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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Bead is drawn on TV networks' program control. p27

Can the NAB board solve the CATV puzzle? p50

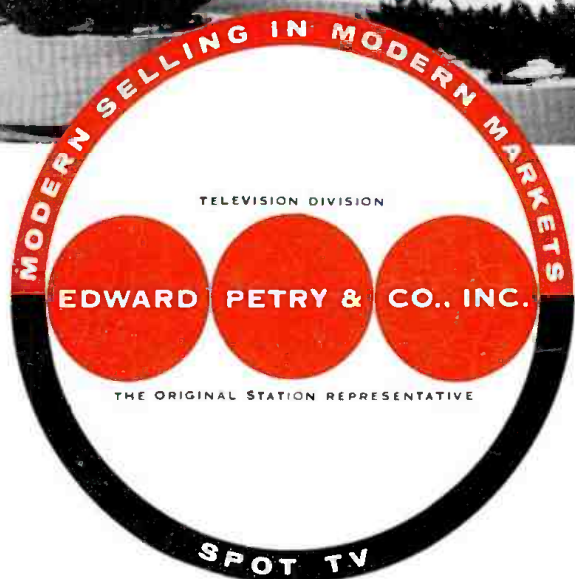
LBJ inauguration is broadcasters' field day. p72

Special interview: Ford looks at CATV's future. p56

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MINNEAPOLIS-ST. PAUL INTERNATIONAL AIRPORT, MINNEAPOLIS, MINNESOTA



This is how one market showcases itself. The way national advertisers sell their products to such markets is just as modern. They use Spot Television on these dominant, highly viewed stations.

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WSB-TV	Atlanta	WSM-TV	Nashville
KERO-TV	Bakersfield	WVUE	New Orleans
WBAL-TV	Baltimore	WTAR-TV	Norfolk-Newport News
WGR-TV	Buffalo	KWTV	Oklahoma City
WCIA	Champaign	KMTV	Omaha
WGN-TV	Chicago	WDBO-TV	Orlando
WLW-T	Cincinnati*	WMBD-TV	Peoria
WLW-C	Columbus*	KPTV	Portland, Ore.
WFAA-TV	Dallas	WJAR-TV	Providence
WLW-D	Dayton*	WROC-TV	Rochester
KDAL-TV	Duluth-Superior	KCRA-TV	Sacramento
WNEM-TV	Flint-Bay City	KUTV	Salt Lake City
KPRC-TV	Houston	WOAI-TV	San Antonio
WLW-I	Indianapolis*	KFMB-TV	San Diego
WDAF-TV	Kansas City	WNEP-TV	Scranton-Wilkes Barre
KARD-TV	Kansas State Network	WTHI-TV	Terre Haute
KARK-TV	Little Rock	KVOO-TV	Tulsa
KCOP	Los Angeles	WTRF-TV	Wheeling
WISN-TV	Milwaukee		

*West Coast only

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



"...in
Broadway's
history book,
they'll have a
chapter...or two
...or three."

Five years ago, Jerry Bock and Sheldon Harnick illuminated the world of a little man in a big hat—and *Fiorello!* became a classic in the American Musical Theater. This year, Bock & Harnick have rekindled the world of a Yiddish writer from Kiev, and *Fiddler on the Roof* exploded into a magical hit. Brought together by a music publisher in 1957 ("and shoved toward a piano") Jerry and Sheldon quickly developed a rapport that brought them the Antoinette Perry Award, Drama Critics Circle Award and the Pulitzer Prize. BMI bows to Bock & Harnick and to the many other brilliant composers and lyricists whose music we license for performance.

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Among the memorable Bock & Harnick collaborations are the scores for:
Body Beautiful, Fiorello!, Tenderloin, She Loves Me, Fiddler on the Roof.

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BROADCAST MUSIC, INC.

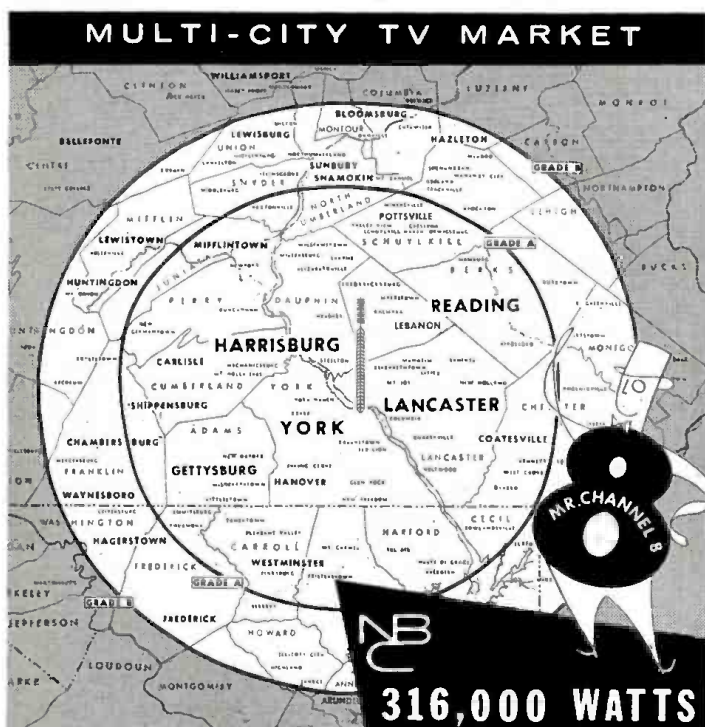
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WAY
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the facts show you... **WGAL-TV** covers the **entire** market



Buy WGAL-TV. No other station or combination of stations in the Channel 8 area can claim total-market saturation. Don't cover just one limited area over and over. Reach all the market all the time. Buy WGAL-TV.

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Lancaster, Pa.

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WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

NAB leadership

On eve of this week's meetings of National Association of Broadcasters' boards (see page 50), selection committee that was named to recommend successor to LeRoy Collins as president was still without candidate. Strong sentiment was developing in favor of interim administration to serve until next June when boards will meet again on regular schedule. Under this plan Willard Schroeder, whose term as chairman of joint NAB boards runs until June board meeting, would spend at least half his time in Washington as policy head of NAB affairs while Vincent Wasilewski, executive vice president, would continue to run operations.

It's known that within past week or so Mr. Schroeder, who's vice president and general manager of Time-Life's WOOD-AM-FM-TV Grand Rapids, Mich., got assurance from superiors that he could take partial leave for "reasonable" time. Interim setup would get NAB through its annual convention, set for March 21-24, with minimum dislocation and would give boards time to take deeper look at association's prospects for permanent leadership.

Still in front

Television Bureau of Advertising is replying to charges by newspapers' Bureau of Advertising that "TV's glamour is paling." TVB is citing statistics that national newspaper advertising is not growing as strongly as BOA claims and adding that TV's growth continues stronger. Letters being sent to TVB members stress that authoritative estimates recently released by McCann-Erickson indicated that in 1964 national newspaper advertising rose by 5%, not by 10% as BOA is proclaiming (BROADCASTING, Jan. 18), while national television advertising (both network and spot) rose by 9% in 1964, fourth highest percentage increase and third highest dollar increase in past 10 years.

Inside Lyndon

Although insiders have learned it's dangerous to guess what President Johnson will do, word was around last Friday that vacancy on FCC may not be filled for couple of weeks and that when it is, appointee will be one who has friendly interest in broadcasting. Such an appointment could change entire complexion of FCC regulatory approach since it would symbolize what President expects of agency. Likelihood is that several government appointments will be made at same

CLOSED CIRCUIT®

time. In case of FCC, Senate Minority Leader Everett Dirksen (R-Ill.) who has always been close to Mr. Johnson, will be consulted.

There have been additions as well as deletions in list of candidates for vacancy created by resignation of Republican Fred Ford. Regarded as still in running are Curtis B. Plummer, executive director of FCC; George S. Smith, legal advisor to Commissioner Robert E. Lee; Dean Charles H. King of Detroit School of Law; Thad H. Brown, former NAB vice president and Washington attorney. Reportedly added to list is Junius R. Fishburn of Chicago, 43-year-old broadcast sales executive (Petry, Metromedia, ABC Spot Sales).

One code board?

Since all four radio networks have become official subscribers to National Association of Broadcasters' radio code, there's talk about getting network representation on radio code board, as in case of TV code board. Thus far nothing's happened on this proposal, but it's pointed out that four radio code board memberships expire shortly and that it would thus be possible to give networks representation without increasing board's size. Meanwhile, although it apparently is nowhere near proposal stage, question is beginning to be asked here and there: Why shouldn't TV and radio code boards be combined into one that would function for both media?

Price questioned

Beachview Broadcasting Corp. and Tidewater Teleradio Inc., long-time antagonists over channel 10 Norfolk-Portsmouth, Va., are trying to kiss and make up, but FCC keeps looking over their shoulder. Channel went to Tidewater (WAVY-TV) in 1957 after four-year battle, but Beachview didn't give up until 1963, when commission dismissed its petition to get back into comparative hearing. Now, Dudley Cooper, principal owner of Beachview, wants to buy, and Tidewater wants to sell, 1,270 shares (7%) of Tidewater stock at \$81 per share. Proposed deal, pending since August 1963, was brought to commission's attention in view of history of dispute and fact that WAVY-TV license renewal was, and is, pending.

Tidewater told commission both sides are tired of fighting, but commission keeps asking questions about proposed sale—most recently, how

price was arrived at (there is some feeling at commission price is too low—it's considerably lower, on per-share basis, than \$4.5 million Gannett Inc. had offered in deal for 100% of stock that was eventually cancelled) and whether any agreement is involved that hasn't been reported yet.

New TV rater

Jim Seiler, who last November resigned from American Research Bureau TV audience measurement firm he founded in 1949, has tried—without success—to buy out A. C. Nielsen's television station rating services. Mr. Seiler and five other former members of ARB's management team have formed Media Statistics Inc., with headquarters in Silver Spring, Md., Washington suburb. Now that pitch to Nielsen has failed, Seiler firm is planning to introduce its own TV measurement service—called Media-stat Reports—next fall.

Saturday sports

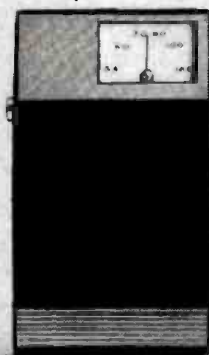
ABC-TV's Saturday baseball plan, which is still in search of sponsorship, begets another sales problem for competing network. CBS-TV, apparently left with home games of only New York Yankees for its *Game of the Week* program next season, is putting together weekly sports package in which other events will be shown on intermittent weekends when Yankees are not playing at home, objective being sales of consecutive-weekend series as single unit. Bowling and tennis are likely to be among fill-in sports.

There appears to be no chance of Philadelphia Phillies joining CBS-TV's Game of the Week package. In National League, unlike American circuit, visiting ball club shares control over national broadcasts beyond home team's territory. With all NL clubs but Phillies in ABC's Saturday series, it's expected they'd veto any attempt of Philadelphia team to take part in CBS telecasts.

Color recording

Fast moving "state of the art" in color TV will be demonstrated at NAB convention in Washington March 21-24 when ABC will show system of recording color on black and white video tape recorders. Secret is translation of American color system signals into French SECAM system (frequency modulation of color subcarrier) for recording.

THEY WERE NOT MUCH
BIGGER THAN ANTS, AND
GLOWED IN THE DARKNESS
OF THE ROOM, AND I
COULD SEE IT WAS
ALREADY TOO LATE. I
COULD SEE...



ONE OF THE BEST THINGS ABOUT BROADCASTING NEW RADIO DRAMA IS THAT YOUR COMPETITION CAN'T.

Because there's only one new radio drama like Theatre 5. It's available to most stations through the ABC Radio Network. And if you have it, no one else can get it. Here are a couple of good reasons why you (or your competition) should want it.

ONE. You will be the only station in your community to offer listeners the first fresh, exciting, original radio drama they've heard in over twenty years.

TWO. Theatre 5 will not only set

you apart from all other radio stations, it will also set you and your clients up as the leader and trend-setter.

THREE. With Theatre 5, you can offer advertisers a prestige program with a prestige image for those products and services that need more impact than time alone can provide.

FOUR. Both you and your clients can promote and merchandise Theatre 5 as no other programming in radio. For Theatre 5 means program ownership. And that means

stronger sponsor identity 52 weeks of the year.

FIVE. Theatre 5 will get you in on the ground floor of the return to profitable prestige programming.

Write or call Mr. Marvin Grieve (The ABC Radio Network, Special Program Features, 7 West 66th Street, New York, N.Y. — 212 SU 7-5000). He'll give you a few other significant reasons why the ABC Radio Network believes all radio has an exciting future.

And Theatre 5 is just the beginning.

THEATRE 5. A NEW PRODUCT OF THE



NETWORK. SPECIAL PROGRAM FEATURES DEPT.

WEEK IN BRIEF

FCC considering rule that would put network domestic syndication in permanent deepfreeze. Other feature of plan would limit networks to 50% ownership of control of prime-time entertainment shows. See . . .

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Polaris comes out in support of FCC rule to limit VHF ownership in top 50 TV markets. Says move holds down prices and lets small groups move up. Meredith asks commission to rescind temporary order. See . . .

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It began at 4 a.m. Wednesday and lasted until 1 a.m. Thursday. Radio and TV moved into Washington with all technical and professional skill they could command. Worldwide audience saw result. See . . .

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It is now up to NAB combined boards to set association policy on CATV. Boards face issue this week after receiving committee report, which was anything but unanimous. See . . .

CAN BOARDS SOLVE CATV PUZZLE? . . . 50

Film syndicators have bullish outlook for 1965. See off-network entries continuing to lead release of first-run series. Expression of foreign business, feature-film sales looks good. See . . .

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Republican leaders see use of radio and television as means of presenting views of 'loyal opposition' between national elections. Goldwater seeking financial backing for monthly TV show. See . . .

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Fred Ford sits down at his NCTA desk. Says FCC will ultimately regulate CATV, but manner still mystery. Feels broadcasters and CATV marching aisle to eventual, harmonious wedding. See . . .

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Broadcasting

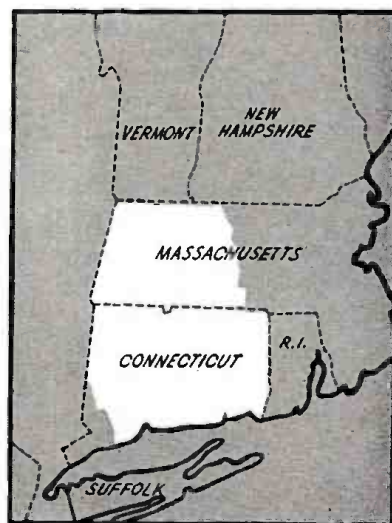
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**WTIC MEANS
GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

HARTFORD, CONNECTICUT

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

Baker gets Syracuse, Salem (Ore.) TV, 3

W. R. G. Baker Radio & Television Corp. is winner in nine-way contest for channel 9 Syracuse. FCC announced grant Friday (Jan. 22).

In second decision, commission granted Salem Television Co. new station on channel 3 in Salem, Ore.

Commission, in channel 9 case, overruled hearing examiner, who had favored application of Onondaga Broadcasting Co.

Decision was 5-1, with Chairman E. William Henry dissenting. He issued statement supporting examiner's recommendation.

While concurring in result, two commissioners used case as basis for criticizing commission's policies and practices in selecting winners from large number of applicants.

Commissioner Robert E. Lee said he would prefer changes in law that would permit commission to eliminate least promising applicants and then to direct remaining contenders to work out merger arrangement, if possible.

Commissioner Lee Loevinger, without endorsing Commissioner Lee's proposal, expressed hope commission could devise "better, simpler and more objective criteria" and more expeditious procedure for disposing of comparative hearings.

Area Familiarity ■ Commission majority favored Baker because of its

"strong showings" under area familiarity criteria, stockholders' "long interest in providing quality television service" to area and length and scope of their preparational activities.

Baker's principals include T. Frank Dolan Jr., Leonard P. Markert (each 17.3%) William W. Stone, Robert J. Conan (each 17.28%), Richard N. Groves (8.04%), and Daniel W. Casey (7%).

Proposed general manager of station is J. J. (Joe) Bernard, veteran broadcaster who is now vice president and general manager of KFWB Los Angeles.

In granting application of Salem Television for channel 3 Salem, commission denied competing application of Salem Channel 3 Telecasters Inc. Commission said that Channel 3 telecasters' principals had submitted "false statement under oath to the commission" and had been guilty of lack of candor and deliberate evasion in hearing.

Commission vote was 3-1, with Commissioner Lee dissenting and Commissioners Kenneth A. Cox and Loevinger not participating. Chairman Henry and Commissioners Robert T. Bartley and Rosel H. Hyde constituted majority.

Principals of winning applicant are Nancy A. Harrison (50%), Robert Eugene Harrison (25%), Robert Denison and Marie H. Holmes (each 12.5%). Mrs. Harrison has 33% interest in KUGN-AM-FM Eugene, 32.8% interest in KBZY Salem, and 20% in KIMA Pendleton, all Oregon.

ucts of a personal nature creates special problems, such advertising, when accepted, should be treated with emphasis on ethics and the canons of good taste and presented in a restrained and inoffensive manner."

Proposed political broadcast amendment reads:

"They [political broadcasts] should be presented in a manner which would properly identify the nature and character of the broadcast.

"Because of the unique character of political broadcasts and necessity to retain broad freedoms of policy void of any restrictive interference, it is incumbent upon all political candidates and all political parties to observe the canons of good taste and political ethics, keeping in mind the intimacy of broadcasting in the American home."

Code board—meeting without Howard H. Bell, code authority director, who had been ordered by doctor to rest—also decided there was no present

need for extension of time-standards waiver on political announcements. Temporary waiver was in force for 1964 election.

Labunski seen set as NBC Radio chief

Stephen B. Labunski, vice president and general manager of WMCA New York, reportedly is set to head NBC Radio Network, succeeding William K. McDaniel, who resigned Jan. 16 as executive vice president in charge (BROADCASTING, Jan. 11). Neither NBC nor Mr. Labunski would confirm reports, but informed sources said he would take post in near future. He had been among those most mentioned for job (CLOSED CIRCUIT, Jan. 18).

Mr. Labunski joined WMCA in 1958, after extensive station and network experience. He got into radio as salesman for KCMO Kansas City, Mo., became commercial manager of KDUJ there, then moved to Todd Storz stations, starting as salesman for WHB Kansas City and becoming vice president and general manager of WGGY Minneapolis. Immediately before joining WMCA he was successively vice president of ABC Radio and head of Crowell-Collier's broadcast division. During World War II he was interpreter in Army military intelligence. Afterward he lectured in U. S. for year and was administrative assistant to representative Richard W. Bolling (D-Mo.) for two years.

Program curbs are seen looming at FCC

FCC appeared Friday (Jan. 22) to be moving in direction of rule that would limit network control of programming.

This was report of several officials following special commission meeting on draft notice of proposed rulemaking to curtail network control as means of stimulating competition in program-production field (see page 27).

Officials said no votes were taken, but consensus was that "something" should be done "in this area." One commissioner predicted rulemaking on issue "in a couple of months."

Indications are that five commissioners supported proposal, at least in prin-

Code changes sought on hygiene, politics

Elimination of outright ban on hemorrhoid treatment and feminine hygiene advertising, and addition of language to code standard on political broadcasts were recommended by National Association of Broadcasters radio code board at meeting in Los Angeles, Friday (Jan. 22).

Code board's proposal to substitute language calling for tasteful, inoffensive advertising in personal products category and call to politicians to "observe the canons of good taste and political ethics" will be submitted to radio board at meeting Wednesday (Jan. 27) in Palm Springs, Calif.

Personal product amendment as proposed reads:

"Because the advertising of all prod-

ciple. Commissioner Rosel H. Hyde was said to be only member opposed.

One commissioner said there was no certainty that rule ultimately would be adopted. Difficulty will come, he said, in effort to agree on final form of rule.

Commissioners, however, appeared to have found no basic faults with staff proposal, according to one report. Staff was instructed to do "more work"—but in nature of "boiling down" 66-page notice of proposed rulemaking.

Officials said no instructions for changes or additions were given.

Offers repeal of 315

Bill to repeal Section 315 equal time provisions of Communications Act was introduced by Senator A. Willis Robertson (D-Va.) Friday (Jan. 22).

Suspension in 1960, senator said, permitted joint Kennedy-Nixon televised appearances "which served to point up the issues of that campaign as no other device could have done."

Senator said present law "has prevented the networks from offering their facilities to the nominees of the major political parties" because of time demands by splinter party candidates.

Bill, S 673, is similar to legislation offered in last Congress by Senator Vance Hartke (D-Ind.) and six co-sponsors. It died. Other legislation calling only for suspension for 1964 presidential and vice presidential campaigns died in parliamentary move after both House and Senate had approved slightly different versions.

Extra piggyback fee out

Post-Newsweek Stations — WTOP-TV Washington and WJXT-TV Jacksonville, Fla.—announced Friday (Jan. 22), that effective immediately they will accept multiple product (piggy-

WEEK'S HEADLINERS

Louis C. Lerner, board chairman of Official Films Inc., New York, assumes additional responsibilities as president, replacing **Seymour Reed** who has resigned. **Howard B. Koerner**, formerly with Official, returns to company as VP with responsibility for day-to-day operations. Mr. Reed plans to organize his own TV film distribution company following brief vacation.

Alfred R. Stern, board chairman of Television Communications Corp., New York, owner of 17 community antenna television systems with more than 50,000 subscribers, elected president replacing **Carl M. Williams**, who continues as director. **F. Gordon Fuqua** elected executive VP; **John F. Gault**, VP, operations; **James F. Cavanaugh**, VP, controller, and **Mary E. McCarthy**, secretary. Mr. Stern is former NBC VP.

For other personnel changes see FATES & FORTUNES

back) commercials without payment of premium charges.

Earlier in week, Corinthian Broadcasting Corp., New York, announced similar move, but put unintegrated spots on preemptible basis (see page 38). Post-Newsweek change did not include this restriction.

Two for, one against stereo

Of first three to respond to FCC's inquiry into TV stereo two were for, one against. Emerson and Zenith both agreed that present screen sizes do not warrant use of stereo. Westinghouse, however, said that TV equipped with stereo would be worthwhile addition.

Zenith added that if full capabilities of stereo are to be achieved new pro-

gramming and material is needed. It asked commission to authorize stereo experimentally only.

Comments came in response to FCC's inquiry last year regarding use of stereo in sound portion of TV (BROADCASTING, Nov. 16, 1964).

Freeze on CATV's is asked by KBOI-TV

FCC was urged last week to assume jurisdiction over all community antenna television systems and temporarily freeze all CATV applications.

Request was made by KBOI-TV Boise, Idaho. In separate petition, it opposed grant of microwave facilities to relay signals of four Salt Lake City stations to KBOI-TV's service area.

Station urged freeze pending commission action on various proceedings providing for regulation of CATV.

KBOI-TV said it supported arguments of ABC in latter's request that commission assume jurisdiction over all CATV's—those that do not use microwaves as well as those that do (BROADCASTING, Oct. 19).

KBOI-TV contended that Congress intended commission to have jurisdiction over CATV's. Otherwise, station said, commission could not assure that public view "is in accordance with the standards delegated by Congress."

This was reference to statutes requiring equal-time for political candidates, fairness in controversial matters, sponsorship identification and prohibition against alien control.

More AFL games are sold

NBC-TV announced Friday (Jan. 22) it has sold two-thirds of its 1965 coverage of American Football League games. Latest buy into football package made by R. J. Reynolds Tobacco, through William Esty Co., for one-sixth participation. Other sponsors in AFL games for 1965 are Chrysler Corp., through Young & Rubicam; Institute of Life Insurance, through J. Walter Thompson and Firestone Tire & Rubber Co., placed direct.

RTNDA honors Kintner

Robert E. Kintner, NBC president, will receive distinguished service award of Radio & Television News Directors Association tomorrow (Jan. 26) during RTNDA's 19th annual international conference and workshop in Houston. Mr. Kintner is being cited for his contributions to television news. Previous award winners: Brigadier General David Sarnoff, RCA; Dr. Frank Stanton, CBS, and Mitchell Charnley of University of Minnesota.

Pay TV, Texas style: Fees for coverage

Proposed ordinance, directed at radio and TV, that would have newsmen pay to cover astronauts' homes during space mission, has been deferred by El Lago, Tex., city council. Seven astronauts live in El Lago, 30 miles from Houston.

Large body of newsmen protested action and Mayor George Walraven named committee to meet with newsmen on Jan. 29.

Ordinance calls radio-TV mobile units "obstructions" and, according to mayor, is designed for safety of children, not as revenue producer.

However, financial requirements are severe:

Cashier's check for \$250 would have to accompany application for mobile unit or darkroom. Application, required 21 days prior to use, must include schematic of all telegraph or telephone facilities.

If application is approved, \$500,000 liability and property bond must be filed.

Fee of \$500 would be levied for first 72 hours; each additional 24 hours would cost \$150.

Additional \$500 cashier's check would be held in escrow until "the obstruction is removed and all property returned to its original form."

COLOR!
COLOR!
COLOR!

3,011 HOURS OF COLOR IN 1964!

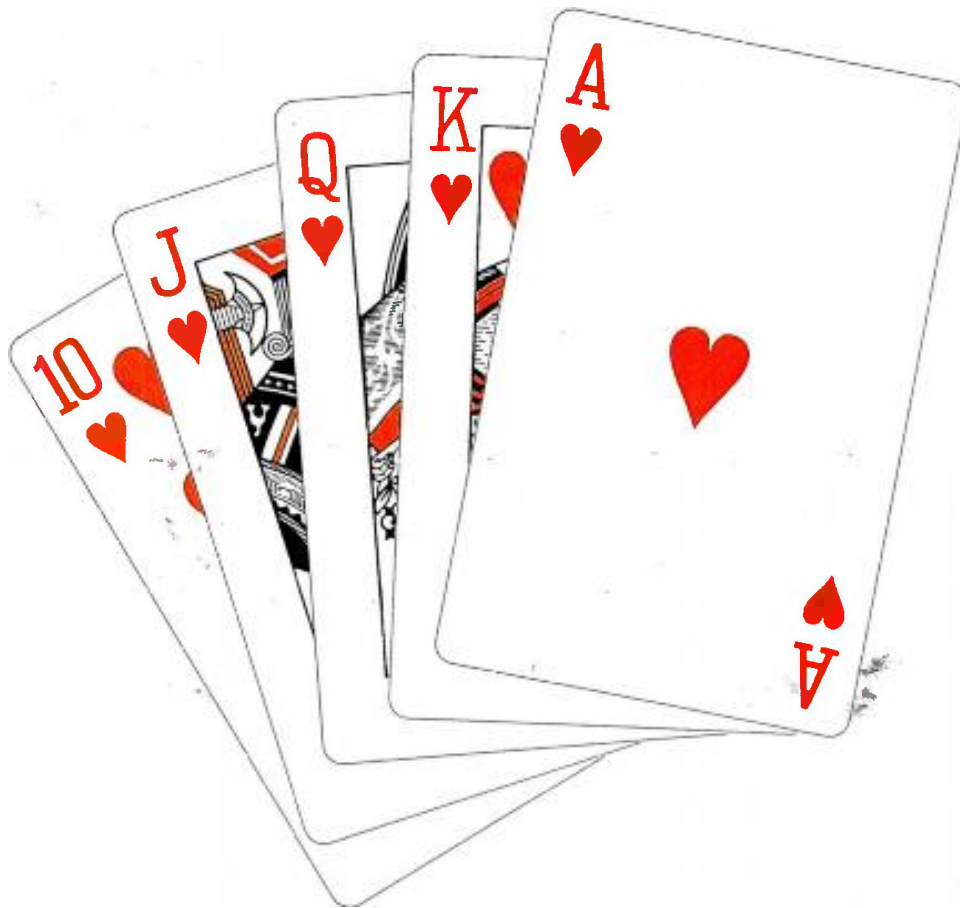
Sports ■ Studio Productions ■ Feature Films ■ News ■ Syndicated Features

... and we are pleased to announce that the commercials of 60 different advertisers appeared in color in 1964!

WGN Television originates and sells more color than any other station in the nation.

**WGN
IS
CHICAGO**

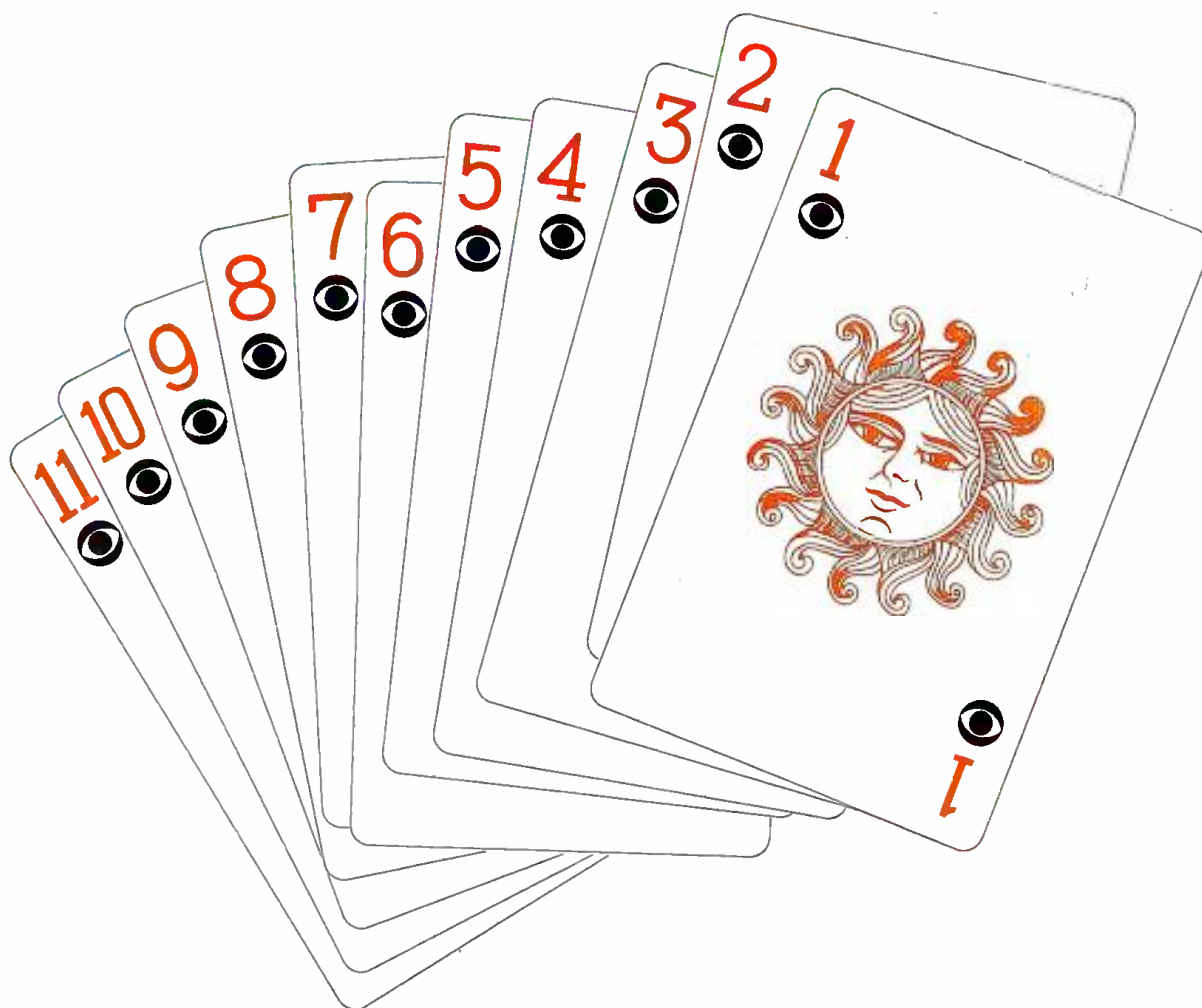
the most respected call letters in broadcasting



Once in a lifetime.

Any self-respecting computer will tell you that the chance of holding a royal flush is one in 649,740. It will also tell you that the chance of the CBS Television Network coming up with *all* of the top 11 daytime programs (out of the

43 programs on all three networks) is one in 1,316,851. But we do it every day—Monday through Friday. We do so in the last December national Nielsen Report. And it's substantially what we do all year long. In 1964 this network



Monday through Friday!

broadcast ten or more of the top shows in 22 of Nielsen's national reports; (eight times we scored the top 11, three times the top 12, twice the top 13, and four times the top 14)..... Moreover, we don't leave it to chance. We work

at it. We give to our daytime programs the same meticulous attention we devote to our entire schedule. No doubt that is why they prove to be so satisfying, not only to our audiences...but to our advertisers as well. **CBS**

Nothing like it
in broadcasting—
anywhere, anytime,
anyhow!



WHICH
CAME
SECOND?

They still don't know the answer at Everybody's Farm, but they have all the other answers for farmers.

Everybody's Farm is a 385-acre farm operated by clear-channel WLW Radio. A fountainhead of information for one of the most important agricultural areas in the country. Most of the WLW farm programs originate right there. No wonder WLW was chosen as the outstanding farm station by the American Farm Bureau.

Everybody's Farm is one of the reasons why WLW is among the most heard, most talked about stations in the United States.

CROSLY COLOR TV NETWORK

WLW-T Television Cincinnati	WLW-D Television Dayton	WLW-C Television Columbus	WLW-I Television Indianapolis
--	--------------------------------------	--	--

WLW Radio—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. 25—Meeting of board of directors of National Community Television Association. Marriott motor hotel, Dallas.

Jan. 25 — Meeting of North Carolina AP Broadcasters. Durham.

■Jan. 25—National Academy of Television Arts & Sciences, Hollywood chapter session on educational television and tour of facilities of KCET(TV) Los Angeles noncommercial TV station. James Robertson, general manager, KCET; John F. White, president, National Educational Television, will speak; Win Horton, Benton & Bowles, Los Angeles, will be host. KCET studios, 1313 Vine St., Hollywood.

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 Georgia Association of Broadcasters and Henry W. Grady School of Journalism. Speakers include FCC Commissioner Robert E. Lee; Senator Vance Hartke (D-Ind.); Robert J. Burton, president, Broadcast Music Inc.; William Kaland, Westinghouse Broadcasting Co.; John Chancellor, NBC News, and William Bartholomay, board chairman, Milwaukee Braves. University of Georgia, Athens.

Jan. 26-28—Twenty-second annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 27 — Midwinter meeting and second annual Broadcasters Day of South Dakota Broadcasters Association. Pierre.

■Jan. 27 — Luncheon meeting of Atlanta Chapter of American Women in Radio and Television. Karl R. Nelson, national sales manager of WTAR-TV Norfolk, Va., will speak on "TV Southern Style—An Impression." Progressive Club, Atlanta.

Jan. 28—Joint luncheon meeting of Chicago Federated Advertising Club and Chicago Chapter of National Academy of Television Arts and Sciences. Speaker: Sterling C. (Red) Quinlan, vice president, Field Communications Corp.

Jan. 28-30 — Annual winter convention of South Carolina Broadcasters Association. Participants include Ray M. Stanfield, vice president radio, Peters, Griffin, Woodward; Ira Leslie, program director, WVOK Birmingham, Ala.; Dora Cosse, vice president, Dora-Clayton Agency; Ruth E. Trager, time-buyer, Tucker Wayne & Co.; Patricia McKemie, account executive, Harris & Weinstein Associates, and Mary O'Shields, media director, McCann Bottler Service Group. Wade Hampton hotel, Columbia.

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

Jan. 29—Annual Tom Phillips Awards dinner of UPI Broadcasters Association of Massachusetts. Secretary of State of Massachusetts, Kevin H. White, will speak; Walter Kearsey, WBRK Pittsfield, presiding. H. C. Thornton, UPI division manager, will present trophies for best news stories, features, editorials and public service programs on radio-TV in the state. Pier Four restaurant, Boston.

■Jan. 29 — Dinner honoring Mrs. Indira Ghandi, minister of information and broadcasting for the Republic of India sponsored by Chicago chapter of American Women in Radio and Television, Theta Sigma Phi and the Chicago Headline Club.

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. Vice President Hubert H. Humphrey will speak at opening day luncheon. Others on program include: FCC Commissioner Robert E. Lee; Federal Trade Commission Chairman Paul Rand Dixon; Senator Warren Magnuson (D-Wash.); Representatives Catherine May (R-Wash.) and Oren Harris (D-Ark.); Mrs. Esther Peterson, special assistant to the President on consumer affairs; Tom Dillon, president, BBDO, and Edward Sonneck, president, American Marketing Association. 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. 3—Luncheon meeting of Dallas-Fort Worth Advertising Club, Dallas Better Business Bureau, Rotary Club and Kiwanis Club of Dallas. Ward L. Quaal, executive vice president and general manager, WGN Inc., Chicago, will speak. Baker hotel.

■Feb. 3-4—Fourth annual Public Affairs Conference of U. S. Chamber of Commerce. Speakers include Vice President Hubert H. Humphrey; Federal Trade Commission Chairman Paul Rand Dixon; Senator Everett Dirksen (R-Ill.); Representatives Hale Boggs (D-La.), Gerald R. Ford (R-Mich.) and Oren Harris (D-Ark.), and Governor George Romney of Michigan. Sheraton-Park, Washington.

Feb. 4 — Breakfast meeting of executive secretaries and directors of state broadcaster associations. 7:30 a.m., Shoreham hotel, Washington.

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

■Feb. 4-5—National Association of Broadcasters 10th annual Conference of State Association Presidents. Theodore F. Koop, CBS Washington, vice president, will be luncheon speaker Thursday. FCC Chairman E. William Henry will speak at Friday morning session. 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 Complications 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. 9—Broadcast Advertising Club of Chicago luncheon meeting. Special program on color TV progress by NBC-TV. Sheraton-Chicago hotel.

Feb. 9—Winter meeting of Colorado Broadcasters Association. Hilton hotel, Denver.

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

Feb. 11—Western States Advertising Agencies Association "Advertising Man of the Year" luncheon. Walter Guild, chairman of Guild, Bascom & Bonfigli, is this year's honoree. Ambassador Hotel, Los Angeles.

Feb. 11 — Wisconsin Broadcasters Association

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In national representation, if your T. V. station is one of a large crowd — isn't it time you got it out of the gallery and into the orchestra.

Isn't it time you put it on a compact list like ours where you can expect *and get* more of the good things of representation.

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tion annual meeting and legislative banquet. Park Motor Inn, Madison.

Feb. 12 — New deadline for comments on the FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with the newswire services (AP and UPI). Former deadline was Jan. 25.

■Feb. 16—National General Corporation annual stockholders' meeting. 10 a.m., Fox Wilshire Theater, Beverly Hills, Calif.

■Feb. 19—Newsmaker luncheon of the International Radio & Television Society. Featured speaker is Frederick W. Ford, former FCC commissioner and president of National Community Television Association. Grand Ballroom, Waldorf-Astoria, New York.

Feb. 19-20—British Columbia Association of Broadcasters annual meeting. Harrison Hot Springs hotel, Harrison Hot Springs, B. C.

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

■Feb. 23—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of the commission's multiple ownership rules. Former deadline was Jan. 22.

■Feb. 23-24—Tenth annual meeting of American Dairy Association of California. Among speakers is Dan Rowles, A.D.A. fluid milk product manager, Chicago, who will present plans behind fluid milk advertising program. Fresno Hacienda, Fresno.

Feb. 26—New deadline for reply comments on the FCC's inquiry and proposed rulemaking into contracts of broadcast licensees with the newswire services (AP and UPI). Former deadline was Feb. 10.

Feb. 26-27 — Spring meeting of Arkansas Broadcasters Association. Carl Ring Center, Arkansas State College, Jonesboro.

MARCH

March 2—Spring meeting of New York State Broadcasters Association. Ten Eyck hotel, Albany.

March 3—Luncheon of International Radio & Television Society. Paul Rand Dixon, chairman of Federal Trade Commission, will

speak. Waldorf-Astoria, New York.

March 5-6—New Mexico Broadcasters Association meeting. White Winrock hotel, Albuquerque.

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

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

March 10-16 — Meeting of International Television Programme Market. Palais des Festival, Cannes, France.

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

■March 17—Writers Guild of America TV-radio branch, 17th annual awards show. Beverly Hilton, Beverly Hills, Calif.

March 19—Meeting of Indiana Broadcasters Association. Indianapolis.

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

March 21-24 — Television Film Exhibits—1965 with program distributors participating. Shoreham hotel, Washington.

March 22-26 — Institute of Electrical and Electronics Engineers international convention. New York Coliseum and New York Hilton hotel.

■March 23—Annual banquet of Broadcast Pioneers. Regency Room, Shoreham hotel, Washington.

■March 23—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking regarding mutual funds and other investment houses that are in technical violation of the commission's multiple ownership rules. Former deadline was Feb. 21.

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

■Indicates first or revised listing.

BOOK NOTE

"*Presidential Leadership of Public Opinion*," by Elmer E. Cornwell Jr., Indiana University Press, Bloomington, Ind. 370 pp. (indexed) \$6.95.

Professor Cornwell, for 10 years chairman of Brown University's department of political science, contends "the relationship between the President and the public" has given the Presidency its power and importance because it is in the people that the President finds not only the base of electoral support "but the very essence of his power to influence the process of governance."

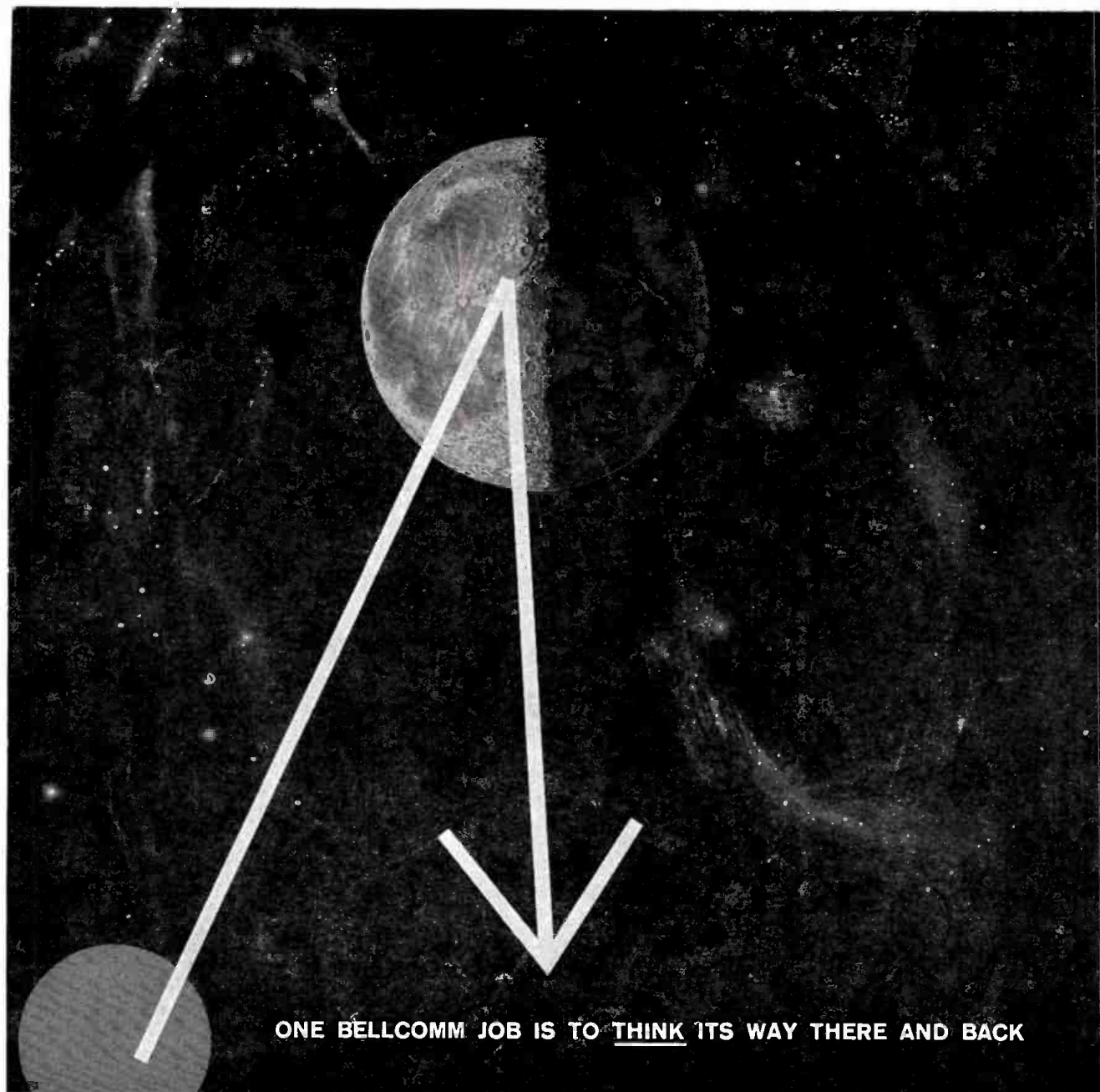
He says the mass media are largely responsible for the U.S.'s "pre-occupation with the presidential office," and suggests that the mechanics of executive leadership of public opinion is the crucial facet of the presidential role.

The author provides a well-documented analysis of first radio's and then television's use by the Presidents. He examines the ways various White House occupants utilized the electronic media.

with special attention to the modern news conference.

Weighing the great power of the Presidency and its built-in potential to abuse the media toward totalitarian ends, Professor Cornwell says the U.S. system will remain secure from dictatorial threats if, as seems likely: (1) control of the media remains in decentralized private hands; (2) American political pluralism continues and (3) the dispersed pattern of constitutional power remains intact.

He sees a greater danger if Presidents fail to use the media skillfully. Ironically, the author holds that as the President becomes more a national figure through his domination of the news, he is lifted "above the sordid arena of partisan politics." Any effort "to participate in the party or group struggle, as a President must, is as likely to produce shock and disillusionment as it is to enlist active support," Professor Cornwell concludes.



ONE BELLCOMM JOB IS TO THINK ITS WAY THERE AND BACK

Bellcomm, Inc., is the newest—and by far the smallest—Bell System company. But its job is one of the biggest.

