

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

SERIALS LIB  
USAF AIR UNIV  
UNIT ACCO BRANCH  
MAXWELL AFB AL

36113

EXP 2/65

A lot of huddling, but still no CATV compromise. p23  
NAB board names Wasilewski, votes for paid chairman. p36  
What happens if network program control is cut back? p48  
Is FCC trampling on the First Amendment? p54

Air University Library  
Maxwell Field, Alabama

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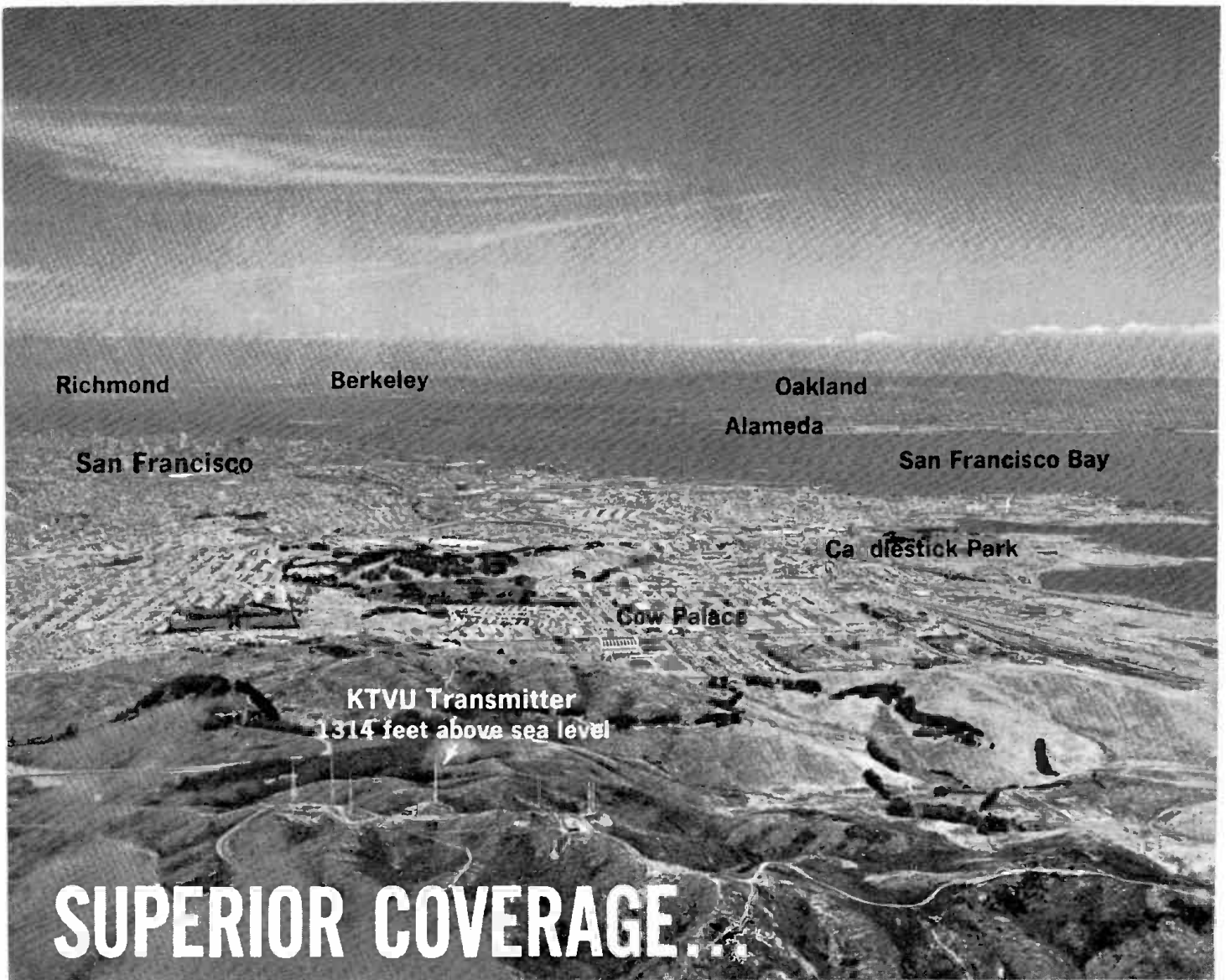
FEB 1965



# ACTION

... speaks louder than words in the exciting color feature film "Good Day For A Hanging" starring Fred MacMurray... one of 60 fine movies that comprise the Columbia Post-'50 Group II features now licensed to more than 70 stations!

**SCREEN GEMS**



# SUPERIOR COVERAGE...

of the San Francisco-Oakland market with KTVU Channel 2. Unduplicated programming, superior channel position, maximum power and central transmitter location assure advertisers of the finest signal coverage of over 1,500,000 TV homes in the #2 market in the West.

The Nation's LEADING Independent TV Station



SAN FRANCISCO-OAKLAND Represented by H-R Television



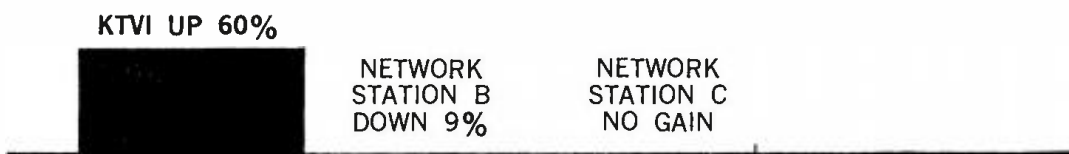
Cox Broadcasting Corporation stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC-TV Pittsburgh.

We're on our way to another score  
in that new ball game in St. Louis

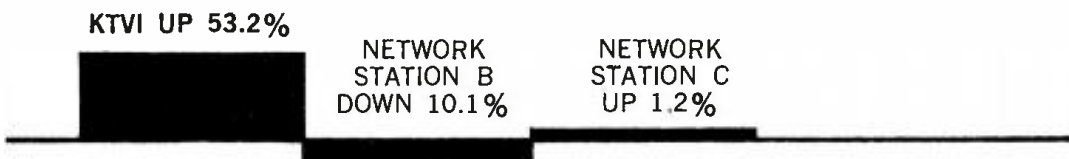
# KTVI's NEW 10 P.M. SPENCER ALLEN NEWS IS OFF AND RUNNING

Since it started 2 months ago  
you'll find:

## IN AUDIENCE RATINGS



## IN TOTAL HOMES



***And the game's just started!***

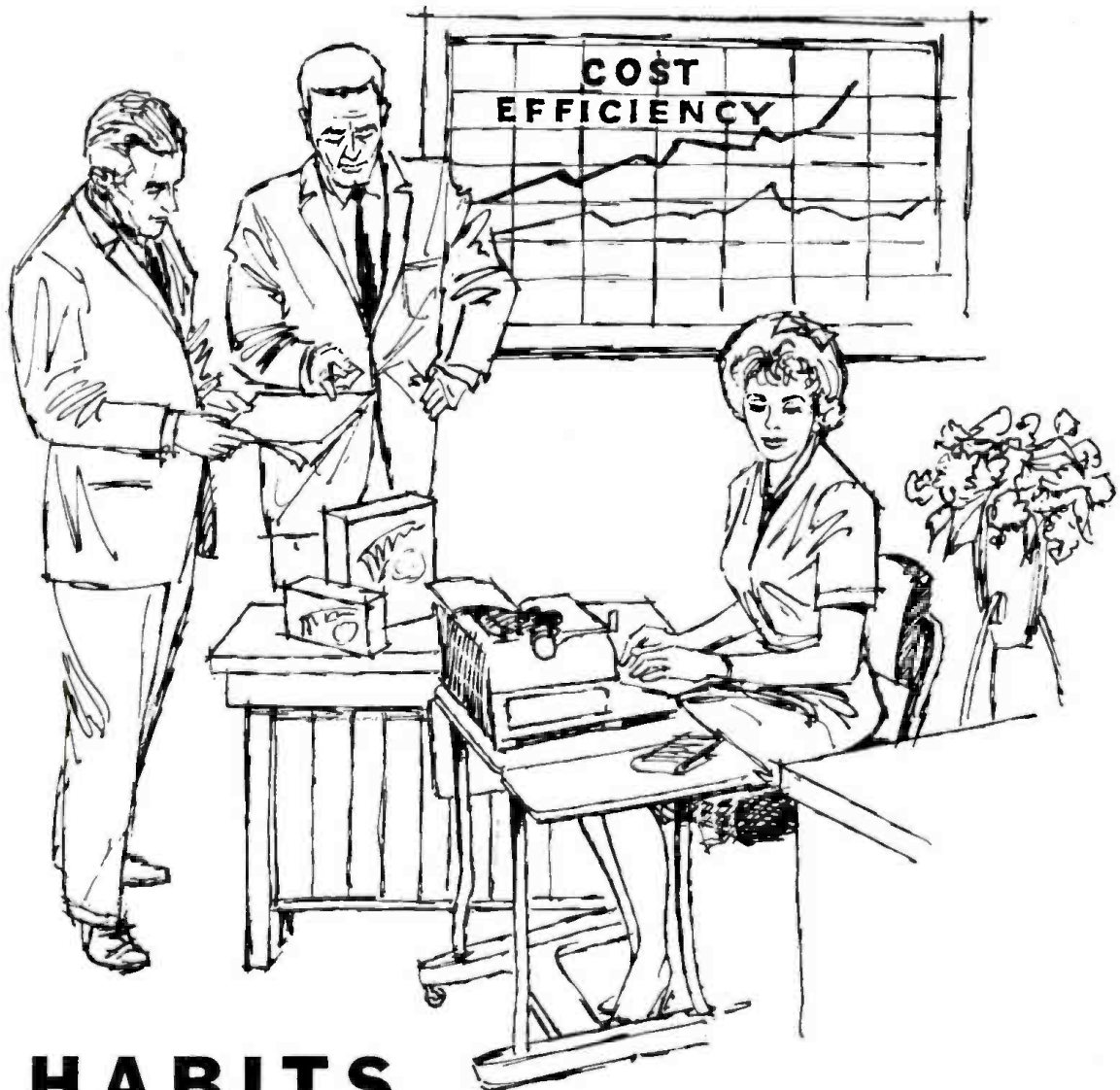
**THE  
EXCITING  
NEW**

**KTVI** Channel **2**

ST. LOUIS abc HR

SOURCE: ARB OCT. 1964  
ARB DEC. 1964





## HABITS

Viewers in the Dallas-Fort Worth market have the Channel 4 habit — a good habit to develop, since KRLD-TV delivers the finest lineup of entertainment and informational programming available in the great Southwest.

Why don't you get the Channel 4 habit? Start with an inquiry about avails on Channel 4 — the DOMINANT station.

See your ADVERTISING TIME SALES representative.

# KRLD-TV

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, *President*



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

## Where the color is

New estimates of color television set ownership, including breakdowns by major markets, by geographic territories and by county size, are due to be issued by A. C. Nielsen Co. soon, probably this week. It's understood Nielsen's findings coincide substantially with NBC's estimate early this year, which put color sets in use in U. S. at about 2.86 million as of Jan. 1 (BROADCASTING, Jan. 11). But they also show variations from one area to another, with penetration reportedly ranging from about 4% to about 9%.

*Lack of current color penetration information by counties may be causing some distortion in ratings. Neither Nielsen nor American Research Bureau attempts yet to impose color controls in sampling for their regular rating services. Outsider going through recent ARB diaries found one 16-family sample in western county contained eight color homes. In that sample, ratings of NBC affiliate skyrocketed (presumably because of heavy NBC color schedule). ARB says high-color samples may be averaged out by low-color samples to provide some insurance against general distortion in reports. ARB, like Nielsen, is working on color penetration report—but it won't provide county-by-county figures.*

## Call, call again

CBS Radio Spot Sales has prepared "research monograph" suggesting that better prospects for radio advertisers may be found among people who aren't at home—or at least don't answer—first time they're called by audience researchers. Based on four different studies, report indicates, for example, that people reached on call-backs have higher education, job and income levels than those reached on first call. In addition, those reached on first call were more TV-oriented, while those reached only on second or subsequent calls were heavier radio listeners. Paper's obvious point: that radio audience values are being understated unless researchers make all reasonable efforts to clear up so-called "no responses" in their samples.

## Cable rates

New York City CATV situation is as muddy as ever. Telephone company has presented schedule of tentative rates for use of cables that it would install and own. Reaction of city's CATV franchise seekers to phone company proposal has ranged from evident support and negotiation to threat of suit by one company that feels phone company tactics are "coer-

# CLOSED CIRCUIT®

cive." Unfair position, it says, stems from phone company ownership of Empire City Subway Co. which owns duct space under city's streets.

*Cable charges proposed: for underground feeder, \$40 per quarter-mile per year; aerial feeder, \$22.50 per quarter-mile per year; entry into any given city block, \$30 per month; feeder to basement of apartment, \$10 per month; to private dwelling 35 cents per month plus \$15 installation charge. If requested, phone company will go all way to TV set for additional charges depending on number of "riser" lines inside dwelling and number of sets to be connected.*

## Democrats are listening

Democratic National Committee means business in fight to force stations that carry right-wing programs critical of Johnson administration to present other views. Complaints documented with information monitored during 1964 election campaign are to be filed with FCC shortly (BROADCASTING, Jan. 25), and Democratic ears still are tuned: Monitoring of nine syndicated programs has continued since election, as letter going out from national committee verifies.

*Stations carrying Dan Smoot Report will be advised by Democrats that broadcast number 422 "was a vicious and distorted attack on President Johnson's education proposals." Stations are asked if they carried that show and what efforts were made to present other side. Letter also offers program material toward that aim if station hasn't been able to find any.*

## Radio shortchanged?

All was not serene at NAB board meetings in Palm Springs last week over new format of executive direction of association, which establishes permanent president, Vincent Wasilewski, and chairman, presumably a broadcaster, who will take leave for year's service in Washington. Everyone was for Mr. Wasilewski, but some radio board members felt chairman specifications give break to television to virtual exclusion of radio-only candidates. It was argued that because of economics very few radio station owners or managers would find it possible to spend year in Washington. Moreover, some thought they might lose status with FCC if they became absentee operators even for a year or two.

*Willard Schroeder, of WOOD-AM-FM-TV Grand Rapids, Mich., who intends*

*to move to Washington immediately as first chairman of National Association of Broadcasters under new executive plan, plans to spend the five months remaining of his tenure in drafting blueprint for reorganization of association. He has no clearly defined notion of eventual structure but intends to talk to many people inside industry and out, doing, in effect, his own Booz, Allen or McKinsey survey.*

## TIO safe for now

Showdown on future of Television Information Office, public relations organization which operates apart from but in conjunction with NAB, was averted at last week's NAB television board sessions at Palm Springs. Effective presentation by Willard Walbridge, KTRK(TV) Houston, TIO chairman, and Roy Danish, TIO director, influenced TV board to defer further consideration until June board meeting in Washington. TIO operates with budget of some \$550,000, of which \$75,000 is derived from NAB.

*Board had sought reappraisal of TIO activity to ascertain extent of duplication of NAB public relations, particularly in light of recent increase in dues of five-year-old TIO. To be considered next June will be means of improving liaison between NAB and TIO and of stimulating greater efficiency and effectiveness.*

## Not so fast

FCC, which took five years to revise program reporting form for radio, was hoping approval by Budget Bureau (which must pass on all such government forms) would come swiftly. But bureau, which received copies early last month (BROADCASTING, Dec. 28, 1964), shows no signs of rushing. Bureau officials have made it clear they don't regard commission form as sacrosanct and say they intend to give it long, hard look. Members of industry committee that is aiding bureau in its review, are scheduled to submit comments on Feb. 16. Committee will meet after that to discuss comments. In all, process of review could easily take several months.

*This will have direct bearing on commission effort to complete work on program reporting form for TV. This form, as now drafted, requires much more detail than radio form and therefore is much more controversial. Accordingly, commission will not push ahead with it until bureau's views on radio form are known.*



# NEWS



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

# WJW-TV

**the one to buy!**

On the spot while it happens, WJW-TV's leading local newscasts, award winning "City Camera" and hard hitting "Channel 8 Reports", telecast first with the drama of tomorrow's headlines. Cleveland, delivering the nation's 7th largest TV homes is the only large "one-buy" market—and WJW-TV is the one to buy.

LOS ANGELES KGBS	PHILADELPHIA W'IBC	DETROIT W'WBK	MIAMI W'CBS	TOLEDO W'SPD	CLEVELAND W'WBK	CLEVELAND WJW-TV	NEW YORK W'HN	DETROIT W'WBK-TV	MILWAUKEE W'ITI-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	<b>STORER</b> BROADCASTING COMPANY
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# WEEK IN BRIEF

The trail to CATV regulation is loaded with detours. NAB's TV board approves joint proposal, calls change 'minor'. NCTA board says change is 'major'. For subcommittees its back to drawing board. See . . .

## SNARL IN WIRED TV ... 23

NAB finds need for and room at top for two bosses. Wasilewski named president at \$50,000. Same figure will be paid to next board chairman who will operate from Washington. Schroeder works through June, unpaid. See . . .

## TWO HEADS ARE BETTER ... 36

FCC plan to give advertisers 50% of program control raises doubts by agencies and draws applause from independent producers. Meanwhile networks' \$25-30 million annual syndication business hangs in wings. See . . .

## PROGRAM CONTROL: FCC STYLE ... 48

Newton Minow reverses field and says Section 315 should be repealed. Says FCC's actions last year made him decide. Senator Hartke tells broadcasters it's time they gave full support to proponents of repeal. See . . .

## MINOW DOES ABOUT FACE ... 52

NAB radio board prefers to keep outright ban on hemorrhoid remedy and feminine hygiene spots. Turns down code board plan to use standard of copy acceptability. Approves tighter medical acceptability rules. See . . .

## BOARD VETOES CHANGE ... 37

Sin, sex and degradation and it's all on the nation's television screens. Carl Perian, staff director of Dodd Senate subcommittee, asks religious broadcasters to push for quality of programming. See . . .

## QUALITY QUESTIONED ... 55

Court may go along with TV music license committee and make ASCAP turn over financial records, but only those dealing with television. Judge Ryan says he may also ask for 'forms' of licenses. See . . .

## PEEK AT FIGURES ... 56

FCC's Lee finds public highly critical of commercials. Tells Georgia broadcasters that NAB codes are being used as 'crutch' by broadcasters when they get into pressing difficulty. See . . .

## SWINGS AT COMMERCIALS ... 28

Johnon asks \$17.5 million for FCC in new budget; \$200,000 would be used for 12 new members of Broadcast Bureau. Commission plans to add 50 to overall staff. LBJ asks \$13.8 million for trade commission. See . . .

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Loevinger puts big question mark in front of FCC's authority to inquire into religious programming. Says Supreme Court rulings indicate government agencies should practice neutrality. See . . .

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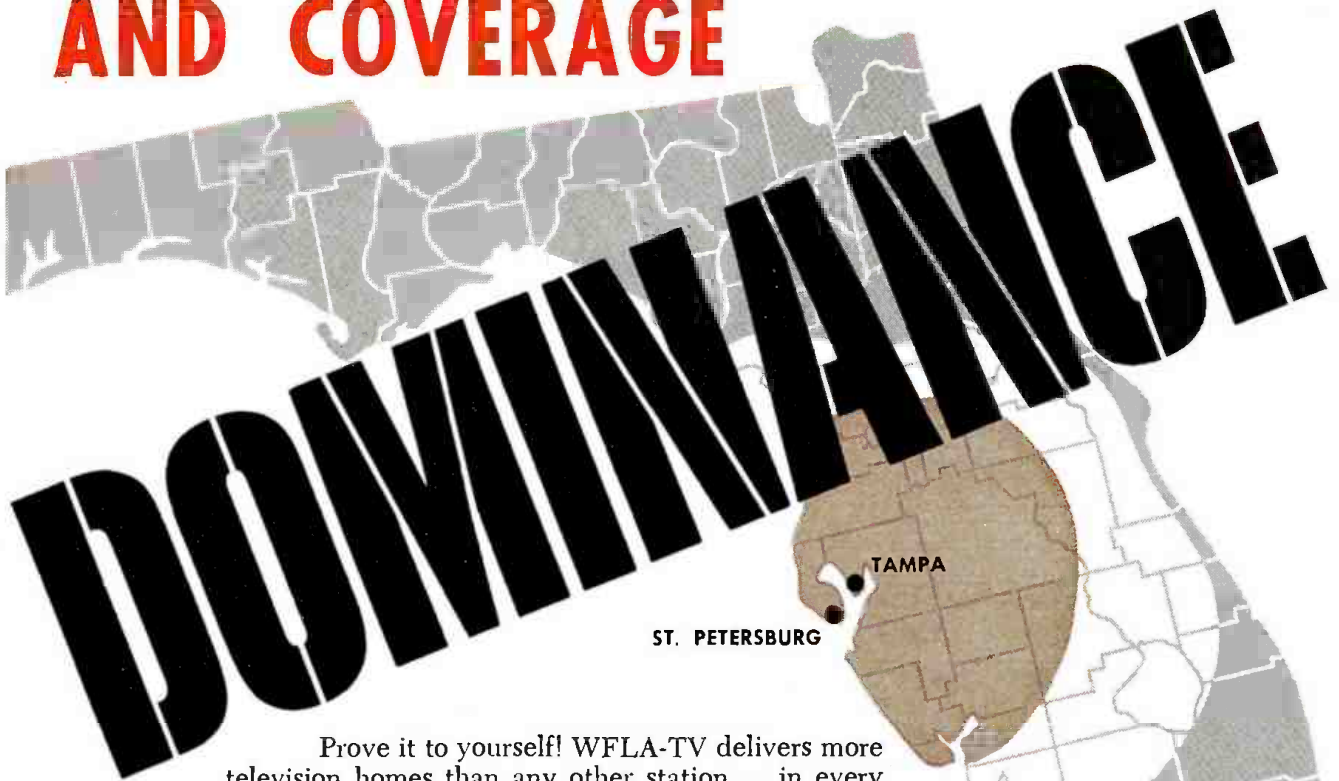
Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

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

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



# WFLA-TV DELIVERS AUDIENCE AND COVERAGE



Prove it to yourself! WFLA-TV delivers more television homes than any other station . . . in every time period as rated by the Tampa-St. Petersburg November 1964 ARB Survey in its Station Audience Summary, Monday through Sunday.

