Mr. Finn joined Major's in May 1962. Mr. Ingram joined agency in June 1964.

**Ronald Dunkley**, senior producer at Mather & Crowther Ltd., London, joins Dorland Advertising Ltd., London, as writer-producer.

**John Cousins** joins Dorland Advertising Ltd., London, as art director. He was formerly with *Vogue* magazine and Young and Rubicam Ltd., that city, where he was art supervisor.

**Michael Holbeach**, formerly with Associated Television Ltd., London, appointed account executive at J. Walter Thompson Co., Sydney, Australia.

**D. Huxtable**, administrative director, joins board of LPE Television Ltd., London. He helped form LPE's TV department, then called Immedia, in 1954.

**W. A. McDonald**, director of public relations of Canadian Broadcasting Corp., named director of its historical section, succeeding **G. W. Richardson** who retired after more than 30 years service with CBC.

**Nelson Gardiner**, assistant technical director of television of Canadian

## Canadians name Mulvihill

**Paul Mulvihill**, president of station representation firm of same name, Toronto, elected 1965 president of Station Representatives Association of Canada, succeeding **Gordon Ferris**, president of Radio-Television Representatives Ltd. **Arthur Harrison**, Hardy Radio & Television Ltd., elected 1st VP; **Lorrie Potts**, who heads own firm, 2nd VP; **Hugh Clark**, Stovin-Byles Ltd., treasurer, and **Michael Callahan**, Air Time Sales Ltd., secretary.

**William Mitchell**, All-Canada Radio & Television Ltd., named chairman of Montreal chapter; **James McLennan**, Radio & Television Sales Inc., secretary, and **R. Genin**, Stovin-Byles Ltd., treasurer.

Broadcasting Corp., at Toronto, appointed technical director of broadcasting for Expo '67, Montreal World Fair in 1967.

**W. K. Moyer**, with Canadian Broadcasting Corp. for 27 years, and most recently as chief of film buying, named Canadian sales director of distribution for Seven Arts Productions Ltd., Toronto.

## ALLIED FIELDS

**Aaron Beckwith**, formerly VP and director special TV projects BBDO, New York, joins Schwerin Research Corp., New York, as director of program testing division.

## DEATHS

**Robert F. Carroll**, 48, senior VP and director of Doremus & Co., New York, died Dec. 29 in Memorial hospital, there. He joined agency in 1948; became director of public relations department in 1953; VP in 1954 and named to present positions in 1962. Among survivors are his widow, Virginia; daughters, Linda and Christine, and son, Reber.

**D. Gene Williams**, 59, owner-manager of KSPQ Spokane, Wash., and co-owner of KOYN Billings, Mont., and KUTT Fargo, N. D., died of heart attack Dec. 24 in Seattle. He is survived by his wife and two daughters.

**Arthur L. Beckman**, 71, president of First Trust and Savings bank, Kankakee, Ill., died Dec. 24 at St. Mary's

hospital, Kankakee. He had been secretary-treasurer for *Kankakee Daily Journal*, and its stations, WKAN Kankakee, WRRR Rockford, WIRL Peoria and WQUA Moline, all Illinois. Among survivors are his widow, Clara, and daughter.

**Cheerio Meredith**, 74, TV character actress who appeared on such series as *Bonanza* and *December Bride*, died Dec. 25 in Motion Picture Country House and Hospital after long illness.

**Dick Hamburger**, 40, account executive for ABC Television Spot Sales, New York, died Dec. 24 following heart attack. Before joining ABC two years ago, he had served as sales manager for New York office of Ziv division of United Artists.

**Mrs. Joseph M. Koehler**, 65, known professionally as **Judy Dupuy**, was drowned Dec. 24, in Gulf of Mexico off St. Petersburg, Fla., while trying to rescue victim of yacht mishap. She worked at WRGB(TV) Schenectady, N. Y., where, in 1945, she wrote one of first books on television production, *Television Show Business*. With her husband she founded in 1951 Broadcast Information Bureau, private research organization that furnishes data on radio and TV programs.

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Is...



## FOR THE RECORD

As compiled by BROADCASTING, Dec. 23 through Dec. 29 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### APPLICATIONS

**Baltimore**—Chesapeake Engineering Placement Service Inc. UHF channel 72 (818-824 mc); ERP 234 kw vis., 58.5 kw aur. Ant. height above average terrain 551 feet, above ground 354.6 feet. P.O. address 44 West Biddle Street, Baltimore. Estimated construction cost \$356,544; first year operating cost \$150,000; revenue \$150,000. Studio and trans. locations both Catonsville, Md. Geographic coordinates 39° 17' 13" north latitude, 76° 45' 16" west longitude. Type trans. RCA TTU-10A, type ant. RCA TPU-27DH. Legal counsel Fisher, Wayland, Duvall & Southmayd; consulting engineer Gautney & Jones, both Washington. Principals: Julian S. Smith (33.33%), Robert S. Maslin Jr. (13.33%), Herman Kabik (13.33%), Frederick M. Himes Jr. (2.87%), Raymond E. Hoop (1.33%), Daniel D. Moore Jr. (1.33%) and Jules R. Clemens (1.33%). Messrs. Smith and Maslin have interest in Commercial Radio Institute Inc., licensee of WFM-FM Baltimore. Mr. Maslin is president and stockholder of Baltimore Radio Show Inc., licensee of WFBF Baltimore. Ann. Dec. 22.

**Florence, S. C.**—Royan Television Inc. UHF channel 60 (746-752 mc); ERP 200 kw vis., 20 kw aur. Ant. height above average terrain 419 feet, above ground 404 feet. P.O. address 1385 Broadway, New York. Estimated construction cost \$260,700; first year operating cost \$160,000; revenue \$150,000. Studio and trans. locations both Florence. Geographic coordinates 34° 13' 48" north latitude, 79° 44' 49" west longitude. Type trans. Townsend Associates TA-12A; type ant. Alford ACMI-1044, type 4. Legal counsel Marnet & Schneider; consulting engineers David Steel and Associates, both Washington. Principals: Robert L. Helft and John Van Drill (each 50%). Messrs. Helft and Van Drill have minority interest in WNJU-TV Linden, N. J., through New

Jersey Television Broadcasting Corp. which is applicant for assignment of CP of WGTI-TV Philadelphia. Ann. Dec. 22.

### New AM stations

#### ACTION BY FCC

**North Atlanta, Ga.**—North Atlanta Broadcasting Co. Granted CP for new AM on 680 kc, 5 kw D-DA. P.O. address 300 Blue Ridge Drive, Gainesville, Ga. Estimated construction cost \$31,765; first year operating cost \$72,000, revenue \$84,000. Applicants are Charles Smithgall (75%) who has interest in WGGA Gainesville, WPGA Rome, both Georgia, and WCAS Gadsden, Ala. and is president of Southland Publishing Co. and (Mrs.) Lessie B. Smithgall (25%). Action Dec. 23.

#### APPLICATION

**Madison, Ala.**—Goodman Broadcasting Co. 1110 kc, 1 kw, D. P.O. address 3008 Bob Wallace Avenue, West, Huntsville, Ala. Estimated construction cost \$20,580; first year operating cost \$32,280; revenue \$38,000. Principal: Hiram A. Goodman (100%). Mr. Goodman has various nonbroadcast interests in Huntsville. Ann. Dec. 21.

### Existing AM stations

#### ACTIONS BY FCC

■ By separate memorandum opinion and order, commission granted joint request by Hi-Desert Broadcasting Corp., licensee of KDHI Twenty-Nine Palms, and nine other applicants for frequency 1110 kc, for approval of agreement which provides for partial reimbursement of monies expended by KDHI in prosecution of application to change operation from 1250 kc to 1110 kc upon amendment to specify different frequency. KDHI has amended application to now specify 1120 kc instead of 1110 kc. Commissioners Bartley and Ford did not participate in above actions. Action Dec. 23.

■ Commission gives notice that Nov. 2 initial decision which looked toward granting applications of (1) Eaton County Broadcasting Co. to increase power of WCER Charlotte, Mich., on 1390 kc, DA, D, from 1 kw to 5 kw, and (2) Flat River Broadcasting Co. to change operation of WPLB Greenville, Mich., on 1380 kc from 500 w, DA, D, to 500 w-N, 1 kw-LS, DA-N; both conditioned to no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419, became effective Dec. 22 pursuant to Sec. 1.276 of rules. Action Dec. 28.

### New FM stations

#### ACTIONS BY FCC

**Decatur, Ala.**—Paul R. Nielsen. Granted CP for new FM on 96.9 mc, channel 245, 25 kw. Ant. height above average terrain 827 feet. P.O. address Route 1, Lacey's Spring, Ala. Estimated construction cost \$2,700; first year operating cost \$10,000; revenue \$10,500. Principal: Paul R. Nielsen (100%). Action Dec. 23.

**Winter Park, Fla.**—Richland L. Baird. Granted CP for new FM on 103.1 mc, channel 276, 3 kw. Ant. height above average terrain 101 feet. P.O. address Box 3071, Orlando,

Fla. Estimated construction cost \$16,285; first year operating cost \$75,000; revenue \$90,000. Mr. Baird is Orlando businessman. Action Dec. 24.

**Savannah, Ga.**—WEAS Inc. Granted CP for new FM on 93.1 mc, channel 226, 100 kw. Ant. height above average terrain 199 feet. P.O. address 128 West Taylor Street, Savannah. Estimated construction cost \$27,044; first year operating cost \$15,700, revenue \$20,000. Principals: E. D. Rivers Jr. (99.98%), Marie Bie Rivers and Hubert E. Ulmer (each 0.01%). Mr. Rivers has 99.98% interest in WGUN Decatur, Ga.; KWAM Memphis; WGOV Valdosta, Ga.; and WSWN Belle Glade, Fla. Applicant is licensee of WEAS Savannah. Action Dec. 23.

**Valdosta, Ga.**—WGOV Inc. Granted CP for new FM on 92.9 mc, channel 225, 27.42 kw. Ant. height above average terrain 293 feet. P.O. address Box 1182, Valdosta. Estimated construction cost \$21,706; first year operating cost \$4,000; revenue \$22,500. Principals: E. D. Rivers Jr. (99.98%), Marie Bie Rivers and Hubert Ulmer (each 0.01%). Mr. Rivers has 99.98% interest in WGUN Decatur, Ga.; WEAS Savannah, Ga.; KWAM Memphis, and WSWN Belle Glade, Fla. Marie Bie Rivers and Hubert Ulmer each have 0.01% interest in above. Action Dec. 23.

**Peru, Ind.**—Wabash-Peru Broadcasting Inc. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 43 feet. P.O. address Box 461, Peru. Estimated construction cost \$17,112; first year operating cost \$5,000; revenue \$8,000. Principals: Geneva P. Schultz (49.6%), Richard W. Schultz (0.2%), Jeannette I. Schultz (0.2%) and trust funds set up under will of J. I. Schultz (50%). Wabash-Peru is licensee of WARU Peru. Action Dec. 22.

**Houston, Mo.**—Radio Company of Texas County Inc. Granted CP for new FM on 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 172 feet. P.O. address Houston. Estimated construction cost \$13,422; first year operating cost \$8,000; revenue \$10,000. Principals: Maurice W. Covert, Warren R. McKnight, S. E. Ferguson, Raymond E. Duff, William H. Duff, Nolan R. Hutcheson (each 16.03%) and A. W. Rolfe (3.8%). Mr. Covert is attorney. Applicant is licensee of KBTC Houston. Action Dec. 22.

**Albuquerque, N. M.**—Hubbard Broadcasting Inc. Granted CP for new FM on 93.3 mc, channel 227, 51.7 kw. Ant. height above average terrain 127 feet. P.O. address c/o Kenneth M. Hance, 3415 University Avenue, St. Paul 17. Estimated construction cost \$38,545; first year operating cost \$20,000; revenue no estimate. Principals: Stanley E. Hubbard (61.79%), Didrikke S. Hubbard (15.84%), Thomas E. Bragg (8.17%), Paulette B. Godfrey Harrison (8.17%) and others. Applicant is licensee of KSTP-AM-TV St. Paul, KOB-AM-TV Albuquerque and WGTQ Cypress Gardens, Fla. Action Dec. 23.