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This type of planning, called Systems Engineering, is the art of mixing, matching and mating seemingly diverse equipment and functions and goals in order to create a unified, coherent operation like a nationwide phone system, or a moon flight.

Bellcomm's scientists and engineers are now busy analyzing the many missions and tasks of Project Apollo.

This includes analysis of the hardware that has been developed in the form of space vehicles, instrumentation, and the like. The hazards presented by the moon and by deep space are considered, and also the psychological factors of prolonged flight in a weightless environment.

Bellcomm's job is to think, to study and to advise; others design and manufacture. Bellcomm must see that all factors are considered, all questions asked and answered—and this means thinking its way to the moon and back many times before the actual flight.

Bellcomm is staffed by highly talented engineers and scientists who have been attracted by the arduous and exciting work. Every man and woman in the Bell System takes pride in the company's momentous assignment.



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ETS: no pressuring

EDITOR: I feel it necessary to respond
 to an erroneous impression which I be-
 lieve was created in your "Closed Cir-
 cuit" item of Dec. 28 titled "Educated
 Bite."

We at Educational Television Sta-
 tions, a division of the National Associ-
 ation of Educational Broadcasters, have
 heard no complaints from commer-
 cial broadcasters about undue fi-
 nancial requests from educational tele-
 vision stations. On the contrary, the
 records of our December conference on
 long-range financing of educational tele-
 vision included many references to the
 generosity of commercial broadcasters
 for their gifts to ETV over the years.

We further find no record in the
 minutes of the meetings, nor in our
 memory, nor in any records kept by our
 reporters at the meetings to the effect
 that broadcasters "should contribute
 10% of gross" to educational television
 stations. We know of no basis for this
 interpretation, nor has this organization
 or anyone we know ever advocated this
 idea.—C. Scott Fletcher, executive con-
 sultant, Educational Television Stations,
 Washington.

(As reported in the Dec. 28 "Closed Circuit"
 item, commercial broadcasters have been
 approached by a representative of the edu-
 cational television system in their area with
 a proposal that they contribute 10% of their
 gross revenues to ETV. That this approach
 represented an official policy of Mr. Fletch-
 er's division or of the National Association
 of Educational Broadcasters was neither in-
 tended nor implied.)

Power of local radio

EDITOR: For a brochure we are mak-
 ing, I would like permission to use an
 excerpt from your editorial of Nov. 20,
 1961, "Local is vocal" . . . —Byron
 Zurn, KDMA Montevideo, Minn.

(Permission granted. The editorial suggested
 that national buyers might profit from a
 look at radio's prosperity on the local level.)

Wants to compare notes

EDITOR: We have had a great deal of
 success in the operation of a directional
 pattern by remote control and we are
 sure that there are many other people
 who would like to investigate this and
 I would like to take this means of letting
 them know that they are free to call or
 write me at any time.

I also understand that there are a
 number of other directional operations
 also being operated by remote control
 and I would like to take this means of
 asking them to get in touch with me so
 that we may discuss mutual operations

to the benefit of all.—*Frederick Epstein, president, KSTT Davenport, Iowa.*

In proper perspective

EDITOR: May I thank for the profile in BROADCASTING, Jan. 11. I was especially pleased with the warmth and good will that it projected and for the very excellent presentation of the work of the AWRTE Educational Foundation—*Elizabeth Bain, president, American Women in Radio & Television, New York.*

Charges 'whitewash'

EDITOR: In an editorial in BROADCASTING, [Nov. 28, 1964] you took exception to an article in *Reader's Digest* which belittled radio. I read that article, and agree that it was overstated and perhaps written by someone who does not have a full grasp of the broadcasting industry and the factors which dictate its policies of programing.

However, I must agree with the basic premise of the article, that radio broadcasting today is a shame and a sham. BROADCASTING's super-sensitive editorial staff apparently will not hear one word of criticism from the public, and usually casts it off with a sniff and a passing remark that it "represents only a fraction of the listening public."

BROADCASTING is quick to point out the quality programing on the established, prestige stations—the 50-kw giants in New York, Chicago, Los Angeles and other major markets. But what about the vast majority of radio stations whose programing ranges from raucous music and headlines screamed by a pimply faced adolescent to insipid album music and "rip and read" news tactics, punctuated by double-spotting and endless station promotion? This type of tasteless, low-budgeted programing dominates the medium. . . .

I suggest that BROADCASTING, in its hypersensitive state, . . . is using its editorial pages to whitewash the whole picture. . . —*J. A. Walsh, Washington.*

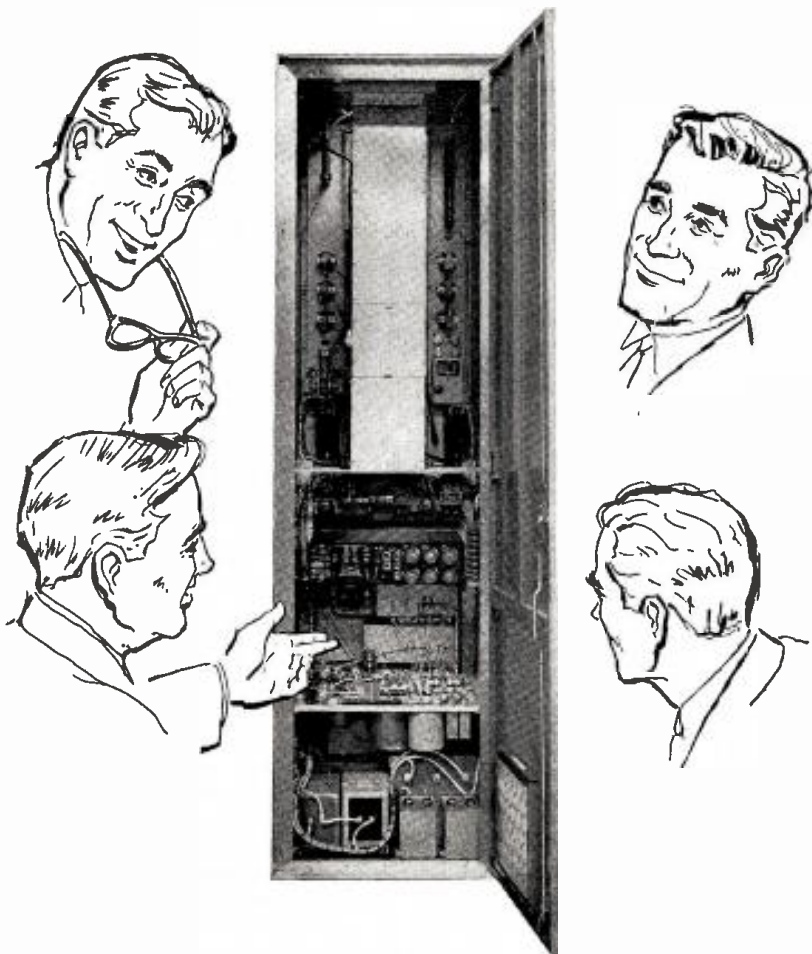
Not even a little bit

EDITOR: Read your editorial, "A little bit commercial" (BROADCASTING, Jan. 18), WOI Ames, Iowa, is not and never has operated commercially, despite the fact that it, like WNDT(TV) New York, could. All AM radio stations can, if they wish, operate commercially. There is no educational AM license.

WOI-TV is commercial.—*Ian D. Smith, Baltimore.*

(Inclusion of WOI-AM in the editorial was inadvertent. As Mr. Smith points out, WOI-TV has been commercial since it started in 1950.)

LET'S LOOK UNDER THE HOOD AT RUST'S NEW 1 KW FM STEREO BROADCAST TRANSMITTER



Here's the new 1 KW FM stereo transmitter from Rust. Notice the elbow room? Space galore! (Once, we even found an employee cat-napping there.)

The main channel SWING OUT FME Exciter, plus both subchannel generators are crystal controlled for reliability. As for a stable signal — it locks on like a tiger — never drifts — never lets go. And no more burned knuckles checking tubes. The New Rust power supply is completely solid state and unshirkably reliable. Incidentally, check the space-saver cabinet — only 24" wide x 28" deep — not to mention the new low price.

The Rust 1 KW, with built-in components, comes ready for remote control.

A very desirable optional feature is our Autolog automatic transmitter logging system. Simply turn it on — and forget it! It frees station personnel for other duties.

For further information, prices, specifications and/or a brochure of the complete Rust line, address your inquiry to:

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Radio-TV: an ideal voice for trade unions

Trade unions are telling their story effectively through their use of radio and TV. And they should.

For many years, some unions occasionally have backed network programs. Very often they send out their own programs. When I talked to the union newspaper and magazine editors at their convention last month, I recommended sponsorship of local five-minute newscasts as a special opportunity to tell their story.

(Those not in the labor movement should realize that more than 130 national and international unions are affiliated with the AFL-CIO, which has a membership exceeding 13 million. There are 80 state central bodies, 775 local central bodies and 60,000 trade union locals.)

AFL Begins on Mutual ■ As for broadcasting, we of the AFL-CIO speak from experience. The AFL itself went on Mutual with a news commentator in 1950. The CIO put John W. Vandercook on in 1953. Edward P. Morgan went on ABC Radio for the AFL in January 1955 and for the AFL-CIO after the merger in December that year. Mr. Vandercook was also continued at that time until his death in 1956.

We have Mr. Morgan on the air (7 p.m., EST) because we believe a voice like his should be heard, and he presents the intelligent kind of hard news and commentary that appeals to people we'd never otherwise reach: educators, leading businessmen and industrialists, editors. The cost: about \$500,000 a year, with 240 stations now.

We've taken advantage, too, of the fact that radio stations need interesting, professional public service programs. *Washington Reports To The People*, interviews with Republican and Democratic members of Congress and cabinet members, is on more than 700 radio stations. *As We See It* has been on ABC Radio for at least 15 years, and *Labor News Conference* is on Mutual.

Early Start ■ AFL-CIO member unions have long used radio and TV. As far back as 1934, the International Ladies Garment Workers' Union began to sponsor *The Voice of Local 89* on WEVD New York, and has it now also on WHOM New York, WILD Boston, WJMJ Philadelphia and WADS Ansonia, Conn. This may be the oldest continuous radio program of its type. One reason may be Morris Novik, radio-TV consultant to the ILGWU and AFL-CIO; he's been sold on radio since he put on New

York's colorful Mayor LaGuardia reading the comics long years ago.

Al Zack, now AFL-CIO public relations director, began a weekly series of commentaries on national and state legislative issues on a network of Ohio stations for the state CIO in 1948. Back when television began in the '40's, the Los Angeles Retail Clerks began a half-hour interview program, now on KABC-TV, probably the longest continuous TV show in the country.

Guy Nunn, former Rhodes scholar, began the *Eye Opener* half-hour entertainment and news programs for the auto workers in 1949. At one time, the UAW show was on 40 stations, everywhere the union had a concentration of members. Now it's on CKLW Windsor, Ont., at 6:15 a.m. and 6:15 p.m. Mr. Nunn says the 5 kw station reaches 80% of UAW members.

Most recent in the field are the machinists, who have a ten-minute *Voice of Labor* sponsored by their local lodges on 47 stations. Gordon Cole, editor of the *Machinist*, plans to cut this to two five-minute shows beginning with the first of the year since this better meets station needs. Mr. Cole produces the program, but calls in an ABC Washington man to make sure it's a professional job. Three voices give variety and movement, and there are frequent cut-in interviews on this news show.

Responsibility of Labor Editors ■ Gordon declares that labor editors have a responsibility beyond their printed pages, and since they know the labor story, they are best equipped to add radio or TV to their repertoire. It seems to me they might voice the "commercials" themselves, if they know how to read so that it sounds ad lib. They need not sound like announcers;

it would be better if they didn't. They should qualify as salesmen of today's trade union movement.

Local five-minute news programs, especially on public-service-type stations, may be ideal. Many locals are already using them. The Baltimore Council of AFL-CIO unions, Oliver Singleton, secretary; the ILGWU, auto workers and steel workers there, are sponsoring *Decision: The Conflicts of Harry Truman*, on WMAR-TV, 7 p.m., Saturdays, just before the Jackie Gleason show. They've taken all four spots each week for 13 weeks (\$300 each), with an option on the next 13. Mostly they're using clips from their own or AFL-CIO TV shows, especially the ones we've done each Labor Day on one of the networks, and our *Americans At Work* TV series.

The Retail Clerks International Association sponsors eight commercials each weekend in newscasts on NBC's *Monitor*. They began with a summer schedule, but extended it on a regular basis (\$275,000 a year).

Sell Workers ■ Who writes our commercials? Many agencies can sell soap, but not the workers who make the soap. Right now, therefore, we're mostly writing our own. Maybe when there are more national, state and local unions on the air, more agency men will qualify.

Reports at our editors' conference last month indicated that other unions are interested. One international is considering a format like the machinists'. A state labor editor told me he's pushing a state-network news program.

As I told them at the conference, the more unions get in the act, and do a professional job, the more they'll aid themselves, the union cause generally, and, as we see it, the free enterprise system.



Harry William Flannery, AFL-CIO radio coordinator since 1956, broadcasts three shows a week for the union. He earned a journalism degree from Notre Dame in 1923. He worked on various newspapers and magazines and from 1952 to 1956 was editor of the "AFL News Reporter." Mr. Flannery wrote "Assignment to Berlin" after spending a year there as CBS correspondent and also co-authored "Off-Mike," a how-to book on radio. He has been in radio since 1932, starting at Ft. Wayne, Ind.

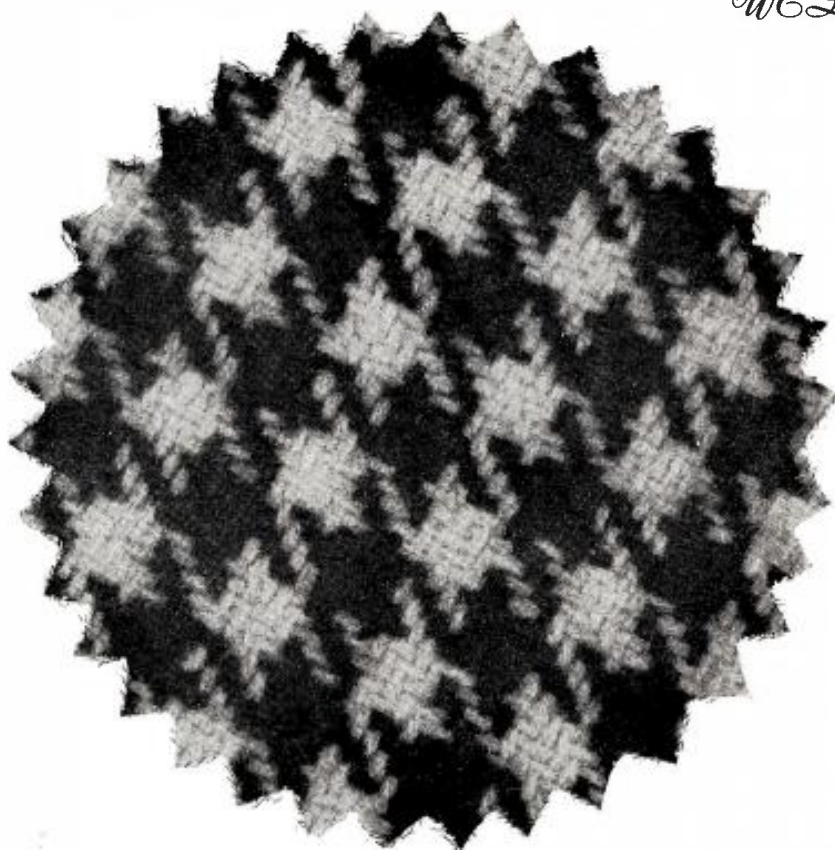
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The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

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TODAY!

Upheaval in TV program control?

Now up for FCC action: Rules to slash networks' ownership of evening shows, kill all of their domestic and much of their foreign syndication

The FCC last week began considering harsh measures to take the television networks out of domestic program syndication and prevent them from owning or controlling more than half of the non-news programming they carry in prime time.

If adopted in anything like its present form, the proposed rule would cause tumultuous changes in the networks' present practices of financing, scheduling and selling the programs networks transmit in their choice periods between 6 and 11 p.m., New York time.

The proposed rule is based on the premise that network and syndicated programming is coming increasingly under the control of the three television networks, with the result that broadcast licensees are denied an opportunity to select programming from a sufficiently wide choice of sources.

The ailment, according to the draft notice, is the power of the three networks to control the source of supply of programs for network exhibition and for domestic and foreign syndication.

The proposed cure—stimulate competition in the television product market by stripping enough of this power from the networks to enable independent producers and program sponsors to bargain on a more equal basis in the program production process.

What It Would Do ■ Specifically, the rule would:

Eliminate networks from the syndication business within the U.S. and from sale, licensing and distribution abroad of independently produced TV programs.

Prohibit networks from acquiring distribution or profit-sharing rights in syndication and foreign sales of independently produced television programs. The only rights networks would be permitted to acquire in such programs would be for network exhibition. (However, the rule would permit networks to sell syndication and other rights for domestic exhibition of pro-

grams they produce, as well as to sell or distribute such programs overseas.)

Limit each networks' ownership or control of programs (exclusive of newscasts, special news programs and cover-

The FCC vs. the networks

One more sweeping network change as a result of the Barrow report appears to be a distinct possibility.

If the Federal Communications Commission should decide to adopt the proposed Network Study recommendations on programming brought in by Ashbrook P. Bryant it would be a direct result of the earlier study first made public in October 1957.



Mr. Bryant

The Barrow report took its name from Roscoe L. Barrow, dean of the University of Cincinnati Law School. He directed a special study of network practices. Already these television network changes have come about because of his suggestions:

Replacement of must-buy network requirements with minimum dollar expenditure plans for advertisers which were first announced in December 1958.

An FCC order barring television networks from spot representation of stations other than those owned by the networks in October 1959.

A ban on option time agreements between stations and networks which went into effect in September 1964.

age of current events of national importance) to those shown in 50% of the time between 6 and 11 p.m., New York time, in any calendar week.

The rule would also require networks to state publicly the policies and practices by which their programs are produced, chosen, scheduled and supervised.

The draft rule is the product of the commission's Network Study staff, headed by Ashbrook P. Bryant, and grows out of the commission's network program inquiry that was begun in February 1959.

Further refinement ■ The broad outlines of the proposal have been known since December 1962, when the staff submitted Part I of its Second Interim Report (Dec. 3, 1962). However, it goes beyond the rule then proposed in two respects—the original did not prohibit networks from syndicating abroad independently produced programs. In addition, the proposal would include public affairs documentaries within the application of the 50% limitation.

The commission first discussed the report in detail in October 1963. (BROADCASTING, Nov. 4, 1963). But the meeting last Friday marked the first time the commission had before it a draft notice of proposed rulemaking.

The proposed notice under consideration is 66 pages long, plus a half-inch thick exhibit showing, in tabular form, network program sources and the interest of networks in the programs they exhibit.

The draft notice does not attempt to assess the economic impact of the proposal on the networks. But at one point it states that the rule, if adopted, would leave the networks sufficient latitude to engage in and finance program production "to the extent necessary to preserve their effectiveness and economic viability as national advertising media."

It also says that, on the basis of material supplied by the networks, do-

UPHEAVAL IN TV PROGRAM CONTROL? continued

mestic and foreign syndication appear to account for only a small part of the networks' revenues and profits—less than 1% of the combined revenues from the sale of time, talent and program material to advertisers. But the document adds that the networks refused to provide voluntarily "overall figures" and that the figures presented appear inadequate.

Market Growing ■ Furthermore, the draft states there are indications that the potential expansion of both domestic and foreign markets for U. S. television product is growing rapidly. It said total gross revenues from domestic syndication and foreign sales increased 54.5% between 1958 and 1961 and that net revenues increased 126.1%.

The draft of proposed rulemaking follows closely the theme first expounded in the staff's Second Interim Report—that a sufficiently expanded independent program industry will not develop if networks are allowed to continue their present practices.

The draft noted that networks have adopted the practice of acquiring programs before sponsorship is assured as part of their effort to construct a schedule affording advertisers the lowest possible "cost-per-thousand." And in bargaining with independent producers, networks are able to obtain not only first-run rights, the proposed notice said, but also such financial advantages as the right to share in the profits from the network run and from domestic and foreign syndication sales.

Networks have asserted that they

need these ancillary rights to cover the "risks" they run in acquiring programs. But the proposed notice said that independents would probably be willing to assume the "risk" in program production if they were able to retain a larger share of domestic syndication and foreign distribution rights in their programs.

Broaden Field ■ "Individual initiative and business acumen would then replace, in large measure, the favor of network managers as credentials of entry to television program markets," the proposed notice said, adding:

"It would seem that increased competitive opportunity would permit the entry and profitable operation of a large number of competent and willing entrepreneurs into television program production and would tend to encourage the development of an independent television program industry of sufficient economic stature and profitability not only to supply syndicated programs to stations but also eventually to provide a large part of the financing on a risk basis for the development and production of network television programs."

The draft noted an increase—to more than 90%—in the amount of prime-time entertainment programming controlled by the networks. This includes material supplied by independent producers but in which the networks acquire first-run as well as other financial and proprietary rights.

In 1957, such independent programming accounted for 43.2% of the evening schedules of the three networks. In 1963, it accounted for 78.4%. The

amount of network-produced programming for prime time was 21.2% in 1957, 12.1% in 1963, while the comparable figures for advertisers-supplied programming (in which the networks acquired no proprietary interests) dwindled from 35.6% to 9.5%.

The figures, however, vary from network to network, and the increase and decreases are not always constant. For ABC, they are: Independently produced programs licensed to the network, 62.2% — 86.7%; network-produced, 5.4%—11.1%; advertiser-supplied, 32.4%—2.2%.

For CBS: Independent programs licensed to the network, 26.5%—68.4%; network-produced, 38.8%—20.4%; advertiser-supplied, 34.7%—11.2%.

For NBC: Independently produced programs licensed to the network, 45.6%—80.9%; network-produced programming, 34.7%—11.2%; and advertiser-supplied, 39.2%—14.3%.

"The inability of independent entrepreneurs successfully to compete in the so-called network television program market except upon terms dictated by network managers seems obvious from the . . . figures," the draft notice said.

"The ability of network managers thus to dictate the terms of entry to the television program market is a function of their control of broadcast time on large combinations of local 'monopolies' of television facilities permitted by the commercial convenience and 'willing' acquiescence of television licensees."

NAB seeks delay in FM duplication rule

The National Association of Broadcasters has asked the FCC to stay for six months the effective date of its new rule requiring a reduction in the duplication of AM programming by some jointly owned FM stations.

The rule, which was announced on July 7, 1964, is scheduled to go into effect next Aug. 1. It will prohibit FM stations in cities of more than 100,000 population from duplicating the programming of a sister AM station for more than 50% of the average FM broadcast week.

The NAB said "it has become evident that the complexities involved in such a major transition" as required of AM-FM broadcasters by the new rule cannot be resolved in the time provided by the commission.

The association also asked that, regardless of the fate of its request for a six-month stay, broadcasters be given additional time to decide whether to ask for a waiver of the rule. They now must ask for a waiver six months before the effective date of the rule. The NAB asked that broadcasters be given until

60 stations felt FCC ire in fiscal 1964

The FCC continued its policy of strict enforcement of rules and regulations in fiscal 1964 (year ended June 30, 1964) as 60 stations found out through personal experience.

The commission's 30th annual report to Congress, released yesterday (Jan. 24), revealed this box score of sanctions against broadcast licensees:

Three licenses revoked, renewal or original licenses denied to five applicants, fines or notices of apparent liability issued in 28 cases, and two stations given short-term license renewals. In addition, 22 stations were in license-revocation or renewal proceedings at the end of the fiscal year.

Most penalties grew out of complaints from the public. And last

year, the commission received 26,000 "expressions of public opinion" on broadcasting. Only about half, however, were classified as complaints. Of these, 43% concerned advertising practices; 33%, programming.

The annual report, in addition to reviewing the highlights of commission activities in fiscal 1964, summarizes the first three decades of commission activity. During that time, the commission grew from an agency regulating 51,000 radio stations of all types, including 623 AM's, to one that regulates 1.5 million stations, including 17,231 broadcasting outlets—AM, FM, TV, boosters and translators and auxiliaries—as well as communications by space satellite.

The tough restraints FCC is considering

The proposed rule, restricting network program control, as suggested by the Network Study staff, follows:

§ 73.659 Network television program practices.

(a) As used in this section the term "network television licensee" means a television station licensee (or any person controlling, controlled by or under common control with such licensee) which engages in chain broadcasting as part of a regular business of network television broadcasting.

(b) No network TV licensee shall:

(1) sell, license or distribute television programs to other television station licensees within the United States for non-network television exhibition, or otherwise engage in the business commonly known as "syndication" within the United States; or sell, license or distribute television programs for exhibition outside the United States; or have any option or right to share in revenues or profits in connection with such sale, licensing or distribution;

(2) with respect to any television program produced either wholly or partly by a person other than such network television licensee, acquire any financial or proprietary right or interest in the program or distribution thereof except the right to network exhibition within the United States and on whatever foreign stations are regularly included within the network;

(3) after [date], retain any right or interest the acquisition of which would be prohibited by this section;

(4) Nothing in this section shall prohibit a network television licensee from selling or distributing programs of which such network television licensee is the sole producer for television exhibition outside the United States, or selling or otherwise disposing of program rights not acquired from another person including the right to distribute programs for non-network exhibition (as in syndication) within the United States, but such network television licensee shall not itself engage in such distribution within the United States or retain the right to share the revenues or profits therefrom.

(c) No network television licensee shall:

(1) engage in practices in connection with the production or procurement of television programs which result or are likely to result in undue concentration of control of, or substantial lessening of competition in, television program production and procurement, in a manner contrary to the public interest;

(2) subsequent to [date], offer to other television licensees a television network schedule (exclusive of newscasts, special news programs and coverage of current events of national importance) between the hours of 6 p.m. to 11 p.m., New York time, in any calendar week, in which sched-

ule more than 50% of the time consists of programs of which the network television licensee was the producer or co-producer or in which it has acquired from another person the license, option or other exclusive right to network exhibition. *Provided, however,* That nothing herein shall prohibit or limit the presentation of programs in which the network television licensee has acquired, from a sponsor or sponsors, only the exclusive right to network exhibition as part of a contract or arrangement with the sponsor(s) to provide network time and facilities for exhibition of the program. However, no such contract or arrangement may be for a term greater than one year but may by option or otherwise be renewed for periods not to exceed one year.

(d) Network television licensees shall file with the commission such information and data concerning the policies and practices they pursue or propose to pursue in the production, procurement, scheduling and choice of television programs as may be required by the commission.

(e) Upon a proper showing by the licensee and a finding by the commission that the public interest would be served thereby, the commission may waive or modify in whole or in part any provision of this section, except that no such waiver or modification will be granted for a period greater than one year.

three months before the effective date.

The NAB asked for FCC reconsideration of the rule, which was adopted along with a general overhaul of the commission's AM allocations policy. This petition is still pending before the commission.

Supreme Court rejects appeal on FCC fees

FCC customers, including some broadcasters who've been complaining about the fees charged for doing business with that agency exhausted their legal recourse last week when the U. S. Supreme Court refused to consider their appeal. They now look to Congress for relief.

In denying the group's petition for review without comment, the Supreme Court in effect upheld a lower court ruling backing the right of the FCC to impose fees for processing applications

(BROADCASTING, July 20, 1964). The commission initiated the fee policy in March 1964 and based it on a rider to the 1952 appropriations bill. Fees range from \$100 for commercial TV stations and \$50 for radio stations to \$2 for amateur licenses.

The litigation against the FCC's practice was brought by Aeronautical Radio Inc., Air Transport Association of America, Aircraft Owners & Pilots Association, Braniff International Airways Inc., David Ingle Jr., Lake Central Airlines Inc., North Central Airlines Inc., Northwest Airlines Inc., and United Air Lines Inc.

The only broadcaster in the original group of appellants was WISM-AM-FM Madison, Wis. The National Association of Broadcasters, however, filed a "friend of the court" brief in the petition to the Supreme Court.

Hill Moves ■ A legislative thrust against the FCC charges got no further than a hearing by the House Commu-

nications Subcommittee early last year. Several bills were considered, among them one by Representative Walter Rogers (D-Tex.), chairman of the panel of the House Commerce Committee.

Mr. Rogers has introduced a similar bill (HR-883) in the 89th Congress (BROADCASTING, Jan. 11). This would proscribe the FCC from assessing fees without specific authorization from Congress. It also would negate the legal leg on which the FCC bases its case for charging fees—the 1962 Independent Offices Appropriation Act.

NBC-TV gets more AFL rights

NBC-TV has acquired rights to the championship and all-star games of the American Football League for the next five years—10 contests altogether—for a price "in the vicinity of \$7 million." The network, earlier contracted to carry regular AFL season games over a five-year period for \$36 million.

A fallacy about big audiences

Advertisers told to think less about how many are in the audience and more about those likely to buy

The nation's leading advertisers were advised last week to think less about the number of people in their audiences and more about the number of "best prospects."

The advice was given by Norton Garfinkle, president of the Brand Rating Research Corp., New York, at an advertising planning and evaluation workshop of the Association of National Advertisers.

Assuming that heavy users of a product are its best sales prospects, Mr. Garfinkle suggested, *Queen for a Day* might be the least likely program on which to advertise automatic dishwasher detergents—but the best for selling laxatives.

He based this conclusion on his findings that, of 151 TV programs and magazines studied, the *Queen for a Day* audience contained the lowest proportion of users of dishwasher detergents and the highest proportion of regular users of laxatives.

This type of variation from one program or magazine to another "holds true for the great majority of products" and applies to income levels, age, education, occupation and other audience characteristics as well as to usage rates, Mr. Garfinkle said.

Specifics ■ "The process of select-

ing media that offer high prospect potential must ultimately focus not on general media classes, but rather on specific media vehicles," he said. "Even in the case of a sharply focused product like automatic dishwasher detergent, there are a substantial number of television programs, as well as magazines, which afford the advertiser an unusually good prospect potential. . . .

"The greatest dividends can be gained not from a simple analysis of cost per thousand homes but by building a schedule around vehicles that provide a substantial number of prospects at minimum cost. . . ."

The ANA workshop, held Tuesday (Jan. 19) in New York, also heard the chairman of ANA, Thomas B. McCabe Jr. of Scott Paper, express concern over media costs and advertising efficiency. He said:

"Overall net media costs, after taking into consideration circulation increases, have been increasing at an average annual rate of 1% over the past 10 years. But remember, that is a 10-year average. There is every indication that the rate has been considerably higher in recent years, and the trend is up. The value of advertising, therefore, from this standpoint is declining. . . .

"We must push for improvements in

media value. And we must do this by putting our money where our mouth is. That is, by concentrating our advertising dollars in the media that offer outstanding value. Research should help us significantly in this regard by pointing up the most favorable media lineup for our products."

Discount Plans ■ Mr. McCabe said "a major breakthrough appears to be developing" in the form of "volume discount plans" and in some cases partial or total elimination of local-national line rate differences by "publishers in several key markets and in syndicated supplements.

"If this evolution continues," he said, "and if broadcasters as well as publishers extend themselves in an organized audience research effort, those of us who advertise will be better able to reach the right people with our messages. It is just this kind of combination of price and quality that we term advertising value."

Mr. McCabe said Scott's advertising budget for its consumer packaged products amounts to about 6% of net sales.

Eastern plans heavy radio-TV in 1965

Eastern Airlines, New York, has allocated approximately \$9.5 million for network and spot TV during 1965, and another estimated \$1.5 million for spot radio.

The figures were obtained from a

AT&T finds TV better than newspapers in ad test

Television emerged the clear winner over newspapers in an advertising test reported last week by the American Telephone & Telegraph Co.

Robert B. Cunningham, AT&T supervising statistician, described the experiment at an Association of National Advertisers workshop (see page 32). The campaign was on behalf of Princess telephones, and TV and newspapers were used together—but in four different combinations of "low" and "high" usage levels—in 16 cities.

The combination of high TV use with low newspaper use, Mr. Cunningham reported, produced an awareness level that "was about the same" as when high newspaper use was combined with high television advertising. But where TV use was low, high newspaper expenditures

didn't save the day. In those cases, the public's awareness levels lagged by about a month behind those recorded in cities where TV use was high.

Mr. Cunningham summarized it this way:

1. Television advertising seemed to have greater and faster influence on awareness than newspaper advertising.

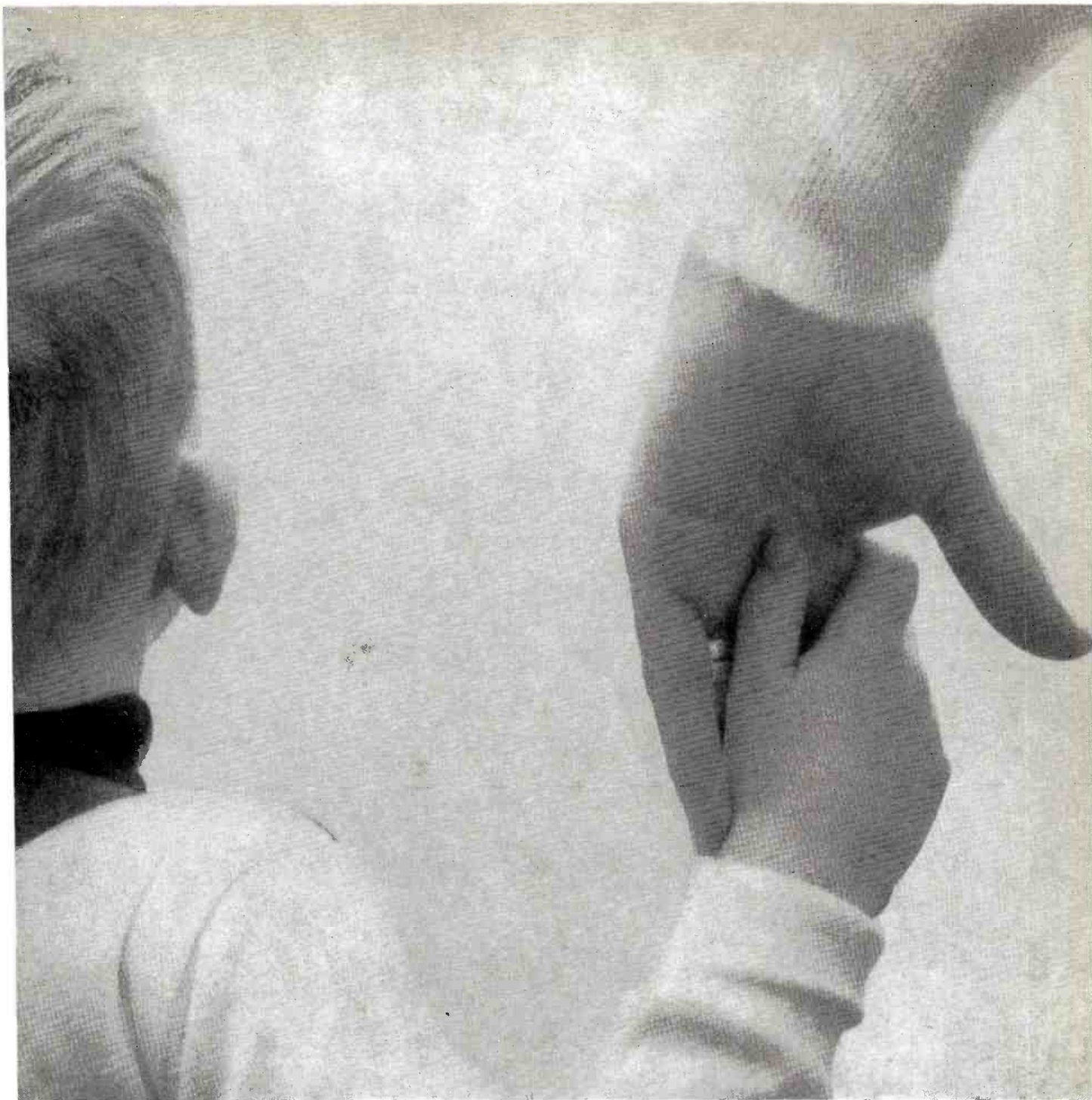
2. The high TV-low newspaper combination reached a high level of coverage at the least cost to the advertiser.

Mr. Cunningham said the tests indicated some correlation between awareness levels and replacement sales of Princess telephones, but that for "a number of reasons" a more direct relationship between advertising expenditures, awareness and

sales did not show up.

The test was conducted in 1959. Mr. Cunningham did not say exactly what "high" and "low" meant in terms of budget for each medium, but that where both were used at "high" levels the combined cost was 20 cents a household; where both were used at "low" levels the cost was 10 cents a household and where one was "high" and the other "low," the cost was 15 cents a household.

Normally, he said, the AT&T operating companies in the test areas in 1959 were spending about two cents a household in TV and four cents a household in newspapers, but for the test "it was decided that the low level should be somewhat higher than we normally spent and that the high level should be at least double that amount."



This is the kind of hold WHIO-TV has on the Dayton market

You meet people face to face and heart to heart here—the growing-up and grown-up people of 565,000 TV homes. These are flourishing and happy homes, in the thriving 33 counties of the WHIO-TV market. Our loyalty is expressed in our programming and in public service. We learn about the loyalty of our audience through the mail counts and ratings.

■ These people comprise one of the most rewarding areas you can reach—both in quality and size. Let National Representative George P. Hollingbery tell you all about them.

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

WHIO-TV



COX BROADCASTING CORPORATION stations:

WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSDC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC, Pittsburgh.

company spokesman at the time Eastern released some of its general plans for 1965.

Eastern's principal advertising aims, it was stated, are to improve the company's "image" and to develop new markets for business and vacation travel.

Eastern last week sponsored the inauguration ceremonies on NBC-TV and will also participate in ABC-TV's *Sunday Movie* this year. Eastern also has tentative plans to sponsor other network special-event programs.

The airline, however, will place most of its 1965 TV budget in spot, with buys concentrated in the areas of the country served by Eastern.

In radio, Eastern spots will be scheduled in news and classical music programs, and there will be a substantial allocation for FM.

Young & Rubicam, New York, is the agency for Eastern Air Lines.

Business briefly . . .

Colgate-Palmolive Co., through Norman, Craig & Kummel, both New York, bought participations in 11 prime-time NBC-TV programs. **Toni Co.**, division of the Gillette Co., Chicago, purchased four nighttime participations on the

network. Toni's business was handled by Wade Advertising, Chicago. Both advertisers bought into *Karen, The Man from U.N.C.L.E.*, *Hullabaloo*. Toni also will participate in *International Showtime*, while C-P also has *The Alfred Hitchcock Hour*, *The Andy Williams/Jonathan Winters Shows*, *Flipper*, *Kentucky Jones*, Wednesday and Saturday movies and *Daniel Boone*.

Miles Products Division of Miles Laboratories Inc., Elkhart, Ind., through Wade Advertising, Chicago, plans a network TV and magazine drive totaling about \$2 million for a new vitamin product, One-A-Day plus Iron. All three networks will be used.

Admiral Corp., Chicago, through Campbell-Mithun, Minneapolis, will participate in NBC-TV's *Andy Williams Show/Jonathan Winters Specials* beginning today (Jan. 25). The purchase marks Admiral's first network buy since 1957.

Time Inc., through Young & Rubicam, both New York; **Millers Falls Division** of Ingersoll-Rand Co., Greenfield, Mass., through Remington Advertising, Springfield, Mass.; **Liggett & Myers Tobacco Co.**, through J. Walter Thompson, both New York, and the **Lucky Tiger Division** of L. T. York Co., Kansas City,

TV's drug audience

Two out of ten people learn about new drugs from television, a survey by Opinion Research Surveys, Princeton, N. J., for Pharmaceutical Manufacturers Association indicates.

Asked for their "one major source" of impressions about drugs, 21% of the respondents named TV; 33% listed medical doctors, 15% magazine or newspaper news stories, 13% magazine or newspaper advertising, 7% pharmacists, 5% friends, neighbors or relatives and 3% the product itself.

The complete survey has not been made public, but portions were used by PMA General Counsel Joseph Stetler in a Jan. 13 speech to the Midwest Advertising Club, Chicago.

Mo. and WTS Pharmaceuticals, Rochester, N. Y., both through Kastor, Hilton, Chesley, Clifford & Atherton, New York, will participate in ABC Radio's new *Chris Schenkel on Sports* program, which begins Feb. 8 (Monday-Friday, 7:15-7:20 p.m. EST).

Borden Co., through Needham, Harper & Steers, both New York, is promoting a coupon offer for its new Danish margarine on various ABC-TV and NBC-TV daytime programs, and on spot radio in 25 major cities in the northeastern United States this month and in February.

The Chrysler Corp., through Young & Rubicam, both Detroit, will sponsor *The Bob Hope Desert Golf Classic* on NBC-TV Saturday, Feb. 6, 5-6 p.m. EST (in black and white), and Sunday, Feb. 7, 3:30-5 p.m. EST (in color).

25 renew at CBS Spot Sales

CBS Radio Spot Sales has announced that 25 national advertisers have signed 52-week renewal contracts representing more than \$2 million in billings on one or more of the 11 stations represented by the firm. The advertisers and agencies are, among others, American Airlines (Doyle Dane Bernbach), Trans World Airlines (Foote, Cone & Belding), United Air Lines (N. W. Ayer), R. J. Reynolds (William Esty), American Tobacco (Sullivan, Stauffer, Colwell & Bayles), P. Lorillard (Lennen & Newell), Bristol-Myers (Young & Rubicam), F & M Schaefer Brewing Co. (BBDO), Ford Dealers (J. Walter Thompson), General Motors Acceptance Corp. (Campbell-Ewald) and International Nickel (McCann-Marschalk).

Retailers told they should use radio-TV

How the broadcast media are being made to work more effectively for retail stores was among highlights of the 13th annual Retail Advertising Conference in Chicago Jan. 16. It was attended by over 150 national retail representatives.

William B. Bond, advertising director of the J. L. Hudson Co., Detroit, reported that a local TV spot campaign using only 25% of the usual print budget for a major drapery-slipcover sale produced "fantastic" results in terms of profitable leads to prospects.

Radio and TV also proved effective for Weise's Department Store, Rockford, Ill., in helping to promote the opening of its fourth store last fall in that market, according to Ross Caldon, sales promotion manager. Local radio-TV were used on a saturation basis, he said.

Measuring sales against advertising costs, Mr. Caldon reported, showed the broadcast media in a highly favorable position. "In terms of sales," he said, "net newspaper space costs for three stores were 2.34% for October 1964 while net radio-TV costs for October were 0.75%."

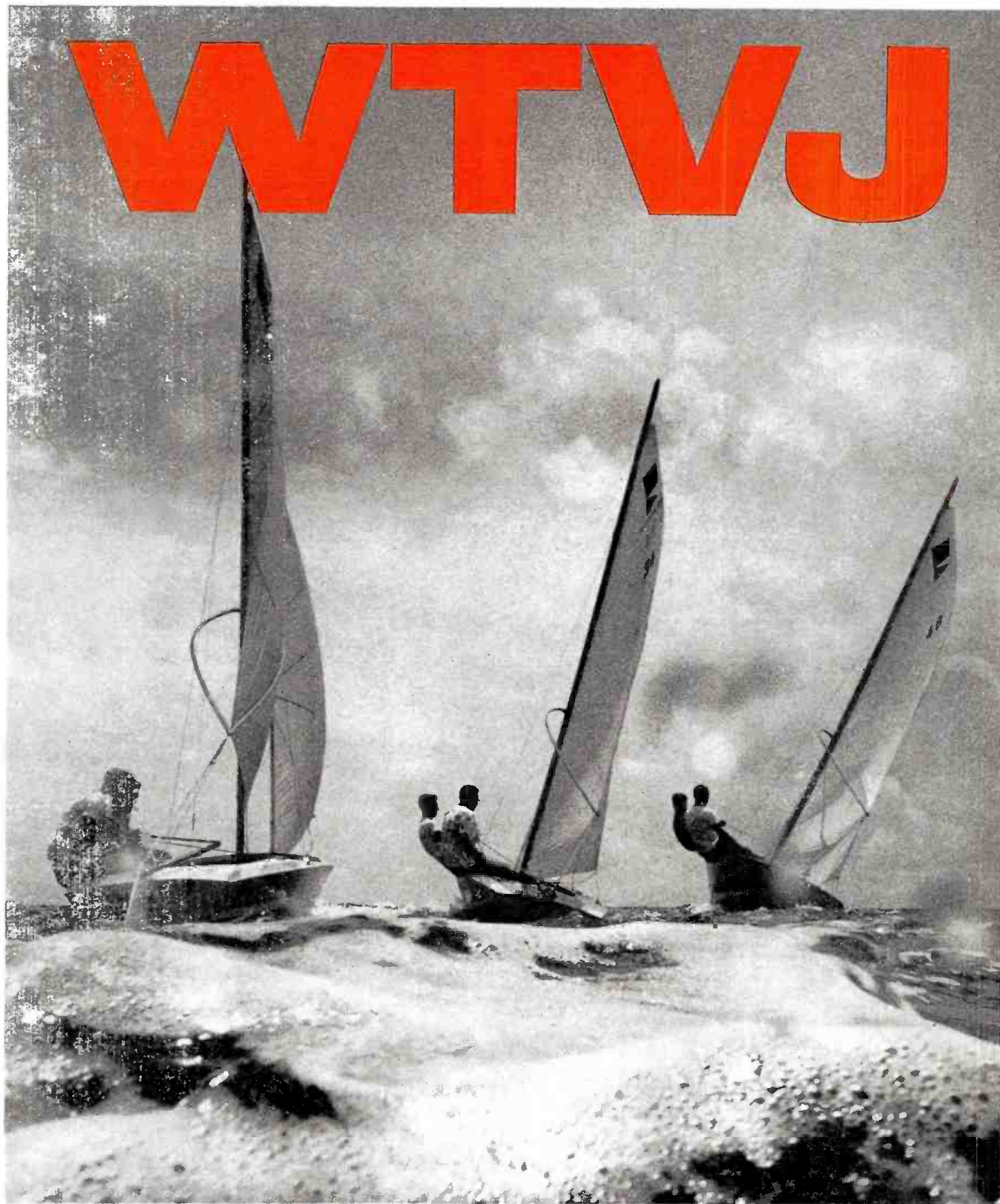
Reed Pasternak, head of Reed Pasternak Advertising, Flint, Mich., which specializes in local retail TV, said that TV will work if the retailer will devote enough time and budget to this "exciting" new medium. He said if a store can afford 10 pages of newspapers it can afford to put at least one page's equivalent into TV.