Here are their figures. See for yourself.

<b>DAYTIME</b>		AVERAGE ¼ HR. TOTAL HOMES
	7-9:00 AM MON.-FRI.	4:30-5 PM MON.-FRI.
<b>WFLA-TV</b>	<b>38,380</b> (TODAY SHOW)	<b>44,650</b> (LEAVE IT TO BEAVER)
<b>STATION B</b>	<b>29,040</b> (MORNING SHOW/KANGAROO)	<b>37,350</b> (SUPERMAN)
<b>STATION C</b>		<b>9,200</b> (TRAILMASTER)
		5-6:00 PM MON.-FRI.
		<b>70,275</b> (LLOYD THAXTON)
		<b>55,225</b> (CARTOONS/NEWS)
		<b>12,300</b> (VARIOUS)

<b>NEWS</b>		AVERAGE ¼ HR. TOTAL HOMES
	6-6:30 PM MON.-FRI.	6:30-7 PM MON.-FRI.
<b>WFLA-TV</b>	<b>114,850</b>	<b>140,050</b> (HUNTLEY-BRINKLEY)
<b>STATION B</b>	<b>97,200</b>	<b>88,850</b> (CRONKITE)
<b>STATION C</b>	<b>12,100</b>	<b>23,300</b> (VARIOUS)
		11-11:15 PM MON.-FRI.
		<b>64,800</b>
		<b>54,200</b>
		<b>7,100</b>

<b>PRIME TIME</b>		7:30-11:00 PM MON.-SUN.
	TV HOMES	TOTAL PERSONS
<b>WFLA-TV</b>	<b>117,800</b>	<b>243,700</b>
<b>STATION B</b>	<b>87,300</b>	<b>174,700</b>
<b>STATION C</b>	<b>36,300</b>	<b>75,400</b>



TAMPA-ST. PETERSBURG, FLORIDA

**WFLA-TV is most preferred by most people most often.**

\* Audience measurement data are estimates only. . . . . subject to defects and limitations of source material and methods. WFLA-TV does not attest to the absolute accuracy of data provided.



## NAB budget for next year is \$2,275,000

### VOTES FOUR STUDIES; ADDS RADIO MEN TO CATV UNIT

National Association of Broadcasters' combined board approved \$2,275,000 budget for fiscal 1965-66, beginning April 1, at final session of winter meetings in Palm Springs, Calif., Friday (Jan. 29). Budget is \$145,000 more than last year's \$2.13 million.

Projected 1965-66 expenses are \$2,123,000 and estimated year-end surplus is \$152,000.

Board also approved:

- Allocation of \$135,000—including \$25,000 from current and previous budgets—for four research projects dealing with continuing study of "broadcasting and the public purpose"; effectiveness of TV commercials; study of local TV and measurement, and broadcasting and editorializing.

- Renaming Future of Television in America Committee to Future of Broadcasting Committee and adding two radio-only members to group.

- Resolution expressing "great concern" over manner in which FCC announced new multiple-ownership policy. It urged FCC to withdraw notice and give broadcasters opportunity to be heard.

- Resolution opposing any restriction on cigarette advertising and committed NAB to support legislation "which would leave the regulation of advertising as it stands under existing law and oppose any requirement or specific disclaimers in advertising."

- Schedule of seven fall regional meetings in Dallas, San Francisco, Denver, Minneapolis, St. Louis, New York, Charlotte, N. C., and Jacksonville, Fla.

- Increasing number of radio program clinics from four to six and extending them from one day to day-and-half. It also suggested clinics be set for May or June rather than fall.

- New standards for tape recording and reproducing (reel-to-reel).

- One-week NAB/Management Seminar for 1965 proposed by engineering advisory committee and restricted to supervisory level engineers.

Board also was told that current fiscal year produced income of \$2,350,000, expenses of \$2,274,000 and surplus of \$77,000.

Proposed budget calls for general fund income of \$1,064,000 with expenses of \$1,061,000; radio fund income of \$351,000 and expenses of \$290,000; radio code income of \$126,000 and equal amount of expenses; TV fund income of \$329,000 with expenses of

\$239,000, and TV code income of \$405,000 and equal expenses.

**Personal Interviews** — Study projects, outlined by Donald McGannon, Westinghouse research committee chairman, and Howard Mandel, NAB research director, call for \$60,000 for personal interviews with 2,500-3,500 adults in study of broadcasting and public service.

Study of TV commercial effectiveness would cost \$1,500-\$2,000 for each program, using \$40,000 available from 1963-64 budget.

Research into local TV and measurement involves \$25,000 from current year's budget.

Study of broadcasting and editorializing is budgeted at \$10,000.

Mr. McGannon, also chairman of Broadcast Rating Council, said his committee had spent only \$63,000 of \$110,000 allocated last year.

Radio members named to Future of Broadcasting Committee by President Wasilewski are George W. (Bud) Armstrong, WHB Kansas City, Mo., and John H. Lemme, KLTJ Little Falls, Minn.

Joint board also approved earlier action of TV board on CATV negotiations with National Community Television Association (see page 23).

### Seiden reports on CATV at special FCC meeting

FCC spent all day Friday (Jan. 29) in discussion of broad range of community antenna television issues. Dr. Martin Seiden, consultant hired to do economic study on CATV, held floor most of afternoon session, giving oral preview of report which he expects to submit within two weeks.

Commissioners declined to give details of Dr. Seiden's presentation but said it was informative, "competent, impartial" job. They would not predict nature of influence report would have on commission policy. "It doesn't point in any one direction," said one commissioner.

Dr. Seiden's report was said to have gone into such questions as (1) where and in what kind of towns CATV's are located, (2) programming sources available there and what CATV's provide, (3) population distribution in CATV areas, (4) capital costs of CATV's and (5) modes of operation.

No attempt was made to reach de-

isions regarding CATV matters Friday but policy actions may be taken at next special CATV meeting, scheduled for Feb. 18.

### Charlotte switch dropped

Two-way switch of radio facilities in Charlotte, N. C., has been called off because one transaction fell a foul of FCC.

In agreements worked out last October, Henderson Belk was buying WAYS for \$500,000; he was selling WIST to Don Burden for \$225,000. WAYS is fulltime on 610 kc with 5 kw day, 1 kw night. WIST is also fulltime on 1240 kc with 1 kw day, 250 w night.

FCC told Mr. Burden that it couldn't approve purchase of WIST without hearing (CLOSED CIRCUIT, Jan. 11). Mr. Burden decided to drop purchase, of WIST; in turn Mr. Belk canceled agreement to buy WAYS. Commission has been asked to dismiss applications.

### Pushes watchdog group

Plan to reconstitute House Special Subcommittee on Investigations, panel that probed broadcast ratings, has run into some probing itself at housekeeping proceedings of House Rules Committee.

Representative Oren Harris (D-Ark.), chairman of subcommittee and its parent Commerce Committee, defended his organization's plans that subcommittee assume larger watchdog role over federal agencies in 1965-66. For past two years it's been mostly involved with ratings investigation, but that's about wound up and report is being written now.

Mr. Harris has support of Republican colleagues on his committee, but ran into prodding by Representative Howard W. Smith (D-Va.), head of rules

### Cameramen ordered out

TV and newspaper cameramen were ordered from corridor outside courtroom last Friday (Jan. 29) where Billie Sol Estes appeared for hearing.

Federal Judge Sarah Hughes issued order after Estes' counsel complained of difficulty his client had in getting through crowd.

Estes went before judge to answer charges of lying about financial situation to government.

# WEEK'S HEADLINERS

**Vincent T. Wasilewski**, with National Association of Broadcasters for 15 years, and executive VP since 1961, elected president (see pages 36, 82).



Mr. Bleier



Mr. Goldberg

**Len Goldberg**, ABC-TV director of program development eastern division, promoted to VP in charge of daytime programs. **Edward Bleier**, VP and national sales manager for ABC-TV, promoted to VP in charge of daytime sales and planning. Both will headquarter in New York. Mr. Goldberg joined ABC-TV in Sept. 1963 from BBDO where he worked in daytime TV in addition to his work as broadcast coordinator for two years. Mr. Bleier first joined network in 1952 as account executive and has been there for nine of last 12 years. In 1960 he served as VP in charge of daytime sales.

**A. L. (Fred) Plant**, VP in charge of advertising, Block Drug Co., New York, named chairman of the Association of National Advertisers' Broadcast Advertising Committee. He succeeds **John W. Burgard**, VP and director of advertising, Brown & Williamson Tobacco Corp., Louisville, who remains on committee as member. Mr. Plant joined Block Drug in 1955 as advertising manager after having served with Grey Advertising and Warwick & Legler advertising agencies, both New York.

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

panel, on staff size and other points.

Meanwhile, part four, final volume of hearing transcript of rating probe, became available Friday (Jan. 29). It covers hearings held May 14, 15, 23; June 30, 1963; Jan. 15, and Sept. 23, 1964. It's available from commerce panel, House Office Building, Washington.

## WNVY sale is approved

Assignment of WNVY Pensacola, Fla., from John Drees and John C. Smith to Atlantic States Industries Inc. for \$225,000 has been approved by FCC's Broadcast Bureau, it was announced

**George Abrams**, former president of Maradel Products, New York, company which he formed, has joined William Esty Co., that city, as senior VP. He will supervise American Home Products account and will oversee other Esty package good accounts. Mr. Abrams had been VP for corporate development at J. B. Williams Co., New York, until 1962 when he organized Maradel. He remained as Maradel president till Sept. 1964 and stayed with company as consultant until moving to Esty last week.



Mr. Erickson

divested his interests in Universal Broadcasting Co. (WQSR Syracuse, N. Y., and KADY St. Charles, Mo., and KADI(FM) St. Louis).

**Herbert S. Kaufman**, sales manager with ARB for NAFA Services (network, agency, film company and advertiser), named VP-NAFA, New York. **William N. Shafer**, western sales manager of firm, named VP-western sales and marketing services, Los Angeles. **Clarence A. Kellner**, national sales manager for company, named VP-station services, New York. Promotions were announced by President **George Dick** of ARB who took over last Nov. 16, when **James W. Seiler**, founder and former president of company, and five top aides resigned (BROADCASTING, Nov. 23, 1964).

Friday (Jan. 29).

Atlantic States, headed by Robert Price, owns WISA Brattleboro, Vt. WNVY, on 1230 kc, is fulltime with 1 kw day, 250 w night.

## NBC changes daytime shows

NBC-TV has made three changes in its Mon.-Fri. daytime schedule, effective March 29, involving move of program, *Truth or Consequences* and replacement of two current programs.

Changes: *Truth or Consequences*, audience participation show, moves to 10-10:30 a.m. EST replacing *Make Room for Daddy*; *Call My Bluff*, game

series packaged by Goodson-Todman, replaces *Say When* at 12-12:30 p.m. EST, and *I'll Bet*, celebrity game show, replacing "Truth" at 12:30-12:55 p.m. EST. *I'll Bet* is produced by Ralph Andrews and Bill Yagemann.

## Canadian TV film deal reported by Seven Arts

In large-scale feature film transaction, Seven Arts Production Ltd., Toronto, is announcing today (Feb. 1) that it has recently acquired TV rights to extensive group of 20th Century-Fox motion pictures at cost of \$21 million.

Information was contained in letter accompanying annual report being mailed to shareholders over weekend by Eliot Hyman, Seven Arts Production president. Number and identity of features were not disclosed. Spokesman in New York for Seven Arts Associated Corp. said that additional information would be released this week.

In addition, Mr. Hyman said that Seven Arts has completed production of pilots on two animated series, one based on Laurel and Hardy and other based on "Adventures of the Bible."

Seven Arts' statement of earnings showed that income from TV distribution almost doubled during its 1964 fiscal year over 1963.

For 12 months ended June 30:

	1964	1963
Earnings per share	\$1.67	\$0.93
Television income	37,524,837	19,181,164
Theatrical income	1,708,022	2,756,571
Producers and other fees	885,207	966,748
Gross income	40,116,066	22,904,483
Net earnings	2,908,322	1,607,462

## Motorola making color tubes

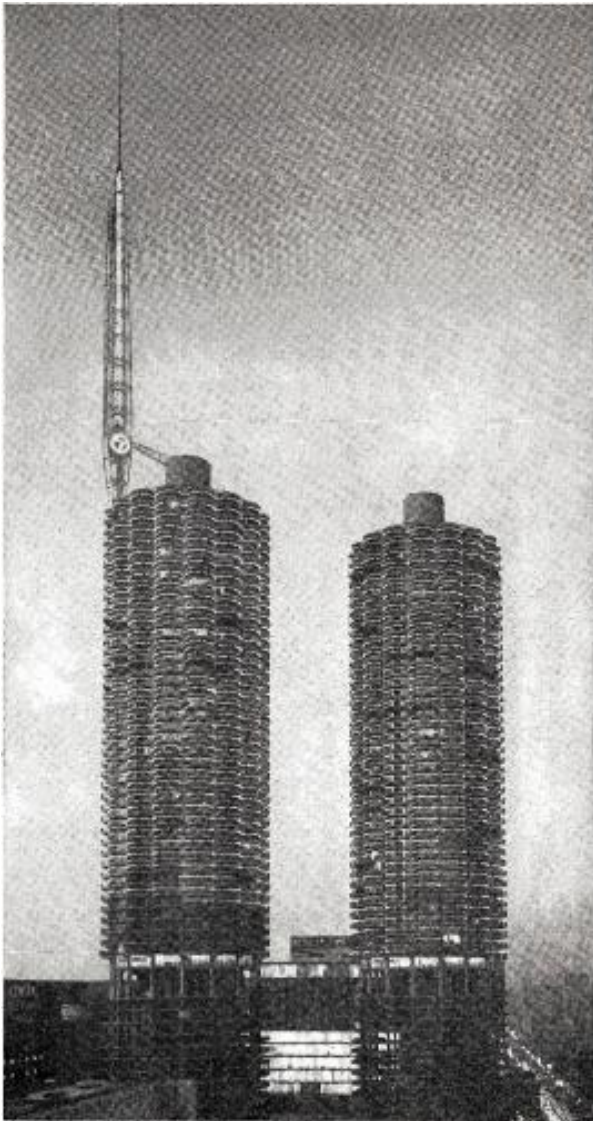
Popularity of Motorola's new 23-inch rectangular color TV picture tube being made by National Video Corp. has resulted in Motorola decision to manufacture tube at its Franklin Park, Ill., plant, firm said Friday (Jan. 29). New \$5 million-plus facility will be able to produce all sizes of rectangular color tubes, Motorola said, and will be in addition to National Video supply.

## Jenkins called to testify

Walter W. Jenkins, former aide to President Johnson, has been subpoenaed to testify in closed session Thursday (Feb. 4) of Senate Rules committee on charges, already denied, that he pressured Maryland insurance agent to buy time on Johnson family TV station in 1957 after sale of large life insurance policy to Mr. Johnson, then senator (BROADCASTING, Jan. 27, 1964).

Mr. Jenkins, who was 3.93% stockholder in Texas Broadcasting Co., licensee of KTBC-AM-FM-TV Austin, has placed stock in trust for wife and children.



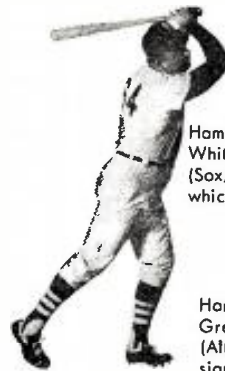


# WBKB, Chicago

It's tough to top Marina City's famous twin towers for spectacular scenery. But WBKB's new transmitter does just that. Standing on top of Chicago's best-known landmark, with its feet 60 stories up from the street and its head in the clouds, it began beaming the city's tallest TV signal in January, 1965. But it's not content just to be the tallest thing in town. It also lights up to flash the weather forecast and local sports results to everybody within 30 miles. (Short course in tower talk below.) Our talented tower has fast become a dominant part of the Chicago scene. Its strong new signal reaches more people . . . better than ever before. It can help you do the same. WBKB, an ABC owned television station.



## Any TV Transmitter can transmit TV. Look what else ours can do.



Home team wins:  
White light shows above ⑦  
(Sox, Cubs, Bears, or Blackhawks – whichever team is playing at home.)

Home team loses:  
Green light shows above ⑦  
(Alternating green and white lights signal a tie score.)



Temperature going up:  
Red light travels up the tower.



Temperature going down:  
Red light travels down the tower. (No change forecast: steady lights.)



Rain or snow coming: Flashing red lights. (The faster the flashing, the more precipitation.)





**NOT**  
the opener for  
**OUR SHOWS**

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

*Another example of  
Crosley 42 years  
of leadership*

**CROSLY COLOR TV NETWORK**

<b>WLW-I</b> Television Indianapolis	<b>WLW-C</b> Television Columbus	<b>WLW-T</b> Television Cincinnati	<b>WLW-D</b> Television Dayton
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**WLW** Radio Cincinnati—Nation's Highest Fidelity Radio Station

**CROSLY BROADCASTING CORPORATION**  
a subsidiary of *Arco*

**DATEBOOK**

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

■Indicates first or revised listing.

**FEBRUARY**

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

■Feb. 2—Rho Tau Delta, national professional radio-television fraternity, will present third of this year's broadcast seminar series with Robert Gordon, general manager of WCPO-TV Cincinnati, as speaker. Gold Room of University of Cincinnati's College-Conservatory of Music, 8 p.m.

■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 compliances division of FCC, and Bruce Palmer, president of Radio-Television News Directors Association, will speak. Minneapolis.

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

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

■Feb. 8-9—Midyear meeting, American Bar Association. Roosevelt hotel, New Orleans.

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 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. 12-14—New England Chapter of American Women in Radio and Television meeting. Speaker: Esther Peterson, assistant to the president. Hotel Somerset, Boston.

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

■Feb. 18—New York area EMMY awards luncheon, sponsored by New York Chapter of the National Academy of Television Arts and Sciences, Trianon Room, New York Hilton Hotel. Speaker will be former FCC Chairman Newton N. Minow.

■Feb. 18—Southern California Broadcasters Association. Eisaman, Johns & Laws, Los Angeles, guest agency. Luncheon meeting, 12 noon, at Michaels Restaurant, Hollywood.

Feb. 19—Newsmaker luncheon of the International Radio & Television Society. Featured speaker is Frederick W. Ford, 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. 22—Country Music Association sales and promotion seminar, Los Angeles. Co-chairmen: Dan McKinnon, KSON San Diego, and Dick Scofield, KFOX Long Beach, Calif.

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. 25-26—American Women in Radio and Television Educational Foundation's Board of Trustees meeting. Riviera Motor Hotel, Atlanta.

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 King Center. Arkansas State College, Jonesboro.

■Feb. 27—American Women in Radio and Television Educational Foundation—Atlanta AWRT Chapter Seminar. Atlanta.

■Feb. 27—First annual FAB awards banquet of Florida Association of Broadcasters. Awards will go to Ed Sullivan, Bob Hope,



# Get yourself an orchestra seat

## There are a bushel of advantages

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.

The large group operators have recently discovered the

great advantages of the compact list. The big trend is in this direction. Perhaps you, too, need the special interest, effort and attention that comes when you have an orchestra seat.