**Memphis**—Cowles Broadcasting Service Inc. Granted CP for new FM on 104.5 mc, channel 283, 100 kw. Ant. height above average terrain 900 feet. P.O. address Hotel Peabody, Memphis. Estimated construction cost \$74,234; first year operating cost \$12,000, revenue same as AM. Holding company for Cowles Broadcasting is Cowles Magazines and Broadcasting Inc., licensee of KRNT-AM-TV Des Moines, and translators in Fort Dodge and Marshalltown, all Iowa. Gardener Cowles votes stock owned by Cowles Magazines and Broadcasting. Cowles Broadcasting Service is licensee of WREC-AM-TV Memphis. Granted Dec. 23.

#### APPLICATION

**Dexter, Mo.**—Stoddard County Broadcasting Inc. 107.3 mc, channel 297, 25.76 kw. Ant. height above average terrain 268 feet. P.O. address Box 380, Dexter. Estimated construction cost \$9,098; first year operating cost \$5,645; revenue \$10,300. Principals: Jerome B. Zimmer (50%), Lionel D. Speidel (49%) and Edna A. Speidel (1%). Mr. Zimmer has 50% interest in KZIM Cape Girardeau, Mo.; KDEX Dexter, and application for new FM in Cape Girardeau. Mr. Speidel has same interests with 49% interest in KDEX. Ann. Dec. 21.

### Ownership changes

#### ACTIONS BY FCC

**KAPP(FM) Redondo Beach, Calif.**—Grant assignment of license from George R. Gillum tr/as South Bay Broadcasting Co. to Southern California Associated Newspapers, owned by Copley Press Inc. which is owned by James S. Copley (86%), Jean M. Copley (13.6%) and others. Consideration \$37,500. Copley Press has 34% interest in Advertising Publishing Ltd. which owns KGU and has

## EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of  
Radio And TV Stations  
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242  
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164  
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

50% interest in KONA-TV, both in Honolulu. Action Dec. 23.

**WICC-AM-TV and WJZZ(FM) Bridgeport, Conn.**—Granted acquisition of positive control of licensee corporation, Connecticut-New York Broadcasters Inc., by Kenneth M. Cooper (47.6% before, 66.6% after) through purchase of stock from John A. Hill (23.8%), Charles S. Munson Jr. (1.6%) and Mrs. Lucille Wesley (1.6% as individual and 1.6% as executrix of estate of Leland G. Wesley) by licensee corporation. Consideration \$370,097. Action Dec. 22.

**WDRN(FM) Norwalk, Conn.**—Granted assignment of CP from Joel L. Parisi (30.97%), Walter F. Ranchinsky (21.75%) and others d/b as Independent Broadcasting Inc., to George Steiner and James Stolez (each 49%) and Naomi E. Crawford and Russel Hearing (each 1%) tr/as WBUX Broadcasting Co. Consideration \$5,000 and legal fees. WBUX Broadcasting is licensee of WBUX Doylestown, Pa. Action Dec. 22.

**WRRR Rockford, Ill.**—Granted transfer of control of licensee corporation, Radio Rockford Inc., from Kankakee Daily Journal Co., owned by Burrell L. and Len H. Small (each 42.5%) and others, to Messrs. Small (each 42.5%), Arthur L. Beckman (8.92%) and others. No financial consideration; transaction of asset transfer. Action Dec. 23.

**KLOE-TV Goodland, and KAYS-AM-TV Hays, both Kansas**—Granted transfer of control of licensee corporation, KAYS Inc., from Mattie and Ross Beach Jr., as executors of estate of Ross Beach Sr., deceased, to Ross Beach Jr. (50.67% after). No financial consideration. Action Dec. 24.

**WKJB Iron River, Mich.**—Granted assignment of license from Iron County Broadcasting Corp., owned by Edwin P. Phelps Sr. (100%) to Northland Advertising Inc., owned by Eugene A. Halker (100%). Consideration \$70,000. Mr. Halker owns WATW Ashland, Wis., and has 27.5% interest in WXMT Merrill, Wis. Action Dec. 22.

**KVOX Moorhead, Minn.**—Granted assignment of license from KVOX Broadcasting Co., owned by E. J. McKellar (70%), Manny Marget (2.9%), Leo Johnson (4%) and others, to Central Minnesota Television Co., owned by Thomas A. Barnestuble (27.5%), Julius Hetland (16.9%), Earl C. Reineke (10.6%) and others. Consideration \$165,000. Central is licensee of KCMT(TV) Alexandria, and KNMT(TV) Walker, both Minnesota. Action Dec. 24.

**WFSC Franklin, N. C.**—Granted 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. Action Dec. 23.

**KGRL Bend, Ore.**—Granted assignment of license from KGRL Inc., owned by Glenn Cushman (25%), Gary Capps, Robert N. Chandler, Bradley Fancher, Dagmar Fancher, Sharon Capps and Nancy Chandler (each 12.5%), to Juniper Broadcasting Inc., owned by same individuals with same percentages. No financial consideration. Action Dec. 23.

**WRYT-AM-FM Pittsburgh**—Granted assignment of license from WRYT Inc., owned by Hearst Corp., to Hearst Corp. No financial consideration; transaction of asset transfer. Action Dec. 23.

**WTAE(TV) Pittsburgh**—Granted assignment of license from Television City Inc., owned by WRYT Inc. and Hearst Corp., to Hearst Corp. No financial consideration; transaction of asset transfer. Action Dec. 23.

**WRIK-TV Ponce, P. R.**—Granted acquisition of positive control of licensee corporation, Ponce Television Corp., by Alfredo C. Ramirez de Arellano del Valle (36.6% before, 61.67% after) through purchase of stock from Vivienne Cortada de Blasini (12% before, none after), Rosy Cortada (12% before, none after), Guillermo Cortada (0.16% before, none after), Luis A. Ferre (15% before, 7.5% after), Antonio L. Ferre (5% before, 2.5% after) and Oscar Girod (5% before, 2.5% after). Consideration \$338,918.75. Mr. Ramirez is executive vice president of Ponce Television Corp. Action Dec. 23.

**KNIN Wichita Falls, Tex.**—Granted acquisition of positive control of licensee corporation, Wichita Broadcasting Corp., by Bob H. Walker (40% before, 100% after) through purchase of stock from R. E. Lee Glasgow (60% before, none after). Consideration \$200,000 payment of debt of corporation, and \$95,000 to Mr. Glasgow. Action Dec. 22.

**WBCR Christiansburg, WV**—Granted transfer of control of licensee corporation, WBCR Inc., from Alfred H. Griffith (0.5% before, none after), deceased, to Mildred W. Griffith (0.5% after), executrix of estate of Alfred H. Griffith. Action Dec. 23.

**WLLL Lynchburg, Va.**—Granted transfer of control of licensee corporation, Griffith Broadcasting Corp., from Alfred H. Griffith (99% before, none after), deceased, to

Mildred W. Griffith (99% after), executrix of estate of Alfred H. Griffith. Action Dec. 23.

**WVAR Richwood, W. Va.**—Granted assignment of license from Royal Broadcasting Co., owned by W. Courtney Evans (51%) and Elizabeth G. Evans (49%), to R-S Broadcasting Co., owned by Carl E. Gainer, C. Farrell Johnson and Larry A. Tucker (each 33⅓%). Consideration \$53,000. Assignees have various nonbroadcast business interests in West Virginia. Action Dec. 23.

**WRDE Reidsburg, Wis.**—Granted assignment of license from William C. Forrest to Sauk Broadcasting Corp., owned by Kenneth W. Stuart, Willard R. Schuetze, Doran R. Zwygart and Edwin W. Schuetze (each 25%). Consideration \$145,000. Messrs. Stuart, Schuetze and Zwygart own Green County Broadcasting Co., licensee of WEKZ-AM-FM Monroe, Wis. Action Dec. 22.

#### APPLICATIONS

**KHOG Fayetteville, Ark.**—Seeks transfer of control of licensee corporation, Fayetteville Broadcasting Inc., from C. A. Sammons (50% himself and 50% as executor of estate of Rosine S. Sammons), to Broadcasting Associates Inc., owned by C. A. Sammons (80%) through ownership of Sammons Enterprises Inc., and Ramond Ruff (20%). Consideration \$85,000. Broadcasting Associates is licensee of KIXZ Amarillo, Tex., and Mr. Sammons has interest in KELI Tulsa and KTRN Wichita Falls, Tex., through T & O Broadcasting Co. and KWAT Watertown, S. D., through Midland National Life Insurance Co. Ann. Dec. 8.

**WSEM Donalsonville, Ga.**—Seeks assignment of license from William M. Forshee, Ester W. Shepherd and Donald H. Wingate d/b as Radio Donalsonville, to William M. Forshee, Ester W. Shepherd and Maxine E. Robinson d/b as Radio Donalsonville. Consideration cancellation of \$10,000 indebtedness. Ann. Dec. 8.

**WAVE-AM-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WFRV(TV) Green Bay, Wis.**—Seek transfer of control of licensee or licensee parent corporation, WAVE Inc., from Citizens Fidelity Bank and Trust Co., executor of estate of George W. Norton Jr. (100% before, 46% after), to Jane Morton Norton (54% after as voting trustee). No financial consideration. Ann. Dec. 16.

**KLRS Mountain Grove, Mo.**—Seeks acquisition of negative control of licensee corporation, KLRS Broadcasting Co., by Taylor Sales Co. and Lester F. Strauss (each 0.72% before, 0.72% after) and Kickapoo Prairie Broadcasting (97.83% before, 98.53% after), through sale of stock by Floyd W. Jones (0.72% before, none after) to licensee corporation. Seek application for KICK listed below. Ann. Dec. 14.

**KICK Springfield, Mo.**—Seeks acquisition of negative control of licensee corporation, Kickapoo Prairie Broadcasting Inc., by Taylor Sales Co. and Lester F. Strauss (each 33⅓% before, 50% after), through sale of stock by Floyd W. Jones (33⅓% before) to licensee corporation. Consideration \$125,000 for 285 shares of Kickapoo Prairie Broadcasting and two shares of KLRS Broadcasting. Ann. Dec. 14.

**KNDC Hettinger, N. D.**—Seeks transfer of control of licensee corporation, Hettinger Broadcasting Co., from Kenneth L. Hirsch (48.95% before, none after), to Sturgis Radio Inc. (48.95% before, 64.6% after through retirement of 31.5% of stock). Allen McIntyre (17.5% after) and Gary Hendricks (17.5% after). Consideration \$7,510. Ann. Dec. 22.

#### Hearing cases

##### INITIAL DECISION

■ Hearing Examiner Forest L. McClennan issued initial decision looking toward granting application of Radio WBOV Inc. for new FM on channel 298 (107.5 mc) at Terre Haute, Ind. Action Dec. 23.

##### DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for consolidated hearing following 16 applications for operation on 1110 kc in Pasadena, Calif. (unless otherwise noted), now occupied on interim basis by Oak Knoll Broadcasting Corp. (KRLA) in Pasadena pending decision on applications for regular authorization: Radio Southern Calif. Inc., 10 kw-N, 50 kw-LS, DA-2; Goodson-Todman Broadcasting Inc., 10 kw-N, 50 kw-LS, DA-2; Bible Institute of Los Angeles Inc., 10 kw-N, 50 kw-LS, DA-2; California Regional Broadcasting Corp., 50 kw, DA-2, unl.; Pasadena Civic Broadcasting Co., 10 kw-N, 50 kw-LS, DA-2; Crown City Broadcasting Co., 10 kw-N, 50 kw-LS, DA-2; Pasadena Community Station Inc., 10 kw-N, 50 kw-LS, DA-2; Voice of Pasadena Inc., 10 kw-N, 50 kw-LS, DA-2; Western Broadcasting Corp., 10 kw-N, 50 kw-LS, DA-2; Pasadena Broadcasting Co., 10 kw-N, 50 kw-LS, DA-2; KFOX Inc., to

change operation of KFOX from 1280 kc, 1 kw, D, Long Beach, to 1110 kc, 10 kw-N, 50 kw-LS, DA-2, Pasadena; Charles W. Jobbins, 1 kw, D, Costa Mesa-Newport Beach; Orange Radio Inc., 10 kw-N, 50 kw-LS, DA-2, Fullerton; Pacific Fine Music Inc., 10 kw-N, 50 kw-LS, DA-2, Whittier; Topango Malibu Broadcasting Co., 500 w, DA-2, unl., Topango; Storer Broadcasting Co. to change operation of KGBS from 1020 kc, 50 kw, DA-1, L-KDKA, Los Angeles, to 1110 kc, 50 kw, DA-2, unl., Pasadena. Memorandum opinion and order disposed of various pleadings. Action Dec. 23.