An "absolute minimum" schedule for effective use of TV, however, is about 5 to 10 spots weekly, he said, and these should be minute spots. If well placed, the TV spots should produce "better quality" leads than other media, he related.

"If you can't use television every week," Mr. Pasternak said, "at least use it heavily when you do use it." He said most stations will cooperate in commercial production to help keep costs reasonable and suggested video tape as especially flexible and more economical than film.

Retailers attending the RAC meeting also received a detailed presentation on how to effectively use television prepared by Television Bureau of Advertising. Retail TV success stories were included in the TVB material.

Only the sunshine covers South Florida better than



WTVJ / South Florida's largest daily circulation / Represented by Peters, Griffin, Woodward, Inc. / A Wometco Enterprises, Inc. station / CBS affiliate



The challenges as TV reshapes

Harper urges new appraisals as mass audiences break up;
Matthews, Stanton also report on radio-TV at Chicago meet

Splitting of today's mass TV audience into tomorrow's personal audiences will require careful study and planning by both advertisers and broadcasters, Marion Harper Jr., president and board chairman of the Interpublic Group of Companies Inc., cautioned last week in a talk to the Outdoor Advertising Industry's Traffic Audit Bureau in Chicago.

Discussing the broad economic, consumer and media trends of the next decade-plus, and noting how consumer spending for "wants" already exceeds "needs" in the U. S., Mr. Harper spoke to the TAB group by that for phone from New York on Monday. Bad weather prevented his flight.

Mr. Harper cited the expected proliferation of new UHF TV stations as perhaps the "most critical development ahead in television." This will "clearly have its effects on network programming and network advertising schedules," he said. He predicted greater influence on the part of local stations and the "fractionalization" of audiences.

"The dial of the television set will represent a key to many different individual audience interests," Mr. Harper said, and TV, "while continuing to offer mass audiences, should be able more

and more to deliver specialized markets, suitable for a broader range of products than those now advertised on the nation's screens."

He also noted that the growth of small TV sets will make the medium more personal. Informational programming will continue to increase, he predicted, along with the rising trend of education.

FM, Stereo to Boom ■ As for radio, Mr. Harper observed that it is "making strong headway with its story of ubiquity and advertising economy." The big jump will be in FM and in stereo, he felt, suggesting radio has yet to develop its fullest potential "as a medium of the highways."

Mr. Harper said that in the next few years broadcasters will succeed "in uncovering more precisely a profile of the uses of automobile radios."

Radio's major problem, he said, will be "to escape being typed as the medium of the teenager."

Leonard S. Matthews, executive vice president of Leo Burnett Co., Chicago, complimented the TAB for its new auditing program to more effectively measure poster traffic. But he cautioned the group not to attempt to compare this "box-car" total of outdoor traffic

with TV program tune-in ratings on an equal basis.

He said the poster traffic represents "exposure opportunities, not exposures" and explained that at Burnett "we know pretty well how many of the TV viewers of a specific program see our commercial and, in fact, in many cases what their recall of copy points will be." Compared to outdoor audience data, TV's audience information is "plentiful," he said, pointing out to the TAB members why still more precise data in all media will be needed for the dawning computer-marketing era.

The Proper Amount ■ The Chicago session also heard Frank Stanton, vice president of Benton & Bowles, New York, warn that advertising campaigns can reach a point of saturation beyond which further exposure will yield diminishing returns in consumer purchases. Mr. Stanton suggested that media buyers look for schedules which will reach people neither too few nor too many times and which will reach the potential customer as close to the time of purchase as possible.

FTC examiner says GF should sell SOS

The power of television advertising has been used for the second time in a Federal Trade Commission case to upset the acquisition of a company by one of the giants in the home-products field.

In an initial decision issued Dec. 30, 1964, an FTC hearing examiner recommended that General Foods Corp. be required to divest itself of the SOS Co. (household steel wool) which it acquired in 1957.

Among the principal reasons for recommending divestiture, the examiner said, was the power accruing to General Foods by virtue of its ability to buy prime TV time for a number of its products, thus spreading this cost over several products. Also, the examiner noted, General Foods, because of substantial buys on TV, is eligible for heavy discounts.

Before General Foods took over SOS, the FTC examiner said, the major advertising medium for the SOS steel wool pads was magazines. After General Foods acquired the SOS company, the major emphasis became TV. In 1963, he noted the SOS advertising budget was zero for magazines and \$2.22 million on TV.

In New York, the examiner said, General Foods hired TV personality Molly Goldberg to advertise SOS products. Sales jumped from 15% to 31.8%

FC&B's Carney is sold on TV advertising

"I can state without hesitation that television is the most effective manner of selling a product," Robert F. Carney, board chairman of Foote, Cone & Belding, said Tuesday (Jan. 19) in answer to a question following an address to the Los Angeles Society of Financial Analysts (BROADCASTING, Jan. 10).



Mr. Carney

Referring to a statement in his prepared remarks that advertising today has taken the place of the face-to-face salesman of former years, Mr. Carney commented that advertising in print can picture the product and advertising by radio can describe it, but only television can

show the product in use while pointing out its major advantages. "No matter how expensive television may become it will always be in demand because it is so effective," he stated.

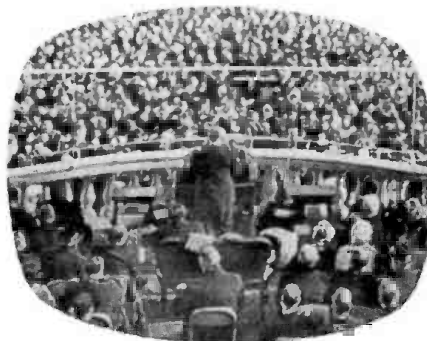
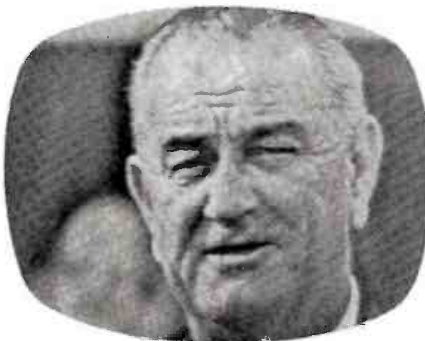
Mr. Carney, in describing the international activities of FC&B, departed from his prepared text to report that he is preparing to leave for Europe early this week to complete negotiations with two more agencies abroad that will add \$10-\$12 million in annual billing and bring the total of FC&B offices abroad to 11.

Noting that FC&B was formed in 1943 and its predecessor, Lord and Thomas, in 1873, giving the agency a history spanning 92 years, Mr. Carney listed its domestic accounts, pointing out that the All-Year Club of Southern California has been a client since 1921, Kimberly-Clark Corp. since 1923 and Sunkist Growers since 1907.

Congratulations to
RADIO STATION
KVVO
TULSA

*for 40 years of outstanding service
to the people of the Southwest
and for its many contributions
to the Broadcasting Industry*

EDWARD PETRY & CO., INC.



Huntley and Brinkley

Nancy Dickerson

**ANYBODY
WHO IS ANYBODY
WAS THERE
(In One Way
Or Another)**

And the way chosen by most viewers was on NBC Television, which attracted a far larger audience for Wednesday's Inaugural than the other networks combined.

As customarily happens whenever all three networks are carrying live coverage of the same news event, it was NBC that drew a clear-cut majority of the nation's viewers. The critics confirmed the public's choice: *"NBC had the longest coverage... (It) was consistently excellent, always atop the story outside the studios through great teamwork of (its) correspondents... When watching the public appearances of President Johnson... it's wise to keep an eye on the network that has Nancy Dickerson."* John Horn, N. Y. Herald Tribune.

"The National Broadcasting Company, which again offered the most comprehensive coverage of the day, introduced color to the coverage of the inaugural parade. The natural hues added enormously to an appreciation of the pageantry..." Jack Gould, The N. Y. Times.

"(Color) was an innovation for which NBC deserves the highest of praise... For the procession, as viewed in black-and-white on the other networks seemed to be pale beside this colorcast... the champ team led by Chet and David had the able support of such stalwarts as John Chancellor, Edwin Newman, Ray Scherer, Nancy Dickerson, and Robert Goral-ski, among others." Ben Gross, N. Y. Daily News.

We believe this network's Inauguration Day coverage—and the public response to it—again demonstrated two important truths:

1) NBC News—spearheaded by the reporting team of Chet Huntley and David Brinkley—is the finest organization in broadcast journalism.

2) The public knows it.

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

of the market after this TV advertising was underway.

In 1963 SOS sales accounted for 61% of the market; Brillo, its nearest competitor, for 37%, with small competitors the remaining 2%.

Following the FTC's 1963 ruling in the Procter & Gamble case, the examiner said he had no discretion but to find the SOS-General Foods merger a violation of the Celler-Kefauver anti-merger law (Section 7 of the Clayton Act).

In the Procter & Gamble case, the FTC held that P&G must divest itself of the Clorox Chemical Co., acquired in 1957, because among other things, P&G enjoyed greater economies in its TV purchases than competitors were able to secure (BROADCASTING, Dec. 23, 1963).

The FTC's initial decision in the SOS-General Foods case is not a final order; it may be appealed by the companies or reversed by the commission on its own motion.

GOP makes radio-TV plans

Nothing definite, but leaders hope for regular between-elections shows

Use of television on at least a monthly basis by the Republican party to comment on the present administration or other public and political issues was proposed by ex-presidential candidate Barry Goldwater in Chicago, Thursday (Jan. 21).

Former Vice President Richard Nixon endorsed Mr. Goldwater's proposal of presenting a "loyal opposition" through TV. Both commented during a reception at the Chicago meeting of the Republican National Committee.

"There is no question that to get to the folks you have to use television—and a little radio," Mr. Nixon said. His tone, however, implied that he meant a lot of radio.

According to another source, the use of radio and TV on a continuing basis to sell party principles rather than candidates and to keep the electorate informed between national elections is being given serious consideration by the national committee.

(In Washington, meanwhile, the Democratic National Committee reaffirmed its own plans for a permanent radio news service, one started during the 1964 campaign [see page 70].)

Key GOP officials said plans are

fairly well in mind for regular use of radio and that several ideas are being considered for TV. Which plans prevail appeared to depend on financing.

National Committee Chairman Dean Burch indicated that the GOP expects to supply local Republican groups with broadcast materials for use regularly at the grass-roots level. "We propose to provide the material for the states to use," he said.

Pay or Free? ■ Whether this material would be offered to stations for use as public-service programming and whether local Republicans would pay for the time, or if both approaches would be used appeared not fully determined. Other GOP sources, however, reported that the plans are fairly well set with respect to a national Republican weekly five-minute program to be offered to local groups to sponsor in their areas if time could not otherwise be obtained.

Mr. Goldwater said he is seeking financial support for at least one and possibly two monthly television programs. The aim, he explained, would be to provide "an intelligent opposition."

Mr. Nixon said he liked the idea of continuous use of the broadcast media but he felt the chief obstacle to such a plan is the money and he worried about attracting sufficient audience—especially if the program is devoted to party or principles rather than candidates.

The national committee increased its annual budget for 1965 to \$4.6 million, up from the normal \$1.5 million spent during nonelection years. Of the increase, a portion less than

Mogen David likes TV

Record high sales of Mogen David Wine Corp. in 1964's final quarter were attributed at least in part last week to the firm's holiday advertising campaign which centered on a major spot TV drive in nearly 100 markets.

Bernard Wiernik, Mogen David president, reported that dealer and consumer reaction to the holiday campaign "was exceptionally good." He noted, "We had a strong feedback from consumers who were enthusiastic" about the company's light approach in TV commercials, compared to other wine advertisers.

Mogen David also used supplemental color print advertising in certain areas, placing through Edward H. Weiss & Co., Chicago. The sponsor is a long term user of broadcast media (BROADCASTING, Nov. 30, 1964).

\$1 million would be used for public relations, including radio-TV, Mr. Burch estimated.

One hope held out for greater radio-TV use, though, was the potential enthusiasm of state and local Republican organizations or interests. These groups, as an Illinois state party official commented, would leap at the opportunity to sponsor regular radio-TV shows selling the party and its philosophy, although they might be reluctant to similarly promote specific candidates.

Corinthian accepts piggys

Will carry unintegrated multiple-product spots on pre-emptible basis

Corinthian Broadcasting Corp., New York, has yielded with reluctance to pressures for the acceptance of piggyback commercials and says it will now accept the unintegrated multiproduct announcements on a pre-emptible basis.

In an announcement for release today (Jan. 25) Corinthian President C. Wrede Petersmeyer said most stations accept piggybacks and that the company's year-old policy of blanket non-acceptance of nonintegrated commercials apparently "will serve no useful purpose."

Revision of Corinthian's policy takes on added significance since the company, with its group-wide nonacceptance policy, had been the last major stronghold of broadcaster resistance to advertiser pressure for the multiproduct spots.

Corinthian plans to "accept unintegrated multiple product announcements (piggybacks) on a pre-emptible basis, subject to the limitations of the (National Association of Broadcasters) television code."

Same Outlook ■ Mr. Petersmeyer said there has been no change in Corinthian's outlook on the piggyback problem: "We believed then, and we believe now, that the increased use of unintegrated multiple product announcements contributes to the appearance of overcommercialization and may retard the growth of television's advertising effectiveness . . . to the detriment of viewers, advertisers and broadcasters alike.

"Our policy of nonacceptance was based on this belief and on the hope that most of the industry would maintain a similar position. However, piggy-

Created by the hand of experience



RCA HIGH-SENSITIVITY VIDICONS

for B&W and color, live and film pickup

High effective sensitivity is combined in RCA vidicons with uniform signal-output capability, uniform background, broad spectral response, exceptional resolution capability, low lag characteristics, and high tube-to-tube uniformity. Each RCA vidicon type embodies the latest advances in the constantly changing technology . . . reflects the total research, engineering, and production capability of the world's broadest-based electronics organization. Ask your authorized RCA distributor of broadcast tubes today for complete list of RCA vidicon types and technical data.

AVAILABLE THROUGH YOUR AUTHORIZED RCA BROADCAST TUBE DISTRIBUTOR

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.



The Most Trusted Name in Electronics

PARTIAL LISTING OF RCA VIDICON TYPES

Type	Application	Limiting Resolution (TV lines)	Description
4427	Special Military & Industrial Service	400	Very small, 1/2-inch diameter type for ultra-compact cameras. For new camera designs.
7038	Film	750	General-purpose type having good effective sensitivity.
7262A	Live	750-900	Short, sturdy tube having low heater-power (0.6 watt) requirement. Employs new "dark heater." Other characteristics similar to those of 7735A. For new camera design.
7263A	Live	750-900	Similar to 7262A but designed to withstand severe shock, vibration, and humidity.
7697	Live	750	Similar to 7735A but designed for optimum operation at lower target voltages.
7735A	Live	750-900	Similar to 7038 but has much higher sensitivity and higher "red" response.
8051	Broadcast film pickup & data transmission	1500	A 1 1/2-inch diameter type having very high resolution capability. For new camera designs.
8134	Live & Film	600	Features electrostatic focus, magnetic deflection.
8507	Live	1000	High resolution type having separate mesh and wall electrodes. Requires camera modifications.

backs are being produced by advertisers in ever-increasing volume, and apparently they now are being accepted by virtually all broadcasters."

Considerable force behind piggybacks had been exerted by the big-TV-spending Colgate-Palmolive Co. C-P last year adopted a policy of blanket cancellation of all its business on any station that refused to accept Colgate piggybacks or charged extra for them. The effect was an apparent loosening of antipiggyback rate cards established by some group station owners and by a number of individual stations (BROADCASTING, Oct. 5, 1964).

But Corinthian continued to hold out. The Colgate pressure did not cease and C-P recently let it be known that further loss of business might be in store for other stations with the introductions of new C-P products for which piggyback schedules would be used (CLOSED CIRCUIT, Jan. 4). Initially only one Corinthian station—WISH-TV Indianapolis—had run into Colgate cancellations.

Write ads to sell, not win awards

Creativity in advertising must be guided and disciplined to help the client sell his goods, a responsibility too often overlooked by agencies today, Roger Purdon, president of Kudner Agency Inc., New York, told the Women's Advertising Club of Chicago last week.

Too often agency creative people "become creative only for creativity's sake," Mr. Purdon said, thinking more of winning awards than selling. "But the best awards usually aren't publicly proclaimed," he said, because they are to be found in the client's sales figures or in a mailbag filled with orders for a factory that works overtime."



Mr. Purdon

Mr. Purdon observed that there is a new school in advertising which tries to be successful "by being strident, controversial, abusive, insulting, flip and undignified. This new school believes that the only successful advertising is fun advertising, or way-out advertising, because all other advertising is obviously dull and boring."

The Kudner executive criticized several current campaigns which he termed "irresponsible." Describing them but not naming the clients, he cited: efforts of an airline to under-

Auctioneer returns

L. A. (Speed) Riggs, known to radio listeners and viewers of the past as the voice of the tobacco auctioneer in American Tobacco's commercial campaigns will return to TV for the company in an introductory campaign for Lucky Strike filters.

His familiar tag line, "sold American," will be changed in the new television spots to "Lucky filters."

mine confidence of travelers on all but one type of jet; a cereal firm's theme which for attention "abuses" the dignity of a religious expression, and the use of nursery lullaby in a beer commercial.

Also raising questions about commercials last week was Douglas L. Smith, senior vice president of Lennen & Newell, New York. Television advertisers must seek better answers as to why certain commercials are effective, while others, though apparently produced as well, nevertheless, fail, he said in a talk to an International Radio and Television Society luncheon Jan. 20 in New York.

Today's research, Mr. Smith said, ought to emphasize "what is motivating the viewer to the cash register. The evidence is already overwhelming that that it doesn't make much difference what the viewer thinks about the commercial—it's what he does about it."

Mr. Smith concluded that when advertisers understand a viewer's motivations better, they "can then achieve the creative excellence that the increasingly competitive business world is going to demand of us."

Anheuser-Busch counting on radio-TV

Radio and television will continue to be major media for Anheuser-Busch's beers during 1965, the St. Louis brewing company reported last week following its annual sales meeting. For Busch-Bavarian, plans call for co-sponsorship of play-by-play broadcasts of the St. Louis Cardinals and the Los Angeles Angels over special baseball radio networks, in addition to the current sponsorship of the St. Louis Hawks basketball games. Other localized timely sports events will be added as they occur and there will also be radio and TV spots for Busch-Bavarian,

backed up by print and outdoor ads. Gardner Advertising, St. Louis, is the agency for Busch-Bavarian.

Budweiser Beer, whose advertising is handled by D'Arcy advertising, St. Louis, will have a new slogan this year: "It's Worth It... It's Budweiser," which will be worked into the product talk as well as the sign-off of the radio and TV commercials and used as a tag line at the bottom of print ads. The slogan will be introduced in a series of four-second announcements, followed by 30-second and one-minute spots on local radio stations. In TV, Budweiser will continue as a participating sponsor of the *Tonight Show* on NBC-TV, plus an extensive spot campaign. Two-page spreads in national magazines will also be used.

A series of five special hour-long shows with the overall title, *The Michelob Hour of Excellence*, will be seen on CBS-TV this year, starting Feb. 16 at 10-11 p.m., when England's Royal Shakespeare Company will present the first episode of a two-part drama, "The Hollow Crown." Radio in selected markets will also be used for Michelob, with all commercials geared to the theme, "American Excellence—And Michelob is America's Finest Beer." C. J. LaRoche & Co., New York, is the Michelob agency.

Although Anheuser-Busch doesn't disclose figures, total spending is understood to run well over \$30 million in all media for the firm's various products.

Agency sponsors TV

The Dallas office of Rogers & Smith Advertising Agency sponsored a special local report, *Business '65*, on WFAA-TV Dallas-Fort Worth, Jan. 17.

The half-hour program, arranged by *Newsweek* Magazine in cooperation with the National Industrial Conference Board, discussed the prospects in 1965 for major fields of business and industry.

Panelists included C. Douglas Dillon, secretary of the treasury; Roger M. Blough, U. S. Steel; Austin T. Cushman; Sears, Roebuck & Co.; Frederick G. Donner, General Motors; Courtland S. Cross, Lockheed Aircraft, and others.

Agency advertisements described ads in general and gave a partial listing of the agency's clients.

Rogers & Smith also has an office in Kansas City, Mo.

MINNEAPOLIS • INDIANAPOLIS • MIAMI • ALBANY • ATLANTA • BINGHAMTON • BIRMINGHAM

NE • CLEVELAND • PITTSBURGH • WASHINGTON • ST. LOUIS • PROVIDENCE • BALTIMORE • DALLAS • CINCINNATI • BUFFALO • CHARLOTTE • CHICAGO • CINCINNATI • DENVER • HONOLULU • HOUSTON • KANSAS • NASHVILLE • DETROIT • NEW HAVEN • PITTSBURGH • PHOENIX • PHILADELPHIA • BOSTON • NAPOLIS • DALLAS

Sold-

*To Liberty Mutual
in 50 top markets
throughout the
country which
proves that
50 million fishermen
can't be wrong.*

**LIBERTY
MUTUAL**
INSURANCE COMPANY
Home Office: Boston

May 13, 1964

Mr. N.W. Russo
Executive Vice President
Gadabout Gaddis Productions, Inc.
Statler Office Building
Boston, Massachusetts 02116

Dear Nick,

Liberty Mutual's sponsorship of "Gadabout Gaddis, the Flying Fisherman" on WOR-TV sparked a new marketing pattern that has proved to be the most exciting -- and resultful -- sales program we have ever had. The test in the tough New York Metro market was so successful that we will extend the program to our major markets countrywide in 1965.

The response to the program was unusual, not alone for the premium offer -- which was at least ten times as great as any we had used before -- but in the emotional response it triggered. Men thanked us for sponsoring the show, told us how the whole family set aside the half hour so they could fish with Gaddis together and some asked us to send a salesman so they could show their appreciation by insuring their automobiles with Liberty Mutual.

A direct mail program tied into "The Flying Fisherman" brought in a consistent 11.6% return.

The salesmen were excited about it, used it at point of sale, increased their production substantially during the first thirteen weeks.

Don't sell it to another insurance company!

Sincerely yours,

Bob

Robert Mattox
Assistant Vice President
& Advertising Manager

175 Berkeley Street, Boston, Massachusetts 02117 • Liberty 2-4850

GADABOUT GADDIS



**1st RUN SYNDICATED
COLOR TV SHOW**

For available markets
Wire, write, phone collect:

Gadabout Gaddis Productions, Inc.
Statler Building
Boston 16, Massachusetts
Area Code 617 542-9633



“Run to Daylight”-the show that scored



again, and again, and again, and again...

...first on the ABC Owned Television Stations—then on 44 other stations across the country. With ABC Sports commentator, Howard Cosell, leading the way, WABC-TV went to Green Bay, Wisconsin, to film Vince Lombardi's penetrating study of the Green Bay Packers, "Run to Daylight." They came back with a program that has given millions of viewers a fascinating insight into the world of professional football.

No one scored a touchdown in "Run to Daylight." No one kicked a field goal. WABC-TV put the show together *without* the usual hackneyed game footage. But the people who saw the program on the ABC Owned Television Stations, and in 44 other markets now have a greater insight into pro football. This was the goal for WABC-TV's "Run to Daylight."

In Detroit, WXYZ-TV did it for opera with a unique presentation of scenes from "La Boheme" performed by the famed

Opera in Focus Theatre puppets. WBKB in Chicago offered a musical version of "The Nativity According to Saint Luke" at Christmas time. KGO-TV gave San Francisco viewers a new look at the world of ballet in a highly acclaimed presentation of "The Nutcracker." And in Los Angeles, young people gained new insight into the world of popular music when they saw "Young America Salutes Cole Porter" on KABC-TV.

The subjects differ, the methods may vary. But the goal is the same—to serve with imagination the needs and interests of the people of five great cities.

ABC Owned Television Stations

WABC-TV NEW YORK • WXYZ-TV DETROIT • WBKB CHICAGO • KABC-TV LOS ANGELES • KGO-TV SAN FRANCISCO



Hill priority given smoking

Completion of Commerce Committee opens way to full calendar

The House and Senate Commerce Committees are expected to review coming legislation and assign members to internal subcommittees when the parent groups conduct organizational executive meetings tomorrow (Jan. 26).

Smoking legislation is high on the priority of both.

The makeup of the panels was concluded last week when the Republicans added Representatives Albert W. Watson (R-S.C.) and Tim Lee Carter (R-Ky.) to the House Commerce Committee. Mr. Watson served as a Democrat on commerce in 1963-64, but he switched parties earlier this month when the Democrats stripped seniority from him and Representative John Bell Williams (D-Miss.) for supporting Barry Goldwater's presidential candidacy (BROADCASTING, Jan. 18).

Earlier, House Democrats added seven of their party to the committee while senate Democrats and Republicans named two each of their members to the Senate committee.

Representative Walter Rogers (D-Tex.) and Senator John O. Pastore (D-R. I.), chairmen of their house's respective communications subcommittees in the preceding Congress, are in line to retain their posts. New members will be added to fill vacancies: it's expected two Republicans and two Democrats will be named to the Senate subcommittee and at least two, possibly three Democrats to the House unit. In addition, some congressmen may request reassignment to other subcommittees.

Smoking and health legislation has priority in both commerce committees, and bills are already pending before each. Senator Warren G. Magnuson (D-Wash.) and Representative Oren Harris (D-Ark.), chairmen, have indicated hearings would be scheduled soon. Both chairmen probably would convene hearings with their full committees, as Mr. Harris did last year.

A New Rogers Smoking Bill - Added to the pending tobacco legislation last week was HR 3014, offered last Monday (Jan. 18) by Representative Rogers. This bill, similar to but interestingly different from his HR 885, requires, as does its predecessor, a

health warning on cigarette package labels and it preempts the regulatory field to the federal government.

The earlier bill avoids restrictions on cigarette advertising only by implication; the new one does the job this way: "Advertising. Nothing herein contained shall be construed to limit or to expand the authority of the Federal Trade Commission with respect to the dissemination in commerce of any false or misleading advertisement of cigarettes, provided that the commission shall not have authority in any proceeding under any statute administered by the commission to require the inclusion in any advertisement of any statement concerning any hazard to health involved in smoking cigarettes where the advertised cigarettes have been packaged in conformity with the labeling provisions of this act. No federal agency shall require any additional caution statement on any package labeled in conformity with this act."

Violation of the Rogers measure



Representative Carter Representative Watson

would draw fines up to \$10,000.

S 559, introduced a fortnight ago by Senator Magnuson (BROADCASTING, Jan. 18), carries fines up to \$100,000 and omits reference to advertising but requires package labels to include statements on nicotine and tar content verified by an FTC-approved test (the Cambridge method).

Where these hearings will lead is uncertain now, but as Senator Magnuson said after introducing his bill, the committees are likely to come up with differing versions that may be resolved only in a conference between them.

Magazine rates increase faster than audience

Circulation increases of leading consumer and farm magazines averaged 79.8% between 1946 and 1963, while their one-time black-and-white page rate increases averaged 212.7%, the Association of National Advertisers reported last week in the latest edition of its "Average Circulation and Rate Trends of Leading Magazines."

The report, revising one issued in

1961, is an analysis of data in the ANA's recent "Magazine Circulation and Rate Trends." It provides averages on net paid circulation, newsstand and subscription sales, page rates and cost-per-thousand circulation for 51 magazines, both in total and by 11 different editorial-interest groups, for the years 1946, 1950 and 1956-63.

It also indicates that the average increase in single-copy prices from 1946 to 1963 was 66.4%, while the percentage of subscriptions sold at less than the basic prices increased from 33.5% to 61.4% during the same period. Copies of the report are available to nonmembers of ANA at \$3 a copy, and the report from which it was drawn is available at \$15. Address: ANA, 155 East 44th Street, New York 10017.

ABC-TV O&O's show 39% sales gain in '64

An increase of 39% in net sales for ABC-owned television stations in 1964 was announced last week by Theodore F. Shaker, president of the division.

The five stations are WABC-TV New York, WBKB Chicago, WXYZ-TV Detroit, KABC-TV Los Angeles and KGO-TV San Francisco.

The stations also reported a 44% net increase in national spot sales, Mr. Shaker reported.

Mr. Shaker also pointed out that although the sales increases shown in 1964 exceeded the average growth pattern in the industry, he anticipated record increases in 1965.

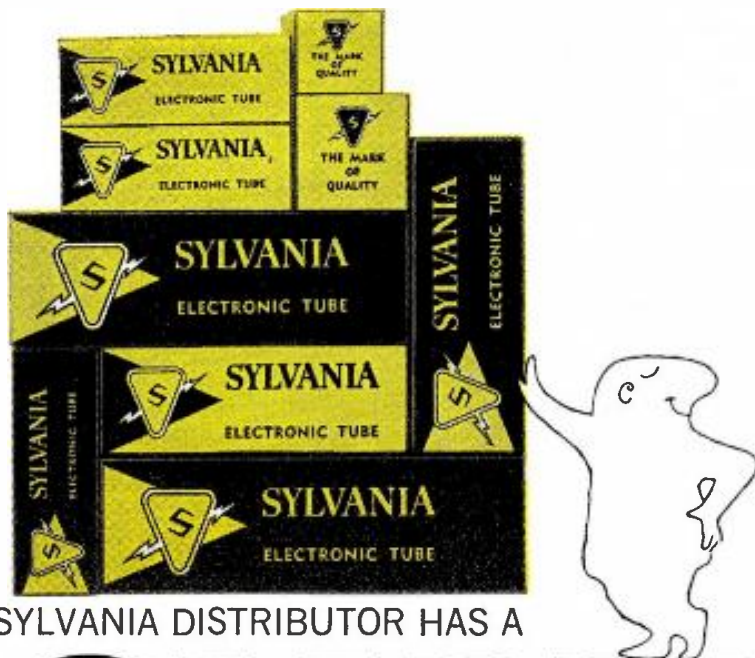
Commercial producers to bargain with IATSE

The Commercial Film Producers Association, newly formed by a group of Hollywood commercial production houses (BROADCASTING, Dec. 14, 1964), expects to start negotiations with the International Alliance of Theatrical Stage Employees early in February, according to Chris Peterson, head of his own commercial production firm and president of CFPA.

Addressing the Western States Advertising Agencies Association last week, Mr. Peterson said that IATSE had agreed to meet with CFPA to negotiate terms for a contract covering work on TV commercials upon completion of the IATSE's current bargaining session with the Association of Motion Picture and Television Producers.

This is a precedent-making move, the

BROADCASTING, January 25, 1965



YOUR SYLVANIA DISTRIBUTOR HAS A

COMPLETE INVENTORY

From his full-line inventory of Sylvania industrial and commercial tube types, you get immediate off-the-shelf delivery. Electronic tubes for every application. Same-day service, wherever possible.

These are rugged, long-life electronic tubes,

proven by outstanding performance and characteristics over long periods of testing and in actual use.

Call your Authorized Sylvania Distributor.

Electronic Tube Division, Sylvania Electronic Components Group.

SYLVANIA
SUBSIDIARY OF
GENERAL TELEPHONE & ELECTRONICS **GTE**

NEW CAPABILITIES IN: ELECTRONIC TUBES • SEMICONDUCTORS • MICROWAVE DEVICES • SPECIAL COMPONENTS • DISPLAY DEVICES

CFPA president stated. Heretofore, he said, the motion picture producers have been the only negotiators with IATSE and the pattern they set was applied to commercials whether it fitted or not. CFPA, he said, has convinced IATSE that the program pattern does not fit commercials and should not be forced upon this distinctly different kind of film production.

CFPA does not contemplate getting into negotiations with talent unions such as the Screen Actors Guild, Mr. Peterson said. The advertising agencies are already doing a good job looking after advertising's interests in those fields, he said, and CFPA has no wish to intervene.

CBS-TV near sellout of morning minute plan

New nighttime business for the first and second quarter and additional sponsorship marking a near sellout for its morning minute plan during these periods were reported by CBS-TV.

Nighttime advertisers, mostly in program participations, include: *Readers' Digest* (J. Walter Thompson), U. S. Rubber Co. (Doyle Dane Bernbach), Hunt Foods (Young & Rubicam), Plough Inc. (Lake-Spiro-Shurman), Mattell (Carson/Roberts), Bristol-Myers (Grey Advertising), Yardley (Gardner), Sea and Ski Suntan Lotion (Foote, Cone & Belding), General Foods (Y&R), Massey-Ferguson (Needham, Harper & Steers), Polaroid (DDB), Pet Milk (Gardner), Kayser-Roth (Daniel & Varles), Shell Oil (Ogilvy, Benson & Mather), and Carnation Milk (Erwin Wasey).

Daytime, in the morning minute plan, advertisers are: Lewis & Howe (McCann-Erickson), Alcoa (Ketchum, MacLeod & Grove), Prophylactic Brush (JWT), Glamorene (Smith/Greenland), American Home Products (Ted Bates), Heublein (Fletcher Richards), Pharmcraft (Papert, Koenig, Lois), Charles Pfizer & Son (William Esty), and Scott Paper (JWT).

Court may define 'free'

When does free mean free? The United States Supreme Court may define that common advertising claim when it rules on the Federal Trade Commission's complaint against Mary Carter Paint Co. The court last week agreed to review an FTC order against the paint company ordering it to stop advertising that when you buy one can of Carter paint, you get the second one free. Carter never sells one can of paint for the advertised price, the FTC said.

Last June a U. S. appeals court re-

versed the trade commission's order, agreeing with FTC Commissioner Philip Elman in his dissent that the commission was quibbling about semantics, and reversing previous decisions on the use of the word free. In October, the FTC asked the Supreme Court to review the case.

Advertising seen as part of fiscal policy

The importance of advertising as a possible instrument of government fiscal policy was suggested last week by Norman H. Strouse, chairman of the board of J. Walter Thompson Co.

Mr. Strouse envisioned a time when Congress would enact legislation providing marketers with tax-free advertising reserves in times of rapid economic expansion for use when the country's economy appears to be slowing down.

He said it had become "fashionable" recently to consider the consumer as "the key to continued economic growth" and that this reasoning lay behind congressional passage of tax cut legislation last year.

The plan would have been an embarrassing failure, Mr. Strouse asserted, "if the consumers had proceeded to hoard these tax savings. The plan has succeeded," he continued, "because the cumulative effect of a high rate of advertising investments during the past year had created a pressure of consumer demand sufficient to utilize this additional personal income."

Mr. Strouse asked why, if it's considered in the public interest to adjust government credit policies, it is not "equally in the public interest to encourage business to exercise discretionary influence on consumer demand to keep our markets in healthy balance."

Government economists may someday realize advertising is "more than a somewhat passive force," he said, and that it can be used to "create new and larger markets than have ever been dreamed of before."

Mr. Strouse made his remarks at a dinner of the printing industries of metropolitan New York at which he received the Franklin medal for distinguished service.

Also in advertising . . .

GMB goes west ■ Geyer-Morey-Ballard Inc., New York-based agency, opened a San Francisco office Jan. 18 at 120 Montgomery Street. The agency already has branches in Chicago; Dayton, Ohio; Detroit; Los Angeles; Omaha; Portland, Ore., and Racine, Wis.

Consolidation ■ Earle Ludgin & Co., Chicago, which recently merged with

MacFarland, Aveyard & Co., will consolidate its offices there in the Wrigley building, 410 North Michigan Avenue, taking entire 11th floor and part of 10th. Date of move not set.

Rep moves ■ Venard, Torbet & McConnell Inc., has moved into new offices at 555 Fifth Avenue, New York (10017). New telephone number: 986-2201.

AFA nominations ■ Nominations are now open for election to advertising's "Hall of Fame" for 1965. The Hall of Fame is sponsored by the Advertising Federation of America. Nominations may be made by any firm or individual in advertising. Forms are available at the AFA headquarters, 655 Madison Avenue, New York 10021. Deadline for nominations is April 15.

Brother research ■ A new research division, Market Directions Inc., has been formed by D. P. Brother & Co., Detroit, it has been announced by Kenneth G. Manuel, president. Besides consumer habits research and product studies, the new subsidiary also will probe advertising effectiveness, he said.

B&J moves ■ Bozell & Jacobs Inc., Chicago, has moved to the 23d floor of 2 North Riverside Plaza where the agency's new offices include completely redesigned TV and audio facilities. Phone: 236-0870.

Agency appointments . . .

■ Presto Food Products Inc. names Anderson-McConnell Advertising, both Los Angeles, as agency for Mocha Mix and Dzett Whip. Merv Oakner, A-M vice president, is account supervisor, with Mauri Vaughn as account executive.

■ Colgate-Palmolive Co., New York, appoints Lennen & Newell, New York, for its Cashmere products, which use the printed media almost exclusively. Cashmere Bouquet toilet soap has been with Norman, Craig & Kummel, New York, and Cashmere Bouquet talcum powder has been with D'Arcy Advertising, New York.

■ Kasar Laboratories, Niles, Ill., which has concentrated for many years in generic pharmaceutical fields but is expanding into the consumer proprietary market with new products to be introduced later this year, names E. H. Russell, McCloskey & Co., Chicago. Radio-TV are being considered.

■ United States Brewing Co., Chicago, chiefly producer of private label brands in midwestern markets, names Livingston & Associates, Chicago, as agency for introduction of new nonalcoholic beverage, Jet near beer, in the greater Chicago area. Radio-TV will be used.

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On WMAL Radio, Clarke does five minutes of news daily and a commentary on national and international events each Sunday.

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General Instrument tops previous income records

General Instrument Corp. has reported record sales for both the nine months and third quarter ended Nov. 30, 1964. Profits for each fiscal period increased more than 100% over 1963.

The firm said third-quarter increases were due to improved performances by its entertainment electronic components, semiconductor - microelectronics and military equipment groups.

"The higher profit levels established in all three quarters of the year reflect in particular an improved product mix that permits General Instrument to take fullest advantage of expanding consumer and industrial electronic markets, while maintaining a strong position in specialized military-government fields," according to M. H. Benedek, the corporation's board chairman.

Per share earnings during the third quarter rose to 30 cents, compared with 13 cents for the third quarter of 1963. Third-quarter sales were \$25,862,223 compared with \$25,161,317 during the corresponding period in 1963. Net third-quarter profits of \$330,017 during 1963 rose to \$772,730 in the 1964 third quarter.

Nine months ended Nov. 30:

	1964	1963
Earnings per share	\$0.67	\$0.33
Sales	72,452,382	72,282,556
Pre-tax profit	2,855,389	1,315,501
Net Profit	1,719,325	838,200

FC&B applies to exchange

Foote, Cone & Belding last week reported it has applied to the New York Stock Exchange for a listing of its common stock.

The agency, with domestic offices in New York, Chicago, Los Angeles, San Francisco and Houston, issued its stock to the public in 1963. It now has approximately 1,540,000 shares outstanding.

Currently traded over the counter, FC&B shares stood last Thursday (Jan. 21) at 18 bid, 19¼ asked.

RKO General TV up

The RKO General Broadcasting Television Division, New York, last week reported the most successful first quarter in its fiscal year history, with combined local and national sales gains of 13% over 1963, for Oct. 1-Dec. 31, 1964. RKO General Broadcasting National Sales Division, which represents RKO General's stations for national spot billing, showed an 18% sales in-

CBS's golden 'Lady'

Warner Bros.' "My Fair Lady" motion picture has grossed \$8,-850,000 worldwide since its first showing on Oct. 21, 1964, and is currently grossing \$1.15 million each week on a "world average." The revenue-producing estimates were presented by Jack L. Warner, president of the firm and producer of the picture.

CBS Inc., in its contract with Warner granting that firm the motion picture rights, is to collect 47.5% of gross income over \$20 million. Warner paid CBS \$5.5 million for the film rights. As of last summer, "Fair Lady" had grossed \$72 million for CBS, which as the sole backer originally put \$360,000 into the Broadway musical, which opened in March 1956, and got practically all of the rights (BROADCASTING, Aug. 24, 1964).

crease, according to RKO.

RKO General television stations are, WOR-TV, New York, WNAC-TV Boston, CKLW-TV Windsor-Detroit, KHJ-TV Los Angeles, and WHBQ-TV Memphis.

Avco up 2½% in '64

Avco Corp., parent of Crosley Broadcasting, has reported net earnings in 1964 up 2½% over 1963, establishing its fifth consecutive year of net profit increase.

Avco chairman Kendrick R. Wilson said 47% of the corporation's profits in the past year came from commercial operations—broadcasting, farm equipment and airplane engines. Government contracts accounted for 53% of profits.

Year ended Nov. 30:

	1964	1963
Earnings per share	\$2.05	\$2.00
Net sales	431,075,716	514,132,435
Costs and expenses	409,406,242	492,254,441
Net earnings	22,644,540	22,432,997
Shares outstanding	11,048,255	11,199,877

Financial notes . . .

Rollins Broadcasting Inc. is holding a special stockholders meeting today (Jan. 25) in Wilmington, Del., to consider changes in the certificate of incorporation, changing the corporate name to "Rollins Inc." and increasing common stock from 1.5 million to 6 million authorized shares and class "B" stock from 1.5 million to 4.5 million,

in order to effect a three-for-one stock split.

Warner Bros. Pictures Inc. will hold its annual stockholders meeting in Wilmington, Del., on Feb. 3. Election of five directors is the only scheduled business.

Preliminary estimates indicate 1964 net income of Plough Inc., will be up to approximately \$4,675,000 from \$4,-048,660 in 1963, or about \$1.70 a share compared with \$1.48 a share in the previous year, according to corporate officers. Net sales rose to more than \$58 million, 6% over 1963's \$54,920,-741, and earnings are expected to be up 15%.

Wometco Enterprises Inc. directors have declared a regular quarterly dividend of 12½ cents on outstanding class "A" stock and 4½ cents on class "B" stock, payable March 15 to holders of record March 1. The quarterly dividend is up 11% over 1964, with 2,222,048 shares outstanding.

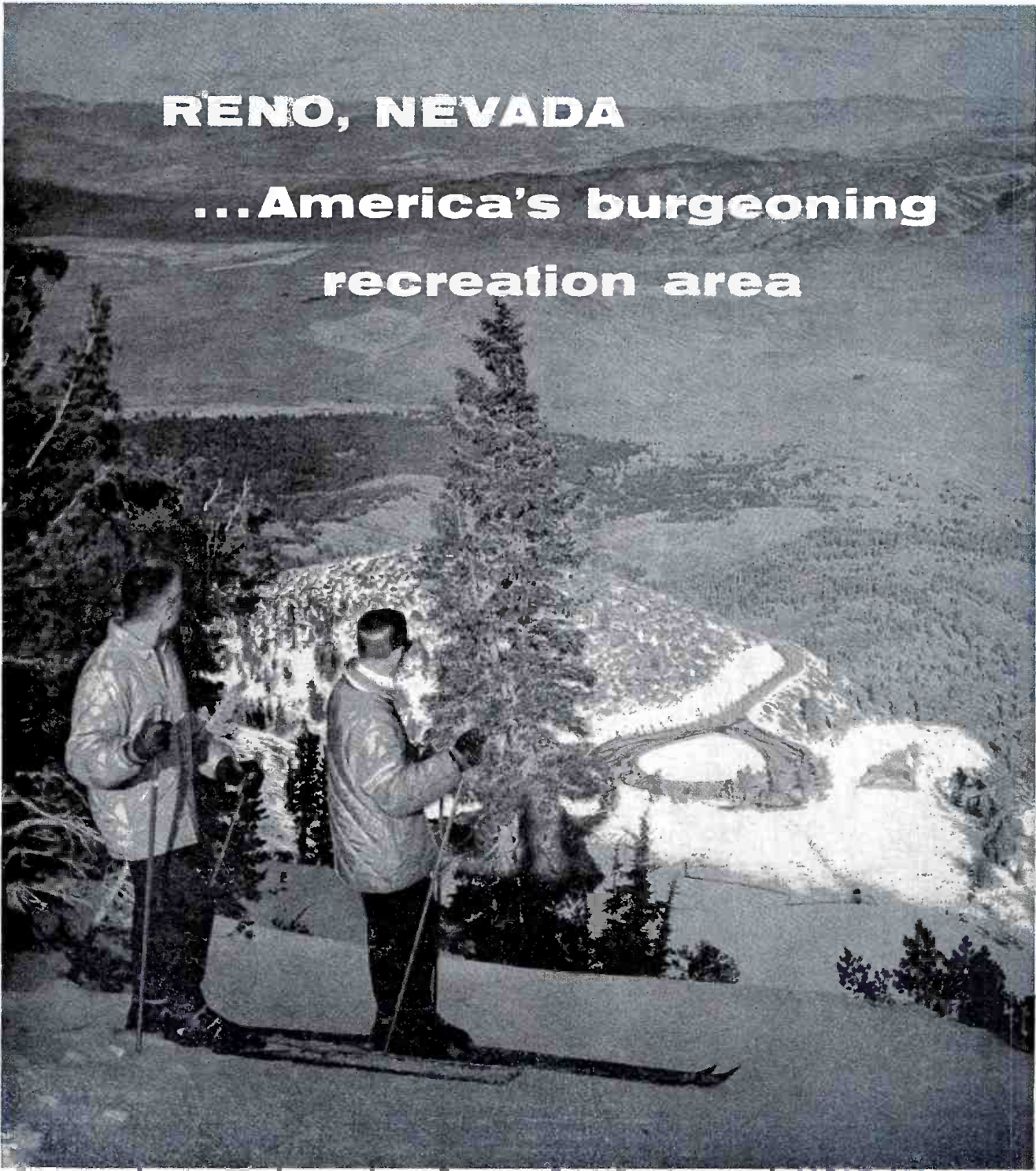
The Outlet Co., Providence, R. I., has declared at 45-cent dividend on common stock, payable Feb. 2, to stockholders of record Jan. 21.