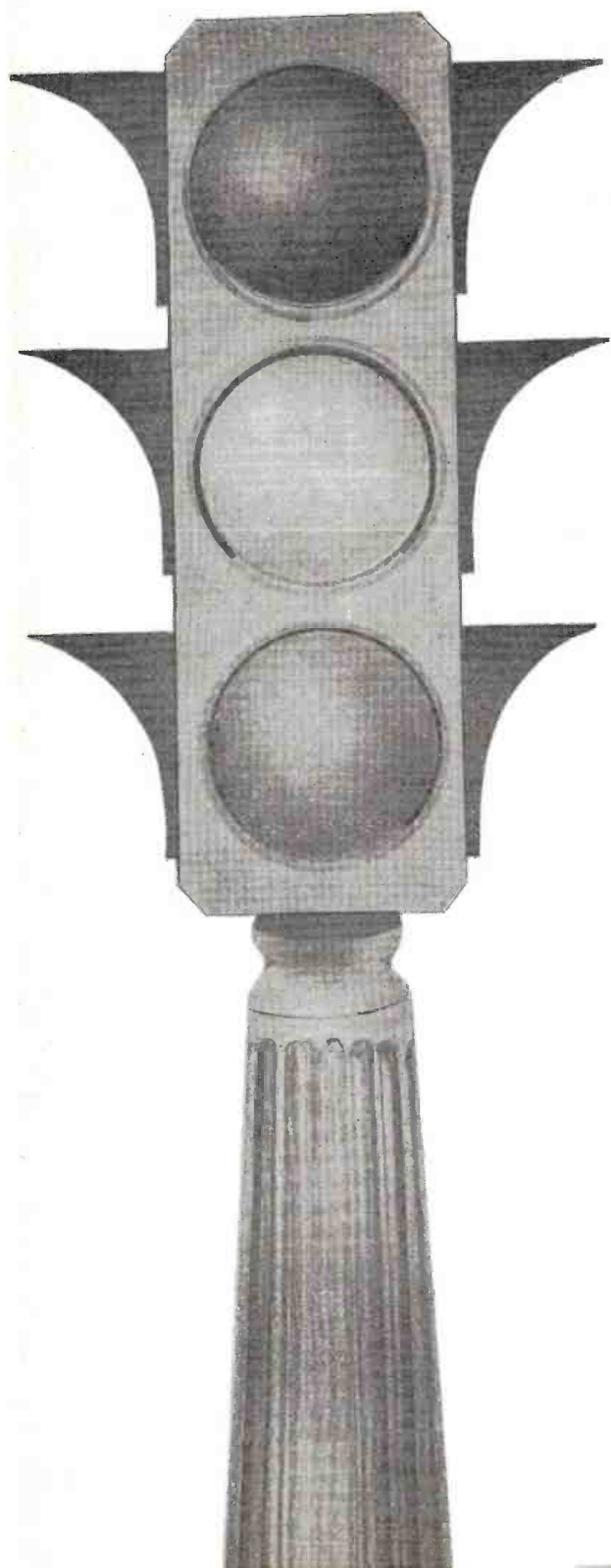
Be one of 10 rather than one of 25-40-50 or more. Let us show you how we can improve your national sales with our special attention for your station.



**PAUL H. RAYMER COMPANY, INC.**

*Station Representatives Since 1932*

NEW YORK CHICAGO DETROIT ATLANTA DALLAS SAN FRANCISCO HOLLYWOOD



**RED..**  
**YELLOW..**  
**GREEN?**



**H**ow do the signals read for 1965? Will it be another full-speed-forward year for the broadcasting business? Are there danger signs showing — and where — that call for caution?

What lies ahead for television? And for radio? What were the developments last year which have greatest likelihood of affecting their progress—favorably or adversely — during this year? What do leaders in broadcasting think about the prospects?

What's the outlook for broadcast advertising, overall — and for the individual healths of network, spot and local business in TV and in radio? How about trends in programming, ratings, rates, commercials, agency buying methods, CATV? What kinds of new regulatory action are in sight that might affect broadcasting? What's the climate in selling and buying of stations?

These are only some of the many questions that a special issue of BROADCASTING — aptly called **"Perspective '65"** — will encompass when it appears on February 22. Its many pages of carefully-assembled reports will not only evaluate 1964's accomplishments but also project the trends forward into the rest of 1965. Its contents will represent months of hard-work research by the largest, most competent editorial staff in the TV-radio business publication field.

**"Perspective '65"**, in short, is an authoritative round-up of everything vital to those who must see ahead — and plan ahead — to a year more successful than the last one. **"Perspective '65"** will find a prominent place on the desks of advertisers, their agencies, and station management — not just during the week of February 22, but for many months of active reference thereafter.

This extra bonus of attentive readership and re-readership, plus extensive pass-along circulation — at no increase over BROADCASTING's regular rates — makes **"Perspective '65"** your most attractive advertising buy of the year.

Don't let the opportunity slip by. Time is short (with final-final deadline for plates on February 15). So reserve your space now. Wire or phone us collect — today — to make sure you'll be represented in **"Perspective '65"** with a prominent position.

 **Broadcasting**  
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N. W., Washington 6, D. C.

**WFIL-TV,  
PHILADELPHIA  
HAS RENEWED  
POPEYE**



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**KING FEATURES & SYNDICATE**  
235 E. 45th St., New York, N.Y. MU 2-5600

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requirements  
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**A complete tower  
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that has these  
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- ✓ **COMPLETE ENGINEERING**
- ✓ **COAST TO COAST SERVICE**
- ✓ **REPRESENTATIVES WORLD-WIDE**

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

**ROHN SYSTEMS, INC.**

6718 W. Plank Road Peoria, Illinois  
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Arthur Godfrey and Walter Winchell. Fountainbleau hotel, Miami Beach.

#### 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 4-5—Detroit chapter of American Marketing Association workshop on "Meeting the Challenge to New Products" at Statler-Hilton hotel. Conference chairman is Rufus Choate Jr., manager of marketing objectives and policies, Chrysler Corp.

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 12 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—Washington American Women in Radio Television chapter reception honoring AWRP Foundation's international broadcaster visitors 1965. Corcoran Gallery of Art, Washington.

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

■March 18—Southern California Broadcasters Association luncheon. Carson/Roberts, Los Angeles, guest agency. 12 noon. Michaels Restaurant, Hollywood.

March 19—Meeting of Indiana Broadcasters Association. Indianapolis.

■March 21—Second annual meeting, Society of Broadcast Engineers. Forum room, Shoreham hotel, Washington.

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 conven-

tion. 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.

■March 29-30—Tenth anniversary spring meeting of Pacific Northwest Community TV Association Inc., Davenport hotel, Spokane, Wash.

March 29-30 — Pacific Northwest Community Television Association Inc., 10th anniversary spring convention. Davenport hotel, Spokane, Wash.

March 29-April 1—Association of Electronic Manufacturers Inc. first national convention, Hilton hotel, New York.

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

#### APRIL

April 1—FCC deadline for comments regarding frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.

April 7—Luncheon of International Radio & Television Society. Gail Smith, director of advertising and market research for General Motors Corp., will speak. New York.

April 7-9—Meeting of National Community Television Association board of directors. Mountain Shadows, Ariz.

April 8-9—Fourth annual Collegiate Broadcasters conference and the second annual College Majors conference combined into one meeting under sponsorship of International Radio & Television Foundation of International Radio & Television Society. John C. McArdle, vice president and general manager WNEW-TV New York, is chairman. Hotel Roosevelt, New York.

April 9 — 1965 American TV Commercials Festival awards luncheon. Walter Weir, chairman of executive committee at West, Weir & Bartel, heads 1965 council of judges. Waldorf-Astoria, New York.

■Indicates first or revised listing.

#### OPEN MIKE®

'Let him name names'

EDITOR: With reference to FCC Chairman Henry's Section 315 speech in San Francisco (BROADCASTING, Jan. 18), a few comments:

Mr. Henry evidently would cloak the practice of rate cutting with respectability, a practice which responsible broadcasters abhor. He would "require broadcasters to grant major party candidates free air time in amounts equal to the time they buy." In other words, "buy one, get two".

He also would "insure some free air time for minority parties and their candidates." Another attempt at speed-

ing up the creeping cancer of government control of programming.

And this quote, which clearly indicates Mr. Henry's contempt for the industry that he and his supporters seek to control:

"Those who seek repeal for the equal-time rule are asking for a great deal more than the freedom to disregard frivolous candidates. They want the right to pick and choose, to broadcast some of their words but not all of them. They want the right to censor and to treat candidates unequally."

I have to resent Mr. Henry's indictment of an entire industry. If he can document these charges in particular



## You meet more people in the Golden Triangle

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

In WSJS Television's Golden Triangle of 3 metro cities and 33 progressive counties there are more people and more households than in any other single market in North Carolina. It's North Carolina's No. 1 in the nation's No. 12 state.

**WSJS**   
**TELEVISION** 

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





## COLOR MAKES THE DIFFERENCE

We're known for having what it takes when it comes to Color TV. That's why Crosley Broadcasting is the national Color TV leader with a long record of Color firsts. First NBC color affiliate, first to perfect use of low-light Color tube, first to colorcast indoor remotes and nighttime outdoor remotes under normal lighting conditions. And our four Color TV Stations form one solid regional network offering a unique television opportunity to advertisers. One buy wraps up the whole works!

Color Television is just another feather in the Crosley cap, which has placed the WLW Stations among the most watched, most heard, most talked about Stations in the United States.

### Another example of Crosley 42 years of leadership

#### CROSLY COLOR TV NETWORK

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

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

CROSLY BROADCASTING CORPORATION  
a subsidiary of *Avco*

instances, then let him name names.

And then, in what would seem an effort to soften the indictment, Mr. Henry added:

"My doubts about the wisdom of the repeal of Sec. 315 do not stem from a low estimate of the fairness and objectivity of broadcasters."

Which does he really mean?

And he continues:

"They [his doubts] arise much more out of questions concerning the wisdom of placing that power in the hands of any single group of men."

The FCC—seven individuals—is not a "single group of men"?

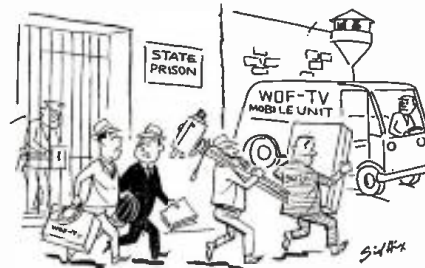
There was a time when it could be said that the people of the U.S. were not getting all the government they were paying for.

Looks like Washington is now trying to give us our money's worth.—*Harold Essex, president, WSJS-AM-FM-TV Winston-Salem, N. C.*

### Cartoon is timely

EDITOR: Is there any possibility of obtaining the original drawing of the cartoon by Sid Hix in the Dec. 28, 1964, issue of BROADCASTING? We did a show from the Ohio state penitentiary, and this would have particular meaning for us.—*Robert C. Weigand, general manager, WTVN-TV Columbus, Ohio.*

(The original sketch has been sent to Mr. Weigand.)



Drawn for BROADCASTING by Sid Hix

"I thought there were just four of us when we drove out to shoot this documentary!"

### More on color

EDITOR: Referring to your report on color [BROADCASTING, Jan. 18] and the tabulations on page 40 in particular, you fail to report . . . KTNT-TV [Tacoma-Seattle] just this last fall completed installation of the latest TV color equipment to give the finest color pictures from slide and film in the Northwest.

KTNT-TV has been equipped to reproduce network color since the mid '50's.—*Max H. Bice, general manager, KTNT-TV Tacoma-Seattle.*

BROADCASTING PUBLICATIONS INC.  
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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:  
BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

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ASSISTANT PUBLISHER  
Lawrence B. Taishoff

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

\*Reg. U. S. Patent Office  
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## Film couldn't. Scotch® Brand Video Tape did.

### Kept her face soft and lovely for cosmetics spot!

KPRC-TV, Houston, will tell you: "Scotch" Video Tape cured "skin blemishes" in filmed TV commercials. With a demonstration that won OJ's Beauty Lotion over from film to tape. And the commercial production business over to KPRC!

Live picture quality was the big reason. Tape faithfully presents the full softness and delicacy of a woman's face—*every time*. Film, in contrast, just couldn't look live on tv, because quality gets lost in the optical-to-electronic translation. And with repeated showings, film tended to gather dirt, which appeared to be on the girl's skin, KPRC pointed out.

What's more, tape offers greater production convenience than film. You see what you've shot immediately. Most special effects are pushbutton fast. There's never a time-out for processing. Both time and money savings are usually part of the bargain.

*KPRC is one of more than 200 stations actively participating in 3M's comprehensive program to help advertisers and agencies take full advantage of video tape. These stations offer helpful reference materials as well as production service. Call your local stations for details. Or write 3M Magnetic Products, Dept. MBX-25, St. Paul, Minn. 55119.*



Magnetic Products Division **3M**  
COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS OF 3M CO. © 1965, 3M CO.



## Western Federal finds that 'The play's the thing'

Culture doth make cowards of us all, to paraphrase the Prince of Denmark. And, indeed, there isn't much that could receive a more jaundiced appraisal than a three-and-one-half-hour "cultural" television show.

When Western Federal Savings and Loan Association, Los Angeles, and its agency, MacManus, John & Adams, were presented with such a show by KTTV(TV) Los Angeles, there was the usual question of whether "culture" could pay off in realistic terms for the advertiser.

There was never any doubt that "Hamlet at Elsinore" was an artistic triumph. The film was shot on location at Kronborg Castle in Elsinore, Denmark, by the British Broadcasting Corp. in conjunction with the Danish Television Service. The camera work was exceptionally good; the backgrounds authentic and dramatic; the acting superb. But the question remained: How large and how responsive an audience would it attract?

**An Urgent Need** ■ With the January reinvestment period rapidly approaching, there was an urgent need for a strong promotion to direct savers to Western Federal. In addition, Western Federal had just completed the modernization of its headquarters building and was holding the formal reopening during the first 15 days of January.

Something spectacular was needed to tie it all together, to dramatize the head office opening and to bring savings dollars to Western Federal's five offices. That "something" had to be dignified, arresting and—most of all—resultful.

"Hamlet" certainly had the dignity required, but it needed something extra to stimulate action at the Western Federal offices. The agency provided what was needed when Ralph Nelson, MJ&A production manager, uncovered a rare, out-of-print copy of the Second Quarto Hamlet, an exact facsimile of the priceless Devonshire copy in the Huntington Library, Pasadena. Duplicates of this volume, truly a collector's item, made an unusual premium to tie-in with the telecast and bring traffic to Western Federal.

With such a complete merchandising package taking form, the agency and Western Federal Advertising Manager Tom Santley recommended the TV buy to Western Federal's management. It was immediately accepted.

**Star as Host** ■ The next problem was finding a host. We felt that a "name" was needed to help build interest and

audience for the show. Tom Santley suggested Maurice Evans and, to everyone's delight, he agreed. He was granted sole authority to designate the commercial breaks in the film and he chose three points at which the action could be interrupted without damage to the continuity of the play. This gave us three commercials within a little more than three hours of film.

**Soft-Sell Approach** ■ In keeping with the dignity of the show, the commercials most definitely had to be soft-sell, but they also had to make the sales points and bring in the traffic. Art Gilmore's masterful delivery of the copy, provided by the MJ&A creative department, accomplished both, as it turned out.

Now a total promotion was built around the show. Starting two weeks before the Jan. 3 airdate, Western Federal began an intensive campaign to build the audience and promote the giveaway. Some 250 radio spots, a dozen newspaper ads in metropolitan and community papers, 20,000 envelope stuffers for outgoing Western Federal mail, over 100,000 jumbo mail cards, office displays and a flood of publicity releases announced the coming presentation and offered a collector's edition of "Hamlet" to everyone who went to a Western Federal office and asked for it.

KTTV backed up this campaign with a promotion of its own involving 24-sheet outdoor boards, bus cards, newspaper ads, library posters, school mailings, announcements to local television columnists, and a saturation schedule of promotional spots.

Through the Christmas and New Year's holidays the dual promotion gained frequency and intensity. Finally, the big evening arrived and for better or for worse Western Federal Savings offered the Southern California TV au-

dience three-and-a-half hours of prime-time "culture." Would it pay off? Yes.

The response was immediate and overwhelming. For an hour after the show went off the air, congratulatory calls flooded the KTTV switchboard.

On Monday morning, when the manager of Western Federal's Inglewood office arrived to open the doors, he found a man asleep in a car out front waiting to get a copy of "Hamlet." It was an omen of things to come.

**Hamlet Sent Me** ■ By noon of that Monday—about 14 hours after the telecast—the entire supply of 10,000 "Hamlet" books was exhausted and Western Federal began taking the names and addresses of people who wanted to reserve a copy from the next printing.

On Tuesday morning the mail started to arrive. It came from as far south as San Diego and as far north as Lompoc. Hundreds of letters praised Western Federal for presenting the show and quite a few letters contained checks and instructions for opening accounts.

By the end of the week, more than 7,000 people who had come to Western Federal and had not been able to get books had left their names and addresses for reserved copies of the next printing. The dollar volume of new accounts opened by people who wanted to show their appreciation kept climbing. One man opened eight accounts of \$10,000 each, crediting the full \$80,000 deposit to "Hamlet."

There is no doubt that the telecast was a commercial as well as an artistic success. It provided a long-time rub-off of prestige for Western Federal plus an immediate dollar return. We believe that it demonstrates that "culture," creatively packaged and effectively promoted, can sell. Or, in the words of Hamlet, "The play's the thing . . . ."



Jerry Mathai, account executive at MacManus, John & Adams, Los Angeles, entered the advertising field in Baltimore in 1951. Going to Los Angeles in 1956, he joined Stiller, Rouse & Hunt and two years later moved to Robinson & Haynes Inc. He was a vice president of that firm, serviced Western Federal Savings and also directed creative activities. He was named account executive with MJ&A last October when Robinson & Haynes was merged into its Los Angeles office.





## Fargo is New York and Paris, combined!

**F**ARGO is the largest little city in America (east of Reno, at least!). It's the *Mecca* of hayseed desires in the great Red River Valley—the *magnet* for fun, for entertainment, for *most major purchases* by more than 800,000 people.

Actually, you have to go all the way west to Spokane, before you hit a Metro Area with the retail sales you find in Fargo-Moorhead.

WDAY and WDAY-TV are and always have been *THE* stations for this whole area. Many advertisers list us among their *top* results-producers. Ask us (or PGW) to tell you about a very large national advertiser's recent marketing contest, for instance, in which WDAY-TV won *the grand prize*, in competition with some of the greatest stations in the entire United States.

# WDAY WDAY-TV

The Know-How Stations in  
FARGO, N. D.



Peters, Griffin, Woodward, Inc.  
National Representatives

**Serving Metropolitan New Jersey's Millions  
IN MARKET "4" U.S.A.**

***WJZR/970***  
**NEW JERSEY RADIO**

**Newark**

**and**

**Paramus**

**IS NOW REPRESENTED NATIONALLY BY**

**P**ETERS, **C**RIFFIN, **W**OODWARD, INC.

***Pioneer Station Representatives Since 1932***

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



*"We will call you  
about this great station  
in New Jersey."*

# The snarl in wired television

**CATV association and NAB split on regulation to be sought, FCC begins work on own policy, other broadcast groups may get into the act**

Broadcasters and community antenna television system operators last week found themselves close but not close enough for final agreement on legislative proposals for CATV regulation.

The National Association of Broadcasters' television board of directors and directors of the National Community Television Association made tentative plans to resume negotiations this week, but words and actions of last week left some doubt they could resolve their differences.

So far, NAB negotiators have gotten further with their NCTA counterparts than with their own board.

The settings last week were Dallas, Palm Springs, Calif., and Washington. The NCTA directors met in Dallas to receive a long distance telephone call from the TV board meeting in Palm Springs reporting what the broadcasters had decided to do about legislative proposals. Word from both groups then was relayed to Washington where the FCC was preparing for a special meeting on CATV regulation (see page 25).

When it heard Monday (Jan. 25) that the NAB group wasn't willing to go along with all the proposed compromises reached in earlier negotiations by NAB and NCTA representatives, the NCTA board concluded it could compromise no further and resolved to report this to the FCC.

The commission had urged the associations to discuss their differences on legislation and now, while they had reached some agreement, both took steps last week that indicate they felt they had gone as far as they could.

The NAB television board, according to its official statement, "established basic principles" in Palm Springs for use in negotiations with the NCTA, and said these included "only one basic change in principles previously agreed upon by NAB and NCTA" representatives.

Negotiations had been conducted by

three members of the NCTA board and three members of the NAB's Future of Television in America Committee—the latter a panel the NAB television board established to recommend policy on CATV. Last week, the board received the committee's recommendations. There were sharp differences, however, among committee members, two of whom refused to endorse agreements reached by the committee's negotiators with the NCTA group (BROADCASTING, Jan. 25). This division was reflected in the board's voting as shown below.

The NCTA interpreted the NAB's Palm Springs action differently. Fred-

erick W. Ford, president, said Wednesday (Jan. 27) that the NAB had made "major changes [that] in effect vitiate the understandings." These changes, Mr. Ford said, "unnecessarily and injuriously penalize community antenna television systems with no corresponding benefit to local television stations."

**Point of Difference** ■ The nature and extent of protection from CATV that local television stations should be afforded—and FCC procedures for granting the protection—remain the substance of the disagreements.

Basically, the "new" NAB principle would require CATV's to protect local television stations by not duplicating



The two heads of the National Association of Broadcasters show their pleasure at the joint board decision to make both responsible for running the organization. Willard Schroeder (l) as chairman of the executive committee and of the joint board will

move to Washington to spend fulltime on NAB affairs. Vincent T. Wasilewski (r) is newly named president of the broadcasters' group. Mr. Schroeder will serve until June 1 as board chairman when a new executive will be named. See story page 36.





Binghamton, N. Y., falls over Ithaca, and it therefore would have to be carried. Predicted Grade B contours come over from WSYR-TV (NBC) and WNY5(TV) (ABC) Syracuse and WBJA-TV (ABC) Binghamton. The CATV could choose between ABC affiliates and would have to carry WSYR-TV, the NBC station.

If it had enough channels, the Ithaca CATV could then carry New York independent stations.