**WBVL Barboursville, Ky.**—Designated for consolidated hearing applications of Brown Radio for renewal of license of daytime WBVL on 950 kc, 1 kw, and Barboursville Community for new AM seeking same facilities. Action Dec. 23.

**Birmingham Broadcasting Co., Irondale, Ala.**—Designated for consolidated hearing applications for new daytime AM's on 1480 kc, 5 kw. Action Dec. 23.

#### OTHER ACTIONS

■ Commission took following steps in effort to resolve long-standing interference and FM allocation problems in Chicago area: (1) By memorandum opinion and order, commission assigned channel 294 to Waukegan, Ill. (under "25-mile rule," that channel will also be available for use at Des Plaines), and dismissed application of Walter A. Hotz and Charles W. Kline, d/b as Radio America, for new FM on channel in Chicago and terminated hearing. Also dismissed hearing proceedings on applications for new FM's of News-Sun Broadcasting Co. for channel 294 in Waukegan and Edward Walter Piszczek and Jerome K. Westerfield for channel 244 in Des Plaines; held applications pending, and afforded 45 days for applicants Piszczek and Westerfield to amend to specify channel 294 and show site meeting required mileage separations and for News-Sun to up-date application if it wishes to do so, and, if appropriate amendments are filed, two applications will then be designated for consolidated hearing primarily on Sec. 307(b) issues. Also denied various petitions for reconsideration of Third Report in Doc. 14185 proposing conflicting FM assignments and petitions of Gale Broadcasting Inc. (FM station WFMT), Chicago, and North Shore Fine Arts Committee for reconsideration of Dec. 5, 1962 action granting application of Radio Skokie Valley Inc. for license for WRSV(FM) on 252A in Skokie. (2) By notice of proposed rulemaking, commission looks toward deleting channel 270 from Chicago and substituting channel for 252A in Skokie to remove interference situation presently existing by operation of WRSV on latter channel. Skokie station would be limited to 20 kw ERP and ant. height of 130 feet (present height of WRSV ant.). Radio Skokie was ordered to show cause why license should not be modified to specify operation of WRSV on channel 270 in lieu of 252A. Action Dec. 23.

■ By order, commission stayed effectiveness of June 30 decision by Review Board which granted application of WKYR Inc. to change location of WKYR from Keyser, W. Va., to Cumberland, Md., and increase operating hours from daytime to unlimited time with 1 kw-N, DA-2, continued operation on 1270 kc, 5 kw, D. Stay is conditioned that petitioners Allegany County Broadcasting Corp. (WCUM-AM-FM) and Cumberland Valley Broadcasting Corp. (WTBO-AM-FM), Cumberland, Md., prosecute diligently appeal in Court of Appeals from June 30 decision and prior commission action denying enlargement of issues in proceeding. Commissioner Cox not participating. Action Dec. 23.

**WCTS-FM Minneapolis**—Waived Sec. 1.534 (b) of rules and accepted for filing and granted application for reinstatement of expired permit, as modified, for new class C FM on channel 262 (100.3 mc); ERP 21.2 kw; ant. height 429 feet. Action Dec. 23.

■ Commission invited comments to notice of proposed rulemaking looking toward reserving for noncommercial educational use channel 6 (now commercial) in Casper, Wyo. Reservation was requested by Natrona County High School District and Casper School District No. 2, which have formed "Greater Wyoming Instructional Television Council." Action Dec. 23.

■ Commission granted request by Capital Broadcasting Co., licensee of WNAV-FM Annapolis, Md., for waiver through July 1 of "multiplex" transmission requirement in SCA rules while changing from "simplex" operation. Commissioner Bartley dissented. Action Dec. 23.

■ By memorandum opinion and order, commission denied petition by Sussex County Broadcasters Inc. WNNJ-AM-FM Newton, N. J., for reconsideration of Sept. 24 action which granted without hearing application of Louis Vander Plate for new class A FM in Franklin, N. J., and which denied Sussex's

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 30

|        | Lic.             | CP's | CP's       | TOTAL APPLICATIONS |
|--------|------------------|------|------------|--------------------|
| ON AIR |                  |      | NOT ON AIR | for new stations   |
| AM     | 3,983            | 63   | 70         | 382                |
| FM     | 1,186            | 94   | 217        | 270                |
| TV     | 548 <sup>1</sup> | 40   | 93         | 181                |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 30

|               | VHF              | UHF | TV  |
|---------------|------------------|-----|-----|
| Commercial    | 510 <sup>2</sup> | 163 | 673 |
| Noncommercial | 58               | 56  | 114 |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30

|                                                 | AM    | FM    | TV  |
|-------------------------------------------------|-------|-------|-----|
| Licensed (all on air)                           | 3,950 | 1,174 | 555 |
| CP's on air (new stations)                      | 50    | 70    | 31  |
| CP's not on air (new stations)                  | 76    | 211   | 84  |
| Total authorized stations                       | 4,076 | 1,455 | 670 |
| Applications for new stations (not in hearing)  | 187   | 198   | 66  |
| Applications for new stations (in hearing)      | 69    | 54    | 63  |
| Total applications for new stations             | 256   | 252   | 129 |
| Applications for major changes (not in hearing) | 194   | 67    | 35  |
| Applications for major changes (in hearing)     | 34    | 4     | 10  |
| Total applications for major changes            | 228   | 71    | 45  |
| Licenses deleted                                | 0     | 1     | 0   |
| CP's deleted                                    | 1     | 0     | 4   |

<sup>1</sup> Does not include seven licensed stations off air.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

opposing petition. Commissioner Cox dissented. Action Dec. 23.

■ By order, commission abolished obsolete FCC Form 317, formerly used for Special Service Authorizations in AM broadcast service (now precluded), and amended Sec. 1.543 of covering rules to delete reference to it. Action Dec. 23.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order denied petition by Central Broadcasting Co. (WCGC), Belmont, N. C., to reopen record and remand proceeding to examiner to receive new engineering evidence on AM application. Action Dec. 23.

■ By supplemental decision granted application of North Atlanta Broadcasting Co. for new AM station in North Atlanta, Ga., insofar as it seeks daytime operation on 680 kc, 5 kw. DA. Action Dec. 23.

■ Granted motion by KPDQ Inc. (KPDQ), Portland, Ore., to extend time to Jan. 15 to file exceptions to initial decision in proceeding on AM application. Action Dec. 24.

■ By memorandum opinion and order in proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc., for renewal of license of WDMG Douglas, Ga., WMEN Inc., for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., in Doc 15176 et al., (1) granted Timm and WDMG petition for review of examiner's adverse ruling, and (2) set aside latter's order to Timm and WDMG to produce various documents relating to corporate and general finances. Member Berke-meyer concurred and issued statement; Member Nelson not participating. Action Dec. 28.

■ In Cocoa, Fla., FM proceeding in Doc. 15476-7, granted motion by WKKO Radio Inc. on behalf of itself and WEZY Inc. to extend time to Jan. 8 to file replies to Broadcast Bureau's opposition to applicant's request for approval for dismissal of WKKO-FM application and for grant of WEZY-FM application. Action Dec. 28.

■ Granted request by Cleveland Broadcasting Inc. to extend time to Jan. 8 to file replies to exceptions to initial decision in proceeding on application and that of Community Telecasters of Cleveland Inc. for new TV's on channel 19 in Cleveland. Action Dec. 29.

## ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

■ On own motion, continued from Jan. 4 to Feb. 4 time to file proposed findings, and from Jan. 11 to Feb. 11 to file replies, reopened record and scheduled further hearings for Jan. 11 in proceeding on applications of Lompoc Valley Cable TV Inc., for operational fixed stations in business radio service. Action Dec. 28.

■ In accordance with understandings reached at Dec. 22 prehearing conference in proceeding on application of Tree Broadcasting Co. for new AM in Greensburg, Ind., ordered that parties shall exchange exhibits by Jan. 25, and continued Jan. 5 hearing to Feb. 8. Action Dec. 22.

By Hearing Examiner Thomas H. Donahue

■ On own motion, scheduled prehearing conference for Jan. 4 in proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. Action Dec. 23.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex., in Doc. 14411-2, granted joint oral motion by all parties and continued Dec. 29 further hearing to Jan. 15. Action Dec. 28.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued Feb. 1 hearing to Feb. 8 in proceeding on applications of Triad Stations Inc. and Marshall Broadcasting Co. for new FM's in Marshall, Mich. Action Dec. 22.

By Hearing Examiner Isadore A. Honig

■ In Blue Island-Elmwood Park, Ill., FM proceeding, ordered, nunc pro tunc, that following procedural dates are postponed indefinitely: exchange of exhibits scheduled for Dec. 7, and notification of witnesses scheduled for Dec. 21. Action Dec. 22.

By Hearing Examiner H. Gifford Irion

■ Pursuant to agreements reached at Dec. 28 prehearing conference in Henderson-Boulder City, Nev., TV channel 4 proceeding in Doc. 15705 et al., continued Feb. 1 hearing to Feb. 23. Action Dec. 28.

■ In Columbus, Ohio, TV channel 40 pro-

ceeding in Doc. 15618-20, granted request by Peoples Broadcasting Corp. to continue Dec. 30 hearing to Jan. 6 and continued for one week other procedural dates. Action Dec. 28.

By Hearing Examiner David I. Kraushaar

■ Granted motion by Marion Moore to correct transcript of Nov. 30 proceedings on application for new AM in Joshua Tree, Calif. Action Dec. 21.

By Hearing Examiner Jay A. Kyle

■ Upon request of respondent K & M Publishing Inc. continued Dec. 29 prehearing conference to Jan. 18 in proceeding on AM application of Progress Broadcasting Corp. (WHOM), New York. Action Dec. 24.

By Hearing Examiner Forest L. McClenning

■ In proceeding on FM applications of Paul Dean Ford (WPFR), Wabash Valley Broadcasting Corp. (WTHI) and Radio WBOW Inc., Terre Haute, Ind., in Doc. 15421-3, (1) granted petition by Wabash Valley for leave to amend application to specify, inter alia, continued operation on channel 260 (99.9 mc), and returned amended application to processing line; (2) granted petition by Paul Dean Ford to dismiss application and dismissed application with prejudice except insofar as he may subsequently seek increased power and ant. height for WPFR pursuant to rule changes adopted in Doc. 14185; and (3) retained in hearing status Radio WBOW Inc. Action Dec. 22.

■ Granted petition by Radio WBOW Inc. to receive in evidence exhibits to establish that no consideration has been paid or promised by any of parties in connection with filing of petition by Wabash Valley Broadcasting Corp. for leave to amend and by Paul Dean Ford to dismiss application (above proceeding), and took official notice of original copies of exhibits C and D, and closed record in proceeding on application for new FM in Terre Haute, Ind. Action Dec. 22.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In Chicago TV channel 38 proceeding in Doc. 15667 et al., granted petition by Kaiser Industries Corp. to dismiss application. Action Dec. 22.

By Hearing Examiner Sol Schildhouse

■ In proceedings on applications for new UHF-TV's in Boston and Lorain, Ohio, scheduled Feb. 1 in Boston case and Feb. 15 in Lorain case for applicants to exchange with each other written direct cases on all issues other than those specified in FCC 64M-1069 (released Oct. 29 and fixing trial schedule for hearing on certain issues against United Artists Broadcasting Inc.). Other dates for notification of witnesses and for actual trial will be fixed at later date, and parties are bound by agreements and understandings reached on record with respect to other matters not specifically covered here. Action Dec. 22.