Rust Craft Greeting Cards Inc., Steubenville, Ohio, paid a 10-cent per share quarterly dividend on Dec. 31, 1964, to shareholders of record Dec. 15.

Directors of 20th Century-Fox Film Corp., New York, paid a semi-annual 2% stock dividend on Dec. 30, 1964, to common stockholders of record Dec. 11, at the rate of one share for each 50 shares.

Emerson Radio & Phonograph Corp., New York, announced that it has completed acquisition of Telectro Industries Corp. Five officials from Emerson and two from Telectro were named to Telectro's board of directors. Telectro manufactures tape recorders for the consumer market and data recorders for industrial and military applications.

Admiral Corp., Chicago, consolidated sales for fiscal 1964, ended Dec. 31, exceeded \$236 million, compared with \$216,146,661 reported in 1963, Ross D. Siragusa, board chairman, said in a preliminary financial statement. Based on orders received in December, he predicted that business would continue at a high level in the first quarter of 1965. He also reported that earnings for 1964 would be "substantially higher" than the \$1.24 per share in 1963. Color television registered a sharp gain in 1964 and work on Admiral's new color picture tube facility is on schedule, he concluded.



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BROADCASTING, January 25, 1965

Can the board solve CATV puzzle?

Future of Television in America Committee will present its various views to NAB TV group first, then to radio body and perhaps to a joint meeting

The directors of the National Association of Broadcasters will attempt this week to work out a position on regulation to be sought for community antenna television systems. The issue has already split the NAB's special committee that was assigned the job of recommending policy.

The CATV question was to be the subject of a special meeting of the NAB television board yesterday (Jan. 24). Several members of the NAB's Future of Television in America Committee, which failed to reach unanimous agreement on CATV proposals, were expected to present their individual views at yesterday's meeting.

Whatever the outcome of the television board's special meeting, the CATV issue was expected to go before the

of WDSU-TV New Orleans, the committee chairman.

The Deal ■ Under the understanding reached by the NAB and NCTA subcommittees both organizations would seek legislation preventing CATV systems from duplicating, at time of broadcast, the programming of local stations and from importing to their communities the signals of distantly located non-network stations if other non-network stations were nearer at hand.

Some members of the full Future of Television in America Committee wanted stiffer restrictions on both the duplication of programs and the distant-signal relays, the latter now known as "leapfrogging."

Clair R. McCollough, of the Steinman Stations, and William C. Grove, of

members.

The Details ■ Included in the "basic principles" that the subcommittees propose for inclusion in legislation to regulate CATV operations were the following:

Within the limits of its channel capacity, a CATV would be required to carry broadcast pickups according to these 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 (although no grade A signal 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 non-affiliated station); (3) all stations within whose predicted grade B contour the CATV is located (subject also to the provision that 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 grade A station).

Under the subcommittees' proposal, the CATV alone would have the discretion to choose signals when choices were available under priorities two and three. Existing CATV systems would be given a year to comply with rules governing station carriage.

The subcommittees also proposed the following measures to protect broadcasters:

■ "The CATV will not duplicate the programming of any co-located station, provided, however, that if there are co-located stations and grade A signals, the CATV need not protect against the grade A signals."

■ "Where there are no co-located stations, grade A signals are protected against incoming grade B but not against each other."

■ "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."

Duplication, the subcommittees agreed, meant simultaneous carriage of



Mr. Grove



Mr. Martin



Mr. McCollough



Mr. Shafto



Mr. Walbridge

radio board, or perhaps the combined radio and television boards during their regularly scheduled meetings in Palm Springs, Calif., Jan. 25-29.

The Future of Television in America Committee came to a dead end in its long search for a unified CATV policy during two days of meetings in New York Jan. 13-14 (BROADCASTING, Jan. 18). Disagreements arose after an FTVA subcommittee and a subcommittee representing the National Community Television Association reached what was called an understanding on regulation that both associations might jointly support. The details of the understanding, as well as comments and dissents of some members of the Future of Television in America Committee, became available last week after a memorandum was sent to members of the NAB's television board by Dwight W. Martin,

KFBC-TV Cheyenne, Wyo., objected strongly to the understanding that the subcommittees reached. G. Richard Shafto, of the Broadcasting Co. of the South, suggested that refinements of the understanding were needed, and he proposed that the NAB board defer action until the Future of Television in America Committee conducted more negotiations with CATV representatives.

Willard E. Walbridge, of KTRK-TV Houston, said he approved the subcommittee understanding on the assumption that the NCTA would accept it and on his judgment it was the best that could be achieved if the NAB and NCTA were to come to joint agreement on legislative proposals.

The text of the subcommittees' understanding and the comments of FTVA members were in the memorandum that Mr. Martin sent to television board

program services at time of broadcast.

More Protection ■ The subcommittees proposed that the FCC be empowered to provide additional protection for stations in specific cases, if required in the public interest. "The burden of showing the need for such additional protections," Mr. Martin's summary of the subcommittees' understanding said, "shall be on the broadcaster; provided, however, that if the CATV proposes to receive signals from other than a local station, then the burden of proceeding with the evidence of public need shall be on the community antenna proposing to receive those signals."

On leapfrogging, the subcommittees agreed that any CATV desiring to pick up independent stations (non-network outlets in markets containing four or more stations, according to the subcommittees' definition) must take those independents closest to it in order of geographical proximity. "The CATV may request permission from the commission to adopt some other order of selection of independent stations," the subcommittees proposed, "and the commission may with due regard to local and regional service grant such request if it finds the public interest would be served."

As conceived by the subcommittees, conventional CATV operation would be confined to the simultaneous retransmission of broadcast signals, without insertions or deletions, and the additional transmission of "automatic time and weather services" that could not be sold commercially. If a CATV wanted to engage in any other type of program distribution, it would have to seek a license from the FCC on a showing of public interest.

The FCC, according to the subcommittees' understanding, would establish and enforce engineering standards for CATV systems.

Dissents ■ In dissenting to the subcommittees' understanding, Mr. McCollough, in a statement quoted in Mr. Martin's memorandum, said it would give the FCC less power than it should have. He proposed that the FCC assume jurisdiction over CATV immediately and grant or withhold permission for the transport of distant signals according to the general television allocations plan. It should be up to the FCC to decide whether leapfrogging would discourage the development of new stations under existing television allocations, Mr. McCollough said.

Mr. McCollough also proposed that duplication of programing be prohibited within 15 days of original broadcast, instead of being limited to simultaneous protection, as the subcommittees rec-

ommended.

The same general objections were stated by Mr. Grove. If the NCTA could not be persuaded to agree to more rigid regulations, Mr. Grove said, the NAB ought on its own to petition the FCC to assume jurisdiction over CATV, "without legislation and without regard to whether the CATV's are or would be served by microwave."

Although Mr. Martin's memorandum made no mention of it, ABC has also taken the position, in formal documents filed with the FCC, that the commission now has the authority to regulate all CATV's (BROADCASTING, Oct. 19, 1964). So far the FCC has assumed jurisdiction only when the use of microwave relays has been involved.

More Time Wanted ■ Mr. Shafto, in comments that were also quoted in the Martin memorandum, said that the Future of Television in America Committee needed more time to negotiate with CATV interests, and he proposed that NAB defer action while more negotiation went on.

Mr. Shafto pointed out that in an earlier understanding the FTVA and NCTA subcommittees proposed a system of binding arbitration to settle disputes between broadcasters and CATV systems (BROADCASTING, Jan. 4). Mr. Shafto said he had reservations about the type of arbitration then proposed, but he was even more disturbed by the revised understanding of the subcommittees, substituting the FCC for arbitration.

Mr. Shafto suggested that the broadcasters and CATV operators revive negotiations in an effort to reach proposals "relieving the broadcaster of proving economic injury" and "leaving with the public, insofar as possible, the determination of how few or how many distant program sources are needed."

No Rush ■ Mr. Shafto said that it could be anticipated that the FCC would propose "more regulations than any broadcaster or CATV operator would relish." Both the NAB and NCTA "should, therefore, be slow to concede a jurisdiction to the FCC in areas of competitive difference," Mr. Shafto said.

Mr. Shafto said also that he thought more negotiation was needed on other subjects. He said the definition of a "distant station" ought to be refined. He said he thought distant stations should be considered to be those beyond 100 miles from the CATV system.

Also, said Mr. Shafto, he thought CATV operators ought not to be denied the right to carry "local events of public interest" in addition to broadcast pickups and time and weather reports.

CATV systems number 1,600

NCTA reports increase of about 200 systems since last count in September

The National Community Television Association, presently refining and revising its information on active community antenna television systems, reported last week it now has verified the existence of about 1,600 CATV's.

This represents an increase of about 200 systems since the NCTA's last report of 1,400 as of Sept. 1, 1964.

It is estimated about 1,000 communities have CATV franchise applications pending.

Of the 1,600 operating systems, 602 are members of the NCTA, a spokesman said. The organization's members include most of the larger systems. The NCTA says its systems serve about

Also on the NAB agenda

In addition to community antenna television regulation, the joint boards of the National Association of Broadcasters face a busy week in Palm Springs, Calif. On the agenda are the report of the selection committee regarding a new NAB president; government relations report on general legislative action and FCC action; program study committee report on radio clinics; Freedom of Information committee report, with accent on courtroom coverage; report on radio measurement research, and report on third section of recording standards, reel-to-reel.

90% of the nation's CATV subscribers. The number of subscribers also is being revised, but last published figures estimated about 1.6 million (BROADCASTING, Nov. 30, 1964.)

CATV activity reported last week:

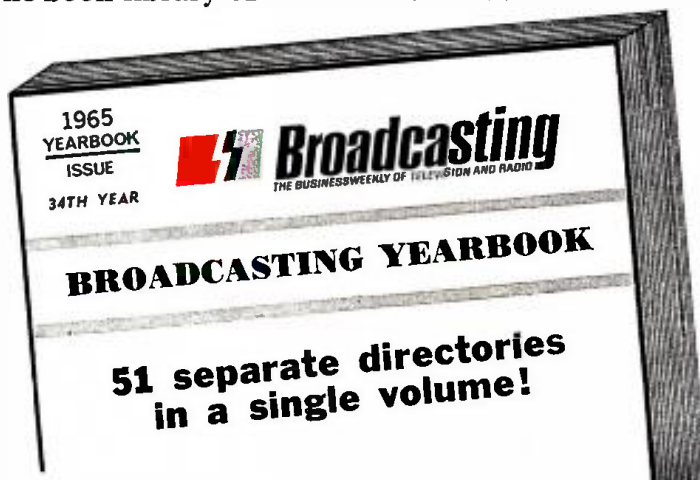
Sausalito, Calif.—Sausalito Community TV System has been bought by Marin Cable TV Inc., Mill Valley, Calif. (see page 63).

Clearwater, Fla.—Two unidentified CATV companies have expressed in-

just off the press*

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terest in establishing service.

Rockford, Ill.—Rochelle TV Cable Co. and the Federal Aviation Agency have resolved differences over location of Rochelle's 600-foot CATV tower.

Portland and South Portland, Maine—Cumberland Cable Inc. (Gannett stations) and Community Cable Corp. are requesting franchises. Cumberland has proposed installation fees ranging from \$20-\$50 and monthly fees from \$4-\$7.

Scarborough, Maine—Cumberland Cable Inc. (Gannett stations) has requested a franchise (see Portland).

Great Barrington, Mass.—Berkshire Cable TV Corp. has filed formal application for permission to establish a CATV system. Berkshire representative Andrew T. Campoli said the firm will provide seven commercial and one educational channels.

Jackson, Mich.—Applications are now pending from three broadcasters: Jackson Television Cable Co. (Knorr Broadcasting, BROADCASTING, Jan. 11). Wright & Maltz Inc. (Robert G. Wright and Milton Maltz, owners of WERB Garden City, WBRB-AM-FM Mount Clemens, both Michigan, and WTTM-AM-FM Tiffin, Ohio) and WIBM, WBBC (FM) Jackson, Mich. (Booth stations).

New Jersey—The governor has announced legislation will soon be introduced to regulate CATV as a public utility (see page 53).

Hammondton - Vineland - Bridgeton, N. J.—Rollins Broadcasting Corp., group broadcasting station owner, has reached a preliminary agreement with Frank S. and John Scarpa to buy Garden State Cablevision Inc., a CATV under construction. G. Russell Chambers, Rollins director of engineering, said the system has a potential of 20,000 subscribers within about five years of operation. Rollins would pay \$25,000 for the system and agrees to employ the Messrs. Scarpa for five years for a total of \$95,000, Mr. Chambers said.

Johnstown, N. Y.—Johnstown TV Cable Co., offering 10 TV signals, has been granted a zoning variance that would permit construction to begin about Feb. 1, pending FCC approval of a microwave application.

Ohio—Mid-Continent Telephone System is studying the feasibility of entering CATV, Theodore Case, president, has announced. The firm serves Ashtabula, Centerville, Chardon, Coolville, Delta, Elyria, Fairview, Geneva, Kenton, Pierpont and Hudson, all Ohio; Granite Quarry, N. C., and Kittanning, Pa.

Findlay, Ohio—William Pitney, manager of Ohio Cablevision, said that CATV service would begin in that city

on Feb. 1. Subscribers will receive 11 TV signals plus weather-time service over the 106-mile long system.

Mansfield, Ohio—Multi-Channel TV Cable Co of Mansfield, owned by Multi-Channel TV Cable Co. of Portsmouth, Ohio, is presently constructing the tower for a system that will provide 11 channels. The firm has guaranteed subscribers a minimum of six clear signals.

Shaker Heights, Ohio—Telerama Inc., formed last year to provide CATV in the Cleveland area (BROADCASTING, Nov. 16, 1964), has proposed a system to the city council. Three percent of Telerama's gross receipts from the Shaker Heights area would be paid the city, the firm said. Subscribers would be charged \$5.90 monthly.

Fairview, Pa.—Teleservice Co., a Wilkes-Barre, Pa., CATV firm, has announced it will extend service to Fairview. Teleservice is owned by John Walsonavich, Service Electric Cable TV Inc., Mahanoy City, Pa.

Nanticoke, Pa.—Universal Television Cable System Inc., Mahanoy City, Pa., has been granted a 25-year franchise.

Pringle, Pa.—Action on a franchise request of Universal Cable TV Inc., Mahanoy City, Pa., has been delayed.

Pittston, Pa.—Semit Cable TV Inc., (WEJL Scranton, Pa.), Total Television Cable Inc. (WNEP-TV, WBRE-TV and WDAU-TV, serving Scranton-Wilkes-Barre, Pa.) and Universal Cable Television System, Mahanoy City, Pa., all applicants, have been requested by city officials to file written proposals.

Williamsport, Pa.—Citizens Cable Co., Joseph L. Lecce, president, has announced it will provide CATV service in competition with Williamsport Cable Co., subsidiary of National General Corp., Beverly Hills, Calif., that recently acquired Lycoming TV Cable Corp., Williamsport. (BROADCASTING, Jan. 4).

Viroqua, Wis.—Phil Bigley of Viroqua has filed an application for a CATV franchise.

N.J. governor wants CATV state-regulated

New Jersey Governor Richard Hughes has proposed that the state regulate community antenna television as a public utility.

Governor Hughes in his annual message to the state legislature Jan. 12, said that CATV firms now operate with minimum government control. Because of their current expansion, he said, conflicts will occur over franchise grants, presenting "a classic example of

BROADCASTING, January 25, 1965

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the birth of a public utility, with all of the attendant hazards to the consumer of unrestricted competition and service without prescribed standards."

The National Community Television Association is preparing material to be sent the governor arguing that CATV's are not public utilities.

Legislation will be introduced soon, the governor said, that would bring CATV under control of the Public Utilities Commission, a three-member, appointive body.

The governor and William F. Highland, PUC chairman, are understood to have been discussing CATV for some time.

Hartke to address Ga. Radio-TV Institute

About 250 broadcasters are expected at the 20th annual Radio-TV Institute, co-sponsored by the Georgia Association of Broadcasters and the University of Georgia.

Highlights of the three-day (Jan. 26-28) session at the university campus in Athens include a speech by Senator Vance Hartke (D-Ind.) Wednesday evening; Thursday speeches by FCC Commissioner Robert E. Lee and Judge Robert Burton, president of Broadcast Music Inc.; Wednesday addresses by William Kaland, program development director, Westinghouse Broadcasting Co. and John Chancellor NBC News White House correspondent, and a Tuesday evening "lead-off" speech by William Batholomay, board chairman of the Milwaukee Braves.

Other items on the agenda include workshops on libel, lotteries and legal problems; radio programing; TV programing and personnel and management problems.

At a Thursday morning "breakfast with the legislators," Georgia Governor Carl E. Sanders will speak. His address will be carried on a statewide radio network.

Post office seeks facts on 'second notices'

Postal authorities in Los Angeles said last week they were trying to collect all the facts possible about the case of the "second notices."

The notices from a Los Angeles shipping firm have been received by several stations. Each calls for payment of express charges of \$5-\$15 for products allegedly sent collect from West Coast production firms (BROADCASTING, Jan. 11; June 29, 1964).

WTMA Charleston, S. C., said last week it had received two bills from

City Messenger Air Express. The "second notices" are dated Sept. 23, 1964 and Jan. 11, 1965. The bills, for \$10 and \$12.36, are each for a carton of commercial recordings allegedly shipped from Radio Recorders, Hollywood, via CMAE. The station said, "we have tried to contact the firm to furnish us with proof of delivery, but they disregard our letters and keep sending us the bills."

WKBZ Muskegon, Mich., also said it had received a bill for \$8.84 for one carton of commercial recordings shipped via CMAE from Radio Recorders.

The postal investigation centers around charges that CMAE has been using the mails to collect nonexistent bills from radio stations. In the cases reported, the stations said they had no record of such shipments.

M. P. Jones, postal inspector handling the investigation, said last week that he is trying to collect as many complaints as possible before talking with CMAE officials. Mr. Jones asked broadcasters who had received any of these "second notices" to contact him at the main post office, Los Angeles 90053.

Review board turns down Puerto Rican applicant

The FCC's review board, acting in concert with a 1963 order by the Supreme Court of Puerto Rico, has denied the application of Raul Santiago Roman for an AM station at Vega Baja, P.R., a small town 20 miles from San Juan.

The board's action, adopted Jan. 14 and released last week, reversed an initial decision by FCC Hearing Examiner David I. Kraushaar, issued last April, which recommended the grant.

The denial resulted from a determination by the Puerto Rican court in July 1963 that Mr. Santiago, a former stockholder of WMNT Manati, P.R., had entered into a covenant not to compete with the station for five years—ending June 1966. The agreement was said to be a provision to the transaction in June 1961 when Mr. Santiago and his wife sold their interest in the station for \$40,000.

In the initial decision issued in April 1964, Mr. Kraushaar noted that Mr. Santiago was found to be qualified to construct and operate the station, which would be the town's first outlet, and that the Puerto Rican judgment was not yet final.

In reversing the examiner's decision, the review board ruled that the public interest would not be served by granting Mr. Santiago's application in the face of the "hindrance" to construction posed by the court's decree.

Stockton suggestion draws NAEB dissent

The National Association of Educational Broadcasters last week expressed concern over the manner in which the FCC has been deleting reserved channels from its proposed table of UHF assignments to accommodate commercial broadcasters.

The NAEB comments to the commission were directed at a proposed solution to a request by Jerry Bassett Inc. for assignment of an unreserved channel at Concord, Calif.

Bassett had sought to relocate reserved channel 16 from Cotati, Calif., to Concord for immediate commercial use. The FCC denied the proposal but in the alternative suggested the deletion of reserved channel 42 from Stockton, Calif., for assignment on an unreserved basis to Pittsburg, Calif., a community near Concord.

The NAEB said that the agency's alternative plan "... is a clear example of an action in the application of allocations principles that can lead to future allocation chaos."

The association asked for a stay of the proposal or substitution of another reserved channel at Stockton.

Connecticut hearing to resume in April

Connecticut's hearing on more than a score of applications for community antenna television system franchises is now expected to resume about April 1, officials said last week.

The hearing, before the state's public utilities commission, recessed late last year after the presentation of direct testimony. It was thought then that it would resume in January for the start of cross-examination.

The delay, authorities said, was caused by applicants' requests for additional time to study the direct testimony.

ARB plans new building

The American Research Bureau has announced plans to construct a new 35,000 square-foot office building at its Beltsville, Md., headquarters. Preliminary estimates place the cost at around \$750,000. It will increase the organization's Beltsville facilities to 50,000 square feet and eliminate the need for rented space at three other Washington-area locations.

Construction is scheduled to begin in June.

HIGH STYLIST

Designing woman? Yes indeed, but in a most admirable sense. As a member of the General Motors design team, she is preparing sketches of a steering wheel for a future GM car. Like her male associates on GM's Styling Staff, she is fully qualified and competent to design consumer products in any field.

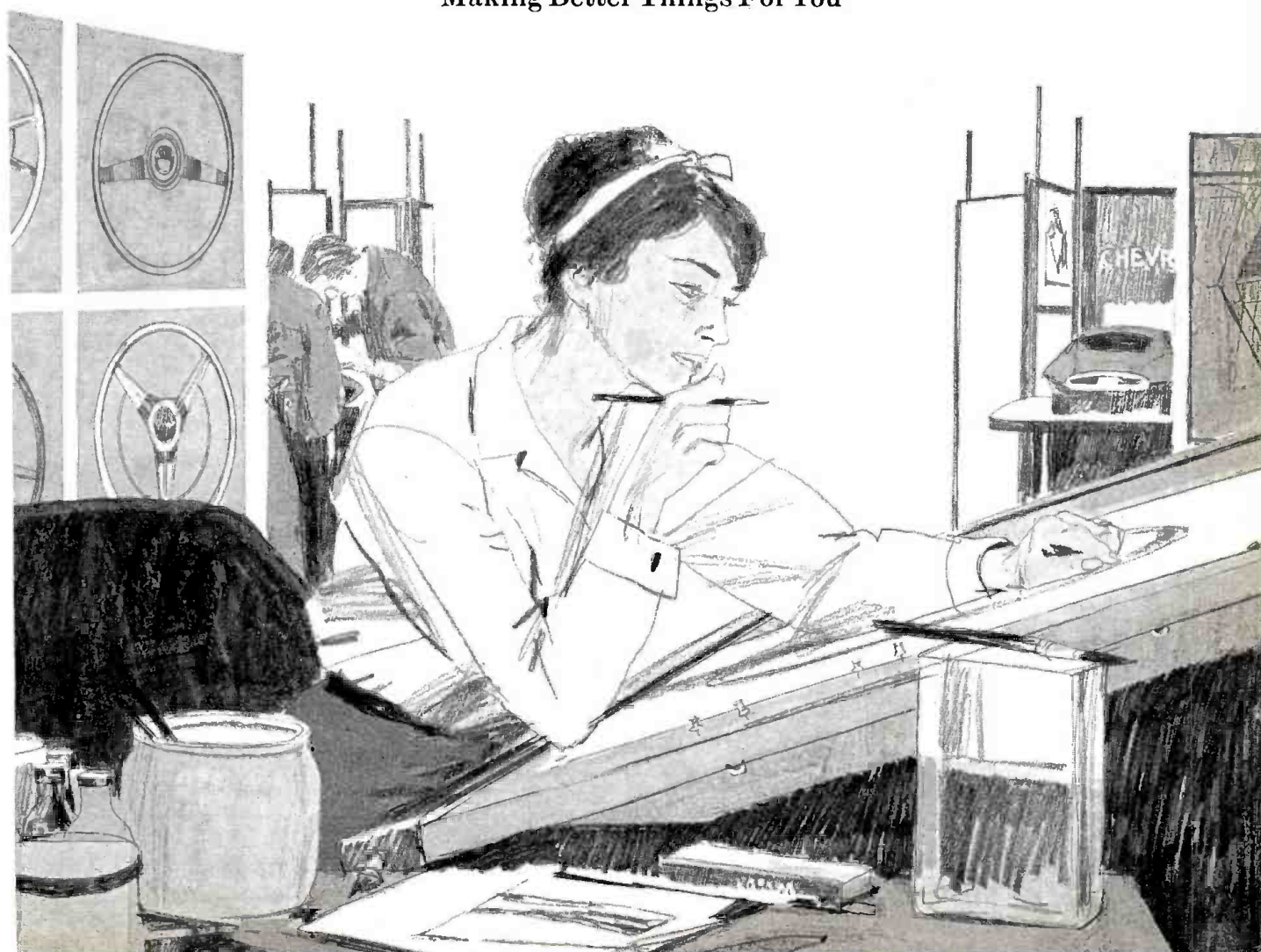
General Motors hired its first woman designer more than 20 years ago. Originally color and fabric consultants, the young ladies advanced rapidly to full membership in a group effort which now involves the skills of hundreds of people in GM Styling. In the past two decades, the feminine influence has changed many concepts of automotive design.

Women designers have contributed to the development of interior convenience features, safety items and such innovations as color coordination of interiors with exteriors and particular fabrics to suit women's tastes. Many a man, too, is grateful for these and other feminine contributions.

The role of women in designing beauty, utility and quality into GM products is more important than ever before.

GENERAL MOTORS IS PEOPLE ...

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Ford's view of the future of CATV

THINKS FCC WILL EVENTUALLY REGULATE SYSTEMS, BUT NOT SURE HOW

It's usually only a five-minute trip from the FCC, up Pennsylvania Avenue and around the White House, to the offices of the National Community Television Association.

But former FCC Commissioner Frederick W. Ford ran into a traffic jam at the executive mansion and his journey, begun in mid-November, took almost two months. It was Jan. 16 before President Johnson acknowledged what broadcasters had known for many weeks—that Mr. Ford had resigned his commission post to become NCTA president.

The weekend after Mr. Ford appeared as NCTA spokesman before New York's board of estimate (BROADCASTING, Jan. 18), George Reedy, the President's news secretary, replied to a reporter's question at Mr. Johnson's Texas ranch that Mr. Ford's resignation had been tendered and accepted.

So, last week Mr. Ford settled down for an interview in his new quarters at the NCTA. Relieved that the lengthy transition from federal official to private industry spokesman was over, Mr. Ford discussed his new job and, somewhat tentatively, where he and the CATV industry are going.

Broadcaster - CATV Integration ■ This direction, the NCTA president said, is toward increased growth and fuller integration with broadcasting.

It's hard to say just what the pattern will be, but it's apparent, Mr. Ford went on, that it will differ from the way television modeled itself along the lines of radio.

The FCC eventually will regulate all CATV, he added, but just when and how isn't clear. He thinks the future of UHF broadcasting depends largely on the nature of the cross-ownership policy (broadcast-CATV) the commission adopts. If given the opportunity by the FCC, he said, CATV operators will move into UHF, as a few already have done.

Aside from expressing his strong faith in CATV's future and his conviction that CATV and broadcasting are heading toward an inevitable and eventually harmonious wedding, Mr. Ford avoided details and specifics about the CATV industry. He stressed that he isn't jumping into this job with a valise full of programs and plans.

Rather, Mr. Ford sees himself as a reflector of policies to be made by the NCTA's board of directors. And as he underscored last week, he had until then met only a few board members.

He planned to review some of his ideas—and listen to theirs—when he meets with the entire 25-member board at a special meeting in Dallas today (Jan. 25).

Awaiting TV Board Report ■ The NCTA group was convened to receive a report from another special meeting, this one of the television board of directors of the National Association of Broadcasters called to discuss a broadcaster stance on CATV legislative proposals (see page 50).

On the outcome, Mr. Ford said there is a "possibility of considerable benefit to both industries." He doesn't think



Frederick W. Ford
Looks into future

the result is "especially crucial" because Congress is going to settle the issue.

The drawn-out resignation, the fact that he has not met his board and the pending meeting to hear the results of NAB's policy-making combined to lend a tentative tone to Mr. Ford's remarks.

But if some specifics were missing from his comments last week, they're sure to be in place next month. When Mr. Ford returns to Washington one of his first tasks is the drafting of a speech he is to deliver to a "news-makers" luncheon of the International

Radio and Television Society in New York Feb. 19.

He gave 36 speeches during his 7½ years as FCC commissioner (1957-64), and a lot of research went into each of them, Mr. Ford recalled. But he regards his Feb. 19 date as the most important of his career. It will be his maiden speech as NCTA head, and many in broadcasting, CATV and government will listen carefully to what he says.

It presents him a challenge, and the challenge, Mr. Ford says, is largely why he came to the NCTA. He was considering about 10 other offers when the association offered a revised contract proposal two months ago (the salary had been raised from \$35,000 to \$50,000, among other things); he liked it, agreed to come over and sent the President a letter of resignation.

NCTA Interest in Him Not New ■ The association first expressed interest in Mr. Ford more than a year ago. Its presidency had been vacated by William L. Dalton in August 1963, and when it appeared Mr. Ford did not want reappointment to the commission last spring, the NCTA made an offer. But it wasn't what Mr. Ford wanted and he eventually was reappointed by President Johnson.

While presenting the keynote speech at the annual NCTA convention in Philadelphia last June, Mr. Ford recalled, he was certain then that the association wouldn't make him another offer once it heard his views on CATV. Instead, he was applauded warmly and many CATV operators spoke admiringly of his position (BROADCASTING, June 22, 1964).

At that time he called for "an integrated and federally regulated system of both wire and radio." He urged the FCC to establish an office to study all aspects of television's future and asked broadcasters, cable system operators and pay TV people to form an ad hoc committee to study these areas and make recommendations for "orderly growth of a total television system in the U.S." and propose the form that regulation of wire TV should take.

He said then—and indicated again last week—that he held "no preconceived notions" about television's future although he was convinced it must be "a unified and integrated system."

Difference Lends to Confusion ■ Expanding on some of his views, Mr. Ford explained why he thought the

pattern of CATV's development has been and will continue to be quite different from the way television followed radio. The difference, he added, is behind some of the confusion about where it's all heading.

The historic relationships that framed television's growth don't prevail in CATV, Mr. Ford says. There's a lot of new, nonbroadcast blood in it, and "I think a stronger broadcasting industry will grow out of it," he continued.

During television's expansion, he said, owners of clear channel radio stations affiliated with CBS and NBC built strong VHF stations in major markets. ABC, contending it lacked its competitor's strength in radio affiliates, was left behind, Mr. Ford said. This factor, he said, led to ABC's merger with United Paramount Theaters in 1953. Mr. Ford, then the FCC's chief hearing examiner, presided when the FCC considered whether, because of an anti-trust background, Paramount could merge with and acquire ABC's five TV stations which it later did.

The point is, Mr. Ford says, CATV doesn't involve network affiliations and broadcasters find themselves entering a field composed of many, many different firms and owners. This, while different from relationships familiar to broadcasters, is a positive benefit, Mr. Ford added, and it's the American people who will gain.

He also noted that in his Philadelphia speech he had suggested some direct affiliations between networks and CATV's.

Some of Mr. Ford's comments:

CATV Legislation ■ The problems that the NAB, its Future of Television in America Committee and the NCTA board have been having in finding agreement may be the history of all CATV negotiations. There will be agreement to a certain point and disagreement on other points. Then the FCC and ultimately the Congress will have to step in to resolve differences and frame final policy. "I think everybody's hopeful," he said of the negotiations, "that there may be some minimizing of differences."

He sees "very little chance" that special interests would dominate the legislation. "I think the public interest will," he added—"that's providing there is legislation."

He doesn't see any disposition by responsible elements (meaning the NCTA or the NAB), Mr. Ford added, to bypass the commission and go directly to the Congress. As to the importance of the FCC's recommendations in relation to the NAB and NCTA, Mr. Ford said this is "hard to tell." He noted that the Congress usually goes along with the commission "on technical matters."

Broadcaster-CATV Relations ■ "It's

amazing to me why men in television don't see those in the CATV industry as their natural allies." CATV has grown up out of necessity—"it just grew because it had to"—he says, and as in the days of "illegal boosters," the courts are likely to permit them because they provide a service the people need and want.

A federal appeals court held in 1957, he recalled, that although unlicensed booster stations were illegal in a technical sense, the FCC wouldn't be permitted to do anything about stopping them until the commission made provisions for a booster service. The court's attitude, Mr. Ford said, was that Congress had decided "the people are entitled to television."

CATV Growth ■ "I would think within the framework of preserving free broadcasting there would be considerable expansion of CATV." It's hard to tell in terms of numbers because of the business patterns and relationships being built up.

The interactions of broadcasters and cable operators are lessening tensions and misunderstandings of each other's problems, he said.

Program and Advertising Origination ■ "Just like broadcasters, most [cable operators] don't want to be told they 'can't do it.'" Generally, he said, he doesn't think the CATV industry regards this point—or the origination of advertising—as important to CATV, although, he noted, there are some individuals who do.

Asked what he missed most of the commission where he worked off and on for about 13 years sandwiched around four years service at the Department of Justice, Mr. Ford said he missed his friends.

"I have no unpleasant things to forget," he added.

CATV helps AM

WCHN-AM-FM Norwich, N. Y., thrown off the air when a fire destroyed its transmitters Jan. 17, resumed service the next day over two channels of Valley Video Inc., a community antenna television system.

The CATV, which normally carries signals of five TV stations, provided a television channel and an FM channel to the station.

William J. Hall, president and general manager of WCHN, said AM broadcasting was expected to be resumed last Wednesday (Jan. 20) with a new transmitter, but restoration of FM service would take a little longer.

Find support on group rule

Polaris, which owns stations below top 50 markets, backs move limiting TV sales

Polaris Broadcasting last week became the first broadcaster to take a public stand in favor of FCC's Dec. 18 statement that has put a virtual freeze on the sale of VHF stations in the top 50 markets to anyone already owning a VHF station in those cities.

Polaris, owner of three VHF stations, none of them in the top 50, said the new policy would tend to hold down station prices and thus would make it easier for groups such as itself to move up into those markets.

Polaris owns WTVW(TV) Evansville, Ind., and KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota, as well as three radio stations, WKYW Louisville, Ky., and KXOA Sacramento and KPLS Santa Rosa, both California.

Joseph Stamler, executive vice president of the broadcast arm of Polaris Corp., a Milwaukee-based holding company, outlined the firm's views in a letter to FCC Chairman E. William Henry.

He said that competition for "prime" VHF television stations has become so intense that costs have soared "out of proportion" to their "real worth," putting companies like Polaris at a disadvantage.

Will Improve Programing ■ "A large market outlet, with its higher operating budget," Mr. Stamler added, "improves the programing capability for smaller market stations operated by the same owner. Finally the new policy will help broaden the base of ownership of stations in the top 50 markets, most of which now have multiple group-owned stations . . ."

Under the new policy, adopted as an interim measure pending enactment of new multiple-ownership rules, anyone owning a VHF in any of the top 50 markets would not be able to buy another VHF in those cities without a hearing, unless he could present "compelling" reasons for a grant without a hearing. Sales under these circumstances are considered unlikely.

The policy has been attacked by a number of group owners who say it discriminates against them. They have asked the commission to withdraw it (BROADCASTING, Jan. 18).

The petition which had been prepared

in behalf of a score of multiple owners, was filed with the commission in the name of 96 UHF and VHF stations. Some of the stations are not multiply owned, and some are licensed to owners having no outlets in the top 50 markets.

Last week, a group owner, Meredith Broadcasting Co., and a single-station owner, WLAC-TV Inc., licensee of WLAC-TV Nashville, expressed opposition to the manner in which the policy was adopted and asked the commission to rescind it.

Meredith, licensee of four television stations, two of which are located in top 50 markets, said the commission's policy is an "unwise limitation" on station ownership, and will prohibit, rather than promote, competition and diversity in programming.

The group owner asked the agency to set aside its action and consider the records of the 1958 Barrow report and the local program inquiry proceedings in Chicago and Omaha, which it said, demonstrate the advantage and accomplishments of multiple owners, particularly in the field of local live programming.

Meredith's TV holdings (all VHF) are KCMO-TV Kansas City, Mo.; WHEN-TV Syracuse, N. Y.; WOW-TV Omaha, and KPHO-TV Phoenix.

Nashville is in the top 50 markets, but WLAC-TV said it has no plans for acquiring another station and, as a result, the statement doesn't apply to it. But it expressed "shock" at the "intemperate" manner in which the statement was issued.

The station noted that, in contrast to its action amending other sections of the multiple-ownership rules, which was not done until all parties concerned had ample time to express their views, the commission adopted the Dec. 18 notice abruptly, without any prior notification.

"The very violence of the Dec. 18, 1964 notice," the station added, "carries overtones of panic which can only be disruptive of confidence in the entire industry and the commission."

CBS donates gear for new ETV station

Cameras, video and audio control units and other studio support equipment formerly used by CBS-TV in Liederkranz Hall in New York have been donated by CBS to the Long Island Educational Television Council, which plans to seek a grant for station operation on channel 53, reserved for educational use, at Hempstead, N. Y.

The gift, valued at about \$115,000, came to light when Dr. Marvin Rapp, president of the council, sent

a telegram of thanks to CBS President Frank Stanton.

"This equipment without question makes possible the real birth of educational television on Long Island," Dr. Rapp wrote. "It is the base we need on which to construct our physical facilities and our operation. You can take satisfaction that for years to come this equipment made possible through CBS' generosity will serve schools, colleges, industry and all other aspects of living on Long Island."

CBS-TV has not used the Liederkranz Hall studios since its recent consolidation of New York studios in its new broadcast center.

Commercial-ETV group in planning stages

A UHF television station group, geared to half educational and half commercial operation, is seen in the announcement last week of a working arrangement between Continental Television Enterprises Inc. and the Boston Catholic Television Center.

Continental Television, principally owned by Vincent B. Welch and Edward P. Morgan, Washington communications attorneys, holds construction permits for UHF stations in St. Louis, Miami and San Jose, Calif., and has applications for St. Paul and



Mr. Harrison

Columbus, Ohio.

The Boston Catholic Television Center owns and operates WHS-TV in that city. It began broadcasting last October. Director of the Boston Catholic Television Center is the Right Reverend Walter J. Flaherty. General manager of WHS-TV is Austin A. Harrison.

The announcement last week heralded the formation of a "working association" for the new and proposed Continental UHF television stations in six cities, and for WHS-TV in Boston through coordinated group operation. Named to head the coordinating group is Mr. Harrison, who has also become a stockholder and director of all the granted Continental stations. To be formed soon is a new broadcasting and marketing services corporation to be known as the Austin A. Harrison Co., in which Mr. Harrison and principal Continental stockholders will participate as stockholders.

Although not spelled out, it is believed that the Continental stations and WHS-TV will operate as educational stations in morning and early afternoon

hours and as regular commercial stations in late afternoon, evening and nighttime hours. The expectation is that the stations will seek to serve Catholic parochial schools in their cities. Ownership of WHS-TV remains at present with the Boston Catholic Television Center. The arrangement is expected to expand to include other UHF television stations not associated with the group.

KCET(TV) lauds commercials' support

Five Los Angeles commercial TV stations that contributed \$950,000 to the city's new noncommercial station, KCET(TV), received public recognition for their gifts Wednesday (Jan. 20) at KCET's dedication dinner at the Beverly Hilton, Beverly Hills, Calif.

Dr. Lee DuBridge, president of the California Institute of Technology and board chairman of Community Television of Southern California, licensee of KCET, expressed gratitude to the commercial broadcasters, for their cash contributions which he said enabled KCET to get a grant of \$468,000 from the Department of Health, Education and Welfare, making a total large enough to cover the costs of putting the station on the air.

Stations thanked were, KTTV(TV) (Metromedia), KNXT(TV) (CBS), KNBC(TV) (NBC), KHJ-TV (RKO General) and KCOP(TV) (Chris Craft Industries).

Dr. DuBridge also announced that Sam Bowlby, formerly a vice president of Shell Oil Co., had been elected president of KCET to succeed the late Eldon Smith.

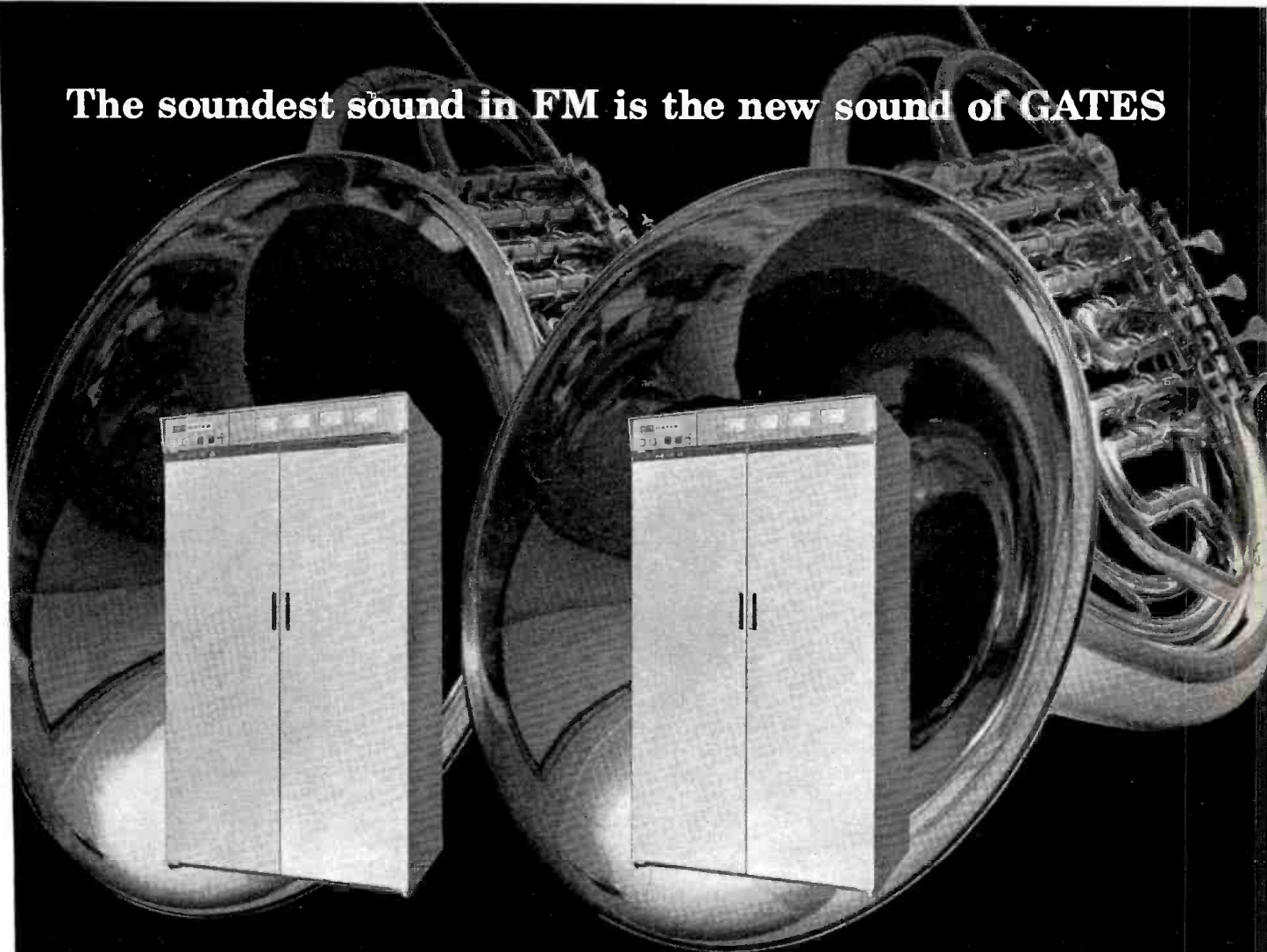
Bills introduced on ex parte contacts

Two New York congressmen have introduced legislation that would require federal agencies to make public any communications received from—and answers they sent to—members of Congress in matters affecting pending adjudicatory cases.

The bills, aimed at ex parte contacts, include oral communications. They are S 466, by Senator Jacob K. Javits (R-N. Y.), and HR 241, by Representative Ogden Reid (R-N. Y.).

Both congressmen also introduced legislation dealing with congressional ethics. S Res 26 would authorize the Senate Committee on Standards and Conduct to draw up a code of ethical standards for senators. And Representative Reid offered a bill to establish a similar committee in the House.

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Eaton gets short renewals, again

Six stations get one-year licenses, one designated for renewal hearing, still another fined \$5,000

Multiple-station owner Richard Eaton, the first broadcaster ever given a short-term license renewal by the FCC, last week achieved another first when he was hit with second-generation short-term renewals.

The commission in December 1960, using authority then newly provided by Congress, granted one-year renewals for five Eaton stations. Short-term renewals were granted for four of those stations last week.

In addition, the commission imposed sanctions on four of the nine remaining Eaton stations, designating the renewal application of one for hearing, fining another \$5,000 and granting short-term license renewals for the other two.

The stations given another round of one-year renewals are WANT Richmond, Va.; WINX Rockville, Md.; WFAN(FM) Washington, and WSD Baltimore. The commission cited them for a number of technical violations. Five years ago, the commission held that Mr. Eaton's supervision of the stations' operations was inadequate. The one-year licenses had expired on March 1, 1962, and the stations' renewal applications have been under review since then.

Technical violations were also cited by the commission in granting short-term renewals for two other stations, WSD-FM Baltimore and WJMO Cleveland.

The application set for hearing is that of WOOK Washington. The commission said it would look into numerous technical violations to determine whether a forfeiture of \$10,000 or less should be ordered, whether a cease-and-desist order should be issued and whether the renewal application

should be granted. A principal allegation was that WOOK repeatedly has been late in switching from day to night power.

The \$5,000 fine—reduced from an apparent liability of \$10,000—was imposed on WBNX New York for violating sponsorship identification rules, incorrect station identification and failure to maintain proper program logs. But the station was given a full-term license renewal. The commission announced the apparent liability in July 1962 (BROADCASTING, July 9, 1962).

WMUR-TV Manchester, N. H., the fifth station for which a short-term renewal was given in 1960, was granted a full-term license last week. Full term licenses were granted also for WCUV (FM) Cleveland, which was seeking renewal, and WOOK-TV Washington, which was seeking a license to cover a construction permit.

The commission vote was unanimous, except that Commissioner Rosel H. Hyde dissented from that part of the order which designated the WOOK application for a hearing.

The remaining Eaton stations are WFAB Miami, Fla., and WJMY-TV Allen Park-Detroit, Mich. The latter station is not on the air. Mr. Eaton also holds a construction permit for a UHF station in Baltimore which is not yet built.