Los Angeles independent stations also are in demand by CATV operators. A proposal has been made to import those signals to Amarillo, Tex. The three local Amarillo stations, KVII(TV), KGNC-TV and KFDA-TV, would have to be carried. A 12-channel system could "reach" Los Angeles, but also would have to carry KTVT(TV) Ft. Worth-Dallas, KCTO(TV) Denver, KPHO-TV Phoenix, KPLR-TV St. Louis, WGN-TV and WCIU(TV) Chicago, WTCN-TV Minneapolis-St. Paul and WUHF(TV) Milwaukee.

The situation for a CATV in Port Clinton, Pa., not co-located with a TV station: it must carry WCAU-TV (CBS) Philadelphia, WGAL-TV (NBC) Lancaster, WBRE-TV (NBC) Wilkes-Barre-Scranton and WNEP-TV (ABC) Scranton-Wilkes-Barre, all Pennsylvania, because Port Clinton is within their predicted Grade A contours. But if it needed a channel to carry an independent, the CATV could drop one of the NBC affiliates. It could ignore the following stations because although they put predicted Grade B's over Port Clinton, their network programs are already on the system: WRCV-TV (NBC) Philadelphia, WHP-TV (CBS) Harrisburg, WTPA(TV) (ABC) Harrisburg-York-Lebanon, WLYH-TV (CBS) Lancaster-Lebanon and WDAU-TV (CBS) Scranton-Wilkes-Barre. Nonnetwork programs of these stations could be carried.

change" to broadcasters represents a much more significant turnabout to CATV operators.

Delayed duplication is currently being required by the FCC in all microwave grants where the microwaves would serve CATV's. The cable operators have been opposing this interim FCC policy.

**Meeting Scheduled** ■ The results of these inter-industry actions were quickly transmitted to the FCC last week. The commission wanted to have in hand

at least a status report on the NCTA-NAB discussions for its own CATV meeting. Mr. Ford made a bee-line for Chairman Henry's office on his return from Dallas, but NAB spokesmen, still tied up in Palm Springs for the semi-annual meeting of their joint boards (see page 36), settled for a telephone call to the FCC.

These actions left things in the commission's lap. The NCTA board has authorized its negotiating committee "to resume discussions with it [the FCC] looking toward, at this session of Congress, legislation on CATV designed to best serve the public interest."

The NAB and NCTA each described themselves as willing to meet again.

The NCTA, the NAB and the FCC have been discussing these CATV matters for more than a year. Other interested parties, meanwhile, are showing interest. Directors of the Association of Maximum Service Telecasters are expected to consider a position on CATV at a board meeting Tuesday (Feb. 2) in New Orleans. Lester W. Lindow, AMST executive director, was noncommittal on where his organization might go on CATV. He expected 20 of its 21 board members would attend the New Orleans meeting and that consideration of a policy would center on CATV's effect on TV channel allocations and TV's future.

The Television Accessory Manufacturers Institute (TAME), which already has talked to the FCC on CATV, said last week it applauded the NAB's position announced in Palm Springs. But, said TAME, the NAB didn't go far enough. TAME called for "more comprehensive" regulation that would include licensing of CATV's and reminded that it already has submitted legislative proposals of its own to the commission and appropriate congressional committees.

**Unable to Agree** ■ The major disharmony in the NAB-NCTA negotiations wasn't among their respective negotiators. The rupture was within the future of television group itself, and disunion of that divided group was exposed to the television board in more than 10 hours of discussions with its future of television committee Jan. 24-25 in Palm Springs. In the end, however, the prevailing views were those of two members of the future of television group who differed with its subcommittee: Clair R. McCollough, Steinman Stations, and William Grove, KFBC-AM-TV Cheyenne, Wyo.

Among votes by the TV board:

■ Defining leapfrogging and whether to insist on 15-day nonduplication protection—seven for, seven abstentions and one absent, recorded as unanimous in favor of adopting the Future of Television in America Committee report with revisions and providing that

the agreement should not do violence to the FCC's 1952 Sixth Report and Order on television channel allocations.

■ Whether there should be any NAB action on CATV legislative proposals—12 in favor, two (Payson Hall, Meredith Broadcasting, and William B. Lodge, CBS) against and one (David C. Adams, NBC) abstaining.

■ Whether the FCC ought to initiate CATV regulation by rulemaking without congressional action—four (Mortimer Weinbach, ABC-TV; Robert F. Wright, WTKR-TV Meridian, Miss.; Glenn Marshall Jr., WJXT[TV] Jacksonville, Fla., and Joseph E. Baudino, Westinghouse) in favor, the balance against, largely because it would be unacceptable to the NCTA, which wants legislation to preclude the possibility that cable systems may be defined as common carriers.

■ To seek agreement with the NCTA—eight for, five (Messrs. Hall, Marshall, Weinbach, Lodge and Otto P. Brandt, King Stations, Seattle) against, Messrs. Baudino and Adams abstaining.

Mr. Adams's view reportedly was that CATV could be adequately regulated if Congress would amend Section 325 of the Communications Act, the provision prohibiting rebroadcast of a station's signal without its permission. If CATV carriage were defined as rebroadcast, systems would then have to obtain station permission before carrying its signals.

## FCC hunts new CATV answers

### Can broadcasters be relieved of handicapping programming restraints?

The FCC last week looked at a new question as it began a concentrated search for answers to old problems stemming from the proliferation of community antenna television systems.

The question: Should—and can—the system of television program distribution be changed to relieve broadcasters of the market "constraints" that the FCC staff feels are handicapping stations in competition with CATV's.

Officials said the "constraints" are the exclusivity arrangements that prohibit stations from obtaining the network, syndicated, feature film and other program material supplied broadcasters in nearby markets. The staff said it might be necessary for the commission to consider requiring "a relaxation" of such arrangements.

The question was described by the



*Gomer Pyle-USMC*



*The Red Skelton Hour*



*The Andy Griffith Show*



*The Lucy Show*



*Gilligan's Island*



# It's a lot of laughs!



*The Jackie Gleason Show* *The Dick Van Dyke Show*

*Lassie*

*Petticoat Junction*

*The Beverly Hillbillies*

*The Munsters*

**Eleven of the fifteen most popular nighttime shows are on the CBS Television Network and ten of them are loaded with laughter.**

**(The other one relates the adventures of America's most widely loved collie.)**

**Three of our comedies are new this season, including the most popular new series of them all—Gomer Pyle-USMC.**

**Clearly, America loves to relax with lighthearted entertainment and knows where to find it.**

**The CBS Television Network** 

Based on national Nielsen Television Index average audience estimates for sponsored programs, first January report, subject to qualifications available from us on request.

staff as one that is "central" to the CATV issue. It was to serve as a point of departure for a wide-ranging review of CATV matters by the commission in a special meeting Friday (Jan. 29). No decisions were expected on any of the issues.

The meeting was to be the first of several special sessions that the commission will hold in an effort to hammer out CATV policy. An exhaustive report on CATV and its relationship to TV, being prepared by Dr. Martin Seiden, a consultant, will be discussed at the next meeting, to be held later this month.

**CATV's Avoid 'Constraints'** ■ In its

discussion of the television-program distribution system, the staff noted that stations are burdened with "constraints" that competing CATV's avoid. As an example, a commission official cited the hypothetical case of a station in an overshadowed market unable to carry a network program because of the network's exclusivity arrangement with an affiliate in a nearby major market.

"A CATV in the overshadowed market, however, would be free to pick up the program," the official said. "Why, then, should the program be denied the station?"

The staff doesn't make any recommendation. But it said the issue is

whether television stations and CATV's should be required to compete in a market under similar conditions "and whether the program distribution system should be and can be changed to relieve broadcasters of many of the present market constraints."

The staff noted that the situation would be eased if CBS and United Artists win the court suits they have filed to establish the principle that CATV's may not transmit programs without permission of the copyright owners. But if they lose, the staff added, the commission would face the policy question of whether to require "a relaxation of exclusivity arrangements."

## BROADCAST ADVERTISING

# Lee swings at commercials

Tells Georgia institute  
NAB codes are 'crutch'  
used in difficult times

An attack on overcommercialization was made last week by FCC Commissioner Robert E. Lee, who said that "by and large I found the public is highly critical of the amount of time devoted to commercials and in particular at the inordinate number of program interruptions."

The commissioner, who had been author of a proposed rule in 1962 that would have had the FCC adopt the voluntary code standards of the National Association of Broadcasters, said late movies and five-minute newscasts are the major sources of complaints: "Three minutes of commercials and two minutes of news is not a rare complaint," he said.

Commissioner Lee was the luncheon speaker last Thursday (Jan. 28) at the annual Georgia Radio and Television Institute, co-sponsored by the Georgia Association of Broadcasters and the University of Georgia's Henry W. Grady School of Journalism.

The broadcasters also heard Senator Vance Hartke (D-Ind.) call again for repeal of Section 315, the equal-time provision of the Communications Act. He said a "law that needs to be suspended periodically must be a bad law" and asked for assistance by broadcasters in his drive for repeal (see page 52).

**A "Crutch"** ■ In a swipe at self-regulation through the NAB codes, Commissioner Lee said he "could not help but conclude that the codes have

indeed been a form of a crutch that the industry leans on whenever difficulties arise. Broadcasters come forward with the persuasive argument that they should be permitted to regulate themselves."

He noted that the "more responsible elements of industry" have tried self-policing by the code.

The commissioner said there was a considerable amount of mail generated by his proposal to make the codes mandatory and he analyzed "a few hundred of several thousand letters received. Probably more than half were of an organized nature, emanating from broadcasters." There were also many, he added, from members of Congress protesting his idea.

"The success of the broadcasters in stimulating opposition to our proposal is an index to their growing strength and importance," he noted.

Mr. Lee found a "surprising" number of people who seem to monitor programs. They provide transcriptions detailing the amount of time devoted to commercials.

Although the commission dropped the proposed rule last January (BROADCASTING, Jan. 20, 1964), Commissioner Lee said the FCC has still been watching and listening "and to this point no drastic action has been taken. But we will not ignore commercial excesses. . . I believe emphasis might well be on promise versus performance, rather than on an arbitrary standard, as the NAB code."

He said his conclusion of the debate in the House preceding a vote for the bill to bar the FCC from adopting the time-standards rule is that "although they didn't want the FCC to have authority to adopt rules, neither did they intend that the FCC should ignore excesses. They felt something should be done. There is a direction that the commission look into these advertising excesses on a case-by-case basis."

**Could Get Tighter** ■ Speaking on

### Ads in '65 more subtle

Sex, symbolism and sincerity will take on increased significance in advertising in 1965, according to *Findings*, a publication of the Institute for Motivational Research, Croton-on-Hudson, N. Y. A prediction of emphasis on the "three S's" was said to be based on tens of thousands of interviews.

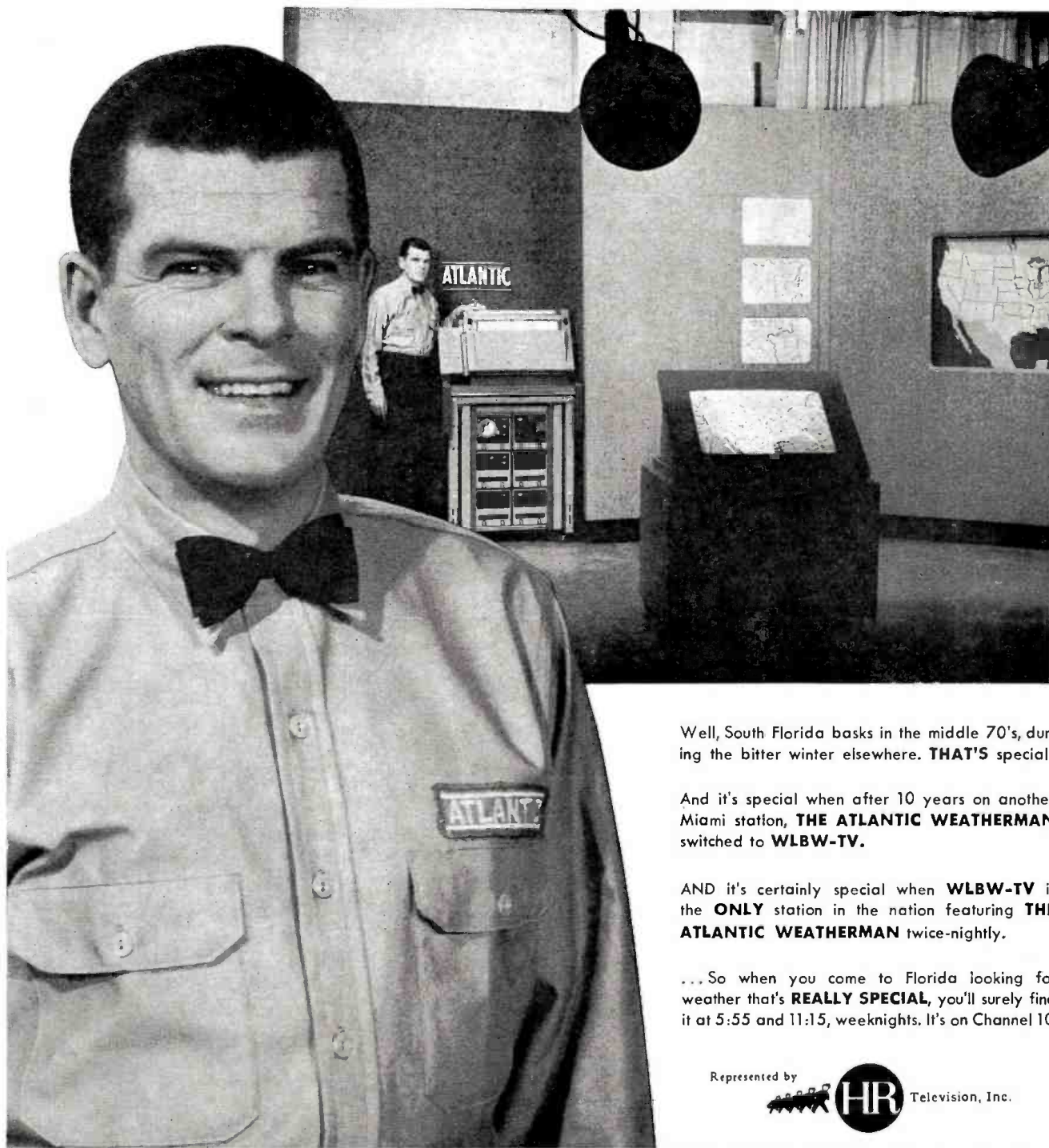
Advertising will embody "stronger connotations of love and compassion . . . cars will increasingly become symbols of strength, vitality, conquest," the publication prophesies. Frankness and honesty appear to be gaining more favor in modern advertising and symbolism already is on the upbeat (black eye of Tareyton, tiger in tank and electrifying white knight), institute added.

"Libel, Lotteries and Legal Problems," William Sims, Washington attorney, noted that although the current FCC attitude toward enforcement of lottery violations seems "reasonable," there is a feeling in Washington that the Post Office Department may be considering a crackdown on lotteries conducted through the mails. If this is the case, he said, it could result in more intensive monitoring by the FCC.

Tom Watson Brown, Atlanta attorney, cautioned the broadcasters that the danger of libel doesn't exist only in the newsrooms. Certain advertising campaigns and "visionary flights of your promotion department" might well be restrained, he advised.

Herbert Kaplow, NBC News correspondent, said that criticism was something broadcasters should expect and should get in search for truth. He said if there is managed news, "it's our

# WHAT'S SO SPECIAL ABOUT OUR WEATHER?



Well, South Florida basks in the middle 70's, during the bitter winter elsewhere. **THAT'S** special!

And it's special when after 10 years on another Miami station, **THE ATLANTIC WEATHERMAN** switched to **WLBW-TV**.

AND it's certainly special when **WLBW-TV** is the **ONLY** station in the nation featuring **THE ATLANTIC WEATHERMAN** twice-nightly.

... So when you come to Florida looking for weather that's **REALLY SPECIAL**, you'll surely find it at 5:55 and 11:15, weeknights. It's on Channel 10.

Represented by



Television, Inc.

**WLBW-TV**

Affiliated with WCKY 50KW  
CINCINNATI, OHIO

**MIAMI, FLORIDA**



own fault. We should fight for the full picture and should not be managed."

William Kaland, director of program development, Westinghouse Broadcasting Co., told the institute that putting all the blame on radio and television for society's faults is "nonsense." The fact that Johnny can't read, an increased delinquency rate and a low morality rate have all been dropped on radio-TV's doorstep, he said. But, he contended, the poor reading was the fault of the school, not programs on radio or television, and delinquency is the "sin of the family, not television."

Four special Freedom of Information awards were presented by the Georgia Association of Broadcasters last week. The awards were given to three members and the clerk of the Georgia House of Representatives, responsible for the new radio-TV-press facilities on the floor of the legislature. Recipients were: House Speaker George T. Smith, Representatives James Floyd and Fred Walker and Clerk Glenn Ellard.

## New ad agency forms in New York

Theodore (Ted) R. Grunewald, recently resigned senior vice president, secretary and co-director of Hicks & Greist Inc., New York, has acquired a 50% interest in the Ben B. Bliss Co., New York. As a result, a new agency, Bliss-Grunewald, has been formed with Mr. Bliss as chairman and Mr. Grunewald as president.

Mr. Bliss, whose agency billed approximately \$3 million in 1964 (approximately \$2 million in broadcast billing), stated that the new partnership marked the first step of a 1965 expansion program. Within six months the agency expects to move to larger quarters from its current offices at 574 Fifth Avenue.

In 1956, Mr. Grunewald and three other Hicks & Greist executives—C. V. Skoog Jr., Kenneth A. Hamilton and Henry L. Hicks Jr.—purchased Hicks & Greist from H. L. Hicks and E. H. Greist.

## Rep. appointments . . .

- KHFI(TV) Austin, Tex.: Adam Young, New York.
- KDTH Dubuque, Iowa: Spot Time Sales Inc., New York.
- WAEB Allentown, WRAW Reading and WNOW York, all Pennsylvania (William Rust stations); WKBR Manchester, N. H., and KBGO Waco, Tex: McGavren-Guild, New York.
- KCND-TV Pembina, N.D.: Radio Tele-

## Bank tries FM campaign

"Saturation" radio as an advertising concept has been given a twist by the National Boulevard Bank of Chicago in a new local campaign chiefly in FM which starts there Sunday (Feb. 7).

The bank is sponsoring a one-hour fine music show by simulcast on four FM outlets in the Sunday 3 p.m. period so as to "saturate" the dial too. Stations are WDHF, WKFM and WNWC, all Chicago, and WXFM Arlington Heights, Ill., with the last originating.

Drive, which includes heavy FM-AM spot schedule as well, was placed through Griswold-Eshleman, Chicago.

vision Representatives Ltd., Toronto, exclusively in Canada with exception of Winnipeg.

- KYND Phoenix: The Devney Organization, New York.
- WBNS-AM-FM Columbus, Ohio: Ohio Stations Representatives Inc., Cleveland, as regional representative.
- WJRW Newark: Peters, Griffin, Woodward Inc., New York.
- WONE Dayton, Ohio: McGavren-Guild, New York.
- KKIS Pittsburg, Calif.: Bernard Howard and Co., San Francisco.

## Agency appointments . . .

- Pharmaco Inc., Kenilworth, N. J., manufacturers of Cushion Grip Denture Adhesive and the Sutton deodorant line of products, has named Shaller-Rubin Co., New York, as its agency. Pharmaco plans to use local TV and national magazines.
- E. J. Brach & Sons, Chicago, candy manufacturer, names Arthur Meyerhoff Associates there to handle its national account billing of \$1 million. Loser is Post-Keyes-Gardner. Meyerhoff originally had Brach business several years ago.
- General Development Corp., Miami-based land development firm with several planned communities underway in Florida, moves its \$2 million advertising account to Leo Burnett Co., Chicago, effective immediately. The account, which includes radio-TV, formerly was handled by McCann-Marshchalk, Miami.
- Haffenreffer Brewing Co., Cranston,

R. I., has appointed Needham, Harper & Steers, New York, to succeed John Dowd Inc., Boston, as its advertising agency, effective immediately. Account budget was not revealed, but the company expects to use TV during 1965 for its Boh beer, Haffenreffer Lager beer and Haffenreffer Real Draught beer products.

▪ Florists Telegraph Delivery Association, Detroit, switches its \$2 million account effective May 1 from Campbell-Ewald Co. there to Post-Keyes-Gardner which plans to open a Detroit office to handle the account. Gordon Conn, FTDA director of Marketing, is to join P-K-G and the account moves with him, Campbell-Ewald said.

## Ad council notes community chest help

Network television donated time worth nearly \$12.9 million, out of a total of \$16 million in time and space contributed by all media, to this year's "highly successful" United Funds and Community Chests campaigns, the Advertising Council reported last week.

A spokesman for the council also estimated that local TV stations donated time worth "many times the network figure" to the campaign.

The council, however, did not compile network and local radio donations.

The combined fund raising drives reached 100.3% of their aggregate local goals for a record total of \$580 million, the council said.

BBDO, New York, was 1964 advertising agency for the United Community Campaigns of America.

## Business briefly . . .

Carling Brewing Co., Cleveland, in its first use of network radio since 1961, will co-sponsor for 39 weeks the five-minute *Jack Drees on Sports* program on CBS Radio Saturdays and Sundays (scheduled five times each day), starting Feb. 6. Agency is Lang, Fisher & Stashower Inc., Cleveland.