By Office of Opinions and Review

■ Granted petition by Broadcast Bureau to extend time to Jan. 18 to file pleading responsive to petition for reconsideration in proceeding on AM applications of WNOW Inc. (WNOW), York, Pa., and Radio Associates Inc. (WEER), Warrenton, Va. Action Dec. 28.

## BROADCAST ACTIONS

by Broadcast Bureau

Action of December 28

KAET(TV) Phoenix — Granted CP to change ERP to 115 kw vis., and 57.5 kw aur.; type trans. and type ant., and ant. height to 1620 feet, and make other equipment changes.

Actions of December 24

WHVL Hendersonville, N. C. — Granted mod. of CP to make changes in ant. system. KCYR Milan, N. M. — Granted request to cancel CP for new AM; delete call letters.

Actions of December 23

WMCF(M) Stuart, Fla. — Granted mod. of CP to change type ant. and make changes in transmission line.

■ Following were granted extensions of completion dates as shown: WCLU Covington, Ky., to June 15; KWJJ Portland, Ore., to June 30; KKIS Pittsburg, Calif., to June 10; KTRC Santa Fe, N. M., to May 30; KHOK-FM Hoquiam, Wash., to July 12.

WFGW Black Mountain, N. C. — Granted increased power on 1010 kc, D, from 10 kw to 50 kw, with 10 kw Canadian restricted; change from DA-D to DA-D(2), and install new trans.; conditions.

WFLA-TV Tampa, Fla. — Granted mod. of license to reduce aur. ERP to 30.2 kw, and change type aur. trans.

■ By order, authorized E. G. Robinson Jr.

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tr/as Palmetto Broadcasting Co., to continue operation of WDKD (1310 kc, 5 kw, D) Kingstree, S. C., until 5:15 p.m. Jan. 31. Additional time will permit consideration by commission of applications by Collins Corp. of Georgia and Santee Broadcasting Inc. for authority to operate AM in Kingstree.

WHFB-FM Benton Harbor-St. Joseph, Mich.—Remote control permitted.

#### Actions of December 22

■ Granted renewal of licenses for following main and co-pending auxiliaries: WABL Amite, La.; WKBL Covington, Tenn.; WAEF-FM and SCA Cincinnati; WLUK-TV Green Bay, Wis.; WRCB-TV Chattanooga, WTOP-TV Savannah, Ga.—Granted CP to install new ant.

WANE-TV Fort Wayne, Ind.—Granted CP to install auxiliary ant. at main trans. and ant. location.

KATV(TV) Little Rock, Ark., KWTN(TV) Oklahoma City, and KTUL-TV Tulsa, Okla.

—Granted mod. of licenses and mod. of CP's to change name to Griffin-Leake TV Inc.

#### Actions of December 18

Chromo TV Association, Chromo, Colo.—Granted CP for new UHF-TV translator, on channel 2, to rebroadcast programs of KOAT-TV (ch. 7) Albuquerque, N. M.

■ Granted CP's for following new VHF-TV translators: Republic Township, on channel 7, Republic, Mich., to rebroadcast programs of WFRV(TV) (ch. 5) Green Bay, Wis.; Menard Television Co., on channels 2 and 6, Menard, Tex., KCTV-TV (ch. 8), and KACB-TV (ch. 3), both San Angelo, Tex.

#### Actions of December 17

■ Remote control permitted for following: WRVM Rochester, N. Y.; KHGM(FM) Beaumont, Tex.

KFML Denver—Granted license covering increase in power and installation of new trans.; specify type trans.

#### Fines

■ By memorandum opinion and order, commission ordered Channel Seven Inc., licensee of KLT(TV) Tyler, Tex., to forfeit \$100 for violating Sec. 325(a) of Communications Act and Sec. 73.655 of commission's rules by rebroadcasting telecast of National Football League game in Dallas on Sept. 20 without consent of originating station, KSLA-TV Shreveport, La. Action was taken after commission consideration of KLT's response to Oct. 14 notice of apparent liability for \$250. Action Dec. 23.

#### Rulemakings

##### PETITION FOR RULEMAKING

■ KIRX Kirksville, Mo. — Community Broadcasters Inc. Request amendment of rule to assign channel 233 to Kirksville. Received Dec. 22.

## TV SHOWSHEETS

# ON THE NETWORKS THIS WINTER

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published in the first issue in each quarter.

### SUNDAY MORNING

#### 10 a.m.-Noon

ABC-TV 10-10:30 No network service; 10:30-11 *Beany & Cecil*, part.; 11-11:30 *Bullwinkle*, part.; 11:30-12 *Discovery '64*, part.  
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.  
NBC-TV No network service.

### SUNDAY AFTERNOON-EVENING

#### Noon-1 p.m.

ABC-TV No network service.  
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.  
NBC-TV 12-12:30 No network service; 12:30-1 *Watch Mr. Wizard*, part.

#### 1-2 p.m.

ABC-TV 1-1:30 *Directions '65*, sust.; 1:30-2 *Issues and Answers*, sust.  
CBS-TV No network service.

NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & public affairs, part.

#### 2-5 p.m.

ABC-TV No network service.  
CBS-TV 2-4:30 *Sunday Sports Spectacular*, part.; 4:30-5 No network service.  
NBC-TV 2-3 No network service; 3-4 *Sunday*, part.; 4-5 *Sports in Action* (C), part.

#### 5-6 p.m.

ABC-TV 5-5:30 *Science All Stars*, Minneapolis-Honeywell; 5:30-6 No network service.  
CBS-TV 5-5:30 *Sunday with Jack Benny*, part.; 5:30-6 *Amateur Hour*, J. B. Williams.  
NBC-TV 5-5:30 *Wild Kingdom* (C), Mutual of Omaha; 5:30-6 *GE College Bowl* (C), General Electric.

#### 6-7 p.m.

ABC-TV No network service.  
CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *World War I*, part.  
NBC-TV 6-6:30 *Meet the Press* (C), co-op part.; 6:30-7:30 *Profiles in Courage*, part. (starts 11/8).

#### 7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 *Wagon Train*, part.  
CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *My Favorite Martian*, Kellogg, Toni.  
NBC-TV 7-7:30 *Profiles in Courage*, cont.; 7:30-8:30 *Walt Disney's Wonderful World of Color* (C), Eastman Kodak, Ford Motor Co.

#### 8-9 p.m.

ABC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *Broadside*, part.  
CBS-TV *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever.  
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Bill Dana Show* (Branded starts 1/24), P&G.

#### 9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie*, part.  
CBS-TV *For the People*, part.  
NBC-TV *Bonanza* (C), Chevrolet.

#### 10-11 p.m.

ABC-TV *Sunday Night Movie*, cont.  
CBS-TV 10-10:30 *Candid Camera*, Bristol-Myers, Lever; 10:30-11 *What's My Line*, part.  
NBC-TV *The Rogues*, Am. Tobacco, Miles, Nabisco.

#### 11-11:15 p.m.

ABC-TV *Late Night News*, part.  
CBS-TV *CBS News with Harry Reasoner*, Whitehall, Carter.  
NBC-TV No network service.

### MONDAY-FRIDAY

#### 7-10 a.m.

ABC-TV No network service.  
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.  
NBC-TV 7-9 *Today*, part.; 9-10 No network service.

#### 10-11 a.m.

ABC-TV No network service.  
CBS-TV 10-10:30 *CBS News with Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.  
NBC-TV 10-10:25 *Make Room for Daddy*, part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-10:55 *What's This Song*, part.; 10:55-11 *News Morning Report*, Gen. Foods, Leeming.

#### 11 a.m.-Noon

ABC-TV 11-11:30 No network service, part.; 11:30-12 *Price Is Right*, part.  
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *The McCays*, part.  
NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Jeopardy* (C), part.

#### Noon-1 p.m.

ABC-TV 12-12:30 *Donna Reed Show*, part.; 12:30-1 *Father Knows Best*, part.  
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.  
NBC-TV 12-12:30 *Say When* (C), part.; 12:30-12:55 *Truth or Consequences* (C), part.; 12:55-1 *News*, Gen. Mills.

#### 1-2 p.m.

ABC-TV 1-1:30 *Hello Pea Pickers*, part.; 1:30-2 No network service.  
CBS-TV 1-1:30 *Summer Semester*, sust.; 1:30-2 *As the World Turns*, P&G, part.  
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *News*, S. C. Johnson.

#### 2-3 p.m.

ABC-TV 2-2:30 *Flame in the Wind*, part.; 2:30-2:55 *Day in Court*, part.; 2:55-3 *News*, Purex.

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# TV specials in January, February and March

## ABC-TV

Jan. 16: 2-5 p.m.  
AFL All-Star Game and Scoreboard, part.  
Jan. 20: 11 a.m.-conclusion  
Inauguration Day, Purex.  
Jan. 31: 5-6 p.m.  
American Sportsman, Liberty Mutual, R. J. Reynolds.  
Feb. 4: 10-11 p.m.  
Alcoa Preview, Alcoa.  
Feb. 7: 7:30-8:30 p.m.  
Aqua Varieties, Independent Electric Light & Power Companies.  
Feb. 13: 8:30-9:30 p.m.  
The Way Out Men, 3M Co.  
Feb. 15: 10-11 p.m.  
Dinah Shore Special, Purex.  
Feb. 19: 9:30-11 p.m.  
Who Has Seen the Wind? Xerox.  
Feb. 21: 5-6 p.m.  
American Sportsman (see Jan. 31).  
Feb. 23: 10-11 p.m.  
I, Leonardo Da Vinci (C), Goodrich.  
Feb. 26: 8-9 p.m.  
Inger Stevens in Sweden, Clairrol.  
March 7: Time TBA  
'65 World's Figure Skating Championships, part.  
March 10: 9:30-11 p.m.  
Grand Award of Sports, Autolite, Institute of Life Insurance.

March 13: 7:30-8:30 p.m.  
World of Thrills, 3M Co.  
March 14: 5-6 p.m.  
American Sportsman (see Jan. 31).  
March 14: 7:30-8:30 p.m.  
Alcoa Preview, Alcoa.  
March 17: 8:30-9:30 p.m.  
Man in the Sea, Goodrich.  
March 18: 10-11 p.m.  
Dinah Shore Show, Purex.

## CBS-TV

Jan. 10: 12-1 p.m.  
Meet the New Senators.  
Jan. 10: 9-10 p.m.  
Another Evening with Fred Astaire.  
Jan. 17: 7-9 p.m.  
The Wizard of Oz.  
Jan. 20: 10 a.m.-4:30 p.m.  
Inauguration Day Ceremonies, Saving & Loan Foundation.  
Jan. 28: 8-9 p.m.  
Young People's Concert, Bell Telephone.  
Feb. 16: 10-11 p.m.  
Michelob Hour of Excellence, Anheuser-Busch.  
Feb. 19: 7:30-8:30 p.m.  
Young People's Concert, Bell Telephone.  
Feb. 22: 8:30-10 p.m.  
Cinderella.

March 28: 4:30-5 p.m.  
Michelob Hour of Excellence, Anheuser-Busch.

## NBC-TV

Jan. 4: 9:30-10:30 p.m.  
State of the Union Message News Analysis, Gulf.  
Jan. 5: 8:30-10 p.m.  
White Paper: The Decision to Drop the Bomb.  
Jan. 12: 10-11 p.m.  
The Capitol: Chronicle of Freedom, Savings & Loan Foundation.  
Jan. 18: 9-10 p.m.  
Ailan Sherman's Funnyland, Timex.  
Jan. 20: 11 a.m.-5 p.m.  
Presidential Inauguration, Eastern Air Lines.  
Jan. 20: 7:30-8 p.m.  
Presidential Inauguration Summary, Eastern Air Lines.  
Jan. 20: 11 p.m.-1 a.m.  
Presidential Inauguration Ball, Clairrol.  
Jan. 25: 10-11 p.m.  
Stately Ghosts of England, Institute of Life Insurance, Mennen, P. Lorillard.  
Jan. 26: 10-11 p.m.  
The French Revolution.  
Jan. 28: 9:30-11 p.m.  
Hallmark Hall of Fame, Hallmark.  
Feb. 9: 10-11 p.m.  
White Paper: Lee Harvey Oswald.