Media reports . . .

New AM ■ WELW took to the air early this month on 1330 kc with 500 w, daytime, in Willoughby, Ohio. Robert J. Campbell is manager.

New FM ■ WITN-AM-TV Washington, N. C., was scheduled to gain a com-

panion FM with the activation of WITN-FM Jan. 21. The new station, on 93.3 mc with 100 kw horizontal and vertical, represents an investment in excess of \$100,000, according to William R. Roberson, president of the stations.

People problem? ■ A new personnel agency—the All Media Placement Service—has been formed to serve as a clearing house for broadcast talent. AMPS is located in Beverly Hills, Calif., where President J. F. Brown and a staff of veteran broadcasters help solve personnel problems for other broadcasters.

Plea denied ■ The FCC last week denied a plea for reconsideration by Louis Adleman, licensee of WHZN Hazelton, Pa., to renew the station's license without a hearing. Last October the commission designated the station's renewal application for hearing for alleged violations of a number of the agency's rules and notified Mr. Adleman that the station had incurred an apparent liability of \$10,000 (BROADCASTING, Nov. 2, 1964). Mr. Adleman, who plans to sell the station to John R. Dorsey, recently stated that if the commission didn't set aside the hearing he would be forced to return the license since the station is near bankruptcy (BROADCASTING, Jan. 11).

Initial decision on channel 79, Toledo

D. H. Overmyer, a New York and Toledo, Ohio businessman, will receive a permit to construct a new TV station on channel 79 in Toledo, according to an initial decision released by the FCC last week.

Hearing Examiner Forest L. McClenning, in recommending the grant, said that Mr. Overmyer, the only remaining applicant for the facility, was found to be legally, technically, financially and otherwise qualified.

The examiner also recommended that the commission waive its rules to permit the station's studio to be located five miles outside the city limits of Toledo.

An agreement between Mr. Overmyer and two other applicants for channel 79—Producers Inc. and Springfield Television Broadcasting Corp.—was previously approved by the commission and the parties have since dismissed their applications (BROADCASTING, Sept. 14, 1964).

Mr. Overmyer, who owns warehouse and trucking businesses in Toledo and New York and a newspaper and national bank in Toledo, currently has five other UHF applications pending: WATL-TV (ch. 36) Atlanta, WNOP-TV



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(ch. 74) Newport, Ky., and KBAY-TV (ch. 20) San Francisco, all suspended operations; channel 29 Dallas, and channel 55 Stamford, Conn.

The Toledo application, however, would be Mr. Overmyer's first grant.

Examiner McClenning's recommendation will become final after 50 days unless an appeal to the commission is made by a party or the FCC seeks review of the decision on its own motion.

Group recommends UHF actions to FCC

An FCC regulation to require networks to affiliate with UHF stations where the signals of their primary VHF affiliate is of "fringe" strength is one of the recommendations made by subcommittees of the technical committee of the Committee on All-Channel Broadcasting, the group formed under FCC auspices to promote UHF TV.

The recommendation on affiliation was made by Committee 2 and was submitted to the executive committee of the full CAB. It was part of a package of panel and task forces reports submitted to the full technical commit-

tee over the last few weeks. The reports will be considered by the full CAB executive committee scheduled to meet in Washington on Feb. 15.

An additional suggestion that networks be required to "seek out" stations to carry programs refused by affiliates was made in a minority report of subcommittee 2.1. Lawrence M. Turet, WUHF-TV Milwaukee, chairman of panel 2.1, in a separate report, suggested that CAB ask the FCC to require that the national networks be forced to place programs on unaffiliated stations when the programs are not carried by the network's regular affiliate.

Mr. Turet also recommended that a uniform time be placed on first refusal privileges and clearance possibilities, and that provision be made to prevent the "unreasonable" use of delayed broadcast "to perpetuate exclusivity between network and affiliate."

Highlights of other reports:

■ Blonder-Tongue Laboratories Inc., a leading manufacturer of UHF converters which claims it has sold more than 2 million since 1953, reported that conversions start when programming content is announced and reach 90% in three months after a UHF station begins to operate.

■ Higher values of field strength than

now specified should be required for principal city service on UHF, subcommittee 1.5 recommended. Other field strengths should not be changed.

■ Although no recommendation is made, task force 1.3.3 reports that equipment for the origination of programs by translators is available and that such a move is feasible.

Changing hands

ANNOUNCED ■ *The following sale of station was reported last week subject to FCC approval:*

■ KFOX-FM Long Beach, Calif.: Sold by Sonderling Stations to John Lamar Hill for \$30,000. Mr. Hill is the owner of a mortuary. Sonderling stations are WWRL New York, WDIA Memphis, KFOX Long Beach, Calif., WOPA Chicago and KDIA Oakland-San Francisco. The group has bought KVVN(FM), formerly KMLA (FM) Los Angeles from Jack Kiefer for \$225,000 and is awaiting FCC approval (BROADCASTING, Sept. 21, 1964). KFOX-FM operates on 102.3 mc with 1 kw. Broker: Hogan & Feldmann.

APPROVED ■ *The following transfers of station interests were among those approved by the FCC last week (FOR THE RECORD, page 82).*

■ WOGO-TV Chicago: 50% interest in construction permit bought by Field Communications Corp. from present 100% owner Television Chicago for \$250,000. Remaining 50% will be owned by present stockholders in these proportions: H&E Inc. (Harry and Elmer Balaban), 13.9%; Irwill Inc. (H. W. and Irwin Dubinsky), 13.9%; Schefco Inc. (Herbert Schefel), Wiland Corp. (Cecile E. Burger), Harold Froelich and Milton Friedland, each 7.33%. Field Communications (Marshall Field and family), owns *Chicago Sun-Times* and *News*. The Balabans and their associates already own TV stations in the Midwest (WICS-TV Springfield, WTVO Rockford, WHCU Champaign, WICD-TV Danville, all in Illinois, and WHNB-TV New Britain, Conn. The Balabans alone own 33 1/3% of WIL-AM-FM St. Louis, and KBOX-AM-FM Dallas. Field Communications has an option to acquire the remaining 50% at end of three years for \$2.5 million. Chairman E. William Henry dissented because of Field's relationship to two Chicago newspapers. WOGO-TV, granted in 1963, is on channel 32.

■ WOKJ Jackson, Miss.: Sold by John M. McLendon group, to Lamar Simmons and associates, for \$150,000. Buyers also own WLCS Baton Rouge. WOKJ is fulltimer on 1590 kc with 5 kw day and 1 kw night.

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Sold by Harry En Chu to George Nardikian, Floyd Farr and George Snell for \$175,000. Mr. Nardikian is a San Francisco restaurateur and businessman. Buyers also own KEEN-AM-FM San Jose and KCVR-AM-FM Lodi, both California, and KVEG Las Vegas, Nev. Mr. Chu remains as manager of the station. KAHU, established in 1950, operates on 940 kc with 10 kw fulltime. Broker: Edwin Tornberg & Co.

Community Antenna Television ■ Sausalito Community TV System, Sausalito, Calif., sold to Marin Cable TV Inc., Mill Valley, Calif., for undisclosed sum. Broker: Daniels & Associates, Denver.

WEVD-FM gets word on cab network

New York City newspapers were generous last month with the publicity they gave plans for the inauguration of commercial broadcasting for city cabs on a subcarrier of WEVD-FM (BROADCASTING, Dec. 14, 1964). But the accounts caused considerable uneasiness among officials of the FCC in Washington.

For if the reports reflected accurately the plans of the Red Carpet Network of cabs, which has contracted to use the WEVD-FM subcarrier, commission rules were in for a fearful battering.

Accordingly, commission officials contacted the Washington attorney for WEVD-FM for reassurance that all commission rules and regulations will be observed.

And this reassurance was given, the commission said in a letter to WEVD-FM. But to make sure there was no confusion about what was expected of the station, the commission spelled it out:

WEVD-FM will "retain control over all material transmitted on" the subcarrier.

The subcarrier will not be used to dispatch taxicabs or for the transmission of any other type of nonbroadcast material.

The subcarrier will be identified only by call letters of the licensee station, WEVD-FM. Red Carpet Network spokesmen at a news conference referred to the operation as WCAB.

All taxicabs equipped with multiplex receivers to pick up the network will carry a remote switch to enable passengers to turn off the subcarrier transmissions.

The network, which plans to broadcast 22 hours daily, has not announced a firm starting date, but is expected to begin operations soon.

Lee's predictions on UHF's future

UHF television stations will have an estimated revenue of \$70 million this year, FCC Commissioner Robert E. Lee predicted last week in a talk before the Chicago chapter of the Station Representatives Association. He estimated about 35 new UHF stations will go on the air in 1965 and 85 to 90 in 1966.

UHF stations in 1964 grossed \$52 million, according to preliminary FCC figures, Commissioner Lee reported. He said this compares to UHF revenues of \$39 million in 1963 and \$34.4 million in 1962.

Commissioner Lee said that while the FCC allocation table would permit about 3,500 UHF stations, he feels the present economic conditions could support only 1,000. He said new UHF competition in many markets might possibly hurt local AM radio stations more than existing TV outlets.

UHF set conversion ratios are going much better than expected since the effective date of the all-channel law last year, Commissioner Lee said, with the result that the five-to-seven year esti-

mate for 90% conversion of all sets now runs only three-to-five more years. He predicted Detroit and Chicago will have 35% to 40% UHF conversion by the end of this year.

Relating that he thinks a multiple ownership limit boosted to 15 UHF outlets for a single entity would encourage greater venture capital in UHF stations, Commissioner Lee predicted that the resulting program diversification could well evolve into the formation of a new fourth all-color UHF television network.

If the network's judgment as to what programs will succeed is as faulty as it would appear to be, he suggested, "Maybe their judgment is just as faulty as to what would not work." A fourth network would give rejected shows a better chance for public approval, he said.

WACE affiliating with CBS

WACE Springfield-Chicopee, Mass., will affiliate with CBS Radio effective Feb. 15. WACE is owned by Tele-Measurements Inc. President of the station is Jack R. Poppele, and the general manager is Glenn C. Jackson. The daytimer operates at 730 kc with 5 kw.

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Marketers see big color sales

Only threat to present price schedule is possible advent of Japanese sets

Color it red, rosy red. That's the sentiment expressed in the television manufacturing industry when color set sales for 1965 are discussed.

Flushed with a successful year of color sales in 1964—which saw 1,460,000 receivers made and 1,370,000 sold—set manufacturers are busy with expectations of an even better year in 1965.

Where the most optimistic estimators last fall predicted two million color sets in 1965, latest forecasts by marketing men are beginning to inch above that figure.

Some examples:

- R. W. Saxon, RCA Victor Home Instruments chief, now sees 2.05 million color sets sold in 1965.

- Robert J. Theis, Sylvania marketing executive, foresees 2.2 million in this year.

- FCC Commissioner Robert E. Lee, speaking at the dedication of WKBD (TV) Detroit, predicted three million color sets in 1965 (BROADCASTING, Jan. 18).

If the hard-headed manufacturers and their chief marketing executives foresee this rise in the sale of color TV receivers, they must know they're going to sell them. And they also know that color will be sold without any great dent in today's prices, which run generally from \$395 to \$1,400.

But, prices will, with the "natural evo-

lution of the market place," come down. In 1965, the consensus is that price reductions will appear, but they will be modest.

As Mr. Saxon puts it, the reduction in prices will be "moderate" coupled with sharply rising volume.

Japanese Sets ▪ Others warn, however, that if Japanese color sets priced below domestic sets are imported into this country in any volume, the public may benefit sharply as U. S. manufacturers strive to remain competitive.

On the whole, a drop of 5%-7% in the price of color sets may be expected, industry leaders say.

Perhaps the major change in the color TV picture will be in picture tubes. This will be the year of the 25-inch and possibly the 19-inch rectangular picture tubes.

Through almost all of last year the standard color TV set was equipped with a 21-inch round picture tube. Toward the end of the year, however, RCA introduced some 25-inch rectangulars, especially in the higher priced consoles and combinations. RCA is the leading manufacturer of color TV picture tubes.

In 1965, RCA sources confirm, the 25-inch, and later the 19-inch, rectangulars will become more of a staple, particularly in the "big ticket" items. Other manufacturers—Olympic's Morris Sobin, Zenith's Leonard Truesdell, Packard-Bell's Kenneth R. Johnson—bear this out. Their predictions for the rectangular tube sets range from above 10% of their lines to 40%.

Most TV manufacturers come out with their new sets in May and June. Hardly any will discuss exactly what their line is going to be, pricewise or by models. But enough is known to hazard an indication of the color TV receivers which will be heralded in the 1966 lines:

- Basic table models with 21-inch round tubes at prices below the \$400 mark (\$399.95, \$379.95, \$369.95, \$349.95), but with some upgrading in cabinetry (wood instead of plastic), and with improvements in circuitry (degaussers in all models, not just the high end of the line).

- Middle models, both table and consoles, primarily with the 21-inch round tube, priced in the \$500-\$750 range. The 19-inch rectangular tubes will first go into this group.

- Better models, consoles and combinations, some with 21-inch round tubes but most—as the tubes become available—with 25-inch rectangulars. Prices will be in the \$900-\$1,400 range. The top of the line is a combination, including AM, FM, TV, phonograph, stereo—the home entertainment center as it is promoted to the consumer.

Production Stands Up ▪ The estimates

that were made earlier last year on the number of color TV receivers to be made during 1964 has stood up pretty well. Two weeks ago, the Electronic Industries Association announced color TV set production for the eleven months of 1964. Through November, EIA reported, television set makers produced 1,317,304 color TV receivers. The yearend figures are unofficial.

Peak month of color production was September when 176,757 sets were made. The next highest color production month was October, when 156,419 receivers were produced, and the third highest, November with 153,611 sets.

The year started with 88,977 color sets being produced in January.

Since EIA only began to report color TV set production in 1964, there are no comparable 1963 figures.

RCA invests more money in color tube production

RCA last week announced the allocation of an additional \$4.6 million to speed up production of rectangular color-TV picture tubes.

A major portion of the funds will go toward conversion of the Lancaster, Pa. plant to facilitate output of its 25-inch rectangular tube, some will be spent on development of smaller-sized rectangular tubes and part will be used on modification of color-tube screening equipment.

RCA has spent over \$20 million since 1962 for color tube equipment and installations at its Lancaster and Marion, Ind. plants.

Douglas Y. Smith, vice president RCA Electronics Components and Devices, said that set manufacturers' demands for the 25-inch rectangular color tube in the fourth quarter of 1964 prompted a speed-up in the production schedule.

GE's 'see-in-the-dark' image orthicon tube

The General Electric Co. last week announced the development of a "see in the dark" image orthicon intended to reduce the volume, weight and power requirements of camera systems with low light levels.

The new tube, known as the Z-7804, controls the beam by electrostatic focusing and deflection. According to the company, the new orthicon "does not require the heavy, bulky magnetic focus and deflection yokes and alignment

Three tall ones

Dresser-Ideco Co., Columbus, Ohio, reports it is working on three tall TV towers, all scheduled for completion soon.

The towers: KHMA-TV Houma, La., 1,529 feet, one of the 20 tallest towers, due for completion in early spring; KODE-TV Joplin, Mo., 999 feet, incorporating a 200-foot AM radiator. Due to be completed in early 1965; KCRS-TV Seattle, noncommercial, 590 feet, self-supporting.

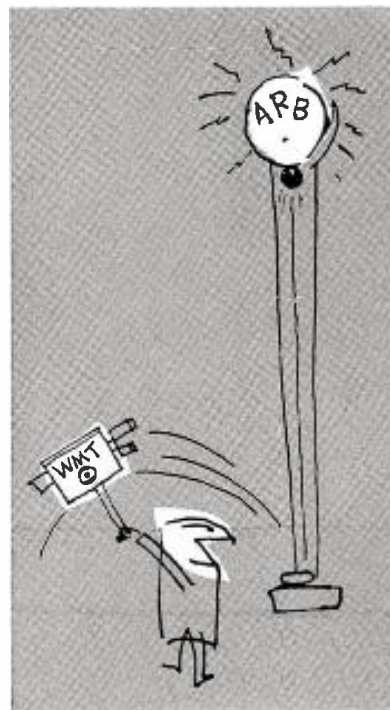
Citation for Sales

About once a year we allow our carefully restrained sales department a carefully muted blast by citing some carefully gathered data covering viewing habits in Eastern Iowa. The time has come. This is a summary of major findings revealed by the November (1964) three-week Cedar Rapids-Waterloo ARB:

- In *homes reached* WMT-TV is first in all measured time periods from sign-on to sign-off Sunday thru Saturday.
- In *total persons* WMT-TV is first in all measured time periods from sign-on to sign-off Sunday thru Saturday.
- Of the ten top daytime shows WMT-TV has ten. Ratings range from 25 to 15, homes from 51,550 to 37,350.
- Of the forty top shows ranked by *homes reached* WMT-TV has 31. Ratings range from 40 to 21, homes from 99,500 to 57,100.
- Thirty of the top 50 prime-time breaks (99,500-49,800) in the market are on WMT-TV.
- Ninety-nine of the top 100 daytime breaks (65,000-24,200) in the market are on WMT-TV.

The Eastern Iowa area (60% of Iowa's population and purchasing power) includes Cedar Rapids, Waterloo, and Dubuque, three of Iowa's six largest population centers. There are three VHF's in the market. The station which dominates the area ought to be a good buy. WMT-TV does and is.

NOTE: Data quoted or derived from audience surveys are estimates subject to error. See complete survey report for details.



WMT-TV

CBS Television for Eastern Iowa

Cedar Rapids—Waterloo

National Representatives:
The Katz Agency

Affiliated with WMT; WMT-FM;
K-WMT Fort Dodge; WEBC Duluth

coils used with conventional image orthicons."

Continuous weather surveillance from an orbiting satellite using the new electrostatic tube is now feasible, according to Dr. Herbert Hannam, manager of the General Electric Tube Department's pickup tube operation.

The tube ultimately may also be used in combination with a newly developed portable video-tape recorder as a suitcase-sized remote TV studio, he said.

Iowa TV's settle tower disagreement

A UHF station at Fort Dodge, Iowa, has withdrawn its objection to the relocation of the transmitters of two Sioux City, Iowa, VHF stations.

As a result, the FCC last week approved applications by KTIV(TV) and KVTI(TV), both Sioux City, to move their transmitters to a common tower 11 miles northeast of the city in the direction of Fort Dodge.

KQTV(TV) Fort Dodge, is withdrawing its opposition to the move, and will be reimbursed (each payment not to exceed \$7,000) by the two Sioux City

stations for expenses the UHF station has incurred in objecting to the relocation.

The agreement also includes arrangements to protect future KQTV operations. KQTV operates on channel 21 and is affiliated with all three networks.

The action was adopted last Tuesday (Jan. 19) by Commissioners E. William Henry, Robert E. Lee, Rosel H. Hyde and Kenneth A. Cox. Dissenting were Commissioners Robert T. Bartley and Lee Loevinger. Mr. Loevinger also concurred in part and issued a statement.

KTIV, an NBC primary affiliate on channel 4, will move its transmitter from its present location 8 miles north of the city and increase antenna height from 770 to 1,915 feet.

The transmitter of KVTI, a CBS primary affiliate on channel 9, is presently within the city limits of Sioux City. At its new location the station's antenna height will be increased from 720 to 2,025 feet, with an increase in visual effective radiated power from 288 kw to 310 kw.

Both stations are secondary affiliates of ABC.

A fourth party in the proceeding, WHO-TV Des Moines (an NBC affiliate on channel 13), also is seeking a new transmitter location and increase in antenna height.

The commission last week said that

the disposition of the WHO-TV application would be made at a later date and on the basis of the existing hearing record.

Gates Radio to build new equipment plant

Gates Radio Co. plans to construct a new, \$1 million plant on a 40-acre tract in Quincy, Ill. The facility, initially offering 100,000 square feet of space, will consolidate operations now performed in four separate buildings in the Quincy area.

About one-third of the planned building will be built in the first phase of construction. Future expansion provided for by the original plans will eventually double Gates's initial investment.

Gates has been a subsidiary of Harris-Intertype Corp., Cleveland, since 1957.

In announcing the expansion last week, Parker S. Gates, president, pointed out that the firm's broadcasting equipment, sold throughout the U.S. and around the world, accounts for 70% of its business. The new plant, he said, will be "the building that broadcasting has built."

FANFARE

Status report, citations mark KBS's 25 years

As part of its 25th anniversary celebration this month, Keystone Broadcasting System plans to release an activity report which will be distributed to its 1,180 radio station affiliates, and to give special recognition to 35 radio stations affiliated with Keystone since its start 25 years ago and the 47 other

stations linked with Keystone for more than 20 years.

The network services its radio station affiliates with live or transcribed advertising copy, and a national sales organization.

Keystone is used by advertisers as a single network and also for its two smaller special-interest networks. The Farm Radio network includes 1,076 radio stations carrying programming for the farmer and his family. The Negro Radio network is composed of 356

stations specializing in programs aimed at Negro listeners.

In its 25 years of operation Keystone's list of advertisers has grown from one, Miles Laboratories, to more than 140 national advertisers and numerous regional accounts.

Sidney J. Wolf, chief executive officer of the network, said that business prospects this year will be "good, and even better and bigger than last year." Mr. Wolf said that Keystone will expand its activities in the areas of sales and sales development, research and promotion, and local-level merchandising efforts.

Drumbeats . . .

A topsy-turvy world ■ WYRE Annapolis, Md., using tongue-in-cheek editorials, claims "No U-Turn" signs across the nation are confusing the motorist. In an open letter to the chairman of the Maryland State Roads Commission, WYRE says the "U" should be upside down because "if a motorist were to make the turn as the sign suggests, he would have to do it in reverse."

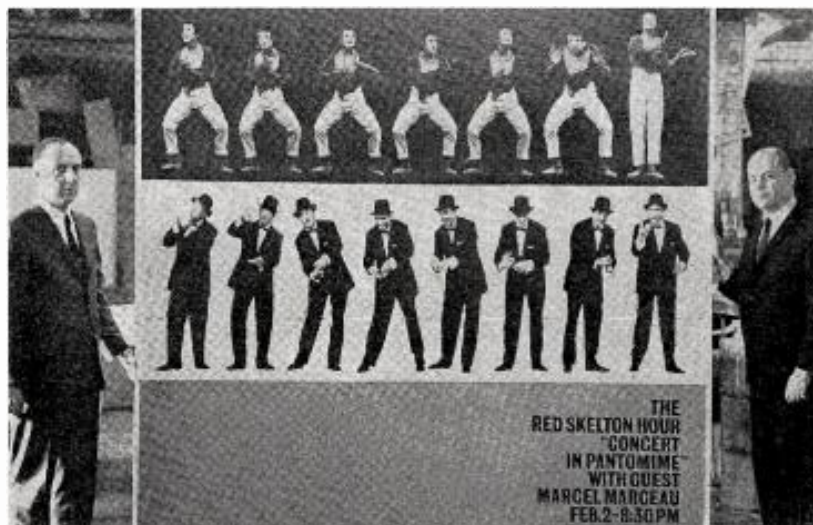
First time ■ Robert W. Sarnoff, chairman of the board of NBC, and NBC were presented a trophy for NBC's



Television comes to Shubert Alley

Shubert Alley, famed theater landmark in New York City, broke precedent last week by devoting billboard space to a TV attraction. CBS said the placing of a panel, 8 by 8 feet, advertising the *Red Skelton Hour*, "Concert in Pantomime" with Marcel Marceau on Feb. 2 and another panel for the Feb. 10 *Danny Kaye Show* that will have Gwen Verdon as guest, marked the first time in the alley's 50-year history that space was devoted to TV. Though readership of the alley's billboards is not considered "massive in relation to the total audience size" for which the network aims its prime-time attractions, the theatrical nature of the two telecasts "seemed to call for this extra representation," a CBS spokesman explained.

Shown with the Skelton-Marceau billboard (l to r): Warren Spellman,



BBDO account executive for CBS-TV, and Mort Rubenstein, creative

director, advertising and sales promotion, CBS-TV.

"Outstanding Leadership in the Field of Sports Reporting and Communications" at the Washington Touchdown Club's 30th annual awards banquet, Jan. 16, at the Sheraton-Park hotel there. This is the first time that the club has recognized a broadcasting network for its sports achievement. Supreme Court Justice Tom C. Clark



(left) made the official presentation to Mr. Sarnoff.

Glenn for foundation ■ Colonel John Glenn has recorded a series of radio and TV spot announcements for the 1965 Freedom Campaign focusing on the values and responsibilities of the American way. A recording of two dozen announcements will be distrib-

uted to 2,500 stations in conjunction with the foundation's Roll Call in February.

Radio month aid ■ A beaming countenance will be used to depict National Radio Month in promotion mailings and print ads. The smiling circular face was designed by the National Association of Broadcasters to illustrate the theme, "Radio—the sound of year-round pleasure." Mats will be sent to stations in the radio month kit.



For the boys ■ The Boys' Club of America with help from the Advertising Council will begin the "Herbert Hoover Memorial Fund" campaign later this month. The goal of the drive, "1,000 clubs for one million boys," will be the theme of advertising to appear on billboards, car ads and house-magazine ads. The campaign will also make extensive use of public-service time on radio and TV throughout the country.

Libraries to aid Radio Month ■ Participation by libraries in National Radio Month is expected to set a "new standard in cooperation," according to Edwin Castagna, president of the American Library Association. Mr. Castagna said the library group would join with the broadcasting industry to demonstrate that "a free flow of information" is vital in a democratic society. Radio Month in May is an annual, industry-

wide event, sponsored by the National Association of Broadcasters member stations and networks. This year's theme is "Radio—the Sound of Year-Round Pleasure."

LAURENCE HARVEY

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Syndicators confident of future

Sales increase of \$12 to \$15 million in 1965

is predicted on basis of increasing markets

abroad and expanding sales of features and specials

U. S. television program syndicators move into 1965 on an optimistic note, anticipating that sales will rise \$12-15 million over 1964's estimated \$175 million through continued expansion in international business, expanded sales of features in this country and a burgeoning market for special programs and for modestly budgeted taped and filmed series intended for fringe time.

A consensus of leading film distributors last week expressed confidence in their business as a whole but projected scant hope for substantial production of high-budgeted first-run series in the U. S. and for the release of a substantial number of off-network series. The decline in the off-network system, which had replaced the first-run as the dominant form in syndication for the past five years, points up the ever-changing structure of the industry and the need for distributors to adjust to shifting requirements, authorities observed.

The weight exerted by overseas business and feature film sales on the syndication business is illuminated by figures gathered from several industry sources.

Accurate Figures Illusive ■ Though precise statistics on the syndication field's dimensions are unavailable, authoritative estimates place foreign sales of taped and filmed series, programs and feature films in 1964 at \$70 million, a rise of \$5 million over 1963. Income from the sale of features in the United States alone reportedly amounted to about \$60 million, an increase in the neighborhood of \$8 million over 1963. Estimated sales of syndicated programs and series in the U. S. were pegged at \$45 million, reported to be about the same or slightly lower than in 1963.

Volume sales of programs today do not approach the peak periods of the mid-and-late-1950's, syndication executives concurred, but they stressed that the potential for profit is still there with reduced overhead and concentration in areas that are most promising—overseas market, feature films, specials and fringe-time programs.

Moreover, some distributors claimed that financial stability has been added to the syndication field with a scaling-

down of its activity. Their position was that in the days of extensive distribution of first-runs and subsequent release of off-network series in vast numbers, the margin of profit was low because of the intensified competition. In the past two or three years, they continued, the practice of issuing only selective off-network programs has improved the profit picture considerably.

Neither prime-time first-run nor off-network in today's business environment holds out the allure they had in the past, and for basically the same reason—economics. A combination of a scarcity of prime time slots because of TV networks' expansion into these periods and rising costs (production, sales and residuals) continue to plague the producer-distributor considering first-run or planning to release an off-network series for syndication.

First-run, prime-time series are not planned during this year by U. S. syndicators, unless Independent Television Corp., a subsidiary of British-owned Associated Television, is placed in the American fold. ITC is in the advantageous position of obtaining programs for sale here after they have been sold and carried on British commonwealth TV stations. ITC reported two weeks ago that in 1965 it will release in the U. S. five series, groups of one-hour specials and three separate packages of feature films (BROADCASTING, Jan. 18).

What To Release ■ Distributors currently are considering which off-network series they will release during 1965, but they agreed that the number would not be substantial.

In the spring of 1963, 24 off-network series were offered to stations, and the number dropped to 13 in the spring of last year, though five or six additional properties were released at later intervals in both years. Currently six off-networks are known to be on the market and others are expected to be added before the National Association of Broadcasters convention.

Among the known off-network entries in 1965 are *Twilight Zone* and *The Millionaire* from CBS Films; *The Loretta Young Show* from NBC Films;

Outer Limits from United Artists Television; *Route 66* from Screen Gems and *National Velvet* from MGM-TV.

The paucity of prime-time programming for syndication was underlined recently by the formation of Development Program Associates Inc. by leading station operators. A two-day meeting of DPA will be held at Los Angeles (tentatively set for March 8-9) to hear presentations from producers on potential first-run TV projects.

The feature film outlook is bright for the distributor who has them in ample supply or who has access to them. Syndicators pointed out that features are "the crying need" of stations, which find them profitable, though the supply is dwindling, reruns of selected features still are in demand and new movies are interspersed with the "oldies" to prolong their use.

New Feature Packages ■ Packages of late-vintage features can be expected to be placed into syndication this year from United Artists, Paramount, MCA-Universal, Seven Arts and Screen Gems-Columbia. Other television distributors are seeking out motion pictures from independent companies inside and outside the United States in efforts to swell the availability of features for television. One distributor who returned recently from a European film-finding venture commented:

"Hotel lobbies in Paris and Rome were filled with so many of my competitors that I almost thought I was at a Television Film Exhibitors [TFE] session."

Some distributors expressed enthusiasm regarding the prospects of a continuous source of features from Europe. They contended that over the past few years, and on an accelerated basis, European producers have been making films with a mass appeal for the worldwide market rather than the so-called art pictures which attracted limited audiences in theaters and on TV. In this connection, they cited the growing number of European films which are finding distribution in large theaters. They acknowledged that only selected features could find acceptance in the U. S. and that the dubbing had to be skillful, but

contended these conditions could be met.

Another indication of the hands-across-the-sea thrust by some distributors is underlined in the announcement last week by Walter Reade-Sterling Inc. that it has acquired the rights to 161 features from the Rank film library (story below). Though only 30 of these pictures have not been carried previously on television in the U. S., Reade-Sterling said the films were purchased because they have "durability in sustaining audience interest."

Prospects for international sales of

distributors is the production and distribution of series of documentary and entertainment specials, which can preempt nighttime network presentations from time to time, and of specialized, low-budgeted taped and filmed series aimed at daytime and other fringe-time audiences.

Among major companies moving in this direction are MCA, ITC, Four Star Distribution, Trans-Lux Television, United Artists TV, 20th Century-Fox Television, Metro-Goldwyn-Mayer Television, NBC Films, Warner Brothers Television and Seven Arts Associated.

Warner Brothers Television, estimated gross sales at his company would rise at least 15% in 1965 over last year. Warner intends to release at least one off-network series after the NAB convention, he said, and is planning to produce several teen-age shows and some children's programs for showing in non-prime time. He believes the teen-age market is growing and will "get much bigger."

A spokesman for American International Television reported the company plans to produce and distribute this year a series of 130 five-minute

More feature films are coming to American TV from Europe

The dwindling supply of feature films to TV from U. S. major studios and a move toward filling the gap from overseas sources were emphasized in separate announcements last week from Walter Reade-Sterling Inc. and Four Star Television Corp.

Reade-Sterling reported it had obtained the TV rights to 151 motion pictures of the Rank film library. Thirty of the films have not been shown on U. S. TV but Saul Turell, Reade-Sterling president, claimed the remainder were selected because of their "durability in sustaining audience interest."

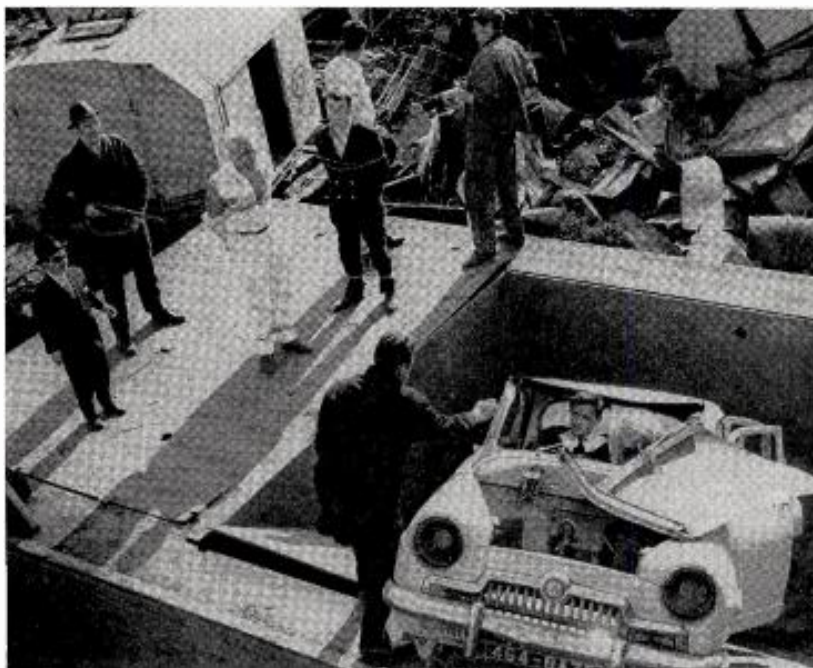
Among the Rank films are "Oliver Twist," "Conspiracy of Hearts," "Tiger Bay," "A Night to Remember," "The Red Shoes," "Great Expectations," "Hamlet," and "Man in the White Suit."

Len Firestone, vice president and general manager of Four Star Distribution, revealed that his company has purchased 11 French-produced features, which he described as the "James Bond-type." This raises to 52 the number of features Four Star has acquired since last June (32 from Europe) as part of its efforts to bolster its position in the TV feature distribution area.

He envisions a steady flow of product from Europe over the next few years, pointing out that features there are becoming oriented more and more to the global market and

palatable to American tastes. He stressed that U. S. distributors must be selective, adding that Four Star executives screened more than 200 features before selecting the 11 in the new package, called "Double-O-Eleven." Some titles in the films,

which have been dubbed, are "Passport to Hell," "Code Name: Tiger," "The Deadly Decoy," "The Monocle," and "A Touch of Treason." He reported that sales have been made of these 11 features in New York, Los Angeles and Chicago.



The French-made "Code Name: Tiger," is a James Bond-type fea-

ture film. It is a Four Star Distribution release.

U. S. product are especially bright for the big-time suppliers of programs to networks and for distributors of major studio feature films. The practice of selling network series concurrent with their run in the U. S. is becoming more widespread and major studio features remain in high demand, several executives asserted.

A developing trend cited by several

For many of these companies, this is their maiden effort in producing low-budget shows for non-prime time.

Individual Estimates — These modestly budgeted offerings on live and tape will be game and panel shows, music-variety-personality programs, cartoons and culturally oriented presentations for adults and children.

Joseph Kotler, vice president of

cartoons in color, *Sinbad Jr.* It also is preparing a group of at least 20 science-fiction features, *Thrillers from Another World*, made for TV, plus a group of gladiator-type features, some of which will be made for TV.

James Victory, vice president, CBS Films, reported that the *Twilight Zone* and *The Millionaire* off-network series have been placed into syndication for

Democrats' voiced news service made permanent

The Democratic National Committee, which began its own voiced news service for radio and television stations as an election campaign device last year (BROADCASTING, May 24, 1964), has decided to keep it on as a permanent institution.

The service was receiving about 1,500 calls daily at its Washington office during the campaign and now gets 200 to 250.

John M. Bailey, chairman, told the national committee at a meeting in Washington last Tuesday (Jan. 19) that the party found the service "enormously successful." Automatic telephone answering equipment is used in Washington and Los Angeles.

Jerry Huard, the committee's director of radio-TV news, said more than 500 radio stations responding to a questionnaire had reported they would use the service if it were continued. The response is incomplete so far—the figure was reached on the basis of only three mail deliveries.

Wayne Phillips, director of the national committee's news service for all media, said the party's voiced news operation is enjoying "excellent" relations with commercial services.

He has been told, Mr. Phillips said, that the Democratic venture, offered free, seems to have stimulated station interest in voiced operations, to the benefit of the commercial concerns.

(Republicans are preparing radio-TV plans of their own [see page 38].)

Mr. Bailey also told the national committee that the party is preparing complaints to be filed with the FCC against radio stations that failed to provide the party an opportunity to present replies to controversial views carried on their facilities during the campaign.

It is understood the complaints, now involving about 10 stations, will eventually name about six, "where the refusal is clear" and documented.

this year. He predicted a drop-off in the number of new off-networks to be released, though he said that "outstanding" programs can still find their way in the marketplace. He was optimistic about prospects for the syndication business generally and for CBS Films particularly, adding that his company in 1964 had its "best year" in a long time (see page 75).

Game Show ■ A spokesman for Seven Arts Associated Corp. reported the company intends to release a half-hour game-panel show intended for afternoon showing shortly and will introduce 40 or 50 new feature films during the NAB Convention. At least three-quarters of these features will be in color. He noted that Seven Arts, which has placed into syndication over the past seven years more than 200 post-48 features, still has more than 300 motion pictures awaiting release.

E. Jonny Graff, vice president of Embassy Pictures Television, said its syndicated cartoon series, *Dodo, the Kid from Outer Space*, is already on the market for a fall start and added that the company plans to supplement this effort with another children's cartoon series. In addition, Embassy hopes to offer to television additional adult feature films which have scored well, particularly in late-night positions. Mr. Graff pointed to Embassy's sales record of more than \$6 million in TV syndication in less than two years as an indica-

tion of the company's strong position in the field.

M. J. (Bud) Rifkin, executive vice president in charge of sales for United Artists Television, said the company recently offered its network series *Outer Limits* for syndication and is considering the release of the *New Phil Silvers Show*, but has not made a definite decision. UA-TV intends to continue its policy of producing specialized programs in the sports and documentary areas and during this year also will offer some of its rerun product, including *Sea Hunt* and *Highway Patrol*. Business has been running about 21% ahead of the past year, according to Mr. Rifkin.

Hal Golden, vice president in charge of syndication sales for MCA, disclosed the company is producing several pilots of low-budget, specialized shows, one of which will be produced in cooperation with a TV station. He said no decision has been made on off-network series MCA will release.

Robert Seidelman, vice president in charge of syndication for Screen Gems, reported the company is placing 116 half-hours of *Route 66* into release and will continue to emphasize the sale of new features. He said the market is "excellent" for major studio features and for the rerun of selected motion pictures. He commented: "We don't sell as much film as we used to, but we make fewer deals with more dollars."

New Series ■ Michael Nidorf, board

chairman and president, reported ITC plans to issue in the U. S. this year five series (all of which will be carried initially on British television via Associated Television, ITC's parent company). These include a second-year production of *The Saint* (32 one-hours); *Gideon's Way* (32 hours); *Mr. Piper* (39 half-hours); *Stingray* (39 half-hours) and *Secret Agent* (32 hours). ITC also plans to release three one-hour *International Circus* specials; four to six one-hour Jo Stafford specials and three packages of first-run features.

Richard Dinsmore, vice president and general manager of Desilu Sales, disclosed that in 1965 the company will place strong emphasis on its feature films activity. He said Desilu has acquired 52 features from U. S. and European sources and is continually searching for additional motion pictures. The company will continue to sell product in its catalogue but has no plans to release off-network series or produce especially for syndication, Mr. Dinsmore added.

Tape Entries ■ Four Star Distribution Corp.'s blueprint for 1965 includes the release of two taped shows for daytime, two or three off-network programs that have not as yet been selected and groups of new and rerun feature films, according to Len Firestone, vice president and general manager. In tape, he said, Four Star plans one game and one music-type show. The company has been adding to its library of feature films (see page 69) and its latest acquisition brings its total to 52, Mr. Firestone stated, and negotiations are under way for additional new-to-TV features as well as selected rerun features. He is bullish regarding prospects for 1965, observing that "we are running about 25% ahead of 1965 during the first half of our current fiscal year."

NBC Films' syndication efforts in first-run in 1965 will be centered on a cartoon series, *Astro Boy* and *Science in Action* and a new game show, *Everything is Relative*, according to Morris Rittenberg, president. He reported there are no plans for high-budget first-run syndication programming at his company. He noted that NBC Films also is releasing *The Loretta Young Show*, which has had both nighttime and daytime network exposure.

Ed Montanus, syndication sales director of MGM-TV, reported that the accent in 1965 at his company will be on three or four new taped shows for fringe-time placement; post-48 feature films and an off-network property, *National Velvet* (58 half-hours), which will go into syndication this spring. He expressed the view that off-network selling is "getting much tougher" and cited high residual costs as a complicating factor. He noted that MGM-TV has released 950 features to date and

said it has 300 in reserve, which can be expected to be released in packages in intervals.

Overseas Up — An ABC Films' official expressed optimism for 1965, pointing out that 1964 was a "banner year," attributed mainly to huge overseas business. For this year, he said, the company intends to produce a fourth year of its *Girl Talk*, half-hour, across-the-board series for daytime TV and is considering two other series aimed at fringe time exposure. He observed that these programs can find a comparatively high degree of acceptance, adding that *Girl Talk* had been sold in 40 markets.

Alan Silverbach, vice president of sales for 20th Century-Fox Television, anticipates an increased emphasis this year on the production and sale of syndicated series for fringe time showing. He reported that Fox TV plans to release two shows in this category during the NAB convention this spring and said he hopes to line up advertisers to sponsor these programs on a regional basis. The company had a "highly successful year" in 1964, he added, stating that international business leaped by 400% while domestic sales held to 1963 levels for a consolidated gain of 50%.

Al Sussman, vice president of program sales for Westinghouse said the company plans to continue to produce the *Mike Douglas Show* and the *Regis Philbin Show*, which are examples of the interview-personality-variety programs aimed at fringe time audiences. He added that Westinghouse plans to produce and sell certain special programs in both the news and non-news areas, but could not provide details at this time. He anticipates a 20% increase in business for Westinghouse over 1964.

Storer Program Sales is completing its second year of syndication of its adult action half-hour program, *The Littlest Hobo* and is considering a third year of production, according to Hank Davis, manager of SPS. The company also has completed talent negotiations for rights to the fourth and fifth taped reruns of *Divorce Court*, consisting of 130 one-hour episodes. He noted that the outlook for syndication in prime time is dim but said that taped programs such as *Divorce Court*, can do very well in fringe time.

Trans-Lux Television Corp. will continue to aim its programing at the children's market in 1965 and hopes to release for sale three series in this area during the year, according to Richard Carlton, vice president and general sales manager. Its most ambitious project will be 200 five-minute cartoon series, *Fat Jack, Sheriff of Cheyenne*, a pilot

of which will be shown during TFE. The main character will have the voice and mannerisms of comedian Jack E. Leonard. Mr. Carlton would not give details on the other two series, which will encompass products from independent producers. Business was off slightly at Trans-Lux TV in 1964 because 1963 was "an unusually fine year," but prospects for 1965 are "excellent," Mr. Carlton declared.

New TV film distributor formed in New York

CBK Industries, Kansas City, Mo., a diversified corporation, last week announced its entry into the film distribution business with the formation of CBK Film Enterprises, New York.



Mr. Marks

The new film company will have a sales affiliate, Thunderbird Films, located at 521 Fifth Avenue, New York. E. Bradley Marks, former vice president and director of television sales for Walter Reade/Sterling, has been named president of Thunderbird and a vice president in CBK Film Enterprises. The company reports it owns or has commitments for more than 50 foreign films.

Film sales . . .

Men in Crisis (Wolper): WTVW(TV) Evansville, Ind.; XETV(TV) Tijuana, Mex.-San Diego; KOMU-TV Columbia, Mo.

Star Route (Medallion TV): KOAT-

TV Albuquerque, N. M.; WEHT(TV) Evansville, Ind.; WLEX-TV Lexington, Ky.; KVQM-TV Monahans-Odessa, Tex.; KTVO(TV) Kirksville, Mo.; KATU(TV) Portland, Ore.; WNEM-TV Bay City-Saginaw, Mich.; KCPX-TV Salt Lake City.

The Outer Limits (UA TV): Wsjv-TV Elkhart-South Bend, Ind.; WTVN(TV) Columbus, Ohio; WALB-TV Albany, Ga.; KOLD-TV Tucson, Ariz.; KHFI-TV Austin, Tex.; KCRA-TV Sacramento, Calif. and WKRG-TV Mobile, Ala.

The Big World of Little Adam (Banner Films): WREX-TV Rockford, Ill.

Bold Journey (Banner Films): WMAQ-TV Chicago.

Love That Bob (MCA-TV): KATU(TV) Portland, Ore., and KYW-TV Cleveland.

Tales of Wells Fargo (MCA-TV): WNYS(TV) Syracuse, N. Y.; KING-TV Seattle, and WAVE-TV Louisville, Ky.

M-Squad and Wide Country (MCA-TV) WDAM-TV Hattiesburg, Miss.

Frontier Circus (MCA-TV): WITN-TV Washington, N. C.

Leave It to Beaver (MCA-TV): KTRK-TV Houston; KOAT-TV Albuquerque, N. M.; WMAZ-TV Macon, Ga., and KHFI-TV Austin, Tex.

New Army series

Big Picture, the U. S. Army's public-affairs series, is starting a 13-unit, half-hour "Army in Action" study documenting army history and the world conditions effecting it from 1914-64.

"Army in Action" covers the events leading up to, and U. S. participation in, World Wars I and II, the Korean War and the struggle in South Vietnam. It was written and directed by Norton S. Parker, with narration by George P. Gunn and Leonard Graves.