Sea and Ski Co., Reno, Nev., in its first nighttime TV campaign, has bought participations on *The Les Crane Show* on ABC-TV (11:30 p.m.-1 a.m.), starting in June. Agency is Foote, Cone & Belding, New York. Consolidated Cigar Co., New York, through Lennen & Newell, that city, has renewed the Crane program for another 26 weeks.

Glenbrook Laboratories Division of Sterling Drug Inc., through Dancer-Fitzgerald-Sample, both New York, has made purchases in three NBC-TV specials, *The French Revolution*, *The Mak-*



## **Why KIRO-TV bought Volumes 7, 8 & 9 of Seven Arts' "Films of the 50's"**

### **Says Lloyd E. Cooney:**

Exec. Vice President & General Manager of KIRO-Inc., Seattle, Wash.

"The 307 'Films of the 50's' in Seven Arts' Volumes 7, 8 and 9 was the largest single feature film purchase made in the Seattle-Tacoma market in the past five years and they will be seen by the largest audience in KIRO-TV's history as a result of our recently installed new antenna which increased our signal strength, an average 242%.

These Seven Arts' features will be shown in KIRO-TV's prime time weekly showcase, 'Friday Night Movie' and in our Monday through Saturday late evening strip, 'Movie on 7'.

Another good reason why this CBS affiliate bought Volumes 7, 8 and 9 was the quality and quantity of color features (50% — 151 of 307 titles) which will be colorcast via our new RCA color chain.

This purchase gives KIRO-TV the final element necessary to meet our objective . . . assuring the nation's 16th market of

# **the highest all-family prime time programming quality possible**

The elements are: first, effective delivery of a stronger, clearer signal to over 600,000 homes; second, the complete CBS program schedule; and finally, the best movies available to television . . . Seven Arts' 'Films of the 50's'."



**Seven Arts**  
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK:

200 Park Avenue, YUkon 6:1717

CHICAGO:

4630 Estes, Lincolnwood, Ill., ORchard 4-5105

DALLAS:

5501 Royal Crest Drive, EMerson 3-7831

LOS ANGELES:

3562 Royal Woods Drive,

Sherman Oaks, Calif., STate 8-8276

TORONTO, ONTARIO:

111 Adelaide St. West, EMpire 4-7193

KIRO's new traveling wave antenna





## Campaign to stress careers in advertising

"Should your son become an advertising man like David Gray? He works hard for an advertising agency to keep you the best informed buyer in the world. Yet he lives a full life. He's in a business where the average is above average, so he's well paid. Should your son become an advertising man? To find out, write your local advertising club."

That's the oral copy of a 20-second TV spot for use in this year's advertising recognition campaign, starting Feb. 7 with the commencement of Advertising Week. Theme of the 1965 campaign is "The People of Advertising." Its objective is to "tell advertising's story to the public in a new, fresh, human and convincing way," according to a brochure on the campaign prepared by N. W. Ayer & Son, this year's task force agency.

There are seven basic ideas which the campaign hopes to sell, according to Ayer:

Advertising rewards creativity and

imagination.

It offers more responsibility sooner than almost any other business.

You've got to be good to succeed in advertising.

Advertising is a broad path to business success.

People in advertising make good money.

The real goal of advertising people is to sell the best goods in a competitive marketplace and, thereby, to improve our society and perpetuate our American way of life.

Advertising is fun!

"We want advertising's chief 'prospects'—young, thinking, men and women and older opinion-leaders—to identify with our ads," the brochure states. "We'll appeal to the young—the generation which will soon become engineers, doctors, businessmen, parents and opinion-leaders.

"We'll appeal to parents, showing them the advantages of advertising as a career for their children. We'll appeal to teachers, government officials

and other thought-leaders with honest specifics about advertising. . . ."

To answer the question, "Who are these advertising people?," the ad campaign will show ad people doing their jobs.

Herbert G. Drake, vice president of Ayer's San Francisco office, is chairman of the 1965 advertising program. The program's plans committee members are top executives of leading western advertisers. (The program leadership alternates between East and West, between the Advertising Federation of America and the Advertising Association of the West; this year it's AAW's turn.) Robert O. Bach, managing director of Ayer's copy department, is in charge of developing the campaign.

Advertising clubs, members of AFA and AAW, are in charge of distributing Advertising Recognition material to radio and TV stations, newspapers and magazines and other media for use without pay as their contribution to the campaign.

*ing of the Pope*, and *NBC White Paper: Oswald and the Law* and also six nighttime series. **Humble Oil & Refining Co.**, Houston, will participate in eight NBC-TV shows, *The Virginian*, *Wednesday Movies*, *Daniel Boone*, *Dr. Kildare*, *International Showtime*, *The Jack Paar Program*, *Kentucky Jones*, and *Saturday Night at the Movies*, through McCann-Erickson, New York. **The Quaker Oats Co.**, Chicago, through Papert, Koenig, Lois, New York, has bought participations in *The Alfred Hitchcock Hour*, *Hullabaloo*, *Mr. Novak*, *Daniel Boone*, *International Showtime*, *The Jack Paar Program* and *Saturday Night at the Movies*.

**Enna Jetticks Division** of Dunn & McCarthy, Auburn, N. Y., through Altman, Stoller, Chalk, New York, will run a four-week campaign for its ladies shoes in Philadelphia, St. Louis and Syracuse, N. Y. Campaign will begin March 15 and will feature 60-second spots.

**Transogram**, through Fuller & Smith & Ross, New York, reported last week it plans to expand the number of markets used in its advertising campaign, particularly for its Trix Trak toy, and will maintain a heavy TV campaign throughout 1965 rather than concentrating on the Thanksgiving-through-Christmas season. New markets will view the original commercial for Trix

Trak while markets used by the toy manufacturer last year will use a new commercial prepared by F&S&R.

**The Colgate-Palmolive Co.**, through Ted Bates & Co., both New York, will run a nationwide network and spot-TV campaign for its Code 10 men's hair-dressing sports spectacular sweepstakes promotion, beginning April 1. Spots are scheduled in 75 major markets.

**Recordak Corp.**, New York, subsidiary of Eastman Kodak Co., plans to use television for the first time when it sponsors NBC-TV's eight-week color series *Big Three Golf* (starts Jan. 30, 5-6 p.m. EST). Recordak will use a new 60-second color commercial designed to inform the public and prospective customers of the uses of its microfilming equipment and systems. NBC-TV as of last week had 169 stations set to carry *Big Three Golf*. The series will be sponsored by Recordak, Eastman Kodak and Firestone Tire & Rubber Co. J. Walter Thompson, New York, is Recordak's agency.

**Air France**, through Fuller & Smith & Ross, both New York, has purchased spot TV schedules on WNBC-TV New York and WMAQ-TV and WBKB(TV), both Chicago. This is the first time the airline has used spot TV in its spring advertising push, according to Paul Burroughs, Air France's manager of

advertising and creative services. F&S&R has prepared 60-, 20-, and 10-second commercials for the campaign.

**Associated Products** (for its 5-Day deodorants), New York, through Weightman Inc., Philadelphia, will participate in NBC-TV's *Today* and *Tonight* shows in 70 markets from March through August. In addition, Associated will continue spot and supplementary network buys in selected markets.

**Liggett & Myers Tobacco Co.** (for L & M cigarettes), through J. Walter Thompson, both New York, will participate in CBS Radio's *Dimension* on weekends beginning Feb. 7, while **Kraft Products** (for Parkay margarine), through Needham, Harper & Steers, both Chicago, will participate in *Dimension* and *CBS Radio News* beginning in mid-February.

## Commercials in production . . .

Listings include new commercials being made for national or large regional radio and television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercials, production manager, agency with its account executive and





One series traces the business and home life of David Gray, the advertising man.



Another series uses a bare baby to stimulate thought of early career-planning.

production manager. Approximate cost is shown when given by producer.

**Bandalier Films Inc., 1837 Lomas Boulevard N.E., Albuquerque, N. M. 87106.**

New England Gas Association, Hartford (natural gas); ten 20's for TV, animation. Doyle Courington, production manager. Agency: Charles Brunelle Co., Hartford. Joseph L. Baum, agency producer. Approximate cost: \$5,000.

M. J. Holloway Co. division of Beatrice Foods, Chicago (Milk Duds); one 60 for TV, hand toon and animation. Doyle Courington, production manager. Agency: Don Kemper Co., Chicago. George Hunter, account executive. Lee Randon, agency producer. Approximate cost: \$2,210.

**Clef 10 Productions Inc., 421 West 57th Street, New York 10019.**

Forest City Materials Co., Cleveland; one 60 for radio, jingle. Charles Barclay, production manager. Agency: Marcus Advertising, Cleveland. Ed Mannheim, account executive. Nikki Schaeffer, agency producer.

**DePatie-Freleng Enterprises Inc., 461 South California Street, Burbank, Calif. 91505.**

U. S. Borax & Chemical Corp., Los Angeles (Borateem); one 60 for TV, live on film, color. Bill Orcutt, production manager. Agency: McCann-Erickson, Los Angeles. Gene Bryson, account executive. George Olden and John Franck agency producers.

Procter & Gamble, Cincinnati (Cheer); three 60's for TV, live on film. Dennis Seawright, production manager. Agency: Young & Rubicam, New York. Sam Slater, account executive. Maurice Penn, agency producer.

**Farkas Films Inc., 385 Third Avenue, New York 10016.**

Standard Brands Inc., New York (Chase & Sanborn instant and regular coffees, Planter's Oil and peanut products); fifteen 20's and 30's for TV, live on film. F. E. Robison, production

manager. Agency: J. Walter Thompson, New York. John Georgas, account executive. A. Oppgard, agency producer.

Welch Grape Juice Co., Westfield, N. Y. (jellies and jams); five various lengths for TV, live on film, color. F. E. Robison, production manager. Agency: Richard K. Manoff, New York. Robert Kibrick, account executive. H. Gompertz, agency producer.

**Heller-Ferguson Inc., 1606 North Highland, Hollywood 90028.**

Theo Hamm Brewing Co., St. Paul (Hamm's Beer); four 60's for TV, musical. Hugh Heller, production manager. Agency: Campbell-Mithun, Minneapolis. Jane Baker, agency producer.

Jos. Schlitz Brewing Co., Milwaukee (Burgermeister Beer); six 60's for radio, musical: (Primo Beer); three 60's for radio, one 30 and 60 for TV, musical. Hugh Heller, production manager. Agency: Post-Keyes-Gardner, Chicago. Bernie Lee and Jim Deasy, agency producers.

**Paul Kim & Lew Gifford Productions Inc., 342 Madison Avenue, New York 10017.**

The Prudential Insurance Co. of America, Newark, N. J. (life insurance); two 60's for TV, live on film. Agency: Reach, McClinton, New York. Marce Mayhew, agency producer.

General Foods Corp., White Plains, N. Y. (Post Alpha Bits, Rice Krinkles, Fruit-in-the-Box); one 60 for TV, each, animation on film. Agency: Benton & Bowles, New York. Lou Hanousek, agency producer.

**N. Lee Lacy Associates, 8442 Melrose Place, Los Angeles 90069.**

Philip Morris Inc., New York (Clark's Tea-berry Gum); one 60 for TV, live and animation. Peter Vieira, production manager. Agency: Leo Burnett, New York. Approximate cost: \$17,000.

Ralston Purina Co., St. Louis (Rice Chex); one 60 for TV. John W. Erwin, production manager. Agency: Guild, Bascom & Bonfigli, San Francisco. Bob Gips, agency producer. Approximate cost: \$10,000.

**Mid-America Videotape Productions, a division of WGN Inc., 2501 West Bradley Place, Chicago.**

Wayne Candies Inc., Fort Wayne, Ind. (Bun Bars); three 10's and 20's for TV, on tape. Dale Juhlin, production manager. Placed direct.

Chicago Tribune, Chicago (circulation); one 10, one 15 for TV, on tape. Dale Juhlin, production manager. Agency: Foote, Cone & Belding, Chicago. Dennis Allar, agency producer.

Walgreen Co., Chicago (drug stores); two 60's for TV, on tape. Dale Juhlin, production manager. Agency: Scott & Scott, Chicago. Ed Fitzgerald, agency producer.

Evans Fur Co., Chicago (fur coats); five 60's for TV, on tape. Dale Juhlin, production manager. Agency: Malcolm-Howard, Chicago. Bunny Berman, agency producer.

**Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.**

General Telephone Co. of Northwest, Spokane (services); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Showacre, Coons, Shotwell, Adams Inc., Spokane. Robert Coons, account executive.

Fasano Pie Co., Chicago (pastries); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Hal Gross Advertising, Chicago. Bill Lyons, account executive.

Bon Ton Food Products Inc., Brentwood, Md. (potato chips); one 60 for radio, jingle. Gerald Clements, production manager. Placed direct.

Red Barn Drive-Ins, Denver; one 60 for radio, jingle. Vinnie Trauth, production manager. Placed direct.

Bardahl, Buffalo, N. Y. (lubricants); one 60 for radio, jingle. Ernie Bernhardt, production manager. Agency: Weil, Levy & King, Buffalo. Peter King, account executive.

## Tigers roar with new baseball plan

Television rights to the Detroit Tigers baseball games are now being controlled within the organization and only time is being offered to prospective advertisers.

In what he calls an experiment—which is being studied by the major league television committee—John E. Fetzer, veteran broadcaster, owner of the Tigers and chairman of the baseball committee, said "if it is successful as we feel it will be, it probably will spread to the rest of baseball."

The Tigers rights are owned by the Detroit Tigers Television Network, which is handling the station line-up, production, talent and line costs. It is expected that someone from within the Fetzer Broadcasting Co. will run the network.

Avery-Knodel, New York, which represents the Fetzer stations is handling the actual sale of time, which could bring about \$1.5 million gross to the network.

The plan has several features that may make it attractive to sponsors and their agencies. Since no rights are involved, all purchases are entirely commissionable. Under most contracts, the sponsor gets a percentage of the broadcast, but his charge also includes rights to that time.

Avery-Knodel is representing the six Michigan stations already committed to the Tigers' 40-game TV schedule for this season: WJBK-TV Detroit, WJRT-TV Flint, WKZO-TV Kalamazoo-Grand Rapids, WJIM-TV Lansing and WWTV (TV) Cadillac and its satellite WWUP-TV Sault Ste. Marie.

"The principal feature of the plan," Mr. Fetzer said, "is that the time is sold in small units instead of large blocks." As set up, 20 different sponsors could buy in, or the sponsorship could be limited to four who take five units each.

It is understood that by producing the package from within and opening the sponsorship to participations, rather than two or three buyers who take the whole package, the team could realize at least 25% more from TV than it did in 1964.

## Sponsors renew for Giants baseball games

Last year's sponsors of the play-by-play broadcasts of the San Francisco Giants are all back again this season.

They are: J. A. Folger Co., through Campbell-Ewald Co., San Francisco:

Standard Oil Co. of California, through BBDO, San Francisco, and Theo. Hamm Brewing Co., through Campbell-Mithun, Minneapolis. Each will sponsor one-third of each game, with the commercials divided equally.

On radio, ksfo San Francisco will be the key station of a 16-station network covering Northern California and Reno, Nev., which will broadcast 10 preseason games and 162 games of the regular 1965 season.

On television, the same sponsors will present 11 games on KTVU(TV) Oakland-San Francisco. Nine will be regular season games played in Los Angeles against the Dodgers. The other two will be preseason exhibition contests. Russ Hodges and Lon Simmons will be the sportscasters.

## TV to get large cut of big Clairol drive

Clairol Inc., New York, reportedly will spend "in excess of \$25 million" this year to promote its new cosmetic line along with its hair coloring products.

Clairol's major effort will be in TV, the company said last week, with prime-time participations in ABC-TV's *The Farmer's Daughter*, *Peyton Place*, *Ben Casey*, *The Lawrence Welk Show*, and *The King Family*; and in CBS-TV's *The Defenders*, *Perry Mason* and *Candid Camera*.

Clairol will sponsor ABC-TV's special program *Inger Stevens in Sweden*, on Feb. 26 (8-9 p.m. EST), and will also invest heavily in spot TV during 1965.

Agencies for Clairol are Norman, Craig & Kummel; Foote, Cone & Belding, and Doyle Dane Bernbach, all in New York.

## Katz to get new computer

The Katz Agency, New York representation firm, looking toward installation of electronic data processing equipment has engaged Campos, Katz & Associates for organization and programming of the computer equipment.

Katz Agency expects to have an IBM System/360 installed by late 1966. The data processing system will be used to provide information on availabilities on all Katz-represented stations in addition to maintaining contract records and producing billing information.

The computer, to be installed in New York, will be interconnected with several other Katz Agency offices.

## 68 more TV ads classified by NAB

The code authority of the National Association of Broadcasters has reviewed 68 more multiple product announcements, classifying 48 as piggybacks and 20 as integrated. Under the code's MPA amendment, 347 television spots have now been classified since Sept. 1, 1964 with 171 designated as piggybacks and 176 as integrated.

A master list of all MPA's reviewed by the code authority will be compiled for distribution to members.

The new list, with company name, agency code designation and products advertised:

### INTEGRATED

Buxton, Inc.—BU-4-187-6 RI, Organizer/Key-tainer.

Fant Milling Co.—G-23-64 TV Rev., Gladiola Flour/Buttermilk Biscuit Mix; G-26-64 TV-Rev., Gladiola Biscuit Mix/Cornbread Mix.

Franco-American Products—449R-FAG/B/G-60, Beef Gravy/Giblet Gravy.

Hassenfeld Brothers, Inc.—593, G.I. Joe Doll & Accessories; 594, G.I. Joe Doll & Accessories.

Hills Brothers—GI-110-759, Regular/Instant Coffees; GI-110-760, Regular/Instant Coffees.

M & M Candies—RH-20-11, M & M Candies/Robin Hood Flour.

Pressman Toy Co.—Superman Kite/Counting Jump Rope.

Schick Safety Razor Co.—HL-240-XP-60, Schick Hot Lather/Schick Blades.

The Simoniz Co.—SB(WB)/VFC-60-65-1A, Super Blue Simoniz Car Wax/Vista One Step Cleaner Wax.

Vick Chemical Co.—CS-148, Vicks Cough Syrup/Formula 44; CS-149, Vicks Cough Syrup/Formula 44; FF-237, Vicks Formula 44/Cough Syrup; FF-248, Vicks Formula 44/Cough Syrup; FF-251, Vicks Formula 44 Cough Syrup/Formula 44 Cough Disc; FF-253, Vicks Formula 44 Cough Syrup/Formula 44 Cough Disc; FF-254, Vicks Formula 44 Cough Syrup/Formula 44 Cough Disc; FF-256, Vicks Formula 44 Cough Syrup/Formula 44 Cough Disc.

### PIGGYBACKS

Alberto-Culver Co. — CR-144R1/6/GS-136, Creme Rinse/Get Set; ND-135R3/18/CS-25, New Dawn/VO 5 Shampoo; ND-135R3/18/HS-243R, New Dawn/Hair Spray; ND-137/18/CS-34, New Dawn/VO 5 Shampoo; PD-18R/B5/CS-34, Calm Deodorant/VO 5 Shampoo; PD-18R/B5/HSL-13R, Calm Deodorant/VO 5 Hair Setting Lotion; R-225/67/GS-136-60, Rinse Away Rinse & Shampoo/Get Set; R-225/67/PD-18R, Rinse Away Rinse & Shampoo/Calm Deodorant; SC-152/63/CS-34, Command Shave Cream/VO 5 Shampoo.

American Home Products—BMD-30-64-1/BMS-30-62-23R, Dri Brite/Easy On Spray Starch.

Armstrong Cork Co.—406-CP-F-60, One Step For Kitchen Floors/Wood Floors; 415-R-CP-F-60, One Step Wood Floor Care/Floor Mark Remover.

Beecham Products Inc. — 4F28MB-60-7, Macleans/Brylcreem.

Carnation—CPB-A466-64-60, Dog Food/Puppy Food.

General Mills, Inc.—Ch-197/LC-21, Cheerios/Lucky Charms.

Liggett & Myers Tobacco Co.—64-01084-60, L & M Cigarettes/Masterpiece Pipe Tobacco.

M & M Candies—FM-166, M & M Chocolate Candies/Chocolate Wafer Bar; FM-167, M & M

Chocolate Candies/Fruit & Mint Chewies.

Phillip Morris, Inc.—1201-R2/94-119, Multi-filter/Paxton.

Pillsbury Co.—CB-PK-4/60-6, Fudge Chocolate Brownies/Pancake Mixes; CB-PK-4/60-7, Fudge Chocolate Brownies/Pancake Mixes; 1298-DD/PK-60, Double Dutch Devil's Food Cake Mix/Pancake Flour.

The Simoniz Co.—VX/TQ-VT-64-60-35, Vinyl Floor Wax/Tone Furniture Polish.

Standard Brands, Inc.—SB-30E, Tenderleaf Tea/Fleischmann's Margarine; SB-45E, Blue Bonnet Margarine/Hunt Club Burgerbits Dog Food; SB-46, Blue Bonnet Margarine/Royal Gelatin Dessert; SB-54E, Chase & Sanborn Coffee/Blue Bonnet Margarine; SB-63W, Fleischmann's Margarine/Royal Gelatin Dessert.