CBS-TV 2-2:30 Password, part.; 2:30-3 Art Linkletter's House Party, part.  
NBC-TV 2-2:30 Moment of Truth, part.; 2:30-3 The Doctors, Colgate-Palmolive, part.

## 3-4 p.m.

ABC-TV 3-3:30 General Hospital, part.; 3:30-4 The Young Marrieds, part.  
CBS-TV 3-3:25 To Tell the Truth, part.; 3:25-3:30 CBS News with Douglas Edwards, American Home, Gen. Mills; 3:30-4 Edge of Night, P&G, part.  
NBC-TV 3-3:30 Another World, 3:30-4 You Don't Say (C), part.

## 4-5 p.m.

ABC-TV Trailmaster, part.  
CBS-TV 4-4:30 The Secret Storm, part.; 4:30-5 No network service.  
NBC-TV 4-4:25 Match Game, part.; 4:25-4:30 News, Gen. Mills; 4:30-5 No network service.

## 5-6 p.m.

ABC-TV No network service.  
CBS-TV 5-5:10 News, sust.; 5:10-6 No network service.  
NBC-TV No network service.

## 6-7:30 p.m.

ABC-TV 6-6:15 News, part.; 6:15-7:30 No network service.  
CBS-TV 6-6:30 No network service; 6:30-7 CBS News with Walter Cronkite (1st feed), part.; 7-7:30 CBS News with Walter Cronkite (2d feed), part.  
NBC-TV 6-6:30 No network service; 6:30-7 Huntley-Brinkley Report (1st feed), part.; 7-7:30 Huntley-Brinkley Report (2d feed), part.

## 11 p.m.-1 a.m.

ABC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. Les Crane Show, part.  
CBS-TV No network service.  
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. Tonight (C), part.

## MONDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 Voyage to the Bottom of the Sea, part.; 8:30-9 No Time for Sergeants, L&M; Schick Safety Razor.  
CBS-TV 7:30-8 To Tell the Truth, Am. Home, R. J. Reynolds; 8-8:30 I've Got a

Secret, Gen. Foods, Toni; 8:30-9 Andy Griffith Show, Gen. Foods.  
NBC-TV 7:30-8 Karen, part.; 8-9 The Man from U.N.C.L.E., part.

## 9-10 p.m.

ABC-TV 9-9:30 Wendy and Me, part.; 9:30-10 Bing Crosby Show, Lever, Lincoln-Mercury.  
CBS-TV 9-9:30 The Lucy Show, Gen. Foods, Lever; 9:30-10 Many Happy Returns, Gen. Foods.  
NBC-TV The Andy Williams Show/Jonathan Winters Specials, part.

## 10-11 p.m.

ABC-TV Ben Casey, part.  
CBS-TV CBS Reports, part.  
NBC-TV Alfred Hitchcock, part.

## TUESDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 Combat, part.; 8:30-9 McHale's Navy, part.  
CBS-TV 7:30-8 No network service; 8-8:30 Joey Bishop, part.; 8:30-9:30 The Red Skelton Hour, Alberto-Culver, Lever, Phillip Morris, Whitehall.  
NBC-TV 7:30-8:30 Mr. Novak, part.; 8:30-9:30 Hullabaloo, part.

## 9-10 p.m.

ABC-TV 9-9:30 The Tycoon, part.; 9:30-10 Peyton Place, part.  
CBS-TV 9-9:30 The Red Skelton Hour, cont.; 9:30-10 Petticoat Junction, P&G.  
NBC-TV 9-9:30 Hullabaloo, cont.; 9:30-10 TW3, part.

## 10-11 p.m.

ABC-TV The Fugitive, part.  
CBS-TV The Doctors & The Nurses, part.  
NBC-TV Bell Telephone Hour (C), Bell Tel./News Specials, Fed. Savings & Loan Assn.

## WEDNESDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8 Ozzie & Harriet, Am. Gas, C-P, part.; 8-8:30 The Patty Duke Show, Gen. Mills, Breck, Sterling Drug; 8:30-9:30 Shindig, part.  
CBS-TV 7:30-8 Mr. Ed, part.; 8-8:30 My Living Doll, part.; 8:30-9 Beverly Hillsbillies, Kellogg, R. J. Reynolds.  
NBC-TV The Virginian (C), part.

## 9-10 p.m.

ABC-TV 9-9:30 Shindig, cont.; 9:30-10:30 Burke's Law, part.  
CBS-TV 9-9:30 Dick Van Dyke Show, Loril-

Continued on page 68

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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.

Unique sales position in New England Metro market. Excellent opportunity for advancement. College degree is a requisite. Replies held confidential. Box A-3, BROADCASTING.

Experienced continuity writer who wishes to enter sales field. Good opportunity at fulltime Pittsburgh area station. Box A-8, BROADCASTING.

Salesman: Ohio major market station needs aggressive creative salesman. Want family man with proven record who can "think on his feet" and sell good quality operation without high ratings. Send complete resume in first letter to Box A-21, BROADCASTING.

Top rated stable, modern format station in great radio, medium size, midwest market wants to add aggressive young man with successful background. Willing to pay for right man and offer future with young organization. Send resume to Box A-22, BROADCASTING.

Top broadcast manufacturer has immediate need for aggressive equipment sales engineer to call on radio and TV broadcasters in the Pacific Northwest. Excellent growth opportunity. B. S. E. Degree and minimum of three years broadcast sales experience necessary. Send complete resume covering education, experience and salary requirement to Box A-31, BROADCASTING.

Sales manager for small market: must possess good sales background, and creative sales ability. Send resume, including three credit references to Box A-40, BROADCASTING.

Can you sell in a good radio market? Long established small market southern station has opening for good man. Opportunity for some air work, if qualified. Box A-43, 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, KFTV, Modesto, California.

Major midwest 7 station chain operation has immediate opening for trained aggressive salesman. Protected active account list assures immediate earning potential. Salary plus commission arrangement. Paid vacation, hospitalization and insurance program, retirement plan as fringe benefits. Send complete resume and photo to WGEE, 4800 E. Raymond St., Indianapolis, Indiana.

One of our salesmen leaving for major market. Need a hard-working closer. Growth market. Excellent potential. Good commission and guarantee. Send resume, picture. WHEW, Box 2905, West Palm Beach, Florida.

## Sales—(Cont'd)

One of our announcer-salesmen is moving into management. Averaged \$162 weekly last year in salary and commissions. His replacement will live in a friendly little city in Florida's fastest growing area. Sun, sea, beaches, boating, hunting, fishing, good living! Permanent with management potential. WSTU-WMCF (FM Stereo) Stuart, Florida.

### Announcers

Experienced announcer in 5 kw Midwest regional. Must run own board and have 3rd class, FCC endorsed license. Ability to do accurate news and production essential. Box L-165, BROADCASTING.

Morning man. New York state. Experienced only. Good voice. Top pay. Send tape resume to Box M-109, BROADCASTING.

Somewhere there's an aggressive, ambitious, mature announcer with a good voice and sales experience who wants a better opportunity in 1965. He might even have a first class ticket. He wants security, advancement, good salary and incentives. He's ready for a growing Texas medium market's number one station. Box M-210, BROADCASTING.

## IMPORTANT ANNOUNCEMENT

Effective Jan. 1, 1965 the following classified rates are applicable to all advertisers:

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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).

Western Pennsylvania opportunity for mature announcer. Popular format, must be good on production. Box A-7, BROADCASTING.

Highly respected news department in Midwestern market will be adding an additional news man. Excellent opportunity for young, hard working individual with some experience. Box A-9, BROADCASTING.

Established station in growing Texas community needs experienced announcer, no Top 40. Salary \$90.00. Box A-10, BROADCASTING.

Midwest major market station expanding talk/telephone programming. If you are a young literate, knowledgeable, polished, interesting personality, looking for a bright future, air mail tape and resume to Box A-36, BROADCASTING.

Versatile staff man, with ability to do some production spot work. Opportunity for basketball and football play-by-play also. Would consider beginner with some training. Southern station, 25,000 population. Resume to Box A-42, BROADCASTING.

Immediate opening. Announcer, first phone, middle of the road format. Prefer married, stable individual. Send tape, picture and resume. Indiana. Box A-49, BROADCASTING.

Morning man, must be stable, experienced. If you've worked at more than two stations in the past five years please do not apply. Community-minded station. South of Chicago. Box A-50, BROADCASTING.

## Announcers—(Cont'd)

Assistant for news, sports. Will also have board work. Small market, good community. Box A-51, BROADCASTING.

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

Announcer for general staff work in medium size market in east. Must have good voice and believable sales pitch. Good position including insurance and paid vacations for experienced man with established station. Box A-55, BROADCASTING.

Need top morning man. Mature with good voice and ability to communicate with adult audience. Send tape, resume, salary, immediately to Davis, KCAP, Helena, Montana.

News man—needed for top rated station with boss who understands news and news problems. Need Newsman willing to keep us on top. Air, write, gather news and work hard, prefer married, stable man. Send tape, resume to News Director, KHMO, Hannibal, Missouri.

KKJO, St. Joseph, Mo. has opening for night shift announcer with 1st phone. \$400 to start. Contact Tom Elkins.

KWTX-Radio, Waco, Texas, needs an experienced professional announcer. Man we seek is strong on broadcast techniques and will likely handle morning shift. Prefer man with southwest background, and only those able to be present for personal interview need apply. Personal letter should precede interview. Contact Frank Fallon, P.O. Box 7128, Waco, Texas.

Immediate opening for staff announcer with third class ticket with broadcast endorsement. Write WDAN, Danville, Illinois.

Immediate opening for staff announcer with first phone. Opportunity for closed circuit TV work. Gene Kinn, WFOB, Fostoria, Ohio.

Contact WHO-Radio, Des Moines, if you are an experienced and versatile air personality looking for a new challenge. Morning show experience in particular is desirable. If you have the lively but mature style needed by this 50,000 watt NBC affiliate and can run a tight board, send tape, picture and history with first letter to: Program Director, WHO-Radio, Des Moines, Iowa.

WIRK, West Palm Beach, Florida has immediate opening for Top rated 40 swinger. Send aircheck and resume today.

Wanted announcer with first phone. No maintenance. Five kw good music station. Call collect or write Don C. Wirth, Manager, WNAM, Neenah, Wis.

WREO, Ashtabula, Ohio has an opening for announcer, D. J. experience desired but not necessary. Need bright and mature approach. Send tape and resume to WREO, Box 738, Ashtabula, Ohio or phone 993-2126.

Combo man, 1st class ticket wanted. Opportunity, what can you offer? Will pay for versatility. Write WWCM Radio, No PRIMA DONNAS. Brazil, Indiana.

Announcer needed. Adding FM. Smooth deep voice more important than experience. Complete resume to Pete Sanders, P. O. B. 46, De Ridder, Louisiana.

Midwest daytime 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.

## 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.

**Need combo man**, with above-the-average engineering ability. Small amount of announcing. \$100 per week, or better. Job open February 1st. Georgia, Alabama, Carolina applications especially desired. Box A-44, BROADCASTING.

**Engineer or engineer-announcer** for New England group operation. Well established stations with excellent plants and equipment. Previous broadcast experience necessary. Good pay and living conditions. Write Box A-45, BROADCASTING stating experience, references, etc. Send tape if combo.

**Immediate opening** straight engineering position at fast stepping radio-TV operation, first phone required, union scale. Pat Finnegan C. E., WLBC-AM-FM-TV, Muncie, Indiana.

## Production—Programing, Others

**Combination program director** and local news editor. Must have good journalism background for middle-of-road Western Pennsylvania fulltime. Mature experienced man. Box A-6, BROADCASTING.

**Immediate opening** in Texas for woman experienced in copy, traffic. Send complete resume to Box A-11, BROADCASTING.

**Newsman: 5 kw station** in major Ohio market needs experienced news broadcaster. Good base, plus steady talent income. Send resume, tape, photo to Box A-20, BROADCASTING.

**Need commercial production** and copy man immediately. Duties — write imaginative copy, handle log, work production. Must have good voice, be reliable, good background and work record. Call or write Jack Gennaro, WFHR, Wisconsin Rapids, Wisconsin.