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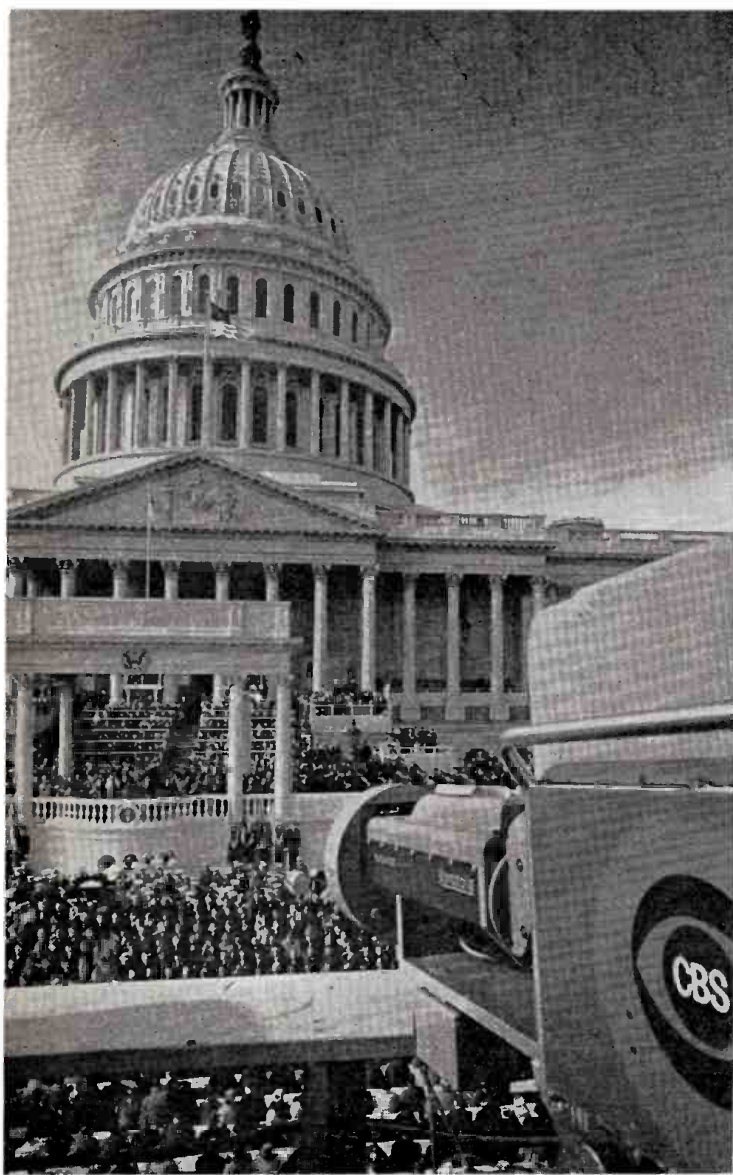
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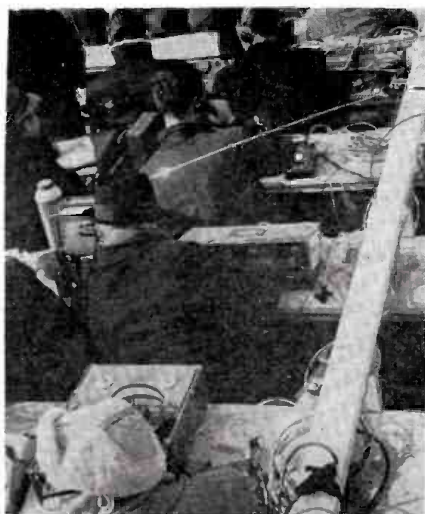
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For CBS-TV the inauguration was a good spot to use its new gyro-stabilized lens system on long-range, telephoto cameras. The units produced pictures without jump or jiggle, even with slight camera vibration. The lens systems were developed by Dynasciences Corp., Fort Washington, Pa., in cooperation with the network.



Although the audio pool was located indoors, radio feeds from the Capitol were also supplied from chilled newsmen sitting in front of the President.

Johnson's inauguration broadcasters' field day

Estimated 85 million people saw some or all of Washington ceremony; NBC again first in tune-in followed by CBS, ABC

Television cameramen began setting up at 4 a.m. last Wednesday morning and at the end of the day, in what is considered a triumph of organization and planning by the TV networks, more than 85 million people (according to American Research Bureau) had seen all or part of the inauguration of Lyndon B. Johnson.

ARB's National Arbitrons gave the total number of homes watching all or part of the inaugural activities as 38 million. Watching the swearing-in ceremonies on Capitol Plaza, the inaugural address and the parade, ARB said, were 70 million people in 30 million homes.

The coverage honors were won by NBC, according to the ARB National Arbitrons. That network had a 17.7 rating and a 52% share of total network audience. CBS, which left the ceremonies at 4 p.m. to resume regular network programming, had a 12.3 and 36%, and ABC, a 4.1 and 12%. Broadcasting, both TV and radio, networks and independents, spent an estimated \$2 million on the day's coverage.

Among television coverage highlights:

- NBC's color coverage of the entire parade from a single point; the camera stands opposite the presidential reviewing stand in front of the White House.
- Panoramic views of the overall ceremonies from the Washington Monument (CBS), from an 85-foot-high hydraulic lift (NBC) and from cherry pickers along the parade route (CBS and NBC).
- ABC's use of "flash" (mobile) units on the parade coverage, and the use of back-packed "walkie-peepies" for close-in crowd shots up and down the parade route.
- CBS' use of gyro-stabilized lenses on all its cameras eliminating the jitters commonly associated with close-ups by telephoto lenses.

Europe saw 24 minutes of the inauguration transmitted via AT&T's Telstar.

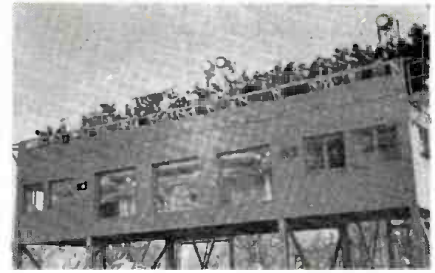


To get a birds-eye view of inaugural proceedings, the easiest way is to pretend you are a bird—or a reasonable facsimile. NBC-TV put one of its Capitol cameras in an 85-foot cherry picker at the rear of the Plaza.



Paul Niven, CBS News correspondent, described the parade and handled interviews from atop fire truck parked just off Pennsylvania Avenue.

Network used bucket on hydraulic lift for view from 90 feet above the street. Truck and firemen were from volunteer company in Kentland, Md.



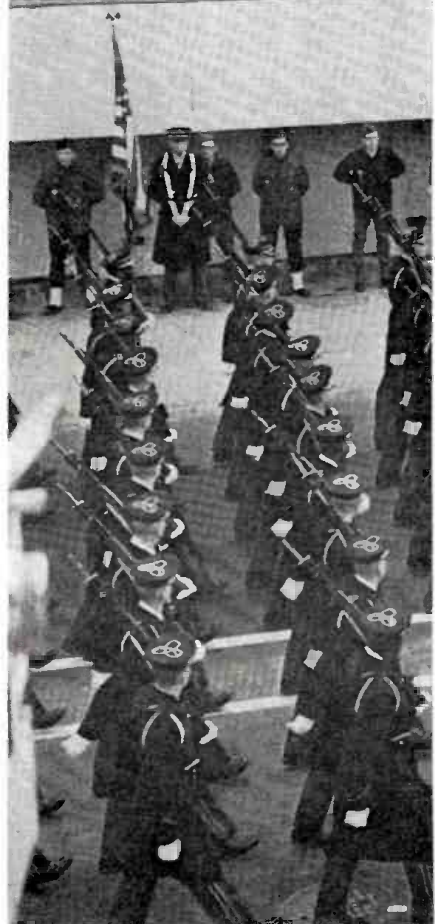
Cameramen (above) were at top of newstand in Capitol Plaza. TV network reporters were in large windows, radio network newsmen used the small windows. The reviewing stand (below) was by the White House.



Along the Pennsylvania Avenue parade route there were plenty of chances for head-on close-ups of band members and pretty girls. Here an ABC-TV cameraman shoots marchers and waits for more pretty girls.



Beneath the Capitol dome, in an area known as the 'Crypt,' the TV networks set up for the formal inauguration coverage. The equipment went up Tuesday under watchful eyes. Above is a watchful eye at rest.



Chet Hagan (1), producer of the NBC-TV coverage, takes a trial run of his single-circuit switchboard, which permitted him to have a separate di-

rect line to each camera station. The use of the unit at the inauguration was one of the first real tests under operating conditions.

WALG rapped on fairness

FCC asks what it intends to do about its attack on Martin Luther King

The FCC ruled last week that WALG Albany, Ga., had erred in its judgment that a reply to an editorial it had broadcast was not responsive. The commission also held that the station erred in insisting that one of its announcers read the reply.

The station's editorial had attacked the Rev. Martin Luther King Jr., and the commission said that WALG's handling of the matter constituted a failure to comply with the fairness doctrine. It asked the station how it intended to meet the requirements of that doctrine.

WALG, on Oct. 21, had carried an editorial criticizing the awarding of the Nobel Peace Prize to Dr. King, who heads the Southern Christian Leadership Conference. An affiliate of the SCLC, the Albany Movement, asked for and was offered time for reply. However, no reply was ever broadcast.

WALG said that the reply prepared by the Albany Movement should be read by a station announcer. The movement wanted its president, Slater H. King, no relation to Dr. King, to read it.

The station also objected to a paragraph in response stating, "Here in Albany, a stubborn city administration has prevented white and Negro leaders from ever having an opportunity to exchange views through a meaningful bi-racial conference."

WALG said it saw no connection between that view and the award of the Nobel Prize to Dr. King. The Albany Movement, however, contended the paragraph was in response to a passage from an *Atlanta Journal* editorial

quoted by the station. The passage said, "The irresponsible, immoderate acts of Martin Luther King Jr. have done so much damage in Albany that it will take years for the wounds to heal."

The commission notified the station that it was wrong on both counts. The commission said a station should afford time to a spokesman for a person attacked, unless the spokesman is "reasonably found by the station to be inappropriate." And there is no claim that Slater King is inappropriate, the commission added.

The commission also said that the movement's response, like the station's editorial, "deals with the Albany situation," and gives a contrasting view of responsibility for unrest in the city.

"Even though you are, of course, afforded latitude to make judgments in this field," the commission said, "we cannot say that you have shown any reasonable basis for your action in this instance; rather it would appear that an unreasonable limitation has been imposed upon the right of response in this personal attack situation."

The commission voted 5-1 to send the letter. Commissioner Rosel H. Hyde, in dissenting, said he favored "a notice requiring a further effort on the part of the parties to resolve the complaint."

ABC, NBC plan early previews of fall shows

Two of the three TV networks will present an early "preview" of programming in preparation as possible entries for the next, 1965-66, season for the benefit of potential sponsors. NBC-TV this Thursday (Jan. 28) will show in New York a special 90-minute film, "Preview '65-'66," that the network said will "sneak preview" the highlights of programs now under development for the new season. ABC-TV on Feb. 3 expects more than 1,000 advertiser-agency executives at a special presentation at the grand ballroom of the Waldorf Astoria

in New York.

Both presentations will be morning coffee-and-roll affairs—NBC-TV's at Cinema I theater at 9 a.m. NBC will follow up the New York showing with a similar presentation at the Carnegie theater in Chicago on Feb. 2. NBC said it has more than 30 programs completed and delivered to the network.

ABC's "continental" breakfast starts at 8:30 a.m. followed by the presentation at 9:15. A similar session will be held on Feb. 10 at the Sheraton-Chicago. CBS-TV, a spokesman said, had no similar plans for an immediate showing and expected to follow past procedure of presenting its preview at the CBS-TV affiliates convention which will be held in May in Los Angeles.

Plautus may have five shows on CBS-TV

Paramount Pictures Corp., through its subsidiary Plautus Productions, could find itself the producer of five network television shows for the 1965-66 season—all on CBS-TV.

The television production company last week announced CBS has ordered 22 hour-length episodes of a new series, *Coronet Blue*. The show will concern the "search for identity" of teenagers just reaching young adulthood. A central character, an amnesia victim will be the only continuing figure.

The amnesia theme is described by Herbert Brodtkin, the show's executive producer as "only symbolic" of more abstract quests for identity to be explored in each episode.

Plautus has two series running currently on CBS-TV, *The Doctors & The Nurses* and *The Defenders*. Another Plautus show, *For the People*, starts on CBS-TV Jan. 31 (9-10 p.m. EST).

Still another *The Quest*, planned as an entry on the same network in the coming season, is scheduled for initial filming in February or March.

WJR gets Tigers in three-year pact

The American League Detroit Tigers, owned by broadcaster John E. Fetzer, disclosed last week that the club has sold its radio broadcast rights for three years to WJR Detroit which will serve as key station for a regional Tigers network. Although not revealed, the three-year radio package is estimated to run nearly \$1 million.

This is the first time the Tigers' broadcast rights have been split and sold separately, it was explained. Mr. Fetzer said the television rights are still under negotiation with "six interested parties" seeking them.

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games last year but this year takes over exclusive radio rights to all of the games. The agreement was worked out by Mr. Fetzer with Worth Kramer, vice president in charge of corporate affairs for the WJR licensee, Capital Cities Broadcasting Co.

Combined radio-TV rights in 1964 were understood to bring about \$650,000. The Tiger radio network last year had about 50 stations. Heretofore the Tiger rights for both radio-TV have been sold as a package to a single sponsor who in turn split up the availabilities and worked out shares with other sponsors.

Ernie Harwell, Tiger play-by-play announcer since 1960, is again under contract for the 1965 season. He will be swing man between radio and TV, Mr. Fetzer said, with Gene Osborn signed for radio and a TV man yet to be chosen.

CBS Films has record year in '64

CBS Films last week reported 2,000 individual sales to television broadcasters in 76 countries last year and a sales total that was a new high for CBS Films. The figures were provided in a year-end sales report.

Ralph M. Baruch, vice president of the international sales department of CBS Films, said that 89 program series, dubbed or sub-titled in 18 languages,

were distributed in 1964.

Gross sales by CBS Films in foreign countries increased 28% and domestic sales rose 8% for a combined gross sales increase of 14% over 1963. Base figures were not available.

The licensing division of CBS Films reported increased gross revenues.

Series purchased for the first time by foreign broadcasters were *The Great Adventure*, *Slattery's People*, *Mr. Broadway*, *The Ed Sullivan Show*, *The Reporter*, *World War I*, *The Cara Williams Show* and *The Baileys of Balboa*. Programs were sold for the first time in Ethiopia, Czechoslovakia, Gibraltar, Barbados, Malaysia and Chile.

Increases were reported in the sale of news and public affairs programs produced by CBS News. *The Twentieth Century* increased sales and is now being shown in 49 nations, while *CBS Reports* raised to 28 its number of foreign outlets.

CBS Films' service organization was expanded to provide immediate servicing of foreign broadcasters with CBS News specials dealing with major events. A program distribution and dubbing office were set up in the newly established CBS Japan Inc., a CBS Inc. subsidiary.

The domestic sales department of CBS Films sold *Twilight Zone* to the five RKO General Broadcasting TV stations in what was described as the largest single contract in CBS Films' history. The series will be shown by the RKO stations in the fall.

INTERNATIONAL

French theaters sue government TV network

French motion-picture theater owners last week asked \$20 million in damages from the government-owned TV network for what they allege to be unfair competition. In a suit brought in the Paris court of commerce, the National Federation of Movie Theaters claimed that the expanding use of films on television was extremely damaging to its more than 5,000 members.

The federation charged the government television network, Office de la Radiodiffusion-Télévision Française, with using its TV monopoly to rent films at unfairly low prices.

The federation said that the national television system was offering the same commodity as theaters free of charge and without any of the financial obligations incurred by theater owners. The television system maintained that there were no legal grounds for the suit.

Movie attendance in France has fall-

en from a high of 411 million in 1967 to 292 million in 1964.

The court adjourned without setting a date for the next hearing on the disagreement.

Hollywood TV Service joins MPEAA unit

The Motion Picture Export Association of America announced last week that the Hollywood Television Service has become an associate member of its television export committee, raising membership to 12. Hollywood Television Service is a division of the Republic Corp.

Early in 1964 MPEAA, which had represented only the major motion picture companies in their TV export activities, amended its charter and by-laws so that independent TV film distributors might join the association. As associate members for television, new members have equal voting rights and equal participation in all activities of the

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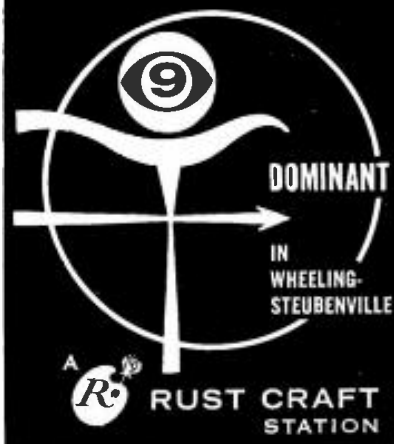
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Other members of the committee are Allied Artists Television Corp., Four Star Television International Inc., MCA-TV, Metro-Goldwyn-Mayer-TV, Paramount Pictures Corp., 20th Century-Fox-TV, United Artists Television, Universal International Films Inc. and Warner Brothers International Corp.

ABC to provide programs for Australian TV

ABC International Television Inc. will purchase programs for four major Australian television markets under the terms of an agreement announced last week by Donald W. Coyle, president of ABC International, and Sir Frank Packer, director of Television Corporation Ltd. of Australia. Sir Frank op-

erates stations in Melbourne and Sydney and is associated with stations in Adelaide and Brisbane.

ABC International will become program buying representative for GTV (ch. 9) Melbourne, TCN (ch. 9) Sydney, and associated stations in Adelaide and Brisbane. The Australian stations will take programs simultaneously with commitments for programs by ABC-TV in the United States. Programs may, therefore, be acquired for Australian television at the same time they are acquired by ABC-TV. Mr. Coyle said that programs purchased for the Australian stations would not be limited to ABC programs.

Abroad in brief . . .

U. S. company in Denmark ■ Andrew Corp., Chicago, which specializes in the design and production of antennas, an-

tenna equipment and transmission lines, has opened an office for Europe located in Copenhagen, Denmark. It will be headed by Douglas Proctor who formerly was contract administration manager. Address: Hojsgaards, Alle 82, Hellerup (Copenhagen) Denmark. Phone: Gentofte 3103.

Labor deserts committee ■ Labor members of British Parliament have withdrawn from the unofficial advisory group set up to watch for objectionable TV programs. Chairman of the group, Conservative M. P. James Dance, has said that the "arrogant" attitude of BBC in refusing to recognize the group should be fought in the public interest.

New tower ■ CFXU-TV Antigonish, N. S., is rebuilding the 850 foot transmitting tower recently blown down in a storm. A temporary antenna has been installed until the new tower is completed.

FATES & FORTUNES

BROADCAST ADVERTISING

Owen A. Brady, account supervisor for Campbell-Ewald, **Ross Lindsay**, manager of C-E's Chevrolet merchandising department, both Detroit, and **Warren Rebell**, account supervisor, New York, elected VP's.

Elmer Rieck, VP-production at Erwin Wasey, Chicago, retires after 43 years with agency and one of its predecessor agencies, Ruthrauff & Ryan.

Emery T. Smyth, copy supervisor and secretary of creative review board in Chicago office of Needham, Harper & Steers, elected VP. Mr. Smyth joined NH&S in March 1963 and is creator of "Put a Tiger in Your Tank" theme used by Humble Oil & Refining Co. (Esso Extra Gasoline).

Peter Callery, at Young & Rubicam, appointed VP-merchandising for C. J. LaRoche & Co., New York.

Paul Roth, media director in communications services division of Kenyon & Eckhardt, New York, elected VP.

William F. Abbott Jr., radio sales manager for George P. Hollingbery Co., named VP.

Robert G. Orr, **Katherine Doyle Spann** and **Michael E. Dakis**, VP's with L. C. Cole Co., San Francisco, named VP's at Lennen & Newell, that city. Cole merged with L&N Jan. 1.



Mr. Campbell

Wendell B. Campbell, VP and general manager of Storer Broadcasting Co. station KGBS Los Angeles, appointed to newly created post of western radio sales manager, effective Feb. 1. Mr. Campbell joined Storer in 1959 as general manager of KGBS when company purchased station. Storer stations are: WGBS-AM-FM Miami; WJBK-AM-FM-TV Detroit; WAGA-TV Atlanta; WSPD-AM-FM-TV Toledo, Ohio; WJW-AM-FM-TV Cleveland; WHN New York; WIBG-AM-FM Philadelphia, and WITI-TV Milwau-

kee.

Charles E. (Bud) Kennedy, general manager of WONE Dayton, Ohio, and VP of Ohio Broadcasting Co., joins WCIT Lima, Ohio, as sales manager.

William H. Dickey, assistant account executive at D'Arcy Advertising, St. Louis, and **Allen L. Reagan**, advertising and sales promotion specialist in clock and timer department of General Electric Co., Ashland, Mass., join N. W. Ayer & Son, New York, as account executives. **Barbara J. Frank**, in art department of Young & Rubicam, Chicago, named art buyer for Ayer, Chicago. **Eleanor E. Hendricks**, advertising artist with Gimbel's department store, Philadelphia, joins Ayer's Philadelphia art department. **David T. Flaumm**, general advertising manager of Hawaii Press Newspapers, joins Ayer's Honolulu service department.

John M. Warner, account executive with Klau-Van Pietersom-Dunlap, Minneapolis, since 1960, promoted to VP.

Lois Claypool, formerly with D'Arcy Advertising, Chicago, joins copy department of North Advertising there.

James O. Thompson, account executive, Campbell-Ewald Co., Los Angeles, on Feb. 1 joins sales staff of KHJ Los Angeles.

John Vollbrecht, formerly VP and group supervisor at McCann-Erickson, Chicago, joins Knox Reeves Advertising, Minneapolis, as copy group head.

John J. (Jack) Murphy, San Francisco radio manager for H-R Representatives, joins San Francisco office of Metro Radio Sales, division of Metromedia, as

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sales account executive. **Carol Haftel**, in promotion department with The Katz Agency, New York, joins promotion department of Metro Radio Sales, that city.



Mr. Imbornone, sales representative for Dixie Cup Division of American Can Co., Easton, Pa., named sales service manager for KMOX-TV St. Louis, succeeding **Davis Morris**, who moves to sales staff of station.

Thomas White, salesman at Adam Young, and **Monroe Long**, secretary-treasurer at Advertising Time Sales, both New York, join The Katz Agency's New York TV sales staff.

Wynn Cannon, administrative assistant to Representative K. W. (Bill) Stinson (R-Wash.), named account executive at KIRO-TV Seattle.

Dick Godfrey, account executive at KXTV(TV) Sacramento, Calif., joins sales staff of KCBS San Francisco.

Richard Posan, with D'Arcy Advertising, Cleveland, named executive art director of Chicago office of Griswold-Eshelman Co.

Ed O'Berst, sales manager for CBS Radio Spot Sales, Chicago, for past year, succeeds **Ron Gilbert**, recently resigned sales manager of New York office. **Jim Francis**, San Francisco sales manager, moves to Chicago to succeed Mr. O'Berst, and **Jack Loughmiller**, in San Francisco sales office since 1962, named to succeed Mr. Francis.

Robert C. Bullen, previously VP at MacFarland Aveyard, Chicago, and VP-creative director at Olian & Bronner, last week announced creation of Robert C. Bullen & Associates—Creativity Unlimited. Organization located at 2215 Colfax St., Evanston, Ill., deals in copy, ideas and creative services for advertising, sales promotion and marketing.

Donald A. Kane, executive art director of Waldie & Briggs Inc., Chicago, elected VP. **Hugh T. James**, VP and executive art director at Fuller & Smith & Ross, Chicago, joins Waldie & Briggs as VP and director of graphics.

Hy Schneider, account executive at Lennen & Newell, New York, joins Cunningham & Walsh, that city, as manager of sales promotion department.

Stanley Dragoti and **Hilburn Covington**, TV production supervisor and

supervisor of television art, respectively, both named to newly created post of television art and production supervisor in creative department at Young & Rubicam, New York.

Thomas Edwards, with Blair Television Associates, New York, joins Select Station Representatives, that city, as senior account executive.

Robin C. Adrian, with KNXT(TV), Los Angeles, in charge of merchandising and client relations, appointed account executive at KABC-TV, that city.

Robert J. Shaw, director of advertising and merchandising for First Aid Products Division, Johnson & Johnson, New Brunswick, N.J., joins Chesebrough-Pond's, New York, in newly created post of VP in charge of corporate planning and development. **Albert B. Richardson**, VP and member of board, named executive assistant to president. Mr. Richardson also continues his duties as director of public relations for C-P. **Robert G. Duke**, senior assistant marketing manager in C-P's proprietaries and specialties division, named brand manager-Vaseline Hair Tonic, New York.

Charles J. Gizerian, secretary of Compton Advertising, New York, named treasurer and elected VP. **John Zrybko**, controller at Rumrill Co., Rochester, N. Y., joins Compton, New York, as assistant secretary and assistant treasurer.



Mr. Percival

Martin H. Percival, director of Metro Radio Sales, joins RKO General Broadcasting National Sales, New York, as radio sales executive.

John A. Conroy, senior account representative at J. Walter Thompson, New York, joins Foote, Cone & Belding, that city, as account executive on domestic portion of Trans World Airlines.

George Condon, formerly public relations director of Alberto-Culver Co., Melrose Park, Ill., joins Kasar Laboratories, Niles, Ill., as director of advertising and public relations. Kasar is expanding into consumer proprietary products fields. Mr. Condon also named coordinator of public relations and promotions for Hawthorn-Mellody Farms, Chicago dairy firm under common ownership with Kasar. He will headquarter at Kasar.

Evan Baker, **John Fenyo**, **Barry Loughrane** and **Charles Rollins**, account supervisors at Doyle Dane Bernbach, New York, elected VP's. **James Loughran** of Los Angeles branch also named VP.



Mr. Bundren

Cecil Bundren, formerly VP and director of marketing at Ketchum, McLeod & Grove, Pittsburgh, joins Kudner Agency, New York, as VP and group account head on Sylvania Lighting Division of General Telephone & Electronics.

Joe Bennett and **Edward Gori** join Miami office of McCann-Marschalk Co. as account supervisor and copywriter, respectively. Mr. Bennett was formerly head of own agency and Mr. Gori was with N. W. Ayer & Son, Philadelphia.

Charles Ogle named sales manager of KVSH Valentine, Neb.

Don Grant and **James Deitloff** appointed sales manager and operations manager, respectively, of KCOL Fort Collins, Colo.

Jock Laurence, account executive at WHFS(FM) Bethesda, Md.-Washington, named sales manager.

Al Picinni named manager of KWJJ Portland, Ore.

Gertrude M. Nyman, media director of Pacific National Advertising Agency, Seattle, retires after 45 years with agency.

"Absolutely staggering!"
—N.Y. Times

ALBERT FINNEY in

Saturday
Night and
Sunday
Morning

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

John F. Manning, advertising and promotion manager for Erving Paper Mills, Erving, Mass., named VP and executive assistant of Richard Montgomery Mason, Boston advertising agency.

George C. Davison, VP and senior art director at Don L. Baxter, Dallas, joins Grant Advertising, that city, as executive art director.

Walter King named VP and supervisor of operations in New York office of Edward H. Weiss and Co., in addition to present account responsibilities.

Jim Lawson, formerly with J. Walter Thompson and McCann-Marschalk, joins copy department of Al Paul Lefton Co., Philadelphia.

Lois Claypool, formerly with D'Arcy Advertising and Campbell-Mithun, joins North Advertising, Chicago, as writer and home economist.

Harlan A. Rector, art director with Katzf, George, Wemhoener & Savin, St. Louis, appointed executive art director for Storm Advertising, Rochester, N. Y.

Harry G. Webber, with MBM Associates, appointed art director of Himelfarb Advertising Inc., Washington.

John T. Joyce, account executive with WCFL Chicago, promoted to local sales manager.

Jack S. Holtsberg, head of Holiday Travel Inc., New York travel agency, joins sales staff of WCKT(TV) Miami.

Tom Hards, salesman at WJCO Jackson, joins WAMM Flint, both Michigan, as account executive.

Michael Tesch, formerly with Chermayeff and Geismar Associates, New York, and **Robert Rones**, formerly with Charles Schlaiffer & Co., that city, have joined Fladell, Winston, Pennette, there, as art director and copywriter, respectively.

Jack B. Allen, account executive, moves from Chicago to New York office of ABC-TV Spot Sales. Mr. Allen joined Chicago office last year from Adam Young, that city.

THE MEDIA



Mr. Spengler

Ken Spengler, with wcvs Springfield, Ill., for 23 years, named VP and general manager and member of board of directors of J. William O'Connor Stations. O'Connor stations are WBOW Terre Haute, WHUT Anderson, both Indiana; wcvs Springfield, WPEO Peoria, both Illinois; WAAM Ann Arbor, Mich., and KASK-AM-FM Ontario, Calif.

Harry Dennis, VP in charge of engineering of Cleveland Broadcasting Inc., named general manager of its stations WERE-AM-FM Cleveland. He succeeds **Richard M. Klaus**, VP and member of board of Cleveland Broadcasting, who resigns as general manager to assume additional corporate duties.

Ken Jennison, assistant manager of KSAL Salina, Kan., named manager succeeding **Richard Wagner**, who resigns.

Harry L. Putnam, sales manager of

Hudson named at NET



Mr. Hudson

Robert B. Hudson, VP of National Educational Television since 1959, elected senior VP with responsibilities for policy and planning, research and program

utilization as part of group of top level changes at NET. **William K. Tobin**, director of public affairs programming, appointed VP for programming; **Edwin R. Bayley**, editor of public affairs programming, elected VP for administration; **Diedrich J. Tietjen**, comptroller, moves up to treasurer, replacing **Arthur C. Griffin**, who has resigned but who continues as consultant on labor relations; **Donald Dixon**, with ABC News, joins NET as director of public affairs programs, and **Curtis W. Davis**, promoted to director of cultural programs.

WHFS(FM) Bethesda, Md.-Washington, named station manager.

Mark E. Georgeou named assistant to director of National Association of Broadcasters broadcast management department. He will provide information on wage-hour and laborunion matters to broadcasters. Mr. Georgeou was formerly assistant to director of labor relations of Associated General Contractors of America, Washington.

Lee Allan Smith, WKY Oklahoma City, former secretary-treasurer, elected president of Oklahoma Broadcasters Association. Others elected: **J. R. (Jim) Bellatti**, KSPI Stillwater, VP, and **William A. Weaver**, KGFF Shawnee, secretary-treasurer.

Robert F. Schenkan, general manager of KRLN(TV) San Antonio, Tex., noncommercial, re-elected chairman of board of Educational Television Stations division of National Association of Educational Broadcasters. **Donald V. Taverner**, president of WQED(TV) and WQEX(TV) Pittsburgh educational stations, re-elected secretary of NAEB-ETS board.

P. A. (Buddy) Sugg, former NBC executive VP in charge of owned and operated stations and spot sales, named managing director and chief executive officer of First Federal Savings and Loan Association, largest such institution in Tampa, Fla. Mr. Sugg retired three years ago for health reasons but has fully recovered.

Larry Russell, sales manager at KVSH Valentine, Neb., appointed manager, re-



Mr. Lambe



Mr. Kelly



Mr. Gietz



Mr. Soldinger



Mr. Phillips

Executive changes at Norfolk-Portsmouth

Robert M. Lambe, president of WTAR-AM-FM-TV Norfolk, Va., named chief operating executive for new broadcasting division of Norfolk-Portsmouth Newspapers Inc. Division was formed after Norfolk-Portsmouth Newspapers, licensee of WTAR, gained active control of Greensboro News Co., licensee of WFMY-TV Greensboro, N. C. (BROADCASTING, Oct. 5, 1964). **Frank Batten**, publisher of Norfolk-Portsmouth Newspapers, becomes president of Greensboro News Co., and **C. O. Jeff-**

ress, president of Greensboro News, named publisher of two Greensboro newspapers.

Gaines Kelly, general manager of WFMY-TV, assumes additional duties of VP. **William A. Gietz**, VP-sales for WTAR-TV, named VP and assistant general manager of WFMY-TV. **Harold Soldinger**, VP-operations, WTAR-TV, named VP and assistant general manager of that station, and **Ronald W. Phillips**, local sales manager, appointed to position of general sales manager for WTAR-TV.

placing **Evans Meier**, who moves to KCOL Fort Collins, Colo., as station manager.

I. Martin Pompadur, director of sales contracts in ABC legal department, New York, named director of business affairs. He is succeeded by **Donal L. Flynn**, assistant director. **Jordan P. Davis** joins ABC business affairs staff. He was attorney with ABC-owned stations and ABC Radio.

Joseph Laskowski, auditor at WFIL Philadelphia, named business manager of WFIL-AM-FM-TV Philadelphia.

Jack Charest, program executive at WCAU Philadelphia, named station manager at WTAO and WXHR-FM Boston.

Robert L. Tuttle, assistant manager of WKAB-TV Montgomery, Ala., promoted to station manager.

Irvin Buckley, commercial manager KCSR Chadron, Neb., named assistant manager.

Yolanda G. Barco, Meadville, Pa., elected president of Pennsylvania CATV Association. Other officers: **George Gardner**, Carlisle, VP; **William M. Taylor**, Bradford, secretary, and **Joseph Gans**, Hazleton, treasurer.

PROGRAMING



Mr. Brody

Leo M. Brody appointed director of sales development for Trans-Lux Television Corp., New York. Before joining Trans-Lux he was manager of station relations for Television Affiliates Corp.

Al Hart, program director at KABL San Francisco, joins KNBR, that city, as program director.

Frank Leicht, program manager, promoted to director of program production for WNDT-TV Newark, N. J.-New York, noncommercial.

Stephani Saltman, formerly in production department of NBC-TV New York, named copy director at WCOP-AM-FM Boston.

Richard L. Venturino, San Diego broadcaster, returns after three year absence to KSDO San Diego as VP-programing and manager of KSDO-FM which plans to start broadcasting in March.

Don Bresnahan, ABC Radio, Hollywood, writer signed by Wolper Productions to write "The Bold Men," hour-long documentary to be broadcast March 13 on ABC-TV under sponsorship of 3M Co.

Bruce Beale, production manager, named program director of WHYY-TV

Wilmington, Del., and WUHY-TV Philadelphia, both noncommercial and licensed to WHYY Inc. He replaces **John Twaddle**, who has joined WETA-TV Washington, noncommercial.

Perry Dickey, program director of KONO-TV San Antonio, Tex., named operations manager of KGUN-TV Tucson, Ariz. He will report to **Fred L. Vance**, recently named general manager (BROADCASTING, Dec. 21, 1964).

David V. Picker elected to newly-created post of first VP at United Artists Corp., New York. He had been VP of organization, primarily in production, for past three years.

Berle Adams, VP of MCA-TV; **Edd Henry** and **Jay Kanter**, VP's of MCA Artists Ltd., elected VP's of MCA Inc., parent company whose other interests include Universal Pictures, Universal-TV, Decca Records and Columbia Savings and Loan Association of Los Angeles.

Doris Reichbart, formerly VP at Robert Lawrence Productions, New York, joins VPI Productions, that city, as production coordinator.

Carl Eckel, air personality at WKTS Sheboygan, Wis., promoted to chief announcer in charge of announcing staff and production center.

Henry Schichtle, quarterback for

New York Giants football team, joins sports staff of KLEO Wichita, Kan.

James Beard, author of several cookbooks, joins WOR-TV New York, as host of daily afternoon women's show.

Hank Meadows, Minneapolis chef, joins KQRS-AM-FM Golden Valley, Minn., to conduct *Everyday Gourmet* show.



Mr. Harris

James G. Harris, assistant program director, named operations manager and overall manager of production department of WGAN-TV, Portland, Me. He joined station in 1958 as on-air director.

Frank Miller, formerly director of administration and assistant secretary at Mutual, joins Television Productions of America, New York, as VP in charge of business affairs.

Richard M. Stone, account executive with Audio-Video Recording, New York, joins Gotham Recording Corp., that city, in similar capacity.

Barry Frank, broadcast supervisor at J. Walter Thompson Co., New York, joins ABC-TV as director of sports planning. Mr. Frank will be responsible for advance planning in rights negotia-



ROHN TOWERS "STAND UP" to Hurricane Hilda!

A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of "Hurricane Hilda" and withstood the test!

Designed for 50 pound windload per square foot, these towers stood up to winds known to have been well in excess of this. For towers proved in design, engineering and construction, specify ROHN. Complete tower, lighting kit, microwave reflector, and tower accessory catalogs and specifications available on request. Representatives world-wide.

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Nominees for NAB radio board announced

Twenty-eight broadcasters have been nominated to 13 seats on Radio Board of National Association of Broadcasters. Two-year terms of 13 board members expire March 24. Twelve other members have another year to serve. Ballots will be mailed Feb. 1 to all NAB radio members and results to be announced Feb. 16.

Nominees are (names in parentheses are current board members):

District 1: **Frank A. Balch**, WJOY Burlington, Vt. and **Donald A. Thurston**, WMNB North Adams, Mass. (Carleton D. Brown, WTVL Waterville, Me.).

District 3: **Mel Burka**, WTIP Charleston, W. Va.; **Mrs. Jason T. Pate**, WASA Havre de Grace, Md., and **Cecil Woodland**, WEJL Scranton, Pa. (Cecil Woodland). **Roy E. Morgan**, WILK Wilkes-Barre, Pa., withdrew nomination last week.

District 5: **Kenneth R. Giddens**, WKRG Mobile, Ala. and **Charles C. Smith**, WDEC Americus, Ga. (Kenneth R. Giddens).

District 7: **Alvis H. Temple**, WKCT Bowling Green, Ky. and **Gene Trace**, WBBW Youngstown, Ohio (Gene Trace).

District 9: **Edward Allen Jr.**, WDOR Sturgeon Bay, Wis. and **Charles Gates**, WGN Chicago (Richard D. Dudley, WSAU Wausau, Wis.).

District 11: **N. L. Bentson**, WLOL Minneapolis and **John H. Lemme**, KLTF Little Falls, Minn. (John H. Lemme).

District 13: **John J. Coyle**, KVIL Dallas and **David H. Morris**, KNUZ Houston (John J. Coyle).

District 15: **Wendell Adams**, KINS Eureka, Calif. and **Hugh E. Turner**, KTIM San Rafael, Calif. (Hugh E. Turner).

District 17: **R. O. (Dick) Dunning**, KHQ Spokane, Wash. and **Lester M. Smith**, KJR Seattle (Ray Johnson, KMED Medford, Ore.).

Directors-at-large:

Class A market AM: **Frank Gaither**, WSB Atlanta and **John V. B. Sullivan**, WNEW New York (Jack W. Lee, formerly WPRO Providence).

Class B market AM: **Carl E. Lee**, WKZO Kalamazoo, Mich. and **Jack W. Lee**, WSJZ Huntington, W. Va. (Willard Schroeder, WOOD Grand Rapids, Mich.).

Class C market AM: **Richard D. Dudley**, WSAU Wausau, Wis. and **W. M. Jones**, WCHJ Brookhaven, Miss. (Ben Sanders, KICD Spencer, Iowa).

FM stations: **Harold R. Krelstein**, WMPS-FM Memphis and **David H. Polinger**, WGLI-FM Babylon, N. Y. (Ben Strouse WWDC-FM Washington).

tions and programming.

Ted Atkins, with KIMN Denver, appointed program director. **Bill Holley**, program director at WFUN South Miami and **Hal Moore**, with KIOA Des Moines, Iowa, join KIMN as disk jockeys.

Bob Brock, Dallas air personality, joins WFAA-AM-FM Dallas as announcer.

Alvin Herskovitz, assistant manager at WNHC New Haven, Conn., joins WPRO-AM-FM Providence, R. I., as operations manager. He replaces **David McFee**, named assistant to VP of radio programming for Capital Cities Broadcasting Corp., licensee of WPRO.



Mr. Herskovitz

Ralph Winters elected president of Film Editors local 776 of International Alliance of Theatrical Stage Employees. Other officers of Hollywood local: **Sherman A. Todd**, VP; **Charles E. Ennis**, treasurer; **Robert F. Joseph**, secretary; **Robert E. Collins**, sergeant-at-arms, and **John W. Lehnars**, business representative.

Galen Scott, program director for Wdz Decatur, Ill., joins WMBD-AM-FM-TV Peoria, Ill., as air personality.

Rachel Stevenson named editorial supervisor for NBC-owned stations' quiz show, *Everything's Relative*, with production headquarters at new Merritt Enterprises, Chicago. Program is scheduled to start on NBC-owned TV stations

Feb. 1. Miss Stevenson was formerly producer of *Quiz Kids* and most recently a director at WTTW(TV) Chicago, noncommercial.

NEWS

David Schoumacher, CBS News reporter with Washington bureau, named correspondent. He joined CBS News in November 1963 and before that was broadcaster-news reporter for WKY-TV Oklahoma City.

Clarence Chaline Jr. (Bob Elton) named director of news and public affairs for KMCO Conroe, Tex.

Don Gregory, former news director, WSM-AM-TV Nashville, appointed news secretary to Senator Ross Bass (D-Tenn.), new member of Commerce Committee (BROADCASTING, Jan. 11).

EQUIPMENT & ENGINEERING

Henry R. Owen, manager of district sales for General Electric's Visual Communication Products Program, named engineer in charge of television at WNAC-TV Boston.

David Wheeler, budget director of O. M. Scott & Sons, Marysville, Ohio, lawn seed manufacturer, rejoins Dresser-Ideco Co., division of Dresser Industries Inc., Columbus, Ohio, as assistant controller. He had been with Dresser-Ideco from 1957 to 1962. **Ernest P. Vance**, field engineer, promoted to assistant construction manager, and **Robert R. McKinney**, on staff of Dresser-

Ideco, named assistant manager of purchases.



Mr. Robertson



Mr. Hurt

Hugh Robertson, with Zenith Radio Corp., Chicago, for more than 40 years and board chairman since 1959, named honorary chairman of board. He will continue on board and as special consultant. **Gordon G. Hurt**, in corporate marketing position with Sunbeam and Norge as well as formerly with McCann-Erickson and Maxon Inc., joins Zenith Sales Corp. as executive assistant to L. C. Truesdell, president.

Louis J. Collins named manager, Other Equipment Manufacturers (OEM) and international sales relations, RCA Victor Home Instruments Division, Indianapolis. He was formerly manager OEM sales for RCA Sales Corp.

William O. Miller, headquarters sales representative at Motorola Semiconductor Products Inc., Phoenix, named sales engineer for Motorola semiconductor components in Cleveland.

W. W. Bemis named sales manager, TV equipment Spencer-Kennedy Laboratories Inc., Boston, community antenna television system owner and equipment manufacturer. He was VP of op-

erations, Image Instruments of Massachusetts for past five years.

Caryl Campbell Force, in engineering department of WWTC Minneapolis-St. Paul, promoted to chief engineer.

Dr. Bernard M. Oliver, VP of research and development, Hewlett-Packard Co., Palo Alto, Calif., elected president of Institute of Electrical and Electronics Engineers for 1965. Dr. Oliver succeeds **Clarence H. Linder**, retired VP of General Electric.

Jerry Valburn, staff member at NBC, New York, joins Teleradio Productions, that city, as chief engineer.

FANFARE

Jack J. Heeger, on Los Angeles staff of Carl Byoir & Associates, public relations counseling firm, appointed West Coast manager. He succeeds **Robert A. Hatch**, named Byoir account executive on Kimberly-Clark Corp., account.

Don Dawson, with CJCA Edmonton Alta., named manager of CKOC Hamilton, Ont.

Pat Hurley appointed assistant sales manager of CKEY Toronto.

Doug Burrows, formerly with CKGM Montreal, named general manager of CHIC Brampton, Ont.

Joann McIntyre, continuity editor of CFCH-TV North Bay, Ont., appointed promotion manager.

Nick Mamula, formerly night publicity manager for New York World's Fair, joins Robert S. Taplinger Associates, New York.

Cecilia Pedroza, publicity director for KWKW Pasadena-Los Angeles, has taken leave of absence to become candidate for Los Angeles City Council from 13th district.

Harkins named at Home

Kenneth Harkins, general counsel, electronics division of General Dynamics Corp., Rochester, N. Y., from 1960-1964, named chief counsel, House Antitrust Subcommittee. He was co-counsel to panel 1955-60 and with antitrust division, Department of Justice, 1951-55.

Other changes on subcommittee: **Louis Rosenman**, associate counsel since 1961 and assistant counsel, Senate Antitrust and Monopoly Subcommittee 1955-61, has resigned to enter private law practice, and **Stuart Johnson**, former chief counsel, made associate counsel.

Jack La Covey, radio-photographer at WMAL-AM-FM-TV Washington, named public affairs producer-director for WMAL-AM-FM.

ALLIED FIELDS

John L. Palshaw, manager of advertising and sales promotion for West Virginia Pulp and Paper Co., New York, joins Institute of Communications Research Division of Communications Affiliates Inc., New York, as director of client services.

Bob Mack, production manager for Cadence Records, New York, joins SESAC Inc., as production coordinator.

INTERNATIONAL

David Bryn-Jones joins Grey Advertising Ltd., in new Toronto office, in Prudential Building, as VP and office manager. Formerly with several Canadian agencies, he was at one time with Procter & Gamble Co. of Canada.

L. C. (Babs) Pitt, supervisor of promotion and continuity for CFCF-AM-FM-TV Montreal, appointed advertising and promotion manager of broadcasting division of Canadian Marconi Co., licensee of stations.

Barry G. Nicholls, Toronto agency man, joins CTV Television Network, Toronto, as manager of public relations and client service.

Joseph A. Quessy named national sales and promotion manager of CJLR Quebec City, Que.

Sir Max Aitken, chairman of board of Beaverbrook Newspapers Ltd., joins board of Associated Television Ltd., London, one of Britain's major TV companies. Appointment follows recent acquisition by Beaverbrook Newspapers of large amount of ATV stock with 8% of company's voting rights (BROADCASTING, Jan. 11).

John Kirwin joins Astral Publicity Ltd., London, as media manager. Previously he held same post at London Progressive Advertising Ltd.

Martin Lindsay joins S. H. Benson Ltd., London, as copywriter. He moves to agency from Erwin Wasey, Ruthrauff & Ryan Ltd., that city, where he was creative group head.