Vick Chemical Co.—CV-16, Vicks Cough Syrup/Vapo Rub; FL-8, Vicks Formula 44/Lavoris; FL-15, Vicks Formula 44/Lavoris; FL-17, Vicks Formula 44/Lavoris; FS-7, Vicks Formula 44/Sinex Nasal Spray; FS-13, Vicks Formula 44/Sinex Nasal Spray; FS-14, Vicks Formula 44/Sinex Nasal Spray; FV-6, Vicks Formula 44/Vapo Rub; FV-11, Vicks Formula 44/Vapo Rub; FV-22, Vicks Formula 44/Vapo Rub; V-24, Vicks Formula 44/Vapo Rub; LF-3, Lavoris/Formula 44; LF-12, Lavoris/Formula 44; LV-10, Lavoris/Vapo Rub; VD-19, Vapo Rub/Cough Disc; VD-21, Vapo Rub/Cough Disc; VF-5, Vapo Rub/Formula 44; VF-9, Vapo Rub/Formula 44; VL-4, Vapo Rub/Lavoris; VS-23, Vapo Rub/Sinex Nasal Spray.

## Egg drive suggested

Egg producers were urged last week to build an industrywide advertising and promotion plan similar to those of the dairy, meat, sugar, citrus and other product fields which include healthy broadcast budgets too. Herbert F. Grayson, vice president of Cooper, Strock & Scannell, Milwaukee, also reminded the Southeastern Poultry and Egg Association's convention in Atlanta Tuesday (Jan. 26) that United Fruit Co. developed unusually high awareness of bananas through its Chiquita brand campaign.

## Also in advertising . . .

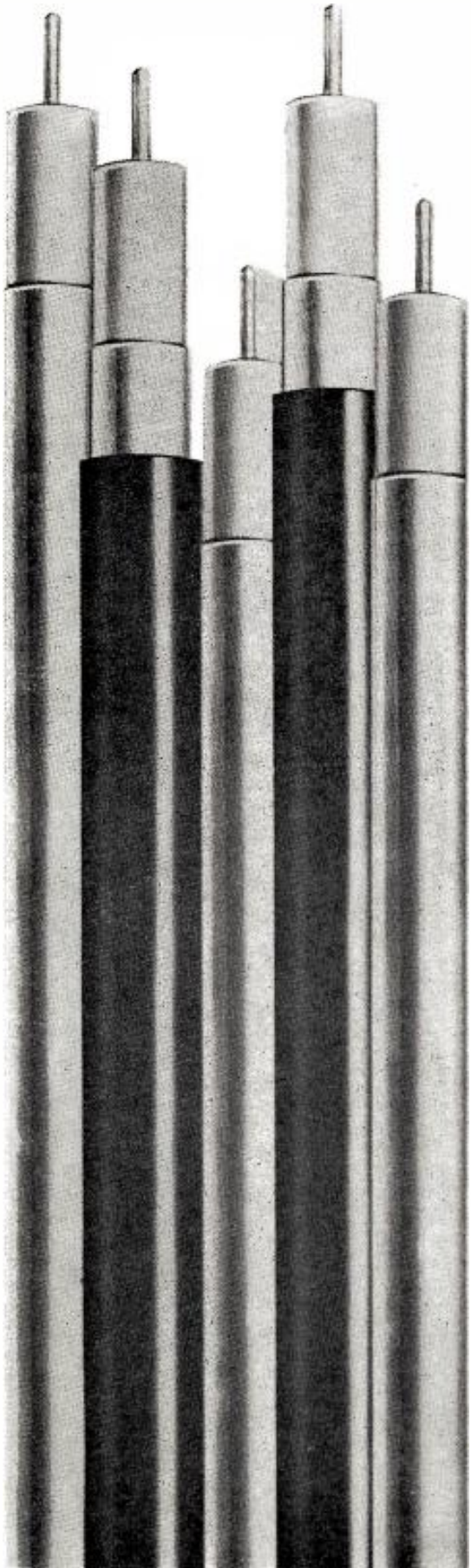
**New quarters** ■ Humphrey, Williamson & Gibson, Oklahoma City, has moved to the 14th floor of the Skirvin Tower. The change increases its space by 75%.

**New address** ■ The Washington bureau of the Advertising Federation of America and the Advertising Association of the West has moved into larger offices at 1145 19th Street N.W.

**Extra fee** ■ D'Arcy Advertising and Anheuser-Busch, both St. Louis, have worked out an arrangement whereby the agency will be paid a fee in addition to the usual 15% media billing compensation for handling the Budweiser beer account. It will be used on a trial basis this year.

**Rochester merger** ■ Hanna Associates, Rochester, N.Y., advertising and public relations firm, has merged with Storm Advertising Inc. of that city. The new corporation, as Storm Advertising, is located at 951 Midtown Tower, Rochester.





**In a dilemma:  
whether to build your system  
for fast capital gains  
or for maximum operating profits?**

*Before you install a so-called  
economy cable system,  
ask these 8 questions:*

1. Is it water & water vapor proof?
2. Is the cable self sealing when tapped?
3. What is the guaranteed maximum attenuation?
4. Will it produce an acceptable color TV picture?
5. Does it give 26 db minimum return loss guarantee (Required for minimum ghosting)?
6. Will the quality be the same 5 years from installation?
7. Will the cable be adaptable to all pay TV applications?
8. Will it give radiation protection when high power lever amplifiers are used?

*If you install Times JT1000 seamless aluminum tube sheath cable, the answer will be yes to all the above.*

Whether your objective is capital gains or long-term, high net profit, you should give careful consideration to installing a long-life, high-quality cable system—JT1000 series cable, your best profit insurance. Don't settle for a system that continually degrades from the day you install it, and which may prematurely require replacement in 3 to 5 years.



**TIMES**

WIRE AND CABLE

Division of The International Silver Company • Wallingford, Connecticut

TRANSMISSION SYSTEM DESIGN AND ENGINEERING • STANDARD AND SPECIAL PURPOSE COAXIAL CABLE • MULTICONDUCTOR CABLE • COMPLETE CABLE ASSEMBLIES • TEFLON\* HOOK-UP WIRE

\*A DuPont Trademark



# NAB decides two heads are better

From now on there's a double executive suite  
with a full-time president (Wasilewski)  
and full-time chairman (Schroeder until June)

The National Association of Broadcasters got a new president last week, along with a new concept of top echelon operation that, in essence, will give the NAB two top executives in place of one. Both actions, the election of the new president and the institution of the new deal, were taken Tuesday (Jan. 26) by the association's joint board of directors, meeting at Palm Springs, Calif.

The new NAB president is an old NAB hand, Vincent T. Wasilewski, who joined the association's legal staff in the fall of 1949 as a young attorney fresh out of law school. Since then he has gone steadily up the executive ladder. He has been executive vice president of the NAB since 1961 and chief executive officer since last August when LeRoy Collins left the NAB presidency to become federal conciliator on civil rights.

Under the plan adopted by the NAB boards last week the president will be the association's spokesman and operating officer. But there will also be a full-time board chairman who will make his headquarters at the NAB's Washington office and supervise policy.

Willard Schroeder, of WOOD-AM-FM-TV Grand Rapids, Mich., now the chairman of the NAB's combined radio and television boards, will occupy the newly conceived chairman's job until next June when his present term as joint board chairman expires. After that, according to present plans, a new NAB chairman will be elected. Mr. Schroeder said last week he would be unable to continue in the chairmanship beyond his present term.

**The Chairman's Pay** ■ The boards last week set the annual salary and living expenses for the chairman's job at a figure not to exceed \$50,000, but it was understood that if it took more than that to attract the kind of man the boards picked for the first full-term chairman next June, the figure would be raised. Mr. Schroeder, during his interim service as chairman, will receive no salary. His living expenses in Washington will be reimbursed, and he plans to move his family to the capital immediately. He will spend a day or

so a week at his regular job as vice president-general manager of the Time-Life owned stations in Grand Rapids.

The new concept, as explained by

## NAB award to Goldenson



Mr. Goldenson

Leonard H. Goldenson, president of American Broadcasting-Paramount Theaters Inc., will receive the 1965 Distinguished Service Award of the National Association

of Broadcasters.

The presentation for "industry leadership and civic contributions" will be made at the opening general assembly of the NAB convention in Washington, March 22.

Mr. Goldenson has been president of AB-PT since 1953.

Mr. Schroeder, is simply that the job of running the NAB has become too big for one man. The president will now be joined by a joint board chairman who will be "a working stiff," in Mr. Schroeder's words, who will be salaried and who will spend all, or virtually all of his time at NAB's Washington headquarters during his term of office. Presumably, although not necessarily, the board chairman will be a practical broadcaster who will take a leave of absence from his regular occupation to devote himself exclusively or almost so to NAB problems for as long as he holds the joint board chairmanship.

Under the new setup, the NAB board chairman will continue to function as head of the association's executive committee, which is responsible for formulating and directing NAB policy. The committee's other members are the chairmen and vice chairmen of the

radio and television boards.

What is new about the NAB's new deal, Mr. Schroeder said, is that the board chairmanship now becomes a full-time working job in place of an honorary advisory position. The chairman will function in an executive capacity on a par with the president. The new setup will require changes in the NAB by-laws, which will be submitted to the membership for approval.

**Raise For Wasilewski** ■ As president of the NAB, Mr. Wasilewski will receive \$50,000 a year. (His salary as executive vice president has been \$32,500.) He has no contract, but his arrangement with the board provides for severance pay of six months' salary should his employment be terminated. Under the new structure the president maintains his own residence and pays his own living expenses.

Mr. Wasilewski assumed the NAB presidency on Wednesday after the financial details had been worked out with the executive committee. His election, on the previous day, was by unanimous vote of the joint boards, with 42 of the 44 members present and voting. He was given a standing ovation when he was called into the board meeting and notified of his election.

Born in Athens, Ill., on Dec. 17, 1922, Mr. Wasilewski was an engineering student at the University of Illinois when World War II took him out of the classroom for three years service in the Army Air Force. After the war, he returned to the university, receiving his bachelor's degree in political science in 1948 and his law degree a year later. He was admitted to the Illinois bar in 1950. He joined the NAB legal staff in October 1949, was named chief counsel in February 1953, manager of government relations in August 1955, vice president for government affairs in June 1960 and executive vice president in 1961.

**The Policy** ■ Here's how the joint boards described the new NAB jobs in a resolution adopted last week:

"The responsibilities and authorities of the president shall remain as presently set forth in the by-laws.

"The responsibilities of the joint

board chairman shall remain as previously prescribed except that the board will provide suitable compensation and living allowances to permit him to spend up to his full time in fulfilling his responsibilities at the headquarters in Washington.

"The form of the chairman's increased involvement will be to provide better communications with broadcasters, the board and the president. Further it will provide on location practical guidance to the staff and is additionally intended to provide executive manpower to effect useful long-term planning. Provided that the necessary changes in the association's by-laws can be effected, eligibility to nomination will be expanded to include non-board as well as board members.

"The chairman will be elected on an annual basis by the board at its June meeting, and he may be re-elected."

Although the executive concept developed last week differs markedly from recent NAB arrangements, it is not entirely new. In 1951 Justin Miller, president of what was then called the National Association of Radio and Television Broadcasters, was made board chairman, and Harold E. Fellows, of WEEI Boston, became NARTB president. One difference between the 1951 setup and that voted by the NAB boards last week was that in 1951 it was the president who was the practical broadcaster and the chairman who was not. Mr. Miller had been a federal judge before taking the presidency.

After Mr. Miller retired, the nature of the chairmanship was changed to that of the status that Mr. Schroeder has most recently held.

**End Of One Search** ■ Last week's

action was taken after a 10-man selection committee had spent several months searching for a successor to Mr. Collins as NAB president. The selection committee, which was headed by Mr. Schroeder, included Mike Shapiro, WFAA-AM-FM-TV Dallas; John F. Dille Jr., Communicana Stations; Rex Howell, KREX Grand Junction, Colo.; Jack W. Lee, WSAZ-AM-TV Huntington, W. Va.; F. Van Konynenburg, WCCO-AM-TV Minneapolis; Otto P. Brandt, King Stations; Carleton D. Brown, WTVL Waterville, Me.; Harold Essex, WSJS-AM-FM-TV Winston-Salem, N. C., and A. Louis Read, WDSU-AM-FM-TV New Orleans.

## Radio board vetoes change

**Doesn't want hemorrhoid ads called acceptable, tightens medical ad rules**

The Wednesday session of the radio board of the National Association of Broadcasters in Palm Springs, Calif., found that body turning down a proposal by the radio code board that would have substituted copy acceptability for product acceptability.

The radio code board on Jan. 22 in Los Angeles had approved an amendment to the code setting up copy standards of good taste in place of an outright ban on hemorrhoid remedy and

feminine hygiene advertising (BROADCASTING, Jan. 25). However, the radio board rejected the amendment.

The code board's recommendation had followed a study committee report, which, in turn, had been initiated by the parent radio board.

The board, however, did approve code amendments to tighten the rules for medical advertising. Specifically, the changes will ban a medical ad "which offensively describes or dramatizes distress or morbid situations involving ailments," indiscriminate use of such words as "safe", "without risk", or "harmless." It also approved a new clause which requires that "advertising testimonials should be genuine and reflect an honest appraisal of personal experience."

A code board recommendation on newscast advertising was also adopted by the board. The language is identical to the TV code section on the subject: "A broadcaster should exercise particular discrimination in the acceptance, placement and presentation of advertising in news programs so that such advertising will be clearly distinguishable from the news content."

**Motion Picture Ads** ■ The radio board endorsed the code board's position that radio and motion picture personnel must work together to insure that radio advertising for movies conforms to the code. Members of the radio board said they regarded the situation as serious, but one they are determined to correct.

Howard Mandel, NAB vice president for research, told the radio board that field work on the All-Radio Methodology Study (ARMS) is being targeted for March, with a report four

## NAB TV board covers routine business in four-hour session

Routine business was covered by the National Association of Broadcasters television board at its Thursday (Jan. 28) morning session that was handled in less than four hours. It was a marked change from the day-and-a-half-session the board spent on the community antenna television question at the beginning of the week (see page 23).

On Thursday, the TV board adopted two TV code amendments. One, almost identical to a radio code amendment adopted the day before, concerned testimonial advertising and requires it to reflect genuine personal experience (see above).

The second amendment emphasized that programs dealing with astrology should make it clear that they are purely entertainment and not accurate predictions of the future or guides for personal action.

The TV board heard a Television Information Office report from Roy Danish, director, and Willard Walbridge, KTRK-TV Houston and chairman of NAB's Television Information Committee. Mr. Walbridge recommended the present TIO structure remain unchanged. And the board asked the Walbridge committee to study ways for a closer relationship between TIO and NAB and report on

it at the board's June meeting.

George W. Bartlett, NAB manager of engineering, gave the TV board an engineering report, and the board authorized appointing an NAB representative to join other industry engineers in a study of the use of stereo sound for TV and standards for the service, if it is found to be practical.

John Dille, WSJV-TV Elkhart-South Bend, Ind., TV board chairman, reported on plans for the March 21-24 NAB convention in Washington, and Payson Hall, Meredith Broadcasting Co., Des Moines, Iowa, gave a progress report on the music licensing situation.

to six months after field work is complete. ARMS, co-sponsored by NAB and the Radio Advertising Bureau is aimed at developing improved methods of radio audience study.

Mr. Mandel said the ARMS technical committee will review research design and procedures at a meeting with the Advertising Research Foundation in New York this week.

He said Audits & Surveys will carry out the project of finding the best technique under supervision of the ARMS technical committee. The benchmark, he reported, will be a telephone coincidental survey, using a probability sample selected by a two-step process to secure a true population cross-section.

**New Committee** ■ The radio board endorsed the TV board's position on community antenna television (see page 37), and an ad hoc radio committee was appointed by President Vincent T. Wasilewski.

However, at the committee's first meeting on Thursday (Jan. 28), it asked that the TV board's Future of Television in America Committee be renamed the Future of Broadcasting in America Committee with two NAB radio members added to its roster. These two members would be from stations with no TV properties or affiliations.

This resolution was to be submitted to a special radio board session Friday morning and if approved, would be submitted to the joint boards for ratification later in the day.

Members of the radio committee are: Lester G. Spencer, WKBV Richmond, Ind., chairman; John H. Lemme, KLTF Little Falls, Minn.; Ben Strouse, WWDC-FM Washington; Cecil Woodland, WEJL Scranton, Pa., and Loyd Sigmon, Golden West Broadcasters, Los Angeles.

**Saves Money** ■ At the suggestion of the NAB public relations committee the radio board shelved a plan it had approved last June to produce a \$50,000 color film to promote radio (BROADCASTING, June 22, 1964). Less than \$5,000 had been spent on preliminary phases of the film.

In place of the film, the board approved two special projects requiring an outlay of \$20,000. The first is a \$5,000 plan for a radio promotional speech for use by NAB radio members, using taped inserts to illustrate the effectiveness of radio, and the right words and sounds used in the proper way.

A \$15,000 appropriation was approved for production of two new records in the on-air campaign. The disks would be in addition to the on-air material produced for National Radio Month, the continuing catalogue of written spots and previously issued records, which are still available for member use.

John Couric NAB vice president for

public relations, reported on the 1964 radio month promotion and gave a preview of this year's campaign: "Radio—the Sound of Year-Round Pleasure," which included playing of the new jingles.

The board approved \$25,000 for continuation of the NAB's Encyclopedia of Sound project, a study which is being conducted by Ted Malone, former radio personality and now commercial producer. The study is to locate significant sound recordings and to create interest by foundations or government agencies in establishing a library of sound.

An Encyclopedia of Sound Committee was named to direct this study. Members are: Carleton D. Brown, WTVL Waterville, Me.; Loyd C. Sigmon, Golden West Broadcasters, Los Angeles; Arthur Hull Hayes, CBS Radio, New York; George W. (Bud) Armstrong, WHB, Kansas City, Mo., and John F. Box Jr., WIL St. Louis.

## NAEB backs aid to ETV, radio

The National Association of Educational Broadcasters is hopeful that the Johnson administration's aid to education bill will also prove to be an "aid to educational television and radio bill." So, when hearings started last week before the House General Subcommittee on Education, NAEB was there in force to try to steer some of the bill's money into its fund-hungry field.

For example, the "Elementary and Secondary Education Act of 1965" provides in Title III, Section 303 (a) (6), for the authorization of funds for "developing, producing, and transmitting radio and television programs for classroom and other educational use. . . ."

There are several other parts of the bill that directly mention the use of radio and television, and other areas which could be interpreted to include these media. NAEB's people were on hand to give their general support, to explain what has been, and can be done by the electronic media in the field of education and to recommend minor



Mr. Harley



Mr. Marquis

changes or interpretations that would facilitate the use of these media. In general, they got a friendly reception.

William G. Harley, NAEB president, Jerrold Sandler, executive director of the educational radio division, and Chalmers H. Marquis, director of the educational television division, all followed the same theme. They cited the impact, universality and low cost-per-pupil of broadcasting. The signal, they said, reaches all homes; public and private schools, and compact and dispersed populations. Their major concern was that sections of the bill referring to support for research and library facilities be interpreted to include educational stations and video and audio tape libraries.

Mr. Marquis stressed the youth of television as an educational instrument and the consequent need for more research to determine its capabilities. He stated that "one-third to more than one-half the hours broadcast by educational stations are devoted to elementary and secondary education courses which are broadcast during school hours for reception in classrooms."

Mr. Sandler discussed various aspects of educational broadcasting including its use for pre-school and after-school programs, remedial education, and other outside-the-school aids for specific educational problems.

The NAEB executives are expected to present substantially the same arguments to the Subcommittee on Education of the Senate Committee on Labor and Public Welfare, which begins hearings on the act today (Feb. 1).

## Henry claims backing for his hard policies

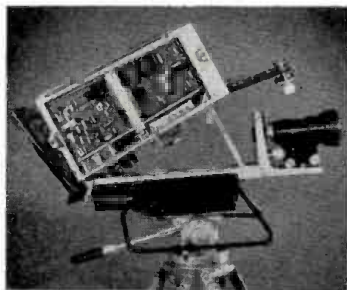
FCC Chairman E. William Henry, in a television appearance last week, characterized the "atmosphere" in Washington as generally in favor of regulatory effort by the FCC and said he fully expected to finish out his term.

Mr. Henry said he is convinced that President Johnson is making every effort to attract "men of the highest possible caliber" to his administration and that the climate in Washington is "conducive to sound action."

The chairman appeared on the WNDT-TV New York Broadcasting Forum in an interview prior to taking part in a panel discussion of the FCC's role in control of programing with communications attorney W. Theodore Pierson of Pierson, Ball and Dowd; Leon Brooks, vice president and general counsel of CBS and Richard K. Doan, TV-radio editor of the *New York Herald Tribune*.

Questioned on problems of educa-





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tional TV stations, Mr. Henry acknowledged that "soon there may be a [financial] crisis" for ETV operators.

Asked to identify the major problems facing the industry, Mr. Henry picked out the regulation of community antenna television and what to do about the concentration of station ownership as being of prime importance.

In the programing discussion that followed, Mr. Pierson charged the commission's method of granting licenses, specifically the programing forms it requires, leads to conformity which the FCC purports to prevent.