## Situations Wanted—Management

**Successful aggressive manager** soon available—recently upgraded metro station to highest income and number one ratings. Station sold for cash at owner's price. Have outstanding fast success in upgrading other major and metro stations to high volume income, profit and top ratings. Strong on personal selling, sales management, programming and administration. Best references. Box M-209, BROADCASTING.

**Manager: Hard working, experienced manager.** Successful sales, programming, personnel and administrative! Currently large market. Interested only for change to large market. Top producer. Family man desiring solid organization. Box M-223, BROADCASTING.

**15 years experience** in sales and management in major and medium markets. Degree in radio. Sales is my hobby and vocation. Have made profit pictures brighter for others. How about you? Corporate changes necessitate move. Family man, civic leader, available now. Box M-232, BROADCASTING.

**Presently general manager** small TV. Want to return to first love—Radio. Excellent record, references and years of experience. Box A-12, BROADCASTING.

**Working general manager** available. Over 30 years experience all phases. Size of market not vital. Will consider all. Box A-13, BROADCASTING.

**Young, energetic assistant station manager** seeks managerial opportunity. Ten years radio programming, sales, administration experience. Married, dependable. Location not important. Write Box A-29, BROADCASTING.

**General Manager.** Over 30 years station, sales, programming management. Stock opportunity desired. Market size not vital. Midwest preferred. Box A-35, BROADCASTING.

## Management—(Cont'd)

**Solid, successful background** includes both AM and FM station management. Sales a specialty. Family man; top references. California, Arizona preferred. Box A-59, 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.

## Announcers

**Announcer-in search of "first job."** Married, sober, conscientious radio school grad., eager. Box M-196, BROADCASTING.

**Experienced, dedicated,** seeks permanent position with good music station. 3rd phone, married. Presently employed. \$125. Available Jan. 10. Box 589, Winter Haven, Florida.

**First phone, beginning announcer,** desires first job. Age 19. Write John Cook, 45 S. 760 East, Kaysville, Utah.

**Bright sound, experienced dj announcer,** dependable, 3rd phone, will relocate. Box M-234, BROADCASTING.

**Deejay, top market experience,** first phone, looking for pd or production position with medium market top-forty operation. Box A-2, BROADCASTING.

**1st phone—inexperienced B. S. degree** in Business Administration. Age 24—Eager to learn announcing. Box A-19, BROADCASTING.

**D. J. wants to swing with top 40.** Two years experience middle of road—single. Box A-28, BROADCASTING.

**Three years, experienced air personality** seeks advancement. Excellent air production, proven ability to produce imaginative custom spots for local and regional advertisers. Currently with top rated multi-station New York organization. Third phone: Military Completed: Tapes, Resume. Box A-30, BROADCASTING.

**Top 40 DJ, young, experienced,** first phone soon. Box A-32, BROADCASTING.

**Two top 40 men seek same station.** Both married. Do great production. Box A-33, BROADCASTING.

**Available immediately.** Experienced first phone announcer-engineer, highly versatile. Minimum \$95. Box A-39, BROADCASTING.

**East Coast-experienced music personality.** Play-by-play, News, Tight production. Married. Presently employed. Seeking permanent, high paying position. Air check. Box A-46, BROADCASTING.

**Night jock—tops in teen appeal-showmanship,** available immediately. Box A-47, BROADCASTING.

**East Coast: versatile, conscientious,** totally dedicated announcer with program director experience in metropolitan market, excellent production ability and smooth, intelligent delivery seeks permanent announcing position in medium or small market. Sound good at any format. Excellent references. Phone Bill Gordon, Philadelphia, 215, 455-4625 or Box A-48, BROADCASTING.

**Versatile experienced four way combo . . .** announcer, chief engineer, news, production, now in Florida . . . want northeast city of over 100,000. \$150.00. Box A-54, BROADCASTING.

**I dj. You manager. Me hungry. Ugh,** no top 40. You write. How—pen or typewriter. Box A-56, BROADCASTING.

**Announcer/engineer, first phone.** Hard worker, available immediately. Will relocate. Box A-61, BROADCASTING.

**Negro (jock) Experience.** Soul man, rite slot. Prefer good market. Box A-62, BROADCASTING.

**Announcing school grad.** Good voice. East or south. Box A-63, BROADCASTING.

## Announcers—(Cont'd)

**1st phone—inexperienced.** B.S. Degree in business administration. Age 24. Eager to learn announcing. Box A-66, BROADCASTING.

**Announcer—first phone:** desires to implement your quality programming with creative productions and eight years of staff, news, and classical experience. Box 391, Kokomo, Indiana.

**Announcer-deejay.** First phone, no maintenance. 4 years broadcasting, 3 years acting, Long Island and California preferred, HA 4-1176. Jim Whelan, 91-06 Elmhurst Ave., Jackson Heights, New York.

**Read ad. Dial 201 765 5912.** Hire adult dj 13 years experience. Relax live audition, my expense.

**Experienced staff announcer** good on hard sell straight copy. Runs own board, produces good spots, good newscasts, writes copy and knows office procedures. Wishes to sell part time. We recommend this man highly. Write Owner, WBEX, Chillicothe, Ohio or call 614-773-2244.

## Technical

**Experienced chief engineer-announcer** desires established and well equipped station in Northeast. Box A-5, BROADCASTING.

**Creative and enthusiastic chief** seeking professional management to work with. Married. Want permanent position, technical only. First phone, college. Good investment at \$650/month. For reason, resume and recommendations. Write Box A-23, BROADCASTING.

**Engineering Executive:** Experienced all phases of administration, including labor negotiations, operation, installation, remote control, automatic logging and taming of wayward directional systems. Box A-34, BROADCASTING.

**Engineer, first phone.** Studio, transmitter, maintenance. West, southwest, or south. Available. C. A. Newman, 213-33-45005.

**Experienced chief engineer-dj.** \$90. Phone: 10-11 a.m., 6-7 p.m.: 302 OL 2-9308.

**Young man, 1st phone** looking for station willing to give him experience. Eager to learn. Robert Ramsey, 766 Schoolhouse Lane, Warminster, Pa.

## Production—Programing, Others

**Major market assistant pd, music director,** and jock, is looking for the right station. Box M-170, BROADCASTING.

**I don't mean to imply that I'm great,** but I am pretty good! Smooth, professional airman wants middle road format. Excellent references. Present salary, five figures. Family man. Box A-38, BROADCASTING.

**Lively, alert young newsman** seeks position both on air, and as writer with small station. Dignified format, no work as dj. Now with 50,000 watt network affiliate. Box A-60, BROADCASTING.

**Experienced newsman** seeks immediate employment in New England area. Well versed in all phases, excellent writer, will do board work. Write or wire Al Griffin, P.O. Box 188, Manomet, Mass. or call 224-8864.

## TELEVISION

### Help Wanted—Management

**Sales manager—for small group of stations** ready to expand. Handle national for group, supervise local and flagship station. Good ratings, good billings, good reps; can you improve the sales? Texas experience desirable. Future station management possibilities. Salary plus override, profit-sharing. Be prepared to stand thorough checking if your reply to this ad interests us, as this is a real opportunity. Box M-228, BROADCASTING.

## TELEVISION—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.

Seeking well experienced mature announcer with a proven record of on the air salesmanship. No trainees. Top 50 market. Station under new ownership and management. Send resume with references in first letter along with audio or video tape if available to Bill Corder, Program Manager, WJRT-TV, Flint, Michigan.

Announcer looking for the chance to move to top rated good music station. WSBT and TV. Prefer young man with one to two years experience in Indiana or neighboring state who has completed military obligations or is draft exempt. Stable staff, excellent benefits. Send resume picture and tape to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

### Technical

Southeastern TV AM and FM station has immediate opening for experienced engineers. Other future openings anticipated. Give complete background, experience, references, photographs and salary requirements. Box K-80, BROADCASTING.

Chief engineer—for well-equipped Southwestern VHF with AM & FM, GE & Ampex equipment. Excellent deal for thoroughly qualified worker; no desk jockeys need apply. Box M-227, BROADCASTING.

Adding to engineering staff... opening for experienced transmitter engineer. RCA TT-25BH transmitter and RCA TVM-1 microwave system. Contact Guy Lewis, Chief engineer, KXII-TV, Sherman, Texas.

WINK-TV and AM-FM needs a well qualified experienced working chief engineer. This man will have overall supervision of engineering personnel, equipment and technical purchasing. Must be strong on maintenance. This is a well equipped facility in a fast growing market. CBS affiliate, Channel 11, Contact A. J. Bauer, 2824 Palm Beach, Blvd., Ft. Myers, Florida.

### Production—Programing, Others

TV producer-director with general TV experience, live commercials, news and weather show. Good chance for permanent employment with fine company. Send picture and resume to Box M-220, BROADCASTING.

WQED, Pittsburgh educational television station desires experienced creative design director to take charge of design department. Must be thoroughly qualified to administer department. \$7,500-\$8,000.

Graphic Artist and set designer for educational television installation. Salary around \$5000.00. Apply William Freed, Personnel Officer, Ball State Teachers College, Muncie, Indiana. 317-285-1834.

## TELEVISION

### Situations Wanted—Management

General manager thoroughly experienced in all phases: administration, sales, promotion, programming production. Known nationally as aggressive, dynamic industry leader. Just turned forty, 11 years television; 13 years radio. Tripled billings in year, doubling value of one station; quadrupled value of another. Just sold interest in my station. Now seeking another interesting challenge anywhere. Box M-10, BROADCASTING.

Available. Experienced station manager. 32. Best qualified for: Station manager, sales manager, assistant manager. Relocate anywhere for opportunity. Top references. Box A-4, BROADCASTING.

## Announcers

Young, personable radio salesman-announcer seeks talent end of television. 3 years radio, plus professional entertaining. Neat appearance. Good references. Relocate for break into television. Box A-65, BROADCASTING.

### Technical

First phone engineer, one year experience in radio desires learning television. Prefer midwest, other areas considered. Box A-25, BROADCASTING.

Seek TV summer vacation replacement job. Experienced AM, TV industry. Prefer West Coast, Florida. 1st phone. Box A-37, BROADCASTING.

If there is a station in the south with a chief engineer looking for a reliable technician, I'd sure like the opportunity to talk with him. Experienced in installation, operation and maintenance of studio, transmitter, microwave equipment, lots of remotes. Even if you're just planning to add to your staff, how about writing me. Box A-41, BROADCASTING.

### Production—Programing, Others

Excellent writer-reporter of news and sports. TV & radio. Box M-225, BROADCASTING.

Director-producer; 11 yrs. experience; wishes to move up, or better market; can do on camera kiddie show if needed. Write Box M-226, BROADCASTING.

Seasoned telecaster (including small market TV management) can deliver for you a wealth of experience, creativity and cost-conscious supervision as your operations manager. Box A-14, BROADCASTING.

Housewives or childrens program performer prefer personal interview. State salary. Box A-15, BROADCASTING.

Producer-director. Considerable ETV-commercial production experience. Desires challenging position with station appreciating quality; offering advancement. Family BA. Box A-17, BROADCASTING.

Married man, four years experience in television production desires position immediately. Contact, Clemens Kuhlrig, 2811 W. 27th Ave., Denver, Colorado.

Experienced director, writer, announcer, newsman, seeks permanent position with progressive station. Write: Mike Shrigley, KSLN-TV, Salina, Kan. Available immediately.

## 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.

Schaefer automation system. Good condition. WKVK Radio, Virginia Beach, Virginia.

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.

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.

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.

Complete station package except transmitter, antenna, frequency monitor \$2,800.00 or buy it by piece. 100 Classen Oklahoma City. Write for inventory. CE 5-4567.

## FOR SALE

### Equipment—(Cont'd)

For Sale: Collins 808A remote console, like new. Contact Harry Snyder, KHUB, Fremont, Nebraska.

Helix coaxial cable. HJ5-50 type, new 85¢ ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

Buy, sell or trade towers—Second-hand \$4.00 per foot, new \$5.00. Bill Angle, P.O.B. 55, Greenville, North Carolina. Telephone PL 2-7611.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Billey and J-K holders; regrounding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company, Box 96, Temple, Texas.