Joan Lipton appointed an associate director of Benton & Bowles Ltd., London. Mrs. Lipton joined agency in February 1964.

Richard Lowe appointed media department manager of Smith-Warden Ltd., London. He joined agency in 1963.

DEATHS

George Pearson, 79, retired VP-media director of J. Walter Thompson Co., Chicago, died Jan. 19 in Springfield,

Tenn., enroute to his winter home in Florida. He joined JWT in 1908.

Harvey Warren Zorbaugh, 68, died Jan. 20 at his home in New York after three-year illness. He was pioneer in TV, producing *Play the Game* in 1941, one of commercial TV's first shows (on WNBT-TV), now WNBC-TV New York). In late '40's, his interest turned to educational TV. Mr. Zorbaugh was retired chairman of department of sociology and anthropology of New York University's School of Education and executive officer of Communication Arts Group, and also professor emeritus of education. His widow, Geraldine Zorbaugh, is a general attorney and also assistant secretary at CBS.

Herman D. Taylor, 65, chief engineer of WTIC-AM-FM-TV Hartford, Conn., died Jan. 15 at St. Francis hospital, that city, after brief illness. He joined Travelers Insurance Co. in 1924 to help plan WTIC, which went on air in 1925. He joined Marconi Wireless Co. during World War I, and worked at RCA before joining WTIC. Among survivors are his widow, Florence, son and daughter.

Alan J. Freed, 43, rock-'n'-roll disk jockey, died Jan. 20 at Desert hospital, Palm Springs, Calif., of uremia. He helped make roll 'n' roll popular while with WINS New York from 1954 to 1958 and later with WABC and WNEW.

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TV, all New York. Mr. Freed's career as disk jockey ended during payola investigations when, in 1962, he admitted to accepting bribes for plugging certain records on his radio show and received six-month sentence, which was suspended, and \$300 fine. Among survivors are his widow, Inga, and four children.

Lee L. Whiting, 59, on sales staff of WCCO-TV Minneapolis-St. Paul since 1956, died in that city after short illness. Mr. Whiting started in broadcasting at WTCN in 1934, was named gen-

eral manager of WBGY in 1941, and was VP and general manager of KEYD-AM-TV, all Minneapolis-St. Paul. He is survived by his widow, Mildred, and daughter, Maryles.

Raymond A. Heising, 76, consulting engineer and pioneer engineer on radio telephone, died Jan. 16 at home in Summit, N. J. Among survivors are his widow, Teresa; two sons, William P. and Charles R., and daughter, Mrs. Joseph G. Ausman.

Donald A. Higgins, 62, pioneer in radio network news coverage, died Jan.

14 following long illness at Elmhurst General hospital, New York. He helped create CBS news staff in 1932 to provide coverage of Lindbergh kidnapping-murder case. Mr. Higgins later worked on staffs of NBC News, ABC News and Grolier Inc., publishers. Among survivors are his widow, Dorothy Ann; daughter, Mrs. Richard M. Knowles, and son, Dr. Don C. Higgins.

Mildred C. Griswold, 60, head receptionist for N. W. Ayer & Son, New York, died Jan. 16 in St. Joseph's hospital, Atlanta.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 14 through Jan. 19 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

Kansas City, Mo.—Midway Television Inc. UHF channel 25 (536-542 mc); ERP 272 kw vis., 147 kw aur. Ant. height above average terrain 522.5 feet, above ground 569.2 feet. P.O. address 2016 Birchwood Drive, Rockford, Ill. Estimated construction cost \$274,626; first year operating cost \$250,000; revenue \$200,000. Studio location to be determined, trans. location Kansas City. Geographic coordinates 39° 06' 12" north latitude, 94° 34' 58" west longitude. Type trans. RCA TTU-12A, type ant. RCA TFU-30J. Legal counsel McKenna and Wilkinson, Washington; consulting engineer Walter F. Kean, Riverside, Ill. Principals: Irwin Du-

binsky, H. W. Dubinsky and Harold Froelich (each 33⅓%). Messrs. Dubinsky have interest in movie theaters and are stockholders in WTVO(TV) Rockford. See WOGO-TV on page 84. Ann. Jan. 12.

Kansas City, Mo.—Wesport Television Inc. UHF channel 25 (536-542 mc); ERP 207.9 kw vis., 52 kw aur. Ant. height above average terrain 452 feet, above ground 479 feet. P.O. address c/o George L. Gordon, 15 West Tenth Street, Kansas City. Estimated construction cost \$465,392; first year operating cost \$400,000; revenue \$400,000. Studio and trans. locations both Kansas City. Geographic coordinates 39° 06' 11" north latitude, 94° 34' 57" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-25G. Legal counsel Fly, Shuebruk, Blume and Gaguine, New York, consulting engineers Paul Godley Co., Upper Montclair, N. J. Principals: William D. Grant (51%), Wesley J. Barta (24.5%) and John L. Weller (24.5%). Mr. Grant is largest individual stockholder in Business Men's Assurance Co. of North America. Mr. Barta is one of directors of Transportation Association of America. Mr. Weller is consultant to Seatrain Lines Inc. and D. H. Overmyer Warehouse Co., New York. Ann. Jan. 13.

Existing TV stations

CALL LETTERS ASSIGNED

■ KMTW(TV) Corona, Calif. — Kaiser Broadcasting Corp. Changed from KICB-TV.

■ KPOL-TV Los Angeles—Coast Television Broadcasting Corp. Changed from KIIIX(TV).

■ WJRT-TV Flint, Mich. — WJRT Inc. Changed from WJRT(TV).

■ WKBS(TV) Burlington, N. J.—Kaiser Broadcasting Corp. Changed from WKBP(TV).

ACTION BY FCC

■ By memorandum opinion and order, commission terminated proceedings in Doc. 15374 and 15375 and granted applications of

KTIV Television Co. and Peoples Broadcasting Corp. to change trans. locations of Sioux City, Iowa, KTIV (ch. 4) from 8 miles north of city and KVTV (ch. 9) from within city to site 11 miles northeast of Sioux City in direction of Fort Dodge, where they will share common tower, and increase ant. height of KTIV from 770 feet to 1,915 feet and KVTV from 720 feet to 2,025 feet and increase latter's vis. ERP from 288 kw to 310 kw. Disposition of remaining applicant in consolidated hearing—Palmer Broadcasting Co. seeking change of trans. site and increased ant. height of WHO-TV (ch. 13), Des Moines—will be made later on basis of hearing record, considering only proposed impact on KQTV (ch. 21), Fort Dodge. Action resulted from joint petition by KTIV and KVTV, accompanied by contract between them and Northwest Television Co. (KQTV) which provided for withdrawal of latter's objections, reimbursement by each of Sioux City stations of one-third of expenses incurred by KQTV in proceeding (liability of each not to exceed \$7,000), and included arrangements and ways to avoid imposition of any adverse effects upon KQTV. Commission concluded contract was not contrary to public interest, except for one provision involving restraint on competition for local advertising and promotion which was severable and specifically disapproved. Commissioner Bartley dissented; Commissioner Loevinger concurred in part and dissented in part and issued statement. Action Jan. 19.

New AM stations

ACTION BY FCC

Kingstree, S. C.—Santee Broadcasting Inc. Granted CP for new AM on 1310 kc, 5 kw, D. P.O. address Box 508, Kingstree. Estimated construction cost not listed since Santee plans to purchase equipment of WDKD whose license has not been renewed; first year operating cost \$60,972; revenue \$80,000. Principals: Basil Ward, William H. Cox, R. C. Fennell, J. B. Clarkson, Cornelius G. Bass Sr., William E. Jenkinson, John C. Flagler and Gary C. Meares (each 11 1/9%). Applicant's stockholders have nonbroadcast interests in Kingstree and vicinity. Action Jan. 13.

APPLICATIONS

Trenton, Tenn.—Gibco Broadcasting Corp. 1530 kc, 500 w, D. P.O. address c/o John C. Nowell Jr., Court Square, Trenton. Estimated construction cost \$16,930; first year operating cost \$36,000; revenue \$36,000. Principals: L. L. Harrell, Lyle Putnam and John C. Nowell Jr. (each 33⅓%). Messrs. Nowell and Harrell are attorneys. Mr. Putnam owns drug firm, hotel and cotton mill in Trenton. Ann. Jan. 14.

Beckley, W. Va.—Christian Broadcasting Corp. 1060 kc, 10 kw, D. P.O. address 605 N. Oakwood Avenue, Beckley. Estimated construction cost \$47,946; first year operating cost \$84,000; revenue \$100,000. Principals: Thomas M. Waldron (54%), Posey E. Rhodes (45%) and Maxine N. Waldron (1%). Mr. Waldron is pastor of First Assembly of God Church in Beckley. P. E. Rhodes owns realty company, super market and feed and hardware store in Beckley. Mrs. Waldron is on county board of education. Ann. Jan. 15.

Existing AM stations

CALL LETTERS ASSIGNED

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casting Co. of Birmingham Inc. Changed from WEZB.

■ KDKO Littleton, Colo.—MOR Broadcasting Corp. Changed from KMOR.

■ WOKJ Jackson, Miss.—Radio Mississippi. Changed from WJQA.

■ WWUN Jackson, Miss.—Ni-Mac Broadcasting Inc. Changed from WOKJ.

■ WSOM Salem, Ohio—Salem Broadcasting Co.

■ WJJJ Christiansburg, Va.—WBCR Inc.

New FM stations

ACTIONS BY FCC

Colorado Springs — William S. Cook. Granted CP for new FM on 101.9 mc, channel 270, 27.66 kw. Ant. height above average terrain minus 309 feet. P.O. address 2423 Airport Road, Colorado Springs. Estimated construction cost \$20,000; first year operating cost \$42,000; revenue \$46,000. Mr. Cook is licensee of KRYT Colorado Springs. Action Jan. 14.

*Buffalo, Mo.—School District Number 1, Dallas County. Granted CP for new FM on 91.3 mc, channel 217, 10 w. Ant. height above ground 164 feet. P.O. address c/o Dillard A. Mallory, West Main, Buffalo High School, Buffalo. Estimated construction cost \$12,420; first year operating cost \$5,500. Principals: school board of directors. Action Jan. 14.

Santa Fe, N. M.—Ivan R. Head. Granted CP for new FM on 95.5 mc, channel 238, 31 kw. Ant. height above average terrain minus 47 feet. P.O. address Box 2407, Santa Fe. Estimated construction cost \$22,461; first year operating cost \$14,400; revenue \$15,000. Mr. Head is station manager of KVSE Santa Fe. Action Jan. 11.

APPLICATIONS

Lock Haven, Pa.—Lock Haven Broadcasting Corp. 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain 266 feet. P.O. address c/o Harris Lipetz, 132½ East Main Street, Lock Haven. Estimated construction cost \$17,058; first year operating cost \$1,200; revenue \$5,000. Principals: Thomas M. Caprio, Mrs. Josephine Holter, A. H. Lipetz, William T. Piper Jr., Theodore V. Weld (each 0.118%) and others. Lock Haven Broadcasting is licensee of WBPZ-AM-TV Lock Haven. Ann. Jan. 15.

Existing FM stations

CALL LETTERS ASSIGNED

■ KVKXN Los Angeles—KMLA Broadcasting Corp. Changed from KMLA.

■ *WBDG Indianapolis — Metropolitan School District of Wayne Township, Marion County, Ind.

■ WARU-FM Peru, Ind. — Wabash-Peru Broadcasting Inc.

■ WIBM-FM Jackson, Miss.—Booth Broadcasting Co. Changed from WBBC.

■ KBTC-FM Houston—Radio Co. of Texas County Inc.

■ KOB-FM Albuquerque, N. M.—Hubbard Broadcasting Inc.

■ WBNO-FM Bryan, Ohio—Williams County Broadcasting System Inc.

■ WJBI Cincinnati—Jupiter Broadcasting Inc. Changed from KOIO.

■ WOIO Cincinnati—Jupiter Broadcasting Inc. Changed from WSAI-FM.

■ WCNW-FM Hamilton, Ohio—Walter L. Follmer Inc. Changed from WFOL-FM.

■ WSOM-FM Salem, Ohio—Salem Broadcasting Co. Changed from WSOM.

■ WREC-FM Memphis—Cowles Broadcasting Service Inc.

■ WBNT-FM Oneida, Tenn.—Scott Broadcasting Co.

■ WSUP Platteville, Wis.—Wisconsin State University. Changed from WSCI-FM.

Ownership changes

ACTIONS BY FCC

KBRN Brighton, Colo.—Granted transfer of control of licensee corporation, Mile High Broadcasting Inc., from Clyde W. and Grace S. Miller (100% before, none after), to Virgil E. Craig (none before, 100% after). Consideration \$55,000. Action Jan. 14.

WOGO-TV Chicago—Granted assignment of license from Television Chicago, owned by Winnebago Television Corp. (58%), Transcontinental Properties Inc. (29%), Harold Froelich (7%) and Milton D. Friedland (5%) to Television Chicago, owned by Field Communications Corp. (50%), H & E Television Inc. (13.92%), Irwill Inc. (13.92%), Schefco Inc. (7.33%), Willard Corp. (7.33%), and Froelich and Friedland Inc. (7.5%). Field Communications is owned by Field Enterprises Inc., owned by Marshall Field Jr. (12.07%), Marshall Field Jr., Howard A.

Seitz, George B. Young and Edward I. Farley as trustees by declaration by Marshall Field (64.42%) and others. Field is applicant for UHF channel 38 in Chicago which it plans to abandon pending FCC grant of WOGO-TV assignment. Field Enterprises publishes Chicago Sun Times and News. H & E Television Inc. is owned by H & E Balaban Corp. which is owned by Harry (21.3%) and Elmer Balaban (19.7%) and others. H & E is 50% owner of Plains Television Corp., licensee of WICS(TV) Springfield, WCHU(TV) Champaign, and WICD Danville, all Illinois. Irwill Inc. is owned by Irwin H. (35%), Rosalind (35%), and H. W. Dubinsky (30%). Irwin and Rosalind Dubinsky own 36% interest in Winnebago Television Corp., licensee of WTVO(TV) Rockford, Ill. H. W. Dubinsky owns 12% of Winnebago. Schefco Inc. is owned by Herbert Schefel (100%). Mr. Schefel has 50% interest in Transcontinental Properties Inc., which owns 50% of Plains Television Corp., and owns 100% of Connecticut Television Inc., licensee of WHNB-TV New Britain, Conn. Mr. Schefel also has 35% interest in Trans-Tel Corp., applicant for new TV in Paterson, N. J. Willard Corp. is owned by Cecile Burger (100%). Mrs. Burger has 50% interest in Transcontinental Properties Inc. (mentioned above). Froelich & Friedland Inc. is owned by Harold Froelich (66%) and Milton D. Friedland (33%). Mr. Froelich is general manager of WTVO and has minority interest in licensee, Mr. Friedland is general manager of WICS, WCHU and WICD. Field will assume 50% of Television Chicago's expenses to get the station on the air. As quoted by Field representative, amount will reach close to \$2 million. Field has option to purchase remaining 50% in three years for \$2.5 million. Action Jan. 19.

WFMZ(FM) Allentown, Pa.—Granted assignment of license from Franklin Broadcasting Co., owned by Lawrence M. C. Smith (75%) and Raymond S. Green (25%) to Maranatha Broadcasting Inc., owned by Richard C. Dean (55%), Robert Reichards (30%), Paul Brittin (7%), Robert Johnson (1%) and Richard Dean Sr. (7%). Consideration \$70,000. Mr. Dean has 10% interest in WBYO-FM Boyertown, Pa. Mr. Johnson is announcer and salesman at WTOF Canton, Ohio. Action Jan. 18.

APPLICATIONS

KTUC and KFMM(FM) Tucson, Ariz. — Seek transfer of control of licensee corporation, Tucson Broadcasting Co., from Cote Realty Co., owned by Cote family (100%), to Dartmouth Realty Co., owned by Celeste F. Klein, Phyllis K. Finn, Chester E. Finn and Robert Klein (each 25%). Consideration \$25,000. Mr. Finn is director of WOHP Bellefontaine, Ohio and WKLC St. Albans, W. Va., through same position with owner, D. L. Rike & Co. Ann. Jan. 14.

KSYL Alexandria, La.—Seeks transfer of control of licensee corporation, KSYL Inc., from Milton H. Fox (79.4%), deceased, to Edna Fox (0.03% before, 79.1% after, as executrix of estate of Milton H. Fox). Ann. Jan. 8.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Forest L. McClenning issued initial decision looking toward granting application of D. H. Overmyer for new TV on channel 79 in Toledo, Ohio, and waiving Sec. 73.613(a) of rules to permit location of main studio outside Toledo. Action Jan. 19.

OTHER ACTIONS

■ Commission took following actions on applications by stations of United Broadcasting Inc. and other companies owned by Richard Eaton: Designated for hearing application for license renewal of WOOK Washington, for numerous violations in order to determine whether forfeiture of \$10,000 or lesser amount should be ordered, and whether cease and desist order should be issued, and whether station license should be renewed. Commissioner Hyde dissented. Affirmed \$5,000 (reduced from \$10,000) liability forfeiture against WBNX New York, and granted full-term license renewal. Gave short term (one year) license renewals to WANT Richmond, Va.; WINX Rockville, Md.; WFAN-FM Washington; WSID-AM-FM Baltimore; and WJMO Cleveland, but granted regular license renewal term to WCUY-FM in latter city, WOOK-TV, channel 14, Washington, and WMUR-TV channel 9, Manchester, N. H. Actions Jan. 19.

■ By memorandum opinion and order, commission denied petition by Radio 13 Inc. for reconsideration and grant without hearing application for renewal of license of daytime WHZN Hazleton, Pa. Commissioner Cox concurred in result. Action Jan. 19.

■ Commission invited comments to proposed rulemaking, based on various petitions, to amend FM table of channel assignments as follows: assign 281 to Atmore, Ala., and substitute 282A for 280A at Evergreen; add 284 to Colorado Springs; assign 285A to Bethany, Okla., and substitute 288A for 285A at Chickasha; assign 234 to Broomfield, Colo., and substitute 300 for 234 at Fort Collins and 298 for 299 at Littleton; add 280A to Anchorage, Alaska; substitute 280A for 237A at Oneonta, N. Y.; add 239 to Ellsworth, Maine; substitute 298 for 288A at Neillville and 300 for 298 at Rhineland, both Wis.; substitute 300 for 299 at Oelwein and 299 for 300 at Spencer, both Iowa; substitute either 225 or 226 for 298 at New Ulm, Minn., and delete 226 and substitute one of 245, 283, 297 or 298 at Watertown, S. D.; also, assign 300 to Anoka and substitute 288A for 300 at Cambridge, Minn. Action Jan. 19.

■ In addition, to correct interference or short-spacing, commission on own motion proposed following changes: delete 226 from Little Rock, Ark., 224A from Hayes, Kan., and 232A from Cheboygan, Mich., and assign latter channel to Mackinaw City, Mich.; delete 300 from Manchester, Conn., and substitute 228A for 227 at Knoxville, Tenn. Action Jan. 19.

■ In letter to Debs Memorial Radio Fund, licensee of WEVD-FM New York, commission confirmed its discussion with that station's Washington attorney about use of WEVD-FM's SCA in connection with contractual arrangement with local taxicab group known as "Red Carpet Network." Action Jan. 13.

■ Commission waived rules and granted CP to West End TV Club DeBorgia, Mont., for TV translator on channel 4 to rebroadcast programs of KXLY-TV, channel 4, Spokane, Wash. Commission's action was motivated by desire to prevent loss of TV service to about 83 people in DeBorgia area. In order to achieve result, FCC cooperated with Federal Aviation Agency in series of flight tests over area to ascertain whether operation of station would cause interference to any aviation radio navigation facility. No adverse effect was observed. Consequently, isolated rural area will continue to receive TV programs. Once disrupted, service to DeBorgia was restored in Dec. 1963 when commission authorized West End TV Club to resume operation pending consideration of application, now granted. Action Jan. 13.

■ By order, commission scheduled oral argument for March 1 in proceeding on applications of Sunbeam Television Corp. for renewal of license of WKCT(TV) channel 7, Miami, and competing application of Community Broadcasting Corp. for TV on channel. Action Jan. 13.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Lorenzo W. Milam and Jeremy D. Lansman, and Christian Fundamental Church for new FM's in St. Louis, in Doc. 15615, 15617, granted motion by Broadcast Bureau to enlarge issues to determine whether there is reasonable assurance that ant. site proposed by Milam and Lansman is available for proposed use. Action Jan. 18.

■ Granted motion by Great State Broadcasters Inc. to correct Dec. 17, 1964 transcript of oral argument in proceeding on its application and that of D & E Broadcasting Co. for new AM's in San Antonio, Tex. Action Jan. 15.

■ Dismissed as moot motion by Sovereign Television Corp. to enlarge issues in Henderson-Boulder City, Nev., TV channel 4 proceeding in Doc. 15705 et al; Sovereign's application was dismissed on Jan. 6. Action Jan. 15.

■ Scheduled oral argument for Feb. 11 in proceeding on application of South Eastern Alaska Broadcasters Inc. for additional time to construct KECH Ketchikan, Alaska. Action Jan. 15.

■ Members Nelson, Sione and Pincock adopted decision denying application of Raul Santiago Roman for new AM on 1460 kc, 500 w, DA, D, at Vega Baja, P. R. Denial resulted from final determination by courts of Puerto Rico that Roman had entered into covenant not to compete with WMNT Manati, P. R., for period of five years from date of agreement, which term expires June 12, 1966. Puerto Rican courts have enjoined Roman from constructing radio station in violation of covenant. Review board determined no compelling public interest considerations warranted grant of application in face of impediment to construction posed by Puerto Rican judgments. April 21, 1964 initial decision looked toward granting application. Action Jan. 14.

■ By memorandum opinion and order

denied petition by Charles Vanda for deletion of financial qualifications issue in proceeding on application for new TV on channel 4 in Henderson, Nev., in Doc. 15705 et al. Action Jan. 14.

■ By memorandum opinion and order, (1) granted joint request by Charles County Broadcasting Inc. and Dorlen Broadcasters Inc. for approval of agreement whereby Dorlen's application would be withdrawn; (2) dismissed, but with prejudice, latter's application for new daytime AM in Waldorf, Md.; (3) granted Charles County application for new daytime AM on 1560 kc, 250 w, in La Plata, Md.; conditions include no pre-sunrise operation with daytime facilities pending final decision in Doc. 14419; and (4) granted Dorlen's application for renewal of license of WSMD(FM) Waldorf, Md. Action Jan. 14.

■ By memorandum opinion and order in proceeding on applications of Tvue Associates Inc. and United Artists Broadcasting Inc. for new TV's on channel 23 in Houston, (1) granted applicants joint request for approval of agreement whereby Tvue will be reimbursed \$27,500 by United Artists for out-of-pocket expenses incurred in connection with application in return for withdrawal; (2) dismissed Tvue's application; and (3) retained in hearing status United Artists application. Member Berkemeyer not participating. Action Jan. 13.

ACTIONS ON MOTIONS

By commission

■ Commission granted petition by Insurance Securities Incorporated to extent of extending time from Jan. 22 to Feb. 23 to file comments and from Feb. 21 to March 23 for replies in matter of amendment of Sec. 73.35, 73.240 and 73.636 of rules relating to multiple ownership of AM's, FM's and TV's. Action Jan. 13.

■ By Hearing Examiner Charles J. Frederick ■ On own motion, and with agreement of all parties, specified March 8 for filing of proposed findings and March 22 for replies, and closed record 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. Action Jan. 18.

■ On own motion, rescheduled Jan. 15 further hearing to Jan. 18 in proceeding on applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex. Action Jan. 14.

By Hearing Examiner Millard F. French

■ On own motion, scheduled oral argument for Jan. 19 on petition to dismiss filed by Paul D. Nichols, William C. Reid, and Houston L. Pearce, d/b as Bigbee Broadcasting Co., and related pleadings, requesting that application for new AM in Demopolis, Ala., be dismissed. Action Jan. 12.

■ By Hearing Examiner Walther W. Guenther ■ Continued Jan. 15 further hearing to Feb. 2 in proceeding on AM applications of Copper Country Broadcasting Co. (WMLP), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, Mich. Action Jan. 13.

By Hearing Examiner Isadore A. Honig

■ On own motion, continued to later date to be fixed by further order Jan. 21 pre-hearing conference in proceeding on FM applications of Midwest Television Inc. (WMBD-FM) and Peoria Journal Star Inc., Peoria, Ill. Action Jan. 13.

By Hearing Examiner H. Gifford Irlon

■ Upon request by Atlas Broadcasting Co. (WMAX), Grand Rapids, Mich., reopened record and scheduled further hearing for Jan. 19 with respect to problems arising from pending petition to amend its application to show new ownership. Action Jan. 15.

By Hearing Examiner David I. Kraushaar

■ On own motion, rescheduled time of Jan. 21 hearing from 9:30 a.m., to 10 a.m., in proceeding on application of Marion Moore for new AM in Joshua Tree, Calif. Action Jan. 18.

■ Granted motion by Marion Moore for leave to amend application for new AM in Joshua Tree, Calif., to supply financial information intended to meet financial qualifications issue. Action Jan. 15.

■ Granted request by Broadcast Bureau to reschedule Feb. 2 hearing for Feb. 4 in proceeding on applications of WTVV Radio and Progressive Broadcasting Co. for new AM's in Tupelo and Corinth, Miss., respectively. Action Jan. 14.

By Hearing Examiner Jay A. Kyle

■ Pursuant to verbal request by Progress Broadcasting Corp. (WHOM), New York,

and with concurrence of other counsel, rescheduled Jan. 19 hearing conference for Jan. 22 in proceeding on AM application. Action Jan. 14.

■ Pursuant to Jan. 13 hearing conference in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM's in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, specified Jan. 28 for Tuscarawas to submit its financial issue exhibits and Feb. 5 for notification of witnesses for cross examination, and rescheduled Jan. 25 hearing for Feb. 10. Action Jan. 13.

By Hearing Examiner Forest L. McClenning

■ In proceeding on 16 applications for 1110 kc in Pasadena, Calif., area, granted amended petition by Storer Broadcasting Co. (KGBS), Pasadena, Calif., for waiver of Sec. 1.594(d) of rules to extent necessary to permit broadcast of announcement as proposed, subject to concluding statement being incorporated therein giving name of newspaper and dates of publication of notice required under Sec. 1.594(a) of rules, statement to set forth that listing of all applications and full text of all issues in order designating Storer's application for hearing appeared in said newspaper notice. Action Jan. 15.

■ Upon request by D. H. Overmyer, took official notice of Federal Aviation Agency action approving applicant's proposed ant. structure and closed record in proceeding on application for new TV on channel 79 in Toledo, Ohio. Action Jan. 14.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of Robert J. Martin and Talton Broadcasting Co. for new FM's in Selma, Ala., granted Talton's motion to continue Jan. 19 prehearing conference to Feb. 19 and Feb. 16 hearing to March 16. Action Jan. 15.

By Hearing Examiner Herbert Sharfman

■ In proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM's in Cozad, Neb., granted petition by Dawson County for leave to amend application to reflect existence of stock options; and, on unopposed oral request of Dawson County, extended time from Jan. 22 to Feb. 2 for exchange of direct affirmative written cases and from Feb. 3 to Feb. 12 for receipt of notification of witnesses for cross-examination, with hearing to remain as scheduled, Feb. 17. Actions Jan. 13 and 14.

By office of opinions and review

■ Granted petition by Harry Wallerstein, receiver, and Arthur Powell Williams, transferee, to extend time to Jan. 26 to file exceptions and supporting briefs to initial decision in proceeding on applications of Mr. Wallerstein for renewal of license, assignment of license and transfer of control of KSHO-TV Las Vegas. Action Jan. 13.

■ Granted petition by Broadcast Bureau to extend time to Feb. 10 to file its exceptions to initial decision in proceeding on application of Noble Broadcasting Corp. for renewal of license of WILD Boston. Action Jan. 8.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 18

WBBF-FM Rochester, N. Y. — Granted

change of facilities from channel 267 (101.3 mc); ERP 27.5 kw; ant. height 380 feet to channel 223 (92.5 mc); ERP 37 kw; ant. height 380 feet; remote control permitted; condition.

KMBC-FM Kansas City, Mo.—Granted CP to install new trans., increase ERP to 100 kw, and make other engineering changes.

WDOV-FM Dover, Del.—Granted CP to move ant.-trans. location; increase ERP to 10 kw, and ant. height to 360 feet; and install new trans. and new ant.; condition.

WMTV(TV) Madison, Wis.—Granted renewal of license.

WNJU-TV Linden, N. J.—Granted mod. of CP to make changes in ant. system; ERP 234 kw vis., and 59 kw aur.

*WMVS(TV) Milwaukee, Wis. — Granted mod. of license to reduce aur. ERP to 49 kw, and change type aur trans.

WRUS-FM Russellville, Ky.—Granted mod. of CP to install new trans.; change ERP to 2.70 kw, and ant. height to 310 feet, and make engineering changes; conditions.

KVOS-TV Bellingham, Wash. — Granted extension of completion date to July 18.

■ Granted renewal of licenses for following TV translators: K04BU, K05BN, K11DS, Boulder City, Boulder City, Nev.; K02CI, K03BI, K06DM, K07CM, K09FK, K09FJ, K09FL, K11CN, Lincoln County TV District No. 1, Pioche, Ursine, Panaca, and Caliente, Nev.; K05AF, Mineral TV District No. 1, Mina and Luning, Nev.; K06BL, K10CO, Pioneer Television Association, Indian Springs, Nev.; K72AA, K75BD, Anaconda Alloys Corp., Weed Heights, Nev.; K72BO, K74BH, K76AB, K78BA, Humboldt County TV Maintenance Board, Paradise Valley, Golconda, Winnemucca and vicinity, Nev.; K70AB, K80AH, Mineral Television District No. 1, Hawthorne and Babbitt, Nev.

Actions of Jan. 15

WMEG Eau Gallie, Fla.—Granted CP to change hours of operation from daytime to unli., and install DA-N, continued operation on 920 kc, 1 kw; conditions.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KNFM (FM) Midland, Tex.; KGBX, Springfield, Mo.; KLWT Lebanon, Mo.; KWIX Moberly, Mo.; KXEL-AM-FM and SCW Waterloo, Iowa; KYRO Potosi, Mo.; KPRS-FM Kansas City, Mo.; KFUD-AM-FM Clayton, Mo.; KLPW Union, Mo.; KSIS-AM-FM Sedalia, Mo.; KWRE Warrenton, Mo.; KXEO Mexico, Mo.; WEW St. Louis and *KSUI(FM) Iowa City, Iowa.

WQAD-TV Moline, Ill.—Granted license for TV

KXFM(FM) Santa Maria, Calif.—Granted mod. of license to change name to KXFM Inc.

K11GJ Mammoth Lakes, Calif.—Granted CP to replace expired permit for new VHF-TV translator.

WNRE(FM) Circleville, Ohio — Granted mod. of CP to change type trans. and ant. height to 58 feet, and make engineering changes and changes in ant. system.

WKSJ-FM Jamestown, N. Y. — Granted mod. of CP to change type trans. and type ant.

WNCN(FM) New York—Granted mod. of CP to make engineering changes, change type ant., decrease ERP to 1.40 kw, and increase ant. height to 1,360 feet; remote control permitted.

K07FN Baker, Calif.—Granted mod. of CP to change type trans. for VHF-TV translator.

■ Remote control permitted for following:

Continued on page 92

Broadcasting

THE INDUSTRY'S WEEKLY OF TELEVISION AND RADIO

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RADIO

Help Wanted—Management

Major Southern City opportunity. Experienced account executive with proven record in broadcast sales to advance himself to sales manager and executive managerial responsibility. Salary in 5 figures. Write giving enough details to warrant personal interview. Box A-101, BROADCASTING.

Dynamic, self-starter combination sales and station manager wanted for outstanding outlet in excellent Middle Atlantic states market of 50,000. Seek man with strong small market local sales background. Resume, recent earnings, photo, to Box A-223, BROADCASTING.

Manager, strong on sales needed for prosperous single station Texas market. Great opportunity as owner is expanding his broadcast interests. No high salary or draw artists wanted but salary plus incentive will allow good man to earn as much as he is capable of earning. Send complete story to Box A-233, BROADCASTING.

Ambitious young man for new station in booming area. Send background. Box A-236, BROADCASTING.

Opening for General manager with first phone for Southern suburban station serving large industrial area. Sales experience or announcing helpful. Must be young, married, civic-minded. First class license required although maintenance is contracted and not a requirement. Salary \$125.00 a week, \$100.00 a month car allowance plus 25% profit plan. Opening for wife in traffic, copy, billing—\$50.00 per week. Send complete resume to Box A-279, BROADCASTING.

Aggressive, top salesman with managerial capabilities. You may be the man if you believe in hard work, self-improvement, have proven sales record, a burning desire to move up. Join an expanding organization—adult programming . . . local news . . . NBC affiliate. Send background, references and recent photo. WCOA, Box 1669, Pensacola, Fla.

Sales

Experienced continuity writer who wishes to enter sales field. Good opportunity at fulltime Pittsburgh area station. Box A-8, BROADCASTING.

Southern California \$150 per week plus percentage . . . "Self Starter" salesman who can sell in a tough market. Ready or managing now. Multiple group. Box A-68, BROADCASTING.

Attention salesmen! Small or medium markets. Have opening on our sales staff of a highly successful suburban station in one of the top ten markets. Our salesmen earn as high as \$18,000 a year. Expanding chain operation. Must have proven record of sales in small market. Send complete details to Box A-80, BROADCASTING.

Profitable Midwest radio station metropolitan area 65,000 needs experienced salesman or sales manager. Good basic salary plus commission to qualified man. Box A-117, BROADCASTING.

New Mexico C&W 1 kw seeks full-time salesman who is capable of moving into manager position shortly. Send resume to Box A-169, BROADCASTING.

Sales—(Cont'd)

Top 30 radio station Eastern seaboard. . . coast to coast group operated. . . badly needs aggressive time salesman. Rated #1 Pulse for past 3 years in half million market. Established active account list. Small sales staff. \$10,000 is probability, not possibility. Position has recently been vacated by promotion if you're not a pro, don't waste our time and yours. Box A-173, BROADCASTING.

Salesman wanted for Florida Negro format station, good accounts, good opportunities. Excellent climate. Box A-200, BROADCASTING.

Wanted - Salesman - Announcer - principally saleswork. Beautiful small market in Ohio—Good salary and commission—Box A-260, BROADCASTING.

Sales and production—man with proven sales and announcing ability wanted for Tennessee small town radio. If you like money, have no problems, the best references, send tape and personal resume at once. Box A-267, BROADCASTING.

Sales manager—Western New York market. Top salary, excellent fringe benefits. Prefer family man. Must possess good sales background and creative ability. Replies confidential. Send resume and character references. Box A-277, BROADCASTING.

East Coast major market needs strong local salesman to earn up to \$25,000 per year. Top station in America's top radio market. Must be strong at both direct and agency levels. Box A-298, BROADCASTING.

Iowa-Illinois group has two openings. Salesman and salesman-announcer to manage branch studio. Box A-300, BROADCASTING.

Professional salesmen to call on stations. Must be free to travel, own car. A proven station promotion that creates traffic at retail level. Earn \$15/25,000 per year. Box A-302, BROADCASTING.

Vermont. A wonderful state to live in and a great place to make money! Sell Radio Time in the Champlain Valley and make \$8,000-9,000 a year clear—after we have paid your ordinary car operating expenses. It's hard work—not for clock watchers—but what good job isn't? Write or wire today! Box A-308, BROADCASTING.

Fast growing country and western station in Pueblo, Colorado needs hungry salesman. Business growing faster than present staff can handle, still far below potential. Liberal financial plan for right man. Write KPUB, Box 831, Pueblo, Colorado.

Radio time salesman with creative flare wonderful selling opportunity with a 5 kw radio station in major West coast metropolitan market. Only two radio stations in market. Send resume to J. S. Harrison, Jr., KWIZ, Santa Ana, California. All inquiries confidential.

Are you tired of being just a salesman with no opportunity for advancement to the executive level? If you are and you are aggressive, hard working, hungry with a solid sales record behind you, then you want us. The OK Group is one of the oldest and most successful Negro programed radio properties. We have openings in several of our markets for executive salesmen. Salary is open if you've got the record and the background you can just about call your draw. Good base guarantee, percentage and excellent yearend bonus based on sales figures. More important, we can promise you an opportunity to become one of our assistant managers and eventually a managerial chance if you've proven yourself. Write Stanley W. Ray, The OK Group, 505 Barrone St., New Orleans.

Sales—(Cont'd)

Sales manager. Small market. Country music station. Salary, commission. Opportunity for good man in good radio market. Right man will be promoted to manager within six months and have opportunity to buy in. Send resume to G. M. Allen, WFMX, Statesville, North Carolina.

Announcers

Morning man, New York state. Experienced only. Good voice. Top pay. Send tape resume to Box M-109, BROADCASTING.

Western Pennsylvania opportunity for mature announcer. Popular format, must be good on production. Box A-7, BROADCASTING.

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-83, BROADCASTING.

Announcer capable of gathering & writing news for Pennsylvania small market. Send details of experience along with 7½ tape and salary expected. Box A-106, BROADCASTING.

Suburban station in 10th market needs announcers with good music background. Community service type station. Must have strong production background. Top salary in growing chain. Real opportunity for presently employed program director or production manager in small or medium market. Send tape and full particulars. Box A-175, BROADCASTING.

Immediate opening for morning man. P. D. if qualified. AM-FM serving good community. Paid vacation. Hospitalization, other benefits. Box A-219, BROADCASTING.

Male copywriter . . . small board shift . . . Northeast good music, need aggressive individual . . . great opportunity . . . growing company, send tape, and 6 pieces of copy to Box A-234, BROADCASTING.

Announcer/chief engineer better than average at both. 1 kw. Excellent equipment, easy listening format financially sound. Pleasant living in beautiful Virginia. \$140 to start. Box A-245, BROADCASTING.

Country Western dj. Some spot production experience preferred. Midwest station Box A-248, BROADCASTING.

Velvet voice? With sincere and authoritative delivery and unhesitating pronunciation of major and minor musicians and compositions? You may have the job you've been wanting. Top 50 kw station in major Northwest market now accepting applications from first phone announcers with good timbre, good temper, and good taste. Horace Greely would have sent tape and resume to Box A-249, BROADCASTING.

Personality station needs a mid-day personality! We are middle-of-road with the personalities. Associated with TV. Salaries plus talent equal \$9-20,000. If you're good, you owe it to your future to see us in the Midwest. Replies confidential. Tape, resume to: Box A-252, BROADCASTING.

Unusual opportunity in fast growing radio-TV Production Company in Midwest for mature-voiced announcer, capable of writing top quality dialogue and straight copy. Salary open. Send resume, references, tape to Box A-253, BROADCASTING.

Announcer with first phone. Texas. Send tape, all former employers, present salary. Box A-261, BROADCASTING.

Immediate opening, announcer first phone, middle of the road format, salary open dependent on experience, send tape, picture and resume—Michigan. Box A-265, BROADCASTING.

Announcers—(Cont'd)

Are you a pro, equally at home in radio or television? Immediate opening for versatile announcer in Southern New York market. Must have college plus experience. AFTRA scale plus talent. Also, now accepting applications to fill two summer vacation positions. Box A-276, BROADCASTING.

Excellent chance to make big money, with number one station in a four-station market, in Mountain states. Send complete resume. Box A-290, BROADCASTING.

Personality-contemporary music station looking for two top notch people. Important time periods available. Great future and opportunity for the right people. Experience vital for this rare opening. Box A-318, BROADCASTING.

Mid-day man, experience, stable, authoritative voice. Send photo, reference names, tape. KTFI, Twin Falls, Idaho.

Looking for a news chief with creative flare for gathering and reporting local news, Los Angeles, salaries with this metropolitan 5 kw Southern California radio station. Send tapes and resume to J. S. Harrison, Jr., KWIZ, Santa Ana, California. All inquiries confidential.

Air personalities from 25 to 30 with top 40 experience desirable but not a must. Los Angeles salaries . . . with this metropolitan 5 kw Southern California radio station. Send tape and resume to J. S. Harrison, Jr., KWIZ, Santa Ana, California. All inquiries confidential.

Play by play football, baseball, basketball—Montgomery, Alabama, WAPX.

WBCM-Bay City, Michigan has opening for experienced staff announcer. Contact Leo Jylha, Manager.

Announcer for Florida 5 kw middle-of-road format. Must have friendly delivery and be able to operate smooth board. Send tape and salary required with resume. WCWR, P.O.B. 606, Clearwater, Florida.

Immediate opening for first phone announcer/engineer capable of versatile and personable air work, some production tapes, and routine maintenance with five thousand watt daytime. Send non returnable resume, photo and air check to WDSL, Radio, P.O. Box 404, Mocksville, North Carolina.

Expanding again. Need an experienced good music dj. Some news. Contact Rick Rawlins, Program director, WFIN, Findlay, Ohio.

Announcer-engineer. Some maintenance. FM experience preferred, but not necessary. Send resume and tape to: Bud Walters, PD, WFRL, Freeport, Ill. 61033.

Immediate opening top grade young combination news and board man. Must have 5d class ticket and must be enthusiastic worker with good commercial voice. Opportunity here if you do the job. Send tape, pix, and resume to WGST, Box 7254, Station C., Atlanta, Ga.

Announcer. Will consider man with little experience if willing to learn. Midwest. Phone (Area code 317) 659-3338. V. J. Kaspar, WILQ, AM & FM, Frankfort, Indiana.

Quality, big coverage station requires top notch all around announcer who knows and likes good popular music of the non rock type. \$120 for 40 hour week. Send tape and resume to Winslow Porter, WJTO, Bath, Maine. Studio fire destroyed all tapes and correspondence from previous applicants. We do not know who applied. If you mailed previous application just send letter. Position still open.

We're looking for an experienced announcer with first phone, no maintenance. If you can accept responsibility, do the job, and grow with a young station, we offer a good present and prosperous future in our medium market station. Drifters need not apply. /WMHI, Route 5, Frederick, Md. 21701.

Announcer for Florida adult radio station, small hard working congenial staff. References will be checked. Send tape, complete resume and snapshot. No phone calls, Art Ross, Program Director, WTCM, Ocala, Florida.

Announcers—(Cont'd)

Announcer with versatility for conservatively programed daytime. News experience desired. Tape and experience resume with first reply, WVSC, Somerset, Pa.

Announcer South-central Ohio. Call 614-773-2244.

1 announcer, 2 announcer-sales combination . . . salary plus commission. Immediate opening. . . HE 6-0123. . . No collect calls. Manager . . . Albany, Ga.

Announcers! Newscasters! Specialized services. Coaching. Technique. Home training. Taped. Also beginners. Hal Fisher, Consultant, 678 Medford, B, Patchogue, New York 11772.

Make no mistake, the demand is for announcers who can motivate their audience. "Interpretive Announcing," the nationally recognized voice training system, available in lecture series on tape, \$14.95 complete with commercial script. Broadcast Careers Institute, 975 N. 35th Street, Milwaukee, Wisconsin 53208.

Technical

Chief engineer/announcer better than average at both. 1 kw. Excellent equipment, easy listening format, financially sound. Pleasant living in beautiful Virginia. \$140 to start. Box A-246, BROADCASTING.

Permanent chief engineer for new RCA 1 kw directional at Ocean City, New Jersey. Announcing optional. Box A-295, BROADCASTING.

Upstate New York. Engineer-announcer for single station market. Will pay up to \$120 per week for top man. Write or wire today! Box A-309, BROADCASTING.

Engineer-announcer. Some maintenance. FM experience preferred, but not necessary. Send resume and tape to: Bud Walters, PD, WFRL, Freeport, Ill. 61032.

Engineer-announcer needed. Excellent opportunity greater St. Louis area. Send particulars to Chuck Norman, WGNU, Granite City, Illinois.

Engineer-top forty dj. General maintenance on 1 kw directional. \$125-150 a week. Phone area code 205-265-4875 after 9 p.m. CST.

Production—Programing, Others

Combination program director and local news editor. Must have good journalism background for middle-of-road Western Pennsylvania fulltimer. Mature experienced man. Box A-6, BROADCASTING.

Major market station, one of nation's largest chains, needs responsible, authoritative afternoon newsmen. Send resume, tape and references immediately to Box A-156, BROADCASTING.

PD rock background, air experience for Negro station. Large Midwestern market. Rush resume, and tape. Box A-218, BROADCASTING.

News director. Single station market. Gather and write local news. UPI audio. Progressive growing community. College man preferred. Midwest. Box A-220, BROADCASTING.

Need a production man interested in production, not air shift. Best equipment with which to work. Ohio format station. Send tape, resume, photo and salary requirement. Box A-241, BROADCASTING.

WIRK, West Palm Beach, Florida now has immediate opening for assistant news director. This man loves and lives news and can do jock work if needed. Send tape and resume.

Top male or female continuity writer to double in sales service and/or production. Send full details to Gerry Grainger, WWCA, Gary, Indiana.

Progressive AM-FM station has immediate opening. Good voice, production ability and knowledge of pop-adult format helpful. Send tape, resume and requirements to Bruce Nelson, Box 67, Binghamton, New York.

Situations Wanted—Management

Happily employed, medium market — no hurry — \$18,000 now — substantial improvement or ownership option only — successful general manager 10 years. Box L-320, BROADCASTING.

Experienced manager with 17 years successful background in broadcasting; station and corporate management with wide administrative background. Interested in management or highly administrative and corporate affairs positions. Settled family man. Top references. Box A-170, BROADCASTING.

Now employed, one of country's top radio markets, general manager 15 years experience, looking for new challenge. \$16,000.00. Heavy sales as well as programming experience. Box A-186, BROADCASTING.

Looking for energetic, hard working money making manager, family man with finest references \$15,000 plus—available February 1st. Box A-213, BROADCASTING.

Salesman—Heavy road experience, have car, will travel for right deal. Box A-214, BROADCASTING.

Highly successful manager wishes to buy into and manage a small to medium station. Years of experience in management, announcing, programming, first class license and excellent salesman. Write Box A-230, BROADCASTING.