Mr. Pierson asserted that even a lawyer fresh out of law school understands the commission's "predilections" with respect to program commitments and that an applicant "unless he wants to take an adventure in utter defeat and failure, [is] going to propose the program that he thinks will please the commission the most."

Chairman Henry denied this contention, asserting the FCC's concern with programing has made each broadcaster conform to the FCC rule requiring diversity.

CBS Counsel Brooks charged that since 1960 the commission has—through a 1960 policy statement and proposed new program forms—attempted to lay down "too precise standards . . . and

too precise directives" as to how a licensee or station applicant should determine what his public wants.

## New TV stations

As of Jan. 28 there were 106 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 58 were commercial UHF's, 5 were educational VHF's and 23 were educational UHF's.

## Changing hands

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

■ WATE-AM-TV Knoxville, Tenn.: Sold by Paul Mountcastle, Clarence Beaman Jr. and others to Peoples Broadcasting Co. for \$6.8 million (see page 46).

■ KGKO San Angelo, Tex.: Sold by Lewis O. Seibert to Jack Neil for \$250,000. Mr. Neil with his son owns KTRM Beaumont, Tex. Mr. Seibert owns KGUL Port Lavaca, Tex. Station is full time on 960 kc with 5 kw day and 1 kw night. Broker: Blackburn & Co.

■ KWBA Baytown, Tex.: Sold by the estate of David R. Worley to John M. Camp for \$240,000. Mr. Camp owns an advertising agency in Wheaton, Ill.,

and is the owner of wpow New York. KWBA operates full time on 1360 kc with 1 kw. Broker: Hamilton-Landis & Associates.

■ KAHU Waipahu (Honolulu), Hawaii: 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 full time. Broker: Edwin Tornberg & Co. (Incorrectly reported last week as an approved sale).

■ KAVE Carlsbad, N. M.: Sold by John Deme to Ray I. Kandel for \$105,000. Mr. Kandel, formerly a West Virginia broadcaster, recently purchased KYVA Gallup, N. M. Mr. Deme retains KAVE-TV. KAVE operates full time on 1240 kc with 250 w; it holds a permit to increase daytime power to 1 kw. Broker: Hamilton-Landis & Associates.

**APPROVED** ■ *The following transfers of station interests were among those approved by the FCC last week (FOR other commission activities see FOR THE RECORD, page 70).*

■ KLFY-TV Lafayette, La.: Sold by Paul H. and Thomas A. De Clouet and group to Texoma Broadcasters Inc. (M. N. Bostick, 20%; and kwtx Broadcasting Co., 80%) for \$2,693,311 (see page 46).

■ WEDC Chicago: Sold by Emil Denmark to Foreign Language Broadcasts Inc. for \$225,000, including \$125,000 covenant not to compete. Representative Roman Pucinski (D-Ill.) owns 60% of buying group. WEDC is a share-time station on 1240 kc with 250 w. It shares the frequency with WCRW and WSBG Chicago.

## ACLU supports McIntire in radio station buy

The Greater Philadelphia Chapter of the American Civil Liberties Union came out last week on the side of the Rev. Dr. Carl McIntire in the controversy swirling about the proposed sale of wxur-am-fm Media, Pa.

Scores of religious and civil rights groups have opposed the sale of the stations to the Faith Theological Seminary of Philadelphia because of the fundamentalist preacher's connection with it (BROADCASTING, Dec. 14, 1964). He is president of the board of trustees.

But Spencer Coxe, executive director of the Philadelphia ACLU, said FCC refusal to approve the sale on the basis of the complaints thus far made pub-

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lic would constitute government censorship.

Many objecting to the sale cited Dr. McIntire's opposition, voiced on his *20th Century Reformation Hour* radio program, to civil rights legislation, various church groups, the United Nations and its agencies, and other targets. The letters also said he would have a "divisive" influence on the community.

Mr. Coxe, however, said the commission's fairness doctrine, which requires broadcasters to air all sides of controversial issues, would afford protection against one-sided presentation of views.

Seminary spokesmen have said that Dr. McIntire would have no direct connection with the station and would appear on it only if he purchased time.

## Nebraska ETV network expected in two years

Plans for an educational TV network in Nebraska moved forward another step last week when KUON-TV Lincoln began broadcasting from its new, 874-foot tower, at powers of 310 kw visual and 155 kw aural, up from 26.3 kw and 13.2 kw, respectively. Tower and transmitter are now located at Mead, midway between Lincoln and Omaha.

KUON-TV, on the air for 10 years, will be the keystone of a planned seven-station, statewide educational network. A second channel is expected to begin operations at Lexington in the spring, followed by a UHF station in Omaha next fall. The legislature is being asked for \$2,002,000 to complete the network in the next two years.

## Sacramento UHF awarded to Camellia

An initial decision looking toward granting the application of Camellia City Telecasters for a new TV station on channel 40 at Sacramento, Calif., was issued last week by Hearing Examiner Basil P. Cooper.

The four principals of the company, each holding an equal share of the stock, are Charles L. Bowman, Foster A. Bullock, Jack F. Matranga and Irving J. Schwartz.

The only competing application, filed by Capitol Television Co., was dismissed in December 1963 when the applicant failed to appear for the prehearing conference.

The only issues were Camellia's financial qualifications and a report by the

Federal Aviation Agency that the height and location of the company's proposed tower constituted a hazard to air navigation.

Camellia amended its application last October, however, to specify a new site and the FAA approved the new location and height early this month.

On the financial question, the examiner found that the combined net worth of the four principals is over \$1,775,000, and that each of the partners will contribute \$55,000 to cover initial costs.

Unless an appeal to the commission from the initial decision is made or the FCC reviews the decision on its own motion, the examiner's decision becomes effective after 50 days.

## Pa. bill heads week's activities in CATV

Further efforts to bring community antenna television under state control were made in Pennsylvania last week.

For the eighth year in a row, the Pennsylvania legislature was asked to grant authority to its public utility commission to regulate CATV.

As he has in the past, State Representative George W. Heffner (R) offered a

bill similar to legislation he has been introducing each year since 1957. State Senator Z. H. Confair (R), meanwhile, offered the same bill in the senate.

The Pennsylvania PUC voted 3-2 last year not to assume jurisdiction over CATV (BROADCASTING, April 6, 1964).

In other CATV developments reported last week:

**Alabama**—The state utilities commission conducted an informal hearing with the Southern Bell Telephone Co. and other parties to discuss a CATV tariff already on file with the commission.

**Clinton, Ind.**—The city council has awarded a 25-year franchise to the Clinton Television Cable Co. The Service will cost about \$5 a month and subscribers will receive six or more TV signals.

**Earlington, Ky.**—Madisonville Cablevision Co., owned by Meredith-Avco Inc., has been granted a 20-year franchise. Customers would pay \$10 for installation and \$5 monthly to receive eight TV signals plus a time-weather service. The company, in full operation in Madisonville since Oct. 1, is now installing facilities in Murray. It has also been awarded franchises in Middlesboro and Mayfield, all Kentucky.

**Hagerstown, Md.**—Antietam Cable

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TV Co. has applied for a franchise.

**Great Barrington, Mass.**—The L-P Cable Corp. of Springfield, Mass., has filed for a franchise. Previously Berkshire Cable TV of Dalton also filed.

**DeWitt, N. Y.**—Onondaga Video Inc. of Cortland and Newhouse Broadcasting Corp. (WSYR-TV Syracuse, N. Y.) have applied for a franchise (see Manlius, N. Y.).

**Fort Edward, N. Y.**—The Village board of trustees has rejected applications from three firms and instead submitted its own proposal to them. It would require payment of \$2,500 for a franchise, \$1,200 at the end of five years for renewal and \$1,500 per year for 10 years instead of a percentage of the yearly receipts, as commonly offered by CATV applicants. The firms involved are Mohican TV Cable Corp., a subsidiary of the Jerrold Electronics Corp., Philadelphia, Pa.; the Normandy Broadcasting Co. (wwsc Glens Falls) Glens Falls and the Newhouse Broadcasting Co., Syracuse.

**Glens Falls, N. Y.**—Mohican TV Cable Corp., owned by Jerrold Electronics Corp., Philadelphia, and seeking a CATV franchise, has raised its offer to pay the city 2% of gross receipts to 3%. Other applicants are Normandy Broadcasting Corp. (wwsc Glens Falls) and Newhouse Broadcast-

ing Corp., Syracuse, N. Y.

**Malone, N. Y.**—Newhouse Broadcasting Corp. of Syracuse, N. Y., group station owner and CATV operator, has been awarded a franchise. Suggested prices were \$25 for installation and \$4.95 monthly.

**Manlius, N. Y.**—Onondaga Video Inc. of Cortland and Newhouse Broadcasting Corp. (WSYR-TV Syracuse, N. Y.) have applied for a franchise (see DeWitt, N. Y.).

**Newark, N. Y.**—Newhouse Broadcasting Corp. of Syracuse, N. Y., group station owner and CATV operator, has been awarded a franchise.

**Ahoskie, N. C.**—Carolina Cablevision Co. of Cherryville is seeking to establish a CATV system. The installation charge would be about \$6 with a monthly charge of \$4 to \$5.

**Raleigh, N. C.**—The Southern Bell Telephone Co. has asked the state utilities commission for permission to withdraw a CATV tariff in order to file a revised tariff later.

**Bryon, Ohio**—The city council passed on first reading an ordinance that would grant a 10-year franchise to Direct Channels Inc., of Akron. The estimated installation fee is \$15 with a monthly rate of \$4.75.

**Cleveland**—Cox Cablevision Corp., a multiple CATV system owner, and the

*Cleveland Plain Dealer* have formed Cleveland Area TV Inc. to apply for CATV franchises in greater Cleveland (see page 47).

**Killbuck, Ohio**—The Millersburg Community TV System, Inc. is installing a system that will provide nine TV signals.

**Mount Vernon, Ohio**—Two applications have been filed for 20-year franchises, one by Mount Vernon Broadcasting Co. (WMVO-AM-FM Mount Vernon) and the other by Tower Antennas Inc., a group CATV owner in Coshocton, Ohio.

**Ashley, Pa.**—The borough council, after hearing arguments from Total Television Cable Inc. (WNEP-TV and WDAU-TV, both Scranton-Wilkes-Barre, and WBRE-TV Wilkes-Barre-Scranton) rescinded a franchise previously awarded to Teleservice Co.

**Bordentown, Pa.**—Jerrold Electronics Corp. of Philadelphia, a multiple owner of CATV systems and a CATV equipment manufacturer, has applied for a franchise.

**Courtdale, Pa.**—Universal Cable Television Systems of Mahanoy City, Pa., received a 25-year franchise in Courtdale.

**Dallas Borough, Pa.**—Back Mountain Telecable Inc. has applied for a franchise.



**Greensburg, Pa.**—Edward J. Hirshberg, president of WEDO McKeesport, Pa., and Greensburg Cablevision Co. have applied for franchises.

**Kingston, Pa.**—Back Mountain Telecable Inc. has applied for a franchise.

**Larksville, Pa.**—Universal Television Cable Co., Mahanoy City, Pa., has been granted a 50-year exclusive franchise.

**Lower Allen, Pa.**—Four companies have asked for a franchise. They are Perfect TV Inc.; Jerrold Electronics Corp. of Philadelphia, a multiple owner of CATV systems and a CATV equipment manufacturer; TV Cable, Carlisle, and KLM Tele-Events.

**Plymouth, Pa.** — Universal Cable Television Systems Inc. of Mahanoy City, Pa., and Total Television Cable Inc. (see Ashley, Pa.) have applied for franchises.

**Philadelphia** — United Artists has warned the city it may be legally responsible for possible copyright infringements if it authorizes CATV's that carry broadcasts without permission (see page 45).

**Washington, Pa.**—Rego Industries Inc. has requested a franchise.

**Wilkes-Barre, Pa.**—Total Television Cable Inc. (see Ashley, Pa.) has applied for a 10-year franchise. Service is now being provided by Teleservice Co., also of Wilkes-Barre.

## Idaho TV may amend case against CATV

A decision on whether to amend its complaint against a CATV system in Twin Falls, Idaho, to base it on the copyright issue is being studied by KMVT(TV) Twin Falls, Idaho (formerly KLIX-TV), following the refusal last week by the U. S. Supreme Court to review a lower court ruling.

By denying a petition for review, the Supreme Court let stand a ninth circuit appeals court ruling reversing a holding that the CATV system in Twin Falls was violating the Idaho state contract law by using KMVT's signals without permission (BROADCASTING, July 20, 1964).

In the district court ruling, Judge William T. Sweigert ruled that KMVT has a contract right in network and film programs and that CATV systems may not use these programs without the approval of KMVT. On appeal by Cable Vision Inc., operator of the CATV system in Twin Falls, and by Idaho Microwave Inc., a common carrier microwave system which feeds Salt Lake City television programs to the Twin Falls CATV, this ruling was over-

turned. The appeals court said that KMVT would have to claim copyright rights to be protected.

The KMVT suit actually is a counter suit to an antitrust charge originally filed by the CATV system against a group of mountain states TV stations. Prior to these suits, three Salt Lake City TV stations sued to prohibit the Twin Falls CATV from using their programs on the grounds of property rights in them. Judge Sweigert dismissed this claim on the ground the stations have no property right in their signals (BROADCASTING, July 3, 1961).

## WNDR (TV) gets Ford money

The Ford Foundation has provided \$500,000 to WNDR(TV) New York non-commercial educational station to enable it to meet operating expenses until the end of its fiscal year, June 30, it was disclosed last week.

Devereaux C. Josephs, a member of the station's board of trustees, said the funds supplied by the Ford Foundation could be more accurately described as "a transfusion" than as a grant. A foundation spokesman warned it was necessary for viewers and community institutions to strengthen their support of the station.

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|          |   | 3. Portable TV set . . . . . Jack Walsh, D. P. Brother and Co., Detroit      |
| Local    | { | 1. Mustang . . . . . Miss Julie Lane, Norsworthy-Mercer Advertising, Dallas  |
|          |   | 2. Color TV set . . . . . Mrs. Billie Brady, Van Roberts Advertising, Dallas |
|          |   | 3. Portable TV set . . . . . Howard Fisher, Tracy-Locke Company, Dallas      |

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# Extra million asked for FCC

LBJ's budget message asks nearly \$17.5 million; more funds also sought for FTC, Justice, USIA

The FCC will receive an extra \$200,000 to add about a dozen new employees in the Broadcast Bureau, if Congress accepts the proposals for that agency submitted by President Johnson in his \$99.7 billion fiscal 1966 budget submitted last week to Congress.

For the FCC, the President is asking \$17,494,000, up about \$1 million from the \$16,385,000 appropriated by Congress for the fiscal year which began July 1, 1964. This increase fades to about \$500,000 when the supplemental appropriation request for \$605,000 to take care of the pay raise voted last year is taken into account.

The FCC budget lists \$4,076,000 for broadcasting activities, compared to \$3,875,000 in fiscal 1965.

The dozen new employees for broadcasting, it's understood, will be largely clerical to help reduce backlogs; three of the 12 will be professional, primarily assigned to the Broadcast Bureau's research unit.

Overall, the FCC hopes to add about 50 employees to its staff, mainly to the field engineering and common carrier divisions, as well as to broadcasting. This would bring the average number of employees to 1,553, up 46 people from the present level of 1,507.

The President's budget message also shows that the average salary of FCC employees is \$9,273 a year; in 1966 this average would be reduced slightly to \$9,248.

In the budget message, the FCC is shown anticipating regulating 9,400 broadcast stations. During the 1966 fiscal year, it estimates it will handle 225 AM applications, 650 FM applications, 300 TV applications, and 375 translator applications. These compare to 1965 estimates of 221 AM's, 625 FM's, 250 TV's and 400 translators. Counted in the 9,400 stations are auxiliary stations for broadcast service (studio-transmitter links, mobile pick-up links, etc.). In the 1965 fiscal year, the FCC estimates it will have handled 8,900 broadcast stations.

**Other Requests** ■ Budget requests for other agencies asked by President Johnson:

■ Federal Trade Commission, \$13,776,000, up \$1.1 million with a boost of \$65,000 to \$3,554,000 for investigation and litigation of deceptive practices (which includes deceptive advertising), and a boost of \$57,000 to \$434,000 for trade practice conferences, industry guides and small business.

■ Antitrust Division, Department of

Justice—\$7,130,000, up \$58,000.

■ United States Information Agency—\$173,249,000, up \$4,695,000, including \$16.6 million for completion of new shortwave transmitting facility in the Far East (\$12.7 million) and repair and modernization of one in North Africa, \$29,363,000 for broadcasting service, up \$845,000; \$4,979,000 for television, up \$295,000.

■ Public Health Service—\$1.95 million to establish a national clearinghouse for smoking and health as part of cancer research under the division of chronic diseases.

■ Educational television facilities, Department of Health, Education & Welfare—\$11,826,000, down \$1,174,000.

■ National Aeronautics & Space Administration—\$2.8 million, down \$5.2 million for communication satellites; \$28.7 million, up \$5.3 million for applications technology satellites which includes studies and systems analyses of direct broadcasting (primarily FM but also TV) to home receivers.

## FCC witness refuses to testify at hearing

In what is believed to be an unprecedented action, the FCC was called upon last week to compel testimony from a witness who had appeared under subpoena at an evidentiary hearing but refused to testify by invoking the Fifth Amendment of the Constitution.

The request was made last Wednesday (Jan. 27) in a formal petition by International Panorama TV Inc., the sole applicant for a new television station on channel 40 at Fontana (Los Angeles-Riverside), Calif. (BROADCASTING, Dec. 14, 1964).

The action stemmed from a hearing in Washington last Monday (Jan. 25) scheduled for the sole purpose of receiving testimony from Alexander Gregory Golomb, also known as Alexander G. Colombo.

Mr. Golomb is employed in Los Angeles by Panorama Latino TV Inc., a Spanish-language production company wholly owned by Angel Lerma Maler. Mr. Maler also owns 75% of the applicant, with his sister, Alma Clara Maler, holding the remaining 25%.

In a petition filed last May asking the commission to deny International Pan-

## How much is FCC worth?

The FCC is worth \$4.68 million and the Federal Trade Commission is valued at \$1.37 million.

These evaluations are listed by the House Committee on Government Operations in its tenth annual report listing the real and personal property values of the federal government.

According to the report, the government owns \$95 billion in personal property assets, excluding the Department of Defense. The total real and personal property holdings amount to \$324 billion, an increase of \$9 billion over the figure listed in the 1963 report.

The U.S. Information Agency was assessed at \$2.14 billion with \$1.7 billion outstanding in loans to other countries under various programs.

orama's application, KMEX-TV Los Angeles, alleged that Mr. Maler had tried to injure the station by sending, under fictitious Latin-American names, a number of letters disparaging various practices of the station to the FCC and other government officials and to KMEX-TV's advertisers.

In the petition, KMEX-TV also asserted that Mr. Maler's production company had circulated an inaccurate version of a report, commissioned by the station showing the degree of UHF conversion in the Los Angeles area, to various advertising agencies and potential time buyers of KMEX-TV.

Mr. Maler, however, in an affidavit sent to the commission, denied having any knowledge of the letters or survey. After further investigation he reportedly learned that Mr. Golomb allegedly had sent the letters and notified the FCC of the disclosure. Mr. Maler also submitted an affidavit to the commission from Mr. Golomb who admitted full responsibility for the mailings.

Subsequently, the commission added two additional issues to the proceeding to determine whether Mr. Maler was responsible for the actions of his employee—Mr. Golomb—and to determine whether Mr. Maler was responsible in any way for the preparation and dissemination of the abbreviated survey.

When the hearing got underway last week in Washington, however, Mr. Golomb, who had been subpoenaed by the applicant, refused to answer any questions after initially acknowledging his name. The witness's only response during the hour-long session was a prepared statement:

"I refuse to answer on the ground



that any answer I give may tend to incriminate me and I therefore assert the privilege granted me by the Fifth Amendment of the Constitution of the United States."

Counsel for the applicant, after failing to gain any response to nearly 40 questions submitted, asked the presiding officer, Hearing Examiner Walter W. Guenther, to compel the witness to give answers.

The examiner denied the request, however, and indicated that such an order would have to come from the commission. The hearing was then adjourned, pending the commission's decision on the compelling motion, to resume in Los Angeles at some unspecified future date.

It was also learned last week that the FBI had questioned Mr. Golomb on some aspect of the proceeding last December. It's understood that after the initial encounter with the FBI, Mr. Golomb obtained the service of a Beverly Hills attorney, Godfrey Isaac, who accompanied Mr. Golomb to the hearing last week.

In the event the commission is able to compel Mr. Golomb to testify in subsequent sessions, as provided in Section 409(1) of the Communications Act, none of the information thus obtained could be used against him in any possible future criminal proceedings.



## FCC bids farewell to Ford

Frederick W. Ford, rounding out his first month as president of the National Community Television Association, was called back to the FCC long enough last Thursday (Jan. 28) for a farewell party. Mr. Ford resigned from the commission Dec. 31, 1964. As his son Frederick Jr., looked on, Mr. Ford (right) was presented with a Polaroid color camera by FCC Chairman E. William Henry on behalf of the commission and its staff.