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.

If you need broadcast equipment or have equipment to sell... contact Broadcast Equipment and Supply Co., Bristol, Tenn.

## WANTED TO BUY

### Equipment

Wanted to buy good used Wollensack portable tape recorder Model T-1500. Box A-16, BROADCASTING.

Need used 10 or 11 kw transmitter for Channels 7-13, twelve-bay antenna, 500-foot tower and transmission line. Write stating location, condition and price on components you have. Box A-27, BROADCASTING.

Wanted to buy TC-3 or equivalent camera pedestal also tilt and pan head. Harry Giliam, KBTX-TV, Bryan, Texas, VI 6-7777.

Wanted several used but serviceable Collins A TC PB 150/190 cartridge machines. KWNT, 1019 Mound, Davenport, Iowa.

## BUSINESS OPPORTUNITY

Mississippi Radio Employees—join a fellow Mississippian in purchase of radio station. Minimum investment, \$5,000.00. Box A-24, BROADCASTING.

## 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.

Resume problems? Use "The Complete Resume Handbook." Instructions, samples, fill-in worksheets & covering letters. \$2.00—Resume Book, Box 265, West Orange, New Jersey.

Use wild voices, lines? 200 fresh, funny ones on new tape, \$20. VALHALIA, Box 8242, Cleveland, Ohio 44133.

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.

Folk music radio program. One hour or half-hour show recorded live at Miami's leading coffee house. Write for demo tape. Satellite Broadcasting Company, Inc., 5935 S. W. 8th, Miami, Florida.

## 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 8 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, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1948. 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 8 & 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.

## RADIO—Help Wanted

### Management

#### Station Manager Suburban Chicago

Must have successful local sales background. Need the rare person with integrity who can both follow policy and use initiative to improve operation. Complete information and requirements in first letter please. Outline your ideas of duties of position. Under same ownership 20 years. Second station added. More to come. Happy New Year.

Ed. Wheeler  
WEAW  
Evanston, Illinois

## MANAGEMENT OPPORTUNITY

We are seeking a highly qualified man for the position of station manager KTVE, Monroe, Louisiana. The man selected will direct the entire sales operation of this station which operates two complete studio facilities. He will serve as station manager of the Monroe facility and report to the General Manager El Dorado, Arkansas. A proven successful record in television sales is essential. This is a growth opportunity with multiple station owner. Excellent compensation plan and company benefits. Write in confidence to:

Executive Vice President  
P. O. Box 1404  
Augusta, Georgia

## Help Wanted

### Sales

## 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

Station in first 10 markets is looking for an aggressive, hep Negro dj. Wonderful opportunity for the right man. Send audition tape and resume to

Box A-64, BROADCASTING

## Help Wanted—Technical

### OPPORTUNITY OVERSEAS

Engineer needed by international consulting firm to work in S. E. Africa. No U. S. income tax. Housing furnished. Must have recognized training, studio, transmitter experience in commercial or educational radio and TV. Teaching experience desired. Send qualifications to:

Box A-52, BROADCASTING

## Help Wanted

### Production—Programing, Others

#### Radio News Director

Top 10 50,000 watt Radio Station needs experienced radio News Director. On-the-Air experience helpful but not the foremost consideration. News judgement, writing & editing, desire to be first with important news and administrative ability of prime importance. This is one of the top Radio News jobs in the industry. Only experienced professionals apply with full details, background, references and picture to:

Box A-1, BROADCASTING

## Situations Wanted—Management

### GENERAL MANAGER

with excellent sales and programing background is ready to move up after three years with same station in Denver. \$25,000 minimum. Call Ron Curtis at 421-2695, Denver, Colorado.

## TELEVISION—Situations Wanted

### Production—Programing, Others

### WRITER

Research • Create • Write • Follow thru • Ideas to create results! Valuable for R/TV Station or client. Clear, living, persuasive copy.

Diversified background—R/TV & ADV/PR.

Write • Contact • Product • Administer •

Box 1638, Grand Cent'l Sta., N. Y. C. 10017

## MISCELLANEOUS

### 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

## INSTRUCTIONS

### EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed 85th year. For catalog write: Director of Admissions.

EMERSON COLLEGE  
303 Berkeley St., Boston 16

**RADIO  
TV  
SPEECH  
THEATRE**

## WANTED TO BUY

### Stations

Am looking for \$250,000 type operation preferable East Coast or New England. All proposals acknowledged and kept confidential.

Box A-28, BROADCASTING

## FOR SALE

### Stations

### CATV—COMPANY—FOR SALE

New Installation serving 2 Western towns. 3,000 potential with 2 franchises at 2%.

George M. Acker (principal)  
3833 Wilshire Blvd.  
Los Angeles, Calif. 90005  
213-383-4225

### SUBURBAN FM STEREO

Good market in New York metropolitan area. Operating in black. Priced for quick sale with negotiable terms. Complete information sent on request to:

Box A-18, BROADCASTING

### CATV WEST COAST

### FM TOP THREE MARKETS

### AM TOP FIVE MARKETS

**Ta Rue & Associates Inc.**

Media Brokers

440 EAST 62ND STREET  
NEW YORK CITY  
TE 2-9362

Continued from page 63

Iard, P&G; 9:30-10 Cara Williams Show, Gen. Foods, P&G.  
NBC-TV 9-11 Wednesday Night at the Movies, part.

10-11 p.m.

ABC-TV 10-10:30 Burke's Law, cont.; 10:30-11 ABC Scope, sust.  
CBS-TV Danny Kaye Show, American Motors, Armstrong, Ralston Purina.  
NBC-TV Wednesday Movies, cont.

## THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Jonny Quest (C), part.; 8-8:30 The Donna Reed Show, Singer, Campbell; 8:30-9 My Three Sons, Hunt Foods, Quaker Oats, part.  
CBS-TV 7:30-8 The Munsters, Noxzema, Gen. Mills, S. C. Johnson; 8-9 Perry Mason, P&G, Am. Tobacco, Sterling, Clairrol.  
NBC-TV 7:30-8:30 Daniel Boone, part.; 8:30-9:30 Dr. Kildare, part.

9-10 p.m.

ABC-TV 9-9:30 Bewitched, Chevrolet, Quaker Oats; 9:30-10 Peyton Place, part.  
CBS-TV 9-9:30 Password, part.; 9:30-10 Baileys of Balboa, part.  
NBC-TV 9-9:30 Dr. Kildare, cont.; 9:30-10 Hazel (C), Ford, Lever.

10-11 p.m.

ABC-TV Jimmy Dean, part.  
CBS-TV The Defenders, part.  
NBC-TV Kraft Suspense Theater (C), Kraft/Perry Como Specials (C), Kraft.

## FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 Flintstones (C), Best Foods, Welch, part.; 8-8:30 Farmer's Daughter, Clairrol, L&M; 8:30-9 Addams Family, part.  
CBS-TV 7:30-8:30 Rawhide, Brown & Williamson, Max Factor, Pontiac, Norelco; 8:30-9:30 On Broadway Tonight, part.  
NBC-TV 7:30-8:30 International Showtime, part.; 8:30-9:30 Bob Hope's Chrysler Theater (C), Chrysler.

9-10 p.m.

ABC-TV 9-9:30 Valentine's Day, part.; 9:30-10 FDR.  
CBS-TV 9-9:30 On Broadway Tonight, cont.; 9:30-10 Gomer Pyle, USMC, Gen. Foods.

## FOR SALE

### Stations (Cont'd)

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN, TEXAS 78756

|       |          |          |      |       |
|-------|----------|----------|------|-------|
| Pa.   | single   | daytime  | 50M  | Terms |
| S. E. | suburban | daytime  | 53M  | Sold  |
| Fla.  | medium   | daytime  | 80M  | Nego. |
| Tenn. | metro    | fulltime | 275M | 29%   |
| M. W. | metro    | daytime  | 170M | Sold  |

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✓ CHAPMAN COMPANY INC

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## STATIONS FOR SALE

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Los Angeles 28, California

NBC-TV 9-9:30 Bob Hope, cont.; 9:30-10 Jack Benny, Miles, State Farm.

10-11 p.m.

ABC-TV 12 O'Clock High, part.  
CBS-TV Slattery's People, part.  
NBC-TV Jack Paar (C), part.

## SATURDAY

8-10 a.m.

ABC-TV No network service.  
CBS-TV 8-9 Mr. Mayor, part.; 9-9:30 The Alvin Show, part.; 9:30-10 Tennessee Tuxedo, DeLuxe, Gen. Mills.  
NBC-TV 8-9:30 No network service; 9:30-10 The Hector Heathcote Show, part.

10-11 a.m.

ABC-TV 10-10:30 Shenanigans, Bradley; 10:30-11 Annie Oakley, part.  
CBS-TV 10-10:30 Quick Draw McGraw, Matel; Kellogg; 10:30-11 Mighty Mouse, part.  
NBC-TV 10-10:30 Underdog (C), part.; 10:30-11 Fireball XL-5, part.

11 a.m.-Noon

ABC-TV 11-11:30 The New Casper Cartoon Show, part.; 11:30-12 Porky Pig, part.  
CBS-TV 11-11:30 Linus the Lionhearted, Gen. Foods; 11:30-12 Jetsons, Matel, DeLuxe.  
NBC-TV 11-11:30 Dennis the Menace, part.; 11:30-12 Furry, part.

Noon-1 p.m.

ABC-TV 12-12:30 Bugs Bunny, part.; 12:30-1 Hoppity Hooper, DeLuxe, Gen. Mills.  
CBS-TV 12-12:30 Sky King, Nabisco; 12:30-1 My Friend Flicka, DeLuxe.  
NBC-TV Exploring (C), part.

1-2 p.m.

ABC-TV American Bandstand, part.  
CBS-TV 1-1:30 I Love Lucy, part.; 1:30-2 CBS Saturday News, Westinghouse.  
NBC-TV No network service.

2-5 p.m.

ABC-TV No network service.  
CBS-TV 2-4 No network service; 4-6 Countdown to Kickoff, part.  
NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, part.; 6:30-7:30 No network service.  
CBS-TV No network service.  
NBC-TV 6-6:30 Big 3 Golf (C), Firestone, Kodak; 6-6:15 Saturday Night Report (6:15-7:2d, 3d, 4th feeds), Raymond Research; 7-7:30 No network service.

7:30-9 p.m.

ABC-TV 7:30-8:30 The Outer Limits, part.; (The King Family, part., starts 1/23); 8:30-9:30 The Lawrence Welk Show, part.  
CBS-TV 7:30-8:30 Jackie Gleason's American Scene Magazine, Drackett, Philip Morris, Ralston-Purina, Socony; 8:30-9 Gilligan's Island, Philip Morris, P&G.  
NBC-TV 7:30-8 Flipper, Matel; 8-8:30 Kentucky Jones, Timex; 8:30-9 Mr. Magoo, Libby.

9-10 p.m.

ABC-TV 9-9:30 The Lawrence Welk Show, cont.; 9:30-10 Hollywood Palace, part.  
CBS-TV The Entertainers, part.  
NBC-TV 9-11 Saturday Night at the Movies, part.

10-11 p.m.

ABC-TV 10-10:30 Hollywood Palace, cont.; 10:30-11 No network service.  
CBS-TV Gunsmoke, Whitehall, P&G, Am. Tobacco.  
NBC-TV Movies, cont.

11 p.m.-1 a.m.

ABC-TV 11-11:15 Late Night News, part.; 11:15-1 no network service.  
CBS-TV No network service.  
NBC-TV 11-11:15 No network service; 11:15-1 Tonight Show (C), part.

**B**ILL Michaels is an organization man. But unless someone told you, you'd never suspect it.

He's been too successful at thinking for himself and encouraging others to think for themselves. The popular clichés of conformity just don't fit him.

His years of participation in sports have sharpened his sense of the critical importance of teamwork, whether aiming for points or profits. But he has never lost sight of the value and role of each individual on the team.

As vice president of the television division of Storer Broadcasting Co., Mr. Michaels has plenty of opportunity to employ his coaching talents in the guidance and development of a broadcast team. He is responsible for the overall operations at Storer's five television stations: WJBK-TV Detroit, WJW-TV Cleveland, WITI-TV Milwaukee, WAGA-TV Atlanta and WSPD-TV Toledo, Ohio.