Successful general manager for 14 years wants management job with stock ownership. No other proposals considered as I am happily employed now. Fine record of sales and service to prove my worth. Substantial cash available. Write in confidence to Box A-240, BROADCASTING.

Long and consistent success record in all phases broadcasting including 13 years management. Small-Medium market preferred. Box A-266, BROADCASTING.

Manager seeks opportunity to manage medium market station. Over 10 years in radio. Prefer Midwest. Box A-280, BROADCASTING.

Attention station owners. Seasoned manager experienced all phases, wants management small market station midwest or west. Excellent references. Box A-292, BROADCASTING.

Sales

14 years experience all phases radio and sales management. Strong personal sales. First phone. Family man and forty. Prefer Southwest. Write Box A-297, BROADCASTING.

Need a sales manager? Have eleven years experience in sales. Experienced sales manager. Prefer medium market in Midwest. Box A-281, BROADCASTING.

Announcers

Negro Newscaster, announcer, dj—Bright personality, experienced, family man. Will settle. Tight board, selling sound. No floater. Resume photo & tape available. Box L-318, BROADCASTING.

Good music operations opportunity wanted. First phone. Production, programming background, TV experience. Box A-108, BROADCASTING.

DJ, available now, solid commercials, news tight board. Box A-146, BROADCASTING.

Experienced announcer with first ticket seeking permanent position in major market—either pop or middle of the road format. Box A-174, BROADCASTING.

For lease with option to buy. . . Midwestern top 40 swinger looking for slot after completing date with Uncle Sam. Have top ratings and 1st phone. Available Feb. 8th. Box A-205, BROADCASTING.

Negro—1st phone, married, young, dependable. Swinging R&R. R&B. Good selling voice. Box A-222, BROADCASTING.

Announcers—(Cont'd)

Northeast: Announcing school graduate. Currently in service. Will be discharged shortly. Some experience. Tape, resume—single. Box A-232, BROADCASTING.

1st phone—inexperienced—B.S. degree in Business Administration. Age 24—eager to learn announcing. Prefer Southwest. Box A-235, BROADCASTING.

Experienced program director—have worked in markets such as Dallas, Providence, R. I., Louisville, Ky. and others. Have 100% record of successes as both on-air personality and program director. Will take complete charge of your programing problems letting you devote more time to sales management and business. If you want revitalization and ratings, air mail invitation to Box A-238, BROADCASTING.

Eastern states; experienced air man in creative production, staff, news, and copy. Currently with Eastern multi-station organization. 3rd phone, excellent references. Tapes and resume, Box A-239, BROADCASTING.

Employed in top 75, married, 2nd ticket. 9 years experience. Box A-242, BROADCASTING.

First phone—married, presently employed wants position in Mid-west in medium market. Prefer top 40. Personal interview at my expense. Excellent references. Box A-247, BROADCASTING.

Jock, presently employed, 50 kw in top ten markets available soon. Prefer modern formats. Excellent references. Also qualified as PD. Box A-250, BROADCASTING.

Announcer, 1st phone seeks job. Prefer C&W format—No maintenance. Box A-255, BROADCASTING.

Talents now polished. Ready to move up. Ambitious, aggressive family man. Currently employed. 5 years experience all phases of programing. Top 25 markets only. Box A-256, BROADCASTING.

Mature, experienced broadcaster, 35, available for larger markets in news or specialty. Presently at 50 kw, major market. No speculators. Write Box A-262, BROADCASTING.

Beginning announcer, school graduate, desires opportunity at your station. Box A-263, BROADCASTING.

1st phone, young married. 3 yrs experience news, announcing, production. Two years college. Practical electronics background. Looking for responsible, permanent position in radio or TV at news conscious, mature station. Would like to assist in maintenance. \$125. Prefer warm climate. Box A-268, BROADCASTING.

New Year! New Ratings! Need new talent? Versatile radio-TV personality available immediately. Live camera, sports. All phases radio from rock to middle road. Best references. Seek radio-TV combination but will consider either. Box A-269, BROADCASTING.

Here's the answer—2 jocks, as a team or separate. Prefer Midwest. Wives want security; so do we. Box A-271, BROADCASTING.

Experienced "first phone" announcer-dj, play-by-play broadcaster. Family. Prefer Southwest-Rocky Mountains—but will relocate. Handle any music. Box A-272, BROADCASTING.

Top forty man, college graduate, three years experience, pleasing voice. Prefer Eastern United States. Box A-274, BROADCASTING.

Announcer seeks first position. Speech trained, endorsement, some college. Hard, willing worker. Box A-275, BROADCASTING.

Non-scream top 40 announcer just released from active duty. 16 months experience prior to service. For air check write Box A-278, BROADCASTING.

First phone announcer, maintenance. 26 years old. 6 years experience. Willing to relocate. Box A-282, BROADCASTING.

First phone. DJ/news/TV experienced. Rich resonant voice. Western States. Box A-283, BROADCASTING.

Announcers—(Cont'd)

Radio Pro-announcer, dj, and top flight production man. Currently in market of less than 100,000 and earning more than \$145.00 weekly. Will wait, for right position. Married, 24, Box A-284, BROADCASTING.

Announcer, dj. Authoritative newscaster, air personality, dependable, personable, not prima donna. Married. Box A-286, BROADCASTING.

Announcer-engineer, prefer top 40, college. Box A-288, BROADCASTING.

Announcer—qualified—experienced—dedicated. Phone 406-542-2083 or 406-549-6158 after 8 a.m.—before 5 p.m. MST or write Box A-301, BROADCASTING.

Night jock — available immediately (this afternoon). Top East coast night jock ready to move West. Box A-305, BROADCASTING.

"Highly rated" Top 40 personality in large Eastern market desires a bigger challenge. Minimum salary considered \$10,000 yearly. Box A-307, BROADCASTING.

Experienced 1st phone available March. Box A-312, BROADCASTING.

Negro announcer/engineer—first phone, ambitious, aggressive, good voice. Sake background—looking for first job.—Age 24, single—military completed. Tapes and resume. Box A-315, BROADCASTING.

Been waiting for the right Negro announcer & music personality? I'm your man! Former top 40 jock w/McLendon (Chicago) wishing to settle down in good music/talk format in major market. Nine years experience, includes AFRS-Tokyo, Detroit, Chicago & New York. A-316, BCJTG.

Announcer, dj. Happy sound, authoritative news, not a prima donna or floater. Willing to relocate. Box A-317, BROADCASTING.

Broadcasting school graduate, licensed, young, single, ambitious, co-operative, versatile. Unfortunately no experience. Let's talk it over. Tape available. Write Kelly McGuire, Box 133, Mason, Ohio.

Family man, twenty-eight with ten years all phases of U.S. and Canadian radio and TV. Strong personality. Prefer Southern California with mild to heavy format. Tape and reference available to right station. Write or wire D. B. Simmons, 3654-41 Ave., Red Deer, Alberta, Canada.

Top 40 swinger prefers large market. Gimmicks galore... able to snatch large audience from your competitor. Rock experience! Married, lovable, honest, good-looking, modest! 1-414-235-8588.

Want job as pd or jock in small or medium market. I'll audition over phone. Want challenge. Possible sales. Call 309-342-5242. Married—No vices—2 children. Want to settle down in nice Midwest town

1st phone; excellent character and credit references. Major market top 40 experience, bottom \$500 per month. Age 22. Jim Bartlett, 301 Granada Road, Auburndale, Florida 33823. Phone 967-3043.

Technical

First phone: Excellent maintenance, good directional experience; can do combo shift. Box A-193, BROADCASTING.

Chief engineer. Good with older equipment. Light announcing. Ron Pesha 918-742-7490.

Production—Programing, Others

Major markets—radio or TV—looking for another Jack Paar, or Gary Moore. I'm looking for the ideal situation. Send for tape and fact sheet on my past successes. Box A-149, BROADCASTING.

Sports director who pays his freight. Excellent sales record supplements professional play-by-play, telephone talk programing, and "name" interviews. Will incorporate sales with sports—or sports only. Presently employed, college graduate. Markets over 150,000 only. Box A-209, BROADCASTING.

Production—Programing, Others

Continued

Award winning radio news director, Midwest, seeks similar position in Florida. College graduate. Top references. Available late spring. Strong sports background. Personal interview necessary. Box A-237, BROADCASTING.

Young woman presently employed in sales promotion and merchandising department of major Midwest radio station seeking new location in aggressive top market station. Opportunity for advancement most important. For resume write Box A-243, BROADCASTING.

If your station has top ratings and billing, don't read this ad. Two top flight, top rated personalities — currently employed — seek new challenge. If you want—20 years combined major market experience, a program director and production manager, two aggressive college educated professionals—and if you offer—a top market challenge, top money (our combined income last year was \$29,000) and security—then let our tapes and resume speak for themselves. Box A-270, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice best suited to news, commercials and better music. Currently employed. Box A-289, BROADCASTING.

Young newsman seeks writing, air-work, metropolitan Washington area. Experience as Capitol Hill-White House correspondent, with national exposure. Married, no military obligation. Box A-296, BROADCASTING.

Born and bred in markets of 500,000 and up. Seek news director post in same. 12 years radio. 33, family. Box A-304, BROADCASTING.

Eastern seaboard—Experienced news/program director available August 15. Seeks challenging assignment with growing station in expanding market. Now unexcitingly earning \$9,500 in Radio-TV and feature film production. Resume on request. Box A-311, BROADCASTING.

Program-news-director. College. Married. Experienced. \$475. Prefer Southern California, Arizona. 714-922-3269.

TELEVISION

Help Wanted—Sales

Account executive. Two immediate openings in Ohio for experienced television time salesmen. Major group owner with top compensation plan, excellent fringe benefits and excellent opportunities to progress into management. An Equal Opportunity Employer. Send confidential resume of age, education, marital status and sales record to Box A-183, BROADCASTING.

Announcers

Television announcer wanted by Midwest station. Will consider radio man wanting to move into TV, or man with some commercial TV experience. Send full details with audio tape, salary information, photo to Box A-287, BROADCASTING.

Technical

Have opening for operating engineer, first class license, experience preferred. Contact Bill Ranker, KCKT-91, Great Bend, Kansas.

Experienced first-class engineer, small market AM/TV operation. Must know studio, transmitter and microwave maintenance. Salary open. Pleasant community. Write or call Chief engineer, WBOY-TV, Clarksburg, West Virginia.

Allentown, Pennsylvania ETV needs chief engineer. First phone. On job April 1. UHF airs September. \$9,000-\$9,500 Write Manager, Lehigh Valley, ETV, 230 West Packer, Bethlehem, Pennsylvania.

Allentown, Pennsylvania ETV needs two first phone transmitter engineers by May 1 and two studio engineers by June 1. UHF airs September. \$5,000-\$6,000. Write Manager, Lehigh Valley, ETV, 230 West Packer, Bethlehem, Pennsylvania.

Production—Programing, Others

News director—for Capital city radio-TV station. Must have background. Send photo, references and salary requirements with resume to Box A-165, BROADCASTING.

Promotion director—Immediate opportunity for college graduate with three to five years experience in television publicity, press relations, advertising and sales promotion. Indiana station affiliated with top group. Starting salary \$9,000-\$11,000 commensurate with experience. Excellent fringe benefits and opportunity for growth in responsibility. An Equal Opportunity Employer. Send confidential resume of age, education, experience and salary record to Box A-184, BROADCASTING.

Presentation—promotion writer for N. Y. TV station. Broadcast background, knowledge of ratings, creative. Resume. Box A-231, BROADCASTING.

Northeast ETV network-affiliated station has opening for young experienced promotion man. Excellent opportunity for advancement. Market over 150,000 homes. Send full details, picture if available, first letter to Box A-244, BROADCASTING.

TELEVISION

Situations Wanted—Management

CATV marketing executive desires challenge. College, middle 30's, present earnings middle 5 figures. Please provide complete details. Box A-202, BROADCASTING.

Sales

Experienced TV general sales manager wants opportunity for station management. Age 43. Best references. Box A-291, BROADCASTING.

Announcers

Three years experience in AM and FM: extensive preparation for television staff announcing and talent. Will consider news as well. Write Box 100, East Lansing, Michigan. Phone 517-332-1920.

Technical

Competent first phone technician. One year television, four years radio as chief. Seeks permanent television employment in South. Box A-259, BROADCASTING.

Production—Programing, Others

Producer-director. Commercial—ETV experience. College graduate. Negro. Resume available. Box A-118, BROADCASTING.

Young married midwest newscaster five years TV-newspaper background seeking small or medium market. Box A-227, BROADCASTING.

TV-Radio-No rip & read announcer, but a knowledgeable, experienced writer-reporter of sports, news & special events. Box A-299, BROADCASTING.

Looking for the TV station manager who needs a 3 E producer—enthusiasm, energy and equipoise. If you have an operation on the way up, I'm ready! Military service just over, single, go anywhere, salary reasonable, three years radio-TV producer experience, college BA, Broadcasting post graduate studies, graduate Army Information school, first phone. Box A-303, BROADCASTING.

Producer-director. Quality minded, creative professional. 12 years varied production experience. Married. BA Box A-310, BROADCASTING.

Married man desires position in production. Clemens C. Kuhlrig, 2811 W. 27 Ave., Denver, Colorado.

WANTED TO BUY

Equipment

Eight or ten position audio console. Homer Akers, 246 Baldwin St., Bloomfield, N. J.

5 kw transmitter, 10 bay or larger turnable to 97.5 mc. Tower. Box 26441, Houston, Texas.

Good used 16" turntables and Ampex 450 playbacks. WLBB, Carrollton, Ga.

Opening 250 watt daytimer. As starter, desire purchase of office/studio/transmitter set up in trailer/semi-mobile rig. Box A-293, BROADCASTING.

Equipment wanted—5 kw FM transmitter and accessories. Send detailed information to P.O. Box 1669, Pensacola, Florida.

1 good used RCA field power supply TY31-A. 1 good used Balop projector. Please contact Radio-TV department, Ithaca, College, Ithaca, New York.

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.

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.

If you need broadcast equipment or have equipment to sell . . . contact Broadcast Equipment and Supply Co., Bristol, Tenn.

RCA, BTF-10B, 10 kw, FM transmitter. Excellent condition. Best offer over \$8,000. KNXR, Box 832, Rochester, Minn.

For Sale—Professional type Crown tape recorder model GCP. Excellent condition. New price was \$600. Now asking \$300. Contact Luverne Sawyer, 1505 N. Madison St., Fremont, Neb. Phone 721-1276.

Schafer model 1200 Broadcast automation system, consisting of: (1) model CU-9 control unit—controlling up to (9) individual channels; (1) model MU-3-R preparation unit, including model RPB-9 record/playback channel; (2) model PBR racks, each consisting of (3) Ampex 352 tape decks. Approximately 1½ years old in very good condition. Write to S. T. Michalos, Commercial Credit Corp., 300 St. Paul Place, Baltimore 2, Maryland.

Large searchlight and generator mounted on truck. Excellent for promotion. Excellent condition. Box A-264, BROADCASTING.

Towers—Painting dollar per foot and up. Contract maintenance, lights serviced, section bonding. Fully insured. Nevins' Enterprises, Box 8295, Tampa, Fla. 33604.

Best offer takes any or all of following: RCA 66A modulation monitor; RCA 96AX limiter amplifier and power supply; Simpson 300 tube tester; two Gates 16 turntable cabinets; 3 RCA 6-inch speaker baffles; RCA 8-inch Hi-Fi console speaker enclosure. Write KHAS-Radio, Hastings, Nebr.

Magnecorder S36B \$125. Seeburg 200 selectomatic changer \$300. Wide band Motorola base and 2 GE mobile units \$150. Box A-306, BROADCASTING.

Save \$4,000.00 on Schafer automation equipment by taking up payments. Reply Box A-313, BROADCASTING.

Complete FM and background music package less antenna. RCA BTF-3B 3 kw transmitter, MI-701B exciter, FME-50 Harkins multiplex exciter, SCT-2 Harkins 67 kc sub-carrier generator, 335-B Hewlett-Packard frequency-modulation monitor, 2 harmonic filters, 100 feet 1½ coax, spare parts & tubes, now on 103.7 mc. Package \$5,250. No junk. Excellent condition. Going maximum power. Ken Freeman, WEBQ-FM, Augusta, Ga. 803-824-5441.

Steel and Tower Erection and Maintenance Co., Box 263 A, Route 9, Old Annapolis Rd., Pasadena, Md., CL 5-4831.

MISCELLANEOUS

39,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221, Steiner St., San Francisco.

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.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Biz Comedy Service, 1735 E. 28th St., Brooklyn, N.Y. 11229.

100 all sure fire laff lines, by dj for dj's. \$2.98. MAR KEE Productions, Box 38, Concord, California.

Your station's own California voice, with 50 cuts per week of latest Hollywood news. Pennies a day. Mar Kee Productions, Box 38, Concord, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 10, June 16, August 18 & October 20. 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 \$285.00—Rooms \$10.00 per week—Classes begin Feb. 9-March 16-April 20-May 25 & June 29. 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.

INSTRUCTIONS—(Cont'd)

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.

Announcing. Learn from network quality announcers from Nation's largest correspondence institution teaching announcing. Extensive recorded lessons and texts. Free descriptive recording. Columbia School of Broadcasting, 4444 Geary Boulevard, San Francisco.

RADIO—Help Wanted

Sales

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box M-166, BROADCASTING

COLLINS RADIO

has immediate need for aggressive sales engineer to call on radio broadcasters in the Pacific Northwest. Excellent growth opportunity. B.S.E.E. degree or equivalent and minimum 3 years' broadcast sales experience necessary. Send complete resume covering education, experience and salary requirement to:

Collins Radio Company
Manager of Employment
Dallas, Texas

DIRECTOR OF SALES DEVELOPMENT IN RESEARCH

For New York broadcasting org. Exp. in radio, TV station, rep. or ad agency required. Must be familiar with audience measurement, and strong on presentation writing. Some knowledge of graphics helpful. Big opportunity for right person, Rush resume. Box BM 961, 125 W. 41st St., N. Y.

Announcers

MORNING PERSONALITY WANTED

Major market station (top 20) wants the best morning man around. If you are the man, send us a sample of what you can do. We are looking for the man who can set the market on its ear and get No. 1 ratings without playing rock. Competition is keen but income is good. Send tape and resume to Box A-314, BROADCASTING.

Help Wanted

Production—Programing, Others

FOREIGN ASSIGNMENTS

Opportunities in developing countries for broadcasting specialists with commercial experience, including sales, advertising and general management in radio and TV; also radio and TV programmers and technical instructors. Don't apply unless you are ready for new challenges on minimum two-year assignments. Send full details on education, employment and language experience to:

Box A-151, BROADCASTING

Radio writer-producer

opportunity at 50 kw., clear channel station still doing live musical programs. Send full background and salary needs in first letter.

Box A-157, BROADCASTING

NEWS DIRECTOR WANTED

Major market East Coast station seeks top News Man to develop and direct five-man department. Hard worker, a voice that booms with authority and administrative ability a must. Pip-squeaks need not apply. Five-figure salary for right man. Send tape, pics and complete resume to:

Box A-203, BROADCASTING

NEWSMAN

Metropolitan market, Midwest, good salary. Must be able to dig out local news and coordinate network. Prefer experienced broadcaster but will take beginner with journalism school background. Send tape and resume to

Box A-257, BROADCASTING

DIRECTOR OF PUBLIC AFFAIRS

For a New York Broadcasting org. Must have radio or TV exp., and be conversant with local and area civic problems. Writing skill, and broadcasting production technique essential. Rush complete resume, and relevant exhibits. Box BM 966, 125 W. 41st St., N. Y.

Production—Programing, Others

Continued

PUBLIC RELATIONS

Career opportunity in public relations with one of the nation's largest ethical pharmaceutical companies.

Journalism background with TV-Radio skills and with corporate P.R. experience.

Must have desire and professional ability to cover all aspects of broad-gauge public relations programs.

Please submit resume including salary requirements. Our employees know of this ad.

Box BR 870, 125 W. 41st St., N. Y. 36
An Equal Opportunity Employer

Radio News Director Wanted

Midwest metropolitan market, all facilities including network and mobile equipment available. We want impressive news in format operation. Must have experience and news background, good salary, send tape and details.

Donald J. Kelly, WCBM Radio,
2610 N. Charles St., Baltimore, Md. 21218

ASSISTANT PROGRAM DIRECTOR for Modern Major Market Radio Station

Must be a clever producer, sharp writer, creative promoter. New studios, excellent working conditions, warm weather in this highly competitive but most exciting tourist center. Send tape, resume and sample copy to

Box A-320, BROADCASTING

TOP TEN MARKET NEEDS ASSISTANT PD

We're looking for a creative, assistant PD who can write, edit, and produce commercial spots, promos, and exercise good judgement in selection of contemporary music for major station in top ten market.

Probably the man is presently a good PD at a well-rated station in a smaller market who is ready to make a giant step to a network oriented station in the East.

Send complete resume, along with salary requirements to:

Box A-319, BROADCASTING

Situations Wanted—Management

ATTENTION DOG OWNERS GENERAL MANAGER AVAILABLE

Let me manage your station for one year and I will

- Increase Your Billing
 - Bring Your Rating Up
 - Scare Liver Out of Your Competition
- Box A-273, BROADCASTING

Production—Programing, Others

TOP MORNING MAN

and/or program director, presently employed but available immediately. I have never been anything but #1. Major market experience! Creative, intelligent, funny! Let me hear your offer.

Box A-251, BROADCASTING

TELEVISION—Help Wanted

Announcers

RADIO-TV FARM REPORTER

Immediate opening. 1 to 3 years experience in farm radio or farm television preferred, but will consider newscaster with farm background. Apply in person or send detailed resume to:

Personnel Department
McClatchy Broadcasting Company
21st & Q Streets
Sacramento, California

Technical

MANAGERS AND ENGINEERS

Major Broadcasting concern entering community antenna field in cities across the country requires experienced system managers and engineers. Send resume in confidence to:

Box A-258, BROADCASTING

EMPLOYMENT SERVICE

MR. STATION MANAGER

If you need a qualified, reference checked employee, we have several hundred in our files. Our applicants are in all parts of the U. S.

Call or Write:

C.B.I. Placements
Radio-TV Division
641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

BY BROADCASTERS—FOR BROADCASTERS

The AMPS Agency

Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Hawaii and Alaska. We need everyone from Mgmt. down to receptionist. Send inquiry, resume, tapes were applicable to:

The AMPS Agency
"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211
Telephone OL 7-4881

Serving the West from California

BY BROADCASTERS—FOR BROADCASTERS

EMPLOYMENT SERVICE

Continued

CONFIDENTIAL NEGOTIATIONS

We have jobs for exp. announcers, combomn. engineers, salesmen, newsmen, female copywriters. Nationwide service. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

WANTED TO BUY—Equipment

WANTED:

500-foot tower capable of supporting 3-bay Channel 6 TV antenna and associated equipment.

Box A-187, BROADCASTING

WANTED TO BUY—Stations

WANTED

Small radio station by experienced Broadcaster. South preferred. Send price, details, terms—no agent. Replies confidential.

Box A-229, BROADCASTING

Professional Broadcast Pioneer

Will buy Midwest (or near) radio facility with some opportunity for improvement. Top 800 markets preferred—not required. We are adequately financed—deal confidentially with principals—cash or terms. Expect immediate reply—you probably know us.

Box A-119, BROADCASTING

FOR SALE—Stations

LOS ANGELES AM

Substantial principals only.

Box A-171, BROADCASTING

SOUTHWEST U.S.A.

Substantial fulltime station in a year round warm and sunny agricultural area. Excellent history of sales and earnings. Price including real estate—\$250,000 with 29% down and terms open.

Box A-201, BROADCASTING

SUCCESSFUL

YOUNG MANAGER-SALESMAN

with personal cash wants to buy 51%-100% of a \$100,000-\$200,000 property. All replies confidential.

Box A-228, BROADCASTING

FOR SALE

Stations (Cont'd)

ILLINOIS

1,000 watt—full time. In the black with tremendous possibilities. \$180,000.00 29% down with a 10 year pay off.

Box A-254, BROADCASTING

FOR SALE STATION

West Coast, AM, Daytimer, medium market, ideal for working owner.

Low Down payment
Box A-285, BROADCASTING

Radio Station in Florida 250 watts

Low down payment \$59,000.00
please write:

Box A-294, BROADCASTING

TAMPA, FLORIDA

10,000 Watts—Non-Directional Day—1550 KC. All new equipment—furnishings—studio. Includes transmitter, property with new building. Ideal opportunity to enter Florida's largest industrial market. Low down payment—very attractive terms to good operator securing paper. Call or write John McLendon—601-948-1617 Jackson, Miss., P. O. Box 197.

Lia Rue & Associates Inc. Media Brokers

654 MADISON AVENUE
NEW YORK CITY

HA 1-0818

TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Ala.	single	daytime	\$ 65M	terms
Tenn.	single	daytime	50M	SOLD
Fla.	medium	regional	110M	29%
N. E.	TOP 50	daytime	500M	terms
N. E.	major	power	750M	cash

buying and selling, check with

✓ CHAPMAN COMPANY INC
2045 PEACHTREE RD., ATLANTA, GA. 30308

STATIONS FOR SALE

1. SOUTHWEST. Top market. \$275,000. 29% down.
2. SOUTHWEST. Small market. \$15,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 19

	Lic.	CP's	NOT ON AIR	TOTAL APPLICATIONS
AM	3,995	51	73	387
FM	1,210	73	221	279
TV	550 ¹	40	93	191

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 19

	VHF	UHF	TV
Commercial	510 ²	163	673
Noncommercial	58	56	114

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30, 1964

	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

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Continued from page 85

WLSV Wellsville, N. Y.: WAVU-FM Albertville, Ala.

■ Following were granted extensions of completion dates as shown: KABL Oakland, Calif., to July 29; KCAL Redlands, Calif., to April 1; WREM Remsen, N. Y., to May 3; KLOL Lincoln, Neb., to June 1; KWAM Memphis, to March 31; WSLM Salem, Ind., to April 1; WPIN St. Petersburg, Fla., to April 9.

Actions of Jan. 14

■ Granted renewal of licenses for following main and co-pending auxiliaries: WKLF-FM Clanton, Ala. and WSIB Beaufort, S. C. WANG(FM) Coldwater, Mich.—Granted CP to increase ERP to 50 kw, decrease ant. height to 180 feet, and install new trans.

■ Granted renewal of licenses for following main and co-pending auxiliaries: KSFM (FM) and SCA Sacramento, Calif.; WCKM Winnsboro, S. C.; KFVS-TV Cape Girardeau, Mo.; KSTN-FM Stockton, Calif.; WAJR-FM Morgantown, W. Va.; WWOM New Orleans; KRNT-TV Des Moines, Iowa, and KVTI-TV Sioux City, Iowa.

WIHS-TV Boston—Granted license for TV; specify ERP as 214 kw vis., and 107 kw aur.; and CP to change type trans.; conditions.

KUSN St. Joseph, Mo.—Granted CP to install auxiliary trans. at main trans. site.

WLOU Louisville, Ky.—Granted CP to install auxiliary trans.

KKWL Waterloo, Iowa—Granted CP to install new auxiliary trans.; remote control permitted.

WAMO Pittsburgh—Granted CP to install old main trans. as auxiliary trans. at main trans. site; remote control permitted.

WEFA(FM) Waukegan, Ill.—Granted CP to install new ant., and increase ERP to 3 kw.

WGMR-FM Tyrone, Pa.—Granted CP to install auxiliary ant., and make changes in ant. system.

KGEE-FM Bakersfield, Calif.—Granted CP to install new trans., and increase ERP to 42 kw.

*WSAE(FM) Spring Arbor, Mich.—Granted CP to make changes in ant. system.

WYFE(FM) Lansing, Mich.—Remote control permitted.

WLNH-FM Laconia, N. H.—Granted mod. of CP to change type trans. and type ant.; increase ERP to 3 kw, and decrease ant. height to 235 feet.

■ Granted renewal of licenses for following TV translator: K02AL, K10AV, Telluride TV Association, Telluride, Colo.; K02DG, K10EO, Kayenta TV Association, Kayenta and Northern Chinle Valley, Ariz.; K80AG,

Show Low TV Inc., Show Low, Ariz.

■ Following were granted extensions of completion dates as shown: WLAC-FM (main trans.) Nashville, to May 23; KOCY-FM Oklahoma City, to March 15; WITN-FM Washington, N. C., to March 15; KNWS-FM Waterloo, Iowa, to March 20; WOIO(FM) Cincinnati, to July 31; KCLB(FM) Carlsbad, Calif., to June 30; KSDD-FM San Diego, to April 1; WEAU-FM Eau Claire, Wis., to March 20.

Actions of Jan. 13

KIOO(FM) Oklahoma City—Granted renewal of license.

WMFM(FM) Madison, Wis.—Granted CP to increase ERP to 38 kw, and ant. height to 84 feet, and install new trans.; remote control permitted.

WHBB Selma, Ala.—Granted license covering increase in daytime power and installation of new trans.; change in ant. trans. and main studio locations; specify type trans.; and remote control operation.

WDOK Cleveland—Granted license covering changes in DA-D.

WMCA New York—Granted license covering use of old main trans. as auxiliary trans. at old main trans. site.

WTTM Trenton, N. J.—Granted license covering use of old main trans. as auxiliary trans. (DA-1) at main trans. site.

WHLF South Boston, Va.—Granted license covering change in ant. trans. location.

WWOK Charlotte, N. C.—Granted license covering installation of auxiliary trans.

WEND-FM Ebensburg, Pa.—Granted license covering change in type exciter unit, using amplifier portion of trans.

WHLF-FM South Boston, Va.—Granted license covering change in ant. trans. location.

WGPC-FM Albany, Ga.—Granted license covering installation of new trans., and increase in ERP.

KALB-TV Alexandria, La.—Granted CP to change trans. location to Forest Hill, La.; change type ant.; increase ant. height to 1590 feet; and make changes in ant. structure; conditions.

WAWZ-FM Zarephath, N. J.—Waived Sec. 1.176 of rules, and granted CP to increase ant. height to 420 feet; decrease ERP to 10 kw; change trans. location, and type ant., and make changes in ant. system; remote control permitted.

KNXR(FM) Rochester, Minn. — Granted mod. of CP to increase ERP to 91 kw, decrease ant. height to 420 feet, and change type trans. and type ant.

KESM-FM El Dorado Springs, Mo. — Granted mod. of CP to change type ant.

K70DH, K74GM Aitkin and Brainerd, Minn.—Granted mod. of CP's to change type trans., and make changes in ant. system for UHF-TV translators.

■ Granted licenses for following AM's: WIGS Gouverneur, N. Y.; WTLN Apopka, Fla.; conditions; WJPW Rockford, Mich., and specify type trans.; WOGA Sylvester, Ga., and specify type trans., main studio location and remote control point.

■ Granted licenses for following FM's: WHLS-FM Port Huron, Mich.; WSMT-FM Sparta, Tenn.; WLCM-FM Lancaster, S. C.; WRSJ-FM Bayamon, P. R.; WTOT-FM Marianna, Fla.; *WPEA Exeter, N. H.; remote control permitted.

KSL-FM Salt Lake City—Granted mod. of CP to make engineering changes.

WFKO(FM) Kokomo, Ind.—Granted mod. of CP to increase ERP to 5.1 kw, decrease ant. height to 115 feet, and install new ant.

■ Remote control permitted for following: KIKK (main trans.) Pasadena, Tex.; KPOJ (main trans.) Portland, Ore.; conditions; WAEB Allentown, Pa. (nighttime operation), and change studio location, conditions; KFCB Redfield, S. D., conditions.

■ Remote control permitted for following: KFNB(FM) Oklahoma City; WPGF-FM Burgaw, N. C., condition.

Actions of Jan. 12

Yampa Valley TV Association, Hayden, Colo.—Granted CP for new VHF-TV translator, on channel 12, to rebroadcast programs of KBTV-TV (ch. 9), Denver.

WBMD Baltimore—Remote control permitted (alternate main trans.).

Action of Jan. 7

Taos Community TV Inc., Taos, N. M.—Granted CP's for new UHF-TV translators, on channels 9 and 11, to rebroadcast programs of KGGM-TV (ch. 13), and KOAT-TV (ch. 7), both Albuquerque, N. M.

Action of Dec. 31

■ Granted renewal of licenses for following main and co-pending auxiliaries: WBLG Lexington, Ky.; *WMVT(TV) Milwaukee; *WWKS(FM) Macomb, Ill.; WJRD Tuscaloosa, Ala.; WBON(FM) and SCA Milwaukee; WTVB Coldwater, Mich.; WITY Danville, Ill.; WMPA Aberdeen, Miss., and WWCW Brazil, Ind.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ KANO Anoka, Minn.—Northwest Broadcasting Co. Requests amendment of rules to assign class C FM channel to Anoka in following manner: Anoka: add 300; Cambridge, Minn.: delete 300, add 288A; Rhinelander, Wis.: delete 298, add 300; Neilsville, Wis.: delete 288A, add 298; Oelwein, Iowa: delete 299, add 300; Spencer, Iowa: delete 300, add 299, and New Ulm, Minn.: delete 298, add 225 and suggested following alternative: Anoka: add 300; Cambridge, Minn.: delete 300, add 288A; Oelwein, Iowa: delete 299, add 300; Spencer, Iowa: delete 300, add 299, and New Ulm, Minn.: delete 298, add 225. Received Jan. 8.

■ KORK-TV Las Vegas—Southern Nevada Radio and Television Co. Requests institution of rulemaking proceedings to make following changes in TV table of allocations: Las Vegas: delete 2, add 3; Boulder City, Nev.: delete 4, add 5; Goldfield, Nev.: delete 5, add 2, and Cedar City, Utah: delete 5, add 4. Issue petitioner order to show cause why KORK-TV should not be modified to specify operation on channel 3. Received Jan. 11.

■ WGIC Xenia, Ohio—Greene Information Center Inc. Request amendment of rules to add FM channel 237A to Xenia. Received Jan. 12.

Processing line

■ Application listed herein is mutually exclusive with application already on file with commission. United States Court of Appeals for District of Columbia Circuit in case of Kessler v. FCC 326 F.2d 673, 1 R.R. 2d 2061 (1963) ordered that application be accepted for filing and designated for hearing in consolidated proceedings with proper mutually exclusive application on file. Accordingly, notice is hereby given that on February 24, following listed application will be considered as ready and available for processing: St. Ignace, Mich., Lake Broadcasters Inc. Requests: 940 kc, 1 kw, D, class II. Attention of any party in interest desiring to file pleadings concerning application pursuant to Sec. 309(d) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provisions governing time of filing and other requirements relating to such pleadings.

PERHAPS the only thing Hillard Gates regrets about the responsibilities of station management is that over the years the job has slowly eaten away his opportunities for on-the-air-work, especially play-by-play sportscasting.

Not that any of his associates may have noticed such a cutting back, however. What is more, they like it. The boss understands their problems better.

As vice president and general manager of the Communicana Group's WKJG-AM-FM-TV Fort Wayne, Ind., Mr. Gates spends a full day with his administrative duties and keeps up a healthy broadcasting schedule too. His on-air professional name is so well known (his full name is Hilliard Gates Gudelsky) it long since has become his off-the-air "ID" as well.

Just for Fun ■ Mr. Gates doesn't necessarily espouse the theory of leadership through example although his mike performance amounts to that. His daily radio and TV sports programs and frequent weekend coverage of basketball, football and other events are what he calls his favorite "hobby."

"I get more relaxation out of this," he says, explaining, "I'd just as soon go to a ballgame and do it as watch it."

During his 28 years in broadcasting Mr. Gates has covered at least 5,000 games. Just a few weeks ago, for example, he did three basketball games on Thursday evening, one and part of a second on Friday, three on Saturday and a hockey game Sunday afternoon. But that's mild, he admits, compared to his record of play-by-play of nine consecutive tournament basketball games in one day back in 1941. No wonder in Indiana the game is dubbed "Hoosier hysteria," he laughs.

Topping off his station management activities and sportscasting is the heavy speaking schedule that Mr. Gates maintains in behalf of the WKJG organization. He averages about 80 to 100 speeches a year. Of these many concern sports but about one half are devoted to explanation of the American system of broadcasting and defense against unfounded criticism. These talks total some 2,000 now.

Viewer Responsible Too ■ He tells his audiences about the obligations of the radio and TV stations to their communities but he points carefully to the obligations of the viewer and the listener too. Mr. Gates keeps the same policy working at WKJG. He personally answers a call of complaint with careful attention.

Key department people at the WKJG stations have been with Mr. Gates many years. He believes the departments should be autonomous in their own right, running within their own budgets.

But he also has encouraged a degree

Hilliard Gates: first love is sportscasting

of informality where the department heads will sit down with him and work out their problems. To Mr. Gates, problems are for solving "now," not later in the mistaken hope they will fade away.

"I think he's rather unique in this age of automation and impersonal personnel relationships," one who has worked with Mr. Gates since 1939 points out, "because he is in daily contact with all of the people. He's one of the best red-tape cutters I've known. Hilliard is no desk-bound executive. He believes he

should know what's going on in all departments and takes an interest in the activities of each staff member."

Being program-oriented so many years doesn't mean Mr. Gates neglects the other aspects of broadcasting. Those who know him recall early in his career he saw that client contacts are most important "and he always jumped at the chance to accompany salesmen on sponsor visits." While not an engineer, he also can grasp quickly the technical idea that will cure a malfunction or improve operations.

Ear For Quality ■ "He is extremely sound-conscious and insists on the best possible sound," one staff member notes, "even if it means spending hours experimenting, changing and revising."

Mr. Gates is especially eager and enthusiastic about supervising one new "sound" job in Fort Wayne, putting WKJG-FM back on the air there in the next few weeks, this time as a complete stereo operation. He had first built the FM outlet in 1948, as he had WKJG itself only the year before as manager for the original owner, Walter Kunkel, then publisher of the *Fort Wayne Journal-Gazette*.

But WKJG-FM ceased in 1956 at a time when much effort was being devoted to the newer glamour medium, television. Mr. Gates also helped establish WKJG-TV in 1953, having continued with the stations as assistant manager for the Edward Thomas-Clarence Schust group which took over after Mr. Kunkel's death in late 1948.

Broadcaster-publisher John F. Dille Jr., Communicana Group president, entered the ownership scene in 1957 and Mr. Gates became general manager of WKJG-AM-TV in 1962. He was made vice president a year later.

Despite his full schedule, Mr. Gates always has managed to find time for an active role in industry and community projects. Besides charitable and civic work, for example, he helped found the Fort Wayne Press Club in 1955. He is a charter member of the National Sportscasters and Sportwriters Association, a young group which for three years voted him Indiana sportscaster of the year and last year nominated him for this award.

Family Affair ■ Sports came naturally into Mr. Gates' life. He is the third generation of a sports family. As a boy in Muskegon, Mich., he dreamed of becoming a newspaper sports columnist. But when the local publisher heard him announce play-by-play accounts of his school games on the public address system, he was soon to win a job at WKBZ Muskegon on the recommendation of a newspaper story about his abilities. His first WKBZ duty: a play-by-play assignment, of course.

WEEK'S PROFILE



Hilliard Gates Gudelsky—VP & Gen. Mgr., WKJG-AM-FM-TV Fort Wayne, Ind.; B. Dec. 14, 1915, Muskegon, Mich.; Graduated Muskegon Junior College, June 1936; announcer, WKBZ Muskegon, 1936-40; sportscaster and then public affairs director, WOWO Fort Wayne, Ind., 1940-1943; infantryman, U. S. Army, and special services-broadcasting, U. S. Air Force, 1943-1944; sports director, WOWO, 1944-1947; manager, WKJG Fort Wayne, 1947-1948; assistant general manager, WKJG, 1948-1962, including later FM and TV outlets; became general manager of WKJG stations in 1962 and VP 1963; M. Rae Lois Petersen of Muskegon, Feb. 11, 1941; children—Marsha 13 and Brian 11; board member—Fort Wayne Press Club, Rotary Club, Fort Wayne Golf Assn., Downtown Assn., Better Business Bureau and Junior Achievement; member, Long Range Planning Committee, United Chest Council; hobbies—photography and sports-casting.

That FCC vacancy

ONE piece of unfinished business confronting President Johnson, who became President in his own right last week, is the naming of a member of the FCC to succeed former Commissioner Frederick W. Ford.

It is evident that Mr. Johnson is keeping his own counsel on appointments. There are at least two dozen candidates for the FCC.

Among the candidates are a number who are eminently qualified. The President is represented as preferring an educator or an engineer and perhaps a woman in either of these professions.

We hope the President does not procrastinate. We hope most of all that he does not limit himself to particular professions but will make his choice on the basis of overall qualifications and character.

In the candidates' interest

FCC Chairman E. William Henry has gone on record with a political broadcasting plan that may endear him to egocentric politicians who put their own future ahead of the country's but will earn him the contempt of larger minds that understand the value of journalism in the American society. Mr. Henry has decided that during political campaigns the television and radio systems ought to be converted into giant soap boxes to be used by candidates for whatever purposes they choose.

In a speech reported in this publication last week, Mr. Henry has opposed the repeal of Section 315, the present political broadcasting law, and has advocated new legislation that would require broadcasters to give free time to candidates for every office from the Presidency to justice of the peace.

Mr. Henry advances his proposals as a way to arrest what many thoughtful Americans would agree is an alarming rise in the cost of political campaigning. As the game of politics is now played, it tends to frustrate the entry of candidates who are neither rich themselves nor indentured to rich seekers of advantage. But Mr. Henry's proposals provide no guarantee whatever of making a significant reduction in the costs of conducting political campaigns, and they do threaten an almost certain neutralization of the journalism function of radio and television.

"To the broadcasters," said Mr. Henry, "political programming is journalism—the irreverent but legitimate daughter of the newspaper." Broadcasters must be thankful that their legitimacy has been confirmed, however grudgingly.

"To the candidate, however," said Mr. Henry, "the broadcasting medium is simply the extension of a platform, a town hall, a city park. . . . From this point of view the biggest fact on the horizon has nothing to do with journalism. It has to do with money. . . . Television time is a luxury item with a luxury price tag."

Mr. Henry, it is plain, has sided with the candidates in his appraisal of the broadcasting function. He wants the law to require broadcasters to give candidates as much time as is sold to them. Acknowledging that such a procedure might work financial hardships on some stations, Mr. Henry has airily proposed some kind of tax relief.

What Mr. Henry neglected to mention was that broadcast advertising is only one expense that a candidate must bear. The costs of all kinds of advertising have gone up in newspapers, on billboards, handbills, bumper stickers, lapel buttons and paper hats. Mr. Henry would touch none but television and radio. Speech writers charge more now than they used to. Surely Mr. Henry must recognize the pub-

lic service to be derived from a rule requiring ghosts to provide one page of manuscript free for every one they are paid for.

Now that Mr. Henry has proposed even sterner regulation of political broadcasting, it becomes more imperative than ever that broadcasters mount a massive effort to obtain the repeal of the idiotic law that now exists.

Scouting report

ONE of the continuing problems in any growing company is people—capable young people in numbers adequate for the needs set by business growth and normal staff and executive attrition.

Broadcasting, broadcast advertising and the related arts and industries possess a certain built-in attraction that many businesses lack. But they still need more and better newcomers every year.

An opportunity to win friends and at the same time promote recruitment will be presented shortly. On April 8-9 the International Radio and Television Society will conduct its 1965 College Conference. Outstanding students interested in radio-TV, broadcast advertising and related professions will be assembled for sessions led by professionals in these fields and by appropriate government officials and educators.

This will be the fourth year of such conferences. Last year 210 students from some 80 colleges participated in two meetings. This year IRTS Executive Director Claude Barrere, whose idea originated the series, hopes to have 200 to 250 at the April meeting. The conference is sponsored by the IRTS Foundation, but its bigger success requires additional support.

Agencies, stations, advertisers, networks, rep firms—any company or anybody in the business can help. This involves underwriting the cost, or part of the cost, for one or more students. It may be handled through the foundation or directly with whatever college the donor chooses. Stations would seem to have a special opportunity to work with local or nearby schools in "sponsoring" a specific student or group of students.

The conference will expose the students to some of the realities of the business and, therefore, to the goals of commercial broadcasting. Thus it can serve a public relations as well as a semi-recruitment purpose. It is a project in which everybody can win. But there is no time to waste. If it is to succeed in April, the support must come now.



Drawn for BROADCASTING by Sid Hix

"He says to make sure we turn off the lights as soon as the taping is over."

NOVEMBER ARB AND
NIELSEN SHOW...

CLEAN SWEEP

for **KSTP-TV** News ■ Weather ■ Sports

Monday through Friday, 6:00 to 6:30 PM and 10:00 to 10:30 PM, KSTP-TV's News-Weather-Sports programming dominates the important November ratings more than ever before!

Averaging 120,000 homes* each night, KSTP-TV reaches *twice as many homes* as the other news station at 6:00 PM. At 10:00 PM, KSTP-TV reaches an average of 168,000 homes, more than the other *two* news stations *combined* (and also wins Saturday and Sunday handily**).

KSTP-TV is nationally famous for its award-winning News-Weather-Sports programming which is typical of the entire KSTP-TV operation. That's why KSTP-TV is your first buy . . . your *best* buy in the vital Minneapolis-St. Paul market.

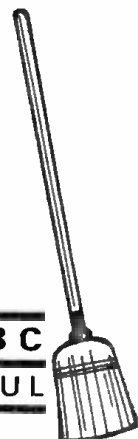
*Nielsen Station Index, Nov. 5-Dec. 2, 1964

**ARB Television Market Report, November, 1964



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EXPLOSION

... IS AN UNDERSTATEMENT FOR THIS JAMES STEWART BLOCKBUSTER. "THE MOUNTAIN ROAD" IS JUST ONE OF THE 60 GREAT COLUMBIA POST-'50 GROUP II FEATURES NOW LICENSED TO MORE THAN 70 STATIONS. KENS-TV, SAN ANTONIO; WMAR-TV, BALTIMORE; KAKE-TV, WICHITA AND KRNT-TV, MOINES ARE AMONG THE MOST RECENT STATIONS WHO HAVE SIGNED UP FOR THESE FINE FEATURES.

SCREEN GEMS