# FCC may get finance lesson

## Want conference to give views on proposed rule on 1% media owners

A blue-ribbon panel of financial experts is being rounded up for presentation to the FCC in a face-to-face conference on the commission's proposal to amend its multiple-ownership rules as they apply to persons owning 1% or more of publicly held broadcasting companies.

Washington communications attorney W. Theodore Pierson last week asked the FCC for an administrative conference at which the experts could appear. The request, made in a letter to FCC Chairman E. William Henry, may be acted on this week.

The FCC proceeding, which encompasses a notice of inquiry as well as a notice of proposed rulemaking, is concerned with technical violations of its rules by persons owning 1% or more of two or more group owners. In some cases, the groups, combined, own more properties than a person or company is allowed to have interests in. Some investors also violate the duopoly rule, which prohibits ownership of stations in the same service (AM, FM, TV) within the same service area.

The commission suggested that it be permitted to move against the individual violating the rule as well as the licensees involved. Comments are due March 23.

Officials of publicly held companies feel the rules change could dry up investment in their firms by financial houses, especially mutual funds. They also note that strict application of the 1% rule would prevent them from buying new stations in the event one of their stockholders had interests in other broadcasting companies.

Fifteen group owners have been coordinating their efforts in the preparation of comments since October. In this work, Mr. Pierson wrote Chairman Henry, they asked a number of financial experts about the policies which "affected their acquisition, holding and disposition of stock" in broadcasting companies, particularly as they related to the "control and management of broadcast facilities." The broadcasters also accumulated data on relevant policies of other federal regulatory agencies and stock exchanges.

Mr. Pierson said the material would be submitted in written form. But he added, "we believe that the relative in-

formality and directness of an administrative conference with the commission will more readily serve to communicate the knowledge and intelligence to the commission in capsule form than formal proceedings of written comments or oral arguments."

Mr. Pierson said the groups believe they can present most of the information "through top officials of such institutions as the New York Stock Exchange, Investment Companies Institute, a leading brokerage house, a leading investment banker and others." None of the individuals was further identified. But it was learned that Lawrence Greene, counsel for Dreyfus Fund Inc. of New York, would represent the Investment Company Institute in the event a conference is held.

## UA TV enters memo in Pa. CATV hearing

Attorneys for United Artists Television entered the Philadelphia community antenna television proceeding last Thursday (Jan. 28), filing a memorandum calling for copyright protection for owners of programs to be carried by CATV operators and warning the city of its own responsibility for possible copyright infringements.

The memorandum presented to the Philadelphia city council closely parallels the one filed by United Artists lawyers three weeks earlier in New York City's CATV franchise hearing (BROADCASTING, Jan. 11). The brief, which suggests that Philadelphia could become jointly liable with a system operator for minimum damages of \$3,640,000 a year, was presented by the Philadelphia law firm of Schnader, Harrison, Segal & Lewis working in association with UA New York counsel, Phillips, Nizer, Benjamin, Krim & Ballon.

The potential damage figure was computed on the basis of at least 40 copyrighted programs being carried daily by Philadelphia TV stations and minimum damage per infringement of \$250.

United Artists is planning a similar memorandum for presentation in perhaps as many as 100 communities where CATV systems have already been granted or are under consideration.

A spokesman for the National Community Television Association, in challenging the United Artists plea in New York, said that the film company's logic would have people believe that because the city issues business permits to thousands of firms, it is legally liable for their actions. This is not so, the NCTA spokesman said.

## LBJ interest acquires KLFY-TV

A politically touchy transfer of the ownership of a Louisiana television station to a Texas group was granted by the FCC last week.

Approved by the FCC was the transfer of ownership of KLFY-TV Lafayette, La., to the KWTX Broadcasting Co. group (CLOSED CIRCUIT, Oct. 12, 1964). The price is \$2,693,311. Texas Broadcasting Co., licensee of KTBC-AM-FM-TV Austin and 29% owner of KWTX Broadcasting is owned by Mrs. Lyndon B. Johnson and daughters. Their stock was placed in trust in December 1963 shortly after President Johnson assumed office.

Dissenting to the sale was Commissioner Robert T. Bartley.

**Texas Group Expands** ■ In approving the purchase, the FCC vote was taken Jan. 27 by only four commissioners—Rosel H. Hyde, acting as chairman, with Kenneth A. Cox and Lee Loevinger, in favor, and Mr. Bartley dissenting. Chairman E. William Henry was in New York taping a program for WNDT(TV) there and Commissioner Robert E. Lee was enroute to Athens, Ga., for the Radio-TV Institute sponsored by the Georgia Association of Broadcasters and the University of Georgia's School of Journalism.

The assignment of KLFY-TV is to Texoma Broadcasters Inc., licensee of KXII(TV) Ardmore, Okla. Texoma is 20% owned by M. N. Bostick and 80% by KWTX Broadcasting Co. Mr. Bostick is president of KWTX Broadcasting, and with W. W. Naman and other associates owns 71% of the company. The other 29% of the KWTX company is held by Texas Broadcasting Co.

KWTX stations are KWTX-AM-TV Waco, 50% of KBTX-TV Bryan, and 75% of KNAL Victoria, all Texas, as well as the Oklahoma station.

KLFY-TV, founded in 1955, is on channel 10 and is affiliated with CBS. The DeClouets own 50% of KEUN Eunice and of KVPI Villa Platte, both Louisiana.

**Bartley Objects** ■ In dissenting to the KLFY-TV sale, Mr. Bartley maintained a position he has taken in other transfer cases, calling for a hearing to determine if the buyers would improve the service. Calling attention to the fact that the DeClouet group are all Louisiana residents and that all but one live in Lafayette, Mr. Bartley noted that none of the buying group is a resident of Louisiana or of Lafayette. He also cited the ownership by the KWTX group of four VHF stations, three AM stations and one FM station.

"Thus," Mr. Bartley said, "in the

public interest indicia of 'local residence' and 'diversification of control of mass media', the assignor [sellers] make a better showing than the assignee. Moreover, the assignee shows aught which would indicate improvement in the public interest indicia of 'licensee responsibility', 'integration of ownership and management', 'fostering competition among broadcast stations', 'participation in community affairs', 'direct supervision of the station', 'public service responsibility', and 'a continuing awareness of and attention to the needs of the area to be served'."

## Peoples buys Knoxville stations

The sale of WATE-AM-TV Knoxville, Tenn., to Peoples Broadcasting Co. for \$6,805,000 for fixed assets was announced last week.

The Knoxville stations are being sold by Paul H. Montcastle and associates. Both the 37-year-old radio station and the 11-year-old TV station are affiliated with NBC.

Peoples, a subsidiary of the Nationwide Insurance group, owns WRFD-AM-FM Columbus-Worthington, Ohio; WGAR-AM-FM Cleveland, WNAX Yankton, S. D., and KVTV(TV) Sioux City, Iowa. Herbert E. Evans is president of Peoples; George W. Campbell Jr., executive vice president.

WATE, founded in 1927, operates full time on 620 kc with 5 kw. It was bought by the Mountcastle group in 1956 for \$275,000. WATE-TV, which began operating in 1953, is on channel 6.

No personnel changes will be made, it was announced. W. H. Linebaugh is executive vice president and general manager of the stations; with J. T. McCloud vice president and station manager.

Mr. Mountcastle is chairman of the board of Life & Casualty Insurance Co., 100% owner of WLAC and 50% owner of WLAC-TV, both in Nashville.

The transaction was handled by R. C. Crisler Co.

## Media reports . . .

**Sample survey** ■ American Research Bureau, Beltsville, Md., has distributed more than 2,000 copies of its Washington Radio Report, and offers to send samples to "anyone with an interest in radio audience measurement." The report is a prototype and pilot test for ARB's syndicated radio service, scheduled for introduction this year.

**Joins NBC-TV:** KGVO-TV Missoula, Mont., becomes a primary affiliate of

NBC-TV effective today (Feb. 1). KGVO-TV operates on channel 13, with 220 kw visual and 110 kw aural. KGVO-TV was purchased Jan. 1, 1965, by Dale G. Moore, president of the station, which until that date was known as KMSO-TV.

**Names agency** ■ Mid-States Broadcasting Corp., East Lansing, Mich., has named Wm. Upjohn Associates, Kalamazoo, Mich., to handle its advertising. Mid-States owns WAMM and WGMZ(FM) Flint, WMAX-AM-FM Grand Rapids, WABX(FM) Detroit, WSWM(FM) East Lansing, WQDC(FM) Midland, all Michigan; KFEQ-AM-TV St. Joseph and KLIK Jefferson City, both Missouri, and the Mt. Pleasant *Daily Times-News*, Mich.

**First fine?** ■ The FCC's Broadcast Bureau, exercising for the first time its authority to levy fines, last week notified WCOY Columbia, Pa., that it is subject to a \$100 fine for failure to report a change of ownership control. The incident, involving acquisition of positive control by Jimmie Lee, Charles E. and Keith E. Putbrese, transpired when Keith Putbrese purchased stock from W. T. Merchant and Samuel J. Cole. The Broadcast Bureau received authority to issue fines on July 24, 1964.

## Pulse's Roslow says radio not underresearched

Far from being an underresearched medium, radio offers an abundance of research, facilities, and information for advertisers' buying and selling needs, according to Dr. Sydney Roslow, director of The Pulse Inc., New York.

Speaking before the San Francisco Advertising Club, Dr. Roslow said that too frequently "people of some standing and authority believe, or find it expedient to say, that radio is an undermeasured medium . . . that if we knew all there is to know about radio, one wouldn't have to sell it—the orders would pour in."

Dr. Roslow said this viewpoint could not be excused as simply wrong-guessing, but that it was, in his opinion, nonprofessional, lazy, niggardly, noncreative and lacking in ingenuity. He stated that such an attitude expressed "ignorance of what we ought to know about what we're buying, and information we ought to be able to give when we're selling."

Dr. Roslow contended that if persons holding these views would "look in their files; or ask the vendor; or know what kind of research they're looking for; or be willing to pay for it—they would find that radio is not all underresearched . . . if anything, it is overresearched."



## Cox, newspaper join for Cleveland CATV

Cox Cablevision Corp., a wholly owned subsidiary of Cox Broadcasting Corp., is applying jointly with the *Cleveland Plain Dealer* for community antenna television franchises in Cleveland and surrounding communities.

Letters outlining the move are being sent to officials of the cities involved. Cox and the newspaper have formed Cleveland Area TV Inc. The venture was worked out by J. Leonard Reinsch, president, Cox Broadcasting, and Thomas Vail, editor and publisher of the *Plain Dealer*. The newspaper was to announce the deal yesterday.

No information was available on stations that the firm plans to bring into the Cleveland area, already served by WEWS(TV), KYW-TV and WJW-TV.

Telerama Inc., formed last year by Cleveland businessmen to bring CATV to the area, has presented its proposal to Shaker Heights, a Cleveland suburb (BROADCASTING, Jan. 25).

## Another D.C. UHF applicant

The Transportation Communication of America Broadcasting Inc. last week filed an application for UHF channel 50 in Washington.

TV producer Theodore Granik, entertainer Mitch Miller and the Greater Washington Educational Television Association Inc. have also applied for the channel. GWETA, licensee of WETA-TV Washington, is trying to have the channel reserved for educational use.

T.C.A. is wholly owned by Trans Caribbean Airways whose majority stockholders are Mr. and Mrs. O. Roy Chalk with 53.6%. A subsidiary, Radio San Juan Inc. is licensee of WRSJ-AM-FM San Juan, P.R. T.C.A. also has 80% interest in *El Diario-La Prensa* New York Spanish daily newspapers.

## NBC Enterprises' best year

NBC Enterprises had its "best year in history" in 1964 with gross revenue rising 26% over 1963, George A. Graham Jr., vice president in charge of NBC Enterprises, has announced.

Gains were made both by NBC International and NBC Domestic Enterprises in terms of gross revenues and operating profits, according to Mr. Graham. NBC Enterprises was established as a division of the network in 1959 and its activities include management services, international and domestic syndicated sales, international sales of network-owned products, merchandising and investment.

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# What if FCC hits the networks?

Will advertisers come forward with half of the prime-time programing? Many doubt it, pointing to their present output of less than 10% of total

The FCC staff plan to wrest television program control from the networks (BROADCASTING, Jan. 25) drew mixed reactions last week, but the overwhelming consensus was that, if adopted, its effect on networking would be revolutionary—at the very least.

The plan would also force the networks substantially out of the syndication business, which currently represents an estimated \$25 to \$30 million annual resource to them, but chief attention centered on the feature that would require networks to get 50% of their nighttime nonnews programing from advertisers.

Most agency sources checked by BROADCASTING on this point doubted that advertisers would be willing to make the financial investments and take the risks involved to fill anywhere near half of the evening schedules.

If they failed to do so, the rule as drafted apparently would require the networks to go dark for an equivalent period—or, some sources suggested, an alternative might be that agencies or advertisers would become "time brokers," contracting for network periods and then signing up or producing programs and selling off participation positions or sponsorships to other advertisers.

**Hours to Fill** ■ The magnitude of the problem was pointed up by estimates that the three networks would need a combined total of at least 30 to 40 hours—60 to 80 half hours—of advertiser-furnished programs a week to maintain their present nighttime scheduling pace. The 50% requirement proposed in the rule compares with 9.5% actually being furnished by advertisers in 1963, according to FCC figures.

Although still a proposal by the FCC's Network Study staff and not yet officially released—or publicly acknowledged—by the FCC, the plan reportedly has at least tentative support of five of the current six commissioners.

The section on program scheduling provides that after some future date, no more than 50% of any TV network's nonnews schedule between 6 and 11 p.m. could be devoted to programs

which the network produced itself or acquired from others. However, the draft continues, the networks could present advertiser-furnished programs without limit, provided the contracts were for no more than one-year terms with one-year renewal options.

FCC sources confirmed privately what some observers refused to believe at first—that the intent and meaning of this section was to require that 50% of the nighttime schedules be furnished by advertisers. Excluded from programs counting toward the networks' half of the schedule would be "newscasts, special news programs and coverage of

current events of national importance." Public-affairs documentaries apparently would count equally with entertainment shows in computing the network's 50%.

**Producer Reaction** ■ Independent program producers and syndicators generally applauded the FCC staff proposal, both as to network scheduling and in its plan to put the networks out of syndication in the U. S. and to limit their foreign syndication activities to programs they produce themselves.

The independents felt the 50% rule on scheduling would not only encourage independent production but that enough advertisers would be willing to invest to take care of the half of the schedules not filled by network-produced or network-licensed shows.

"Talented as they are," one major production company executive said, "the networks have no stranglehold on creativity. For example, probably the two outstanding hits of this season are *Bewitched* and *Gomer Pyle*, both advertiser-licensed shows."

*Bewitched*, on ABC-TV, is licensed by Quaker Oats; *Gomer Pyle*, on CBS-TV, by General Foods.

Another production-distribution official suggested General Foods, Procter & Gamble, Bristol-Myers, Lever Brothers and the automotive and some cigarette companies as likely prospects for program underwriting on an initial or accelerated basis. He thought the idea would attract a "small but growing" number of sponsors.

Like his competitors, he thought producers might experiment more with different types of programs if they knew that the networks were not going to be sole arbiters of scheduling.

The situation today, he said, boils down to this: "If you go to a network with a program and they turn it down, you forget it. If the rules were more flexible, a producer conceivably could go ahead with a pilot, line up a sponsor and then talk to the network."

Executives of some leading TV agencies agreed with the producers that advertisers would step forward in adequate numbers to fill 50% of the nighttime nonnews schedules.

**Guarantees Needed?** ■ One said there

## Programs interest Justice

The FCC isn't the only agency of government the networks need concern themselves with in the matter of financial participation in the programs they carry. (See story this page).

The Justice Department's Antitrust Division may also institute an action.

The commission staff has kept top antitrust officials informed during the course of their study. And William H. Orrick Jr., antitrust chief, promised FCC Chairman E. William Henry, at a meeting in December, that the department would inform him of what action, if any, it plans to take. The statement was originally promised for early in 1965, but department officials later said it would be delayed.

The FCC staff has suggested that if the commission proceeds independently it obtain from the Justice Department its views on the economic concentration question involved in the network programing practices, and on any antitrust violations that may be involved.

are plenty of advertisers who would be glad to get control of programs if they had guarantees of control over their content and power over their placement within the network schedule. He also thought smaller advertisers would probably be willing to buy into programs owned by larger ones.

"When you've got the right program, the right star and the right spot you're miles ahead of the guys playing it safe—those hedging their program investments by scattering their buys through network schedules," he said. "Any trend back to sponsor control has got to be for the good. The advertiser should be returned to his rightful bargaining position with the network."

Most agency executives queried, however, voiced reservations about the likelihood that advertisers would supply 50% of the evening schedules and some thought the total wouldn't approach the halfway mark.

"There are more advertisers around now who are willing to underwrite programs," one said, "but it's doubtful there are enough willing to take complete program risks for half of the

the upper hand in negotiating with networks, and (2) with advertisers in control, the rate of production cost increases probably would be slowed.

**Opinions Differ** ■ There were different views on whether a trend toward more advertiser ownership of programs is developing, but several agency and production sources said the networks are showing greater willingness to consider shows brought in by the sponsor.

One who thought advertiser ownership of programming is on the upswing said General Foods has eight pilots under way and that several others, including Procter & Gamble, are active in this field. He said one advertiser, Alberto-Culver, has contracted with Four Star Productions for 26 episodes of *Smothers Brothers*—without a network commitment.

Some, but not all, producer-syndicators said the networks in the past few years have become less insistent on acquiring syndication along with network exhibition rights. One put it this way:

"Let's say we want \$175,000 per episode for an hour show that's going on a network. The network may want

program production and financing only because advertisers got out of it for reasons of their own—costs, risks, product-diversification with a resultant need to be represented in several different programs and other factors.

The costs of program development, they argued, are such that only the networks have been willing to put up the money necessary to build a well-rounded and successful schedule.

With a half-hour pilot costing \$80,000 to \$125,000 and a one-hour pilot in the \$175,000 to \$300,000 range and with a failure representing \$500,000 and up in production costs, they asked, how many advertisers are both able and willing to take the chance on a series that may prove to be a dud?

The profit swing between success and failure of a series, according to some estimates, is around \$1 million per quarter.

**Proved Popularity** ■ Many programs that are now high-rated, they said, could find no solid advertiser backing at first and until they showed they could get good ratings were presented by the networks with only partial sponsorship or no sponsorship at all, with heavy

## Number of advertiser-controlled programs in steady decline

The number of network programs furnished by advertisers for prime-time viewing has shown a steady decline, according to figures compiled by the FCC's Network Study staff for the years 1957-1963.

In 1957, sponsors brought in 48 regularly scheduled programs for exposure between the hours 6 and 11 p.m. on all three networks. This was 36.9% of all programs shown in those hours. In 1963, the number of sponsor-supplied shows was 13½, or 13.2% of the network prime-time programs.

Networks produced 31 programs for prime-time viewing in 1957, or

23.9% of the total. In 1963, they produced 22½ of the shows in their 6-11 p.m. schedules, or 21.9% of the number in those hours.

The increase was in the number of shows produced by packagers and licensed to the networks—51 in 1957, 66½ in 1963; the percentage increase was 39.2% to 64.9%.

**Network Count** ■ Broken down by networks, the decrease in advertiser-supplied programs follows: ABC, 12 shows in 1957, 3 in 1963; CBS, 17 in 1957, 5½ in 1963; and NBC, 19 in 1957, 5 in 1963.

An analysis by networks, however, shows that ABC showed an increase

in the number of network-produced shows, 6 in 1957, 8 in 1963. CBS produced 16 in 1957, 10 in 1963. The number of NBC-produced shows dropped from 9 in 1957 to 4½ in 1963.

CBS showed the largest increase in the number of programs supplied by packagers but licensed to a network—12 in 1957, 22½ in 1963.

NBC carried 17 such programs in 1957, 20½ in 1963. This was a dip from a high of 22 in 1959 and 1960.

ABC carried 22 such programs in 1957, and 23 in 1963. It had aired as many as 33, however, in 1959 and 1961.

networks' evening schedule."

Another cited production costs and the risks of failure as deterrents to widespread advertiser involvement in the development of programs. Another noted that most nighttime advertisers do not invest in sponsorships but prefer to spread their money by buying participations—a practice that covers 60-80% of current evening programs.

There appeared to be substantial agreement on two points: (1) FCC plan would give advertisers and agencies considerable leverage and quite possibly

to give us only \$150,000. We may say we'll take \$150,000 if we get the syndication rights. We may give up these rights if the network gives us the \$175,000. Sometimes the network gets the rights, sometimes the distributor does."

Network sources were unanimous in condemning the FCC staff plan not only as unjustified, unwise and unfair, but also as probably unworkable and certainly chaotic.

They contended, as some agency sources also felt, that networks got into

losses to the network in the meantime.

They cited FCC's latest financial report, which showed that in 1963 the three networks' revenues from the sale of programs and talent came to \$345.8 million, while network program expenses totaled \$487.2 million.

When the networks put up the money, take the risks and absorb the losses, they argued, the networks are entitled to get benefits that part ownership gives when their shows do succeed.

From a purely operational stand-

point, network sources thought the rule's results would be chaotic if not impossible.

If advertisers did not come forward with shows for 50% of the nighttime period, they noted, the network would have to curtail its own programming proportionately.