Almost all of his career has been devoted to station operation, multiple-station operation and management, Mr. Michaels explains. But he played on the team long enough to understand the problems of the man on the field too.

Broadcasting became Mr. Michaels's life for good in 1940, just after he was graduated from the University of San Antonio (now Trinity University), Tex., where he had been a letterman in football, basketball and golf. From 1937-40 he also had been working parttime as a sports writer and eventually became assistant sports editor of the *San Antonio Express*.

**Tripartite** ■ When his additional part-time work as a sportscaster on KABC (now KBAT) San Antonio became known to the paper's management, Mr. Michaels recalls, he was fired. He then joined KABC fulltime, initially specializing in sports and doing play-by-play of Texas League baseball and Southwest Conference football plus news.

The sports duties evolved naturally into merchandising and promotion work at the station and from there into sales and management. He joined Storer in 1953 when the group owner purchased the station. The San Antonio outlet subsequently was sold.

"No business in the world is more responsive to individual effort at all levels than the radio and television business," Mr. Michaels believes. The attitudes and abilities of members of an organization are reflected in the program product in his view and the "spirit" of the station team will show up on the air.

"Some stations sparkle and some stations sputter," he says. Those that sputter usually are victims of indifference and dissidence from management, staff, or both, according to his analysis.

Mr. Michaels feels that in group operation "the single most important responsibility is to find the best individuals for such a job are "character,

## Never operate from an ivory tower

viduals to be station managers for the different properties." Having accomplished this, one next must work with them, keeping in close contact and coordinating their operations, he notes. This involves helping them to develop as much autonomy as possible while still retaining broad policy control.

**Down to Earth** ■ Never operate from an ivory tower," is Mr. Michaels's rule of the day. He is well aware that each station has local competitive problems and community responsibilities.

"Every one of our managers is a complete and total individualist," he says. "No two are alike because we picked them for their individual qualifications for each individual station." His basic experience, responsibility, loyalty and resourcefulness."

Since one negative situation can affect an entire organization, Mr. Michaels puts a lot of emphasis upon Storer's policy manual for its managers, a book

evolved over years of operating experience. "We're not telling them what to do," he explains, "but setting up restrictions to keep us all out of trouble."

Of his own job Mr. Michaels says: "My primary responsibility is to keep our management organized and stimulated so we have the five best stations in their markets." A company is "no better and no worse" than its outlets, he adds, "and stations are still the heart and soul of Storer."

The "biggest enemies" in group operations, Mr. Michaels feels, "are rationalization and procrastination. I've seen more deficiencies arise as managers are unwilling to face up to problems. This is a fast-moving business. Executives must come to conclusions, make decisions and take action."

One of the major problems in broadcasting today, according to Mr. Michaels, "is the increasing amount of administrative detail that seems to accumulate. The increasing complexity of our business, government paperwork and the sheer advertising paperwork provide a constant battle for our executives to find time to get away from day-to-day activities to planning for the future."

**Simplicity Lacking** ■ It's a constant struggle to keep the business from getting more "complex, confusing and costly," he asserts, citing the "very composition of the sales picture itself today." Although the total volume keeps going up, there is "more turnover" because of shorter term business, he says.

This appears to be a general marketing trend, Mr. Michaels says, "and there seems to be little we can do. We have to adapt ourselves to the need of the customer who reserves the right to buy the optimum time that is most efficient."

Pointing out that station rate cards have undergone a complete revolution in the past few years and now stress frequency per week rather than length of contract, Mr. Michaels also notes the evolution of shorter spots as the advertiser finds his dollar more valuable.

Computers may be miracle workers in some areas, he says, but there is no touch as satisfactory as the human one when a sponsor is interested in last-minute availabilities or wants a late change.

"It's easy to set up arbitrary policies like 72-hour notice," Mr. Michaels says, "but our business can't be operated that arbitrarily. Our greatest advantage over print is flexibility."

Mr. Michaels always has found time to play on the industry's team too. He has served on many committees and was chairman of the National Association of Broadcasters committee on video tape standards. More recently he helped form Production Development Associates Inc., designed to help stimulate new TV program production and backed by group broadcasters representing stations in more than 40 markets.

## WEEK'S PROFILE



Willard Arthur Michaels—VP, TV division, Storer Broadcasting Co.; b. May 13, 1917, Omaha; BA 1940, U. of San Antonio (now Trinity U.), Tex.; joined KABC (now KBAT) San Antonio in 1940 as sportscaster, subsequently moving into sales and becoming asst. mgr., 1944; mgr., 1946; joined Storer in 1953 when it acquired KABC; gen. mgr. of WJBK-TV Detroit, 1954; VP of Storer, 1956; elected to board 1959; m. Helen Louis Mintel of San Antonio, Nov. 20, 1938; children—Marcella 24, Lawrence 22 and Betty 17; home—Bloomfield Hills, Mich.; hobbies—sports.

## The rush to Uncle's arms

**A** DETERMINATION of the nature and extent of regulation to be sought for community antenna television systems promises to become the most divisive issue confronting broadcasters in 1965. It may also prove to be the most important issue that broadcasters have to face, for the basic regulation of broadcasting itself could be profoundly affected by CATV regulation.

The most radical proposal for CATV regulation to be advanced publicly so far by a responsible element in broadcasting has come from ABC, which wants CATV placed under cooperative authority of the states and the federal government (see story this issue). If ABC had its way, existing broadcasters would be given almost total protection against CATV competition and, beyond that, would be favored with CATV franchises where their own interests would be served.

Under the ABC proposals CATV systems would be severely restricted in the number and range of distantly originated signals they could import, would be prohibited from originating any programming of their own or selling advertising or engaging in any form of pay TV. The last restriction may be a key to ABC's intentions. As the owner of several hundred theaters, ABC's parent company shares other theater operators' fears of home-delivered pay TV.

As ABC would have it, state utilities commissions would have the power to grant CATV franchises, regulate CATV rates and impose technical requirements; the FCC would have the power to say which broadcast signals CATV's could carry and would enforce a policy of protection of both the program services and the signal coverage of existing broadcast stations. Under those restraints, CATV would inevitably revert to its primitive concept as a piecemeal extension of broadcast service into areas where conventional reception is difficult or impossible. That condition would not be welcomed by latter-day CATV operators who have more sophisticated plans.

The modern concept of CATV leans toward the installation of systems in large communities where some choice of broadcast reception is already accessible. The inducements to be offered to CATV subscribers in such circumstances include an improvement in the reception of local stations and the addition of two, three or perhaps more program services from distant stations that ordinary home antennas cannot pick up. Technically, the modern CATV venturer is in a position to offer still more inducements—origination of special program and commercial services that could easily be accommodated on today's multichannel wire—but political considerations obstruct him.

**A**S matters now stand the dominant forces in the community antenna business, which includes a number of broadcasting companies that have in recent years gone into CATV, have apparently come to the common conclusion that progress is more certain if taken step by step than if attempted in one great leap forward. Right now those forces are pragmatically willing to settle for operation under approximately the following restrictions: the faithful transmission of the total schedules of all local stations exactly as broadcast; abstention from the duplication of local program services, from all forms of pay TV, from the selling of advertising and from the origination of programs on the CATV systems themselves; submission to federal regulation that would prescribe these conditions. These restraints the CATV interests are offering as the price they will pay to get the federal government to assert jurisdiction and remove CATV from local government control. Chaotic variations

in local regulation now threaten to fragmentize the community antenna business.

Not included, however, in the price the CATV operators are willing to pay for federal assertion of authority is the serious limitation on pickups of distant signals that is an inherent feature of the ABC plan. It is on the question of distant-signal relaying, which has come to be called leap-frogging, that the broadcasting fraternity is apt to develop its most acrimonious argument.

It is not at all impossible that, in the determination of some broadcasters to seek protection against competition from CATV and of some CATV operators to escape local regulation by voluntarily accepting restraints that invite the federal government to take control, the broadcasting business will present to the federal government a request for protectionism of a kind it would come to regret. To at least some degree all of the principal interests that are involved in the consideration of CATV regulation are requesting or offering artificial restrictions on the normal development of a new form of competition to the existing television system. No government can accord economic protection to any business without exacting concessions in return.

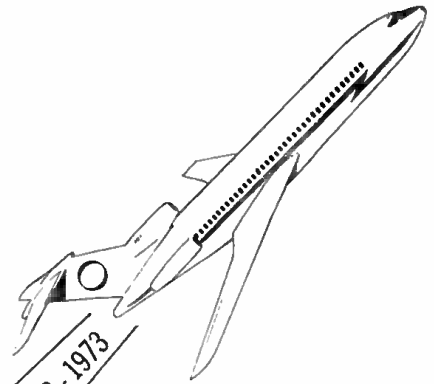
**S**OME regulation of CATV is essential. It is wrong and should be decreed illegal for CATV systems to degrade the signals they pick up or to alter or abridge the programming and advertising they take off the air. It is wrong for CATV's to freely use the work of others without their consent. These wrongs can be righted by relatively simple regulation or by legal action of the kind that CBS has started to assert its copyrights.

It is equally wrong, it seems to us, for broadcasters to propose and CATV operators to concede that CATV be prevented from originating programming and advertising of its own on special channels, while it faithfully delivers intact on other channels the broadcast services it has contracted to supply. Only one purpose could be served by such regulation: the prevention of the emergence of new competition to stations now on the air. Nor can a case be made—except on grounds of suppressing economic competition—against the technically controlled pickup of distant signals by CATV. If broadcasters choose to make that case, they will also be making a case for the limitation of their own profits. Among the broadcasters who will be settling CATV policy, profits of 30% or more of total revenues are common. They might keep in mind the standard range of 6%-8% that public utilities are customarily allowed.



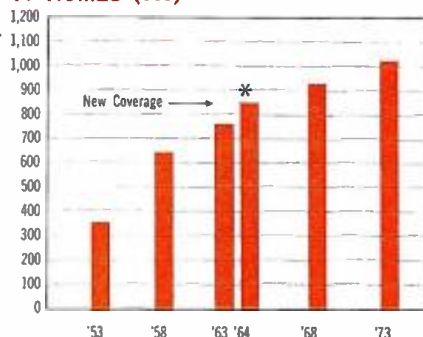
Drawn for BROADCASTING by Sid Hix  
*"I figured the Republicans might want to drop the elephant."*

# Dallas Fort Worth



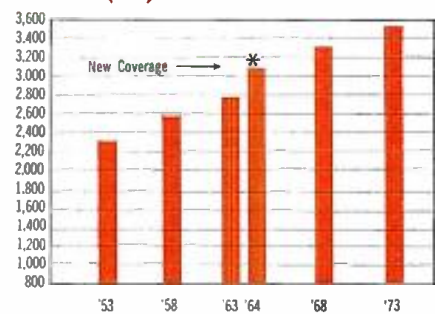
1953 - 1954 - 1955 - 1956 - 1957 - 1958 - 1959 - 1960 - 1961 - 1962 - 1963 - 1964 - 1965 - 1966 - 1967 - 1968 - 1969 - 1970 - 1971 - 1972 - 1973

**TV HOMES (000)**



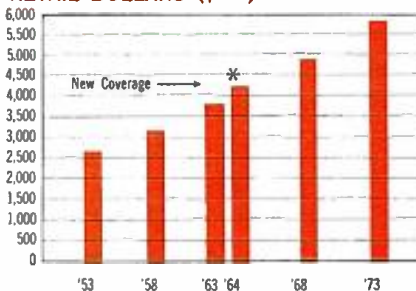
Source of Basic Data: (1) 1953: C.B.S.; U.S. T.V. Ownership by Counties, (2) 1958 and 1963: ARF "U.S. TV Homes Estimates by State and Co.," (3) SM "Survey of Buying Power", '53, '58, '63.

**PEOPLE (000)**



Source of Data: Various issues of Sales Management's "Survey of Buying Power".

**RETAIL DOLLARS (\$000)**



Source of Basic Data: Various Issues of Sales Management's "Survey of Buying Power".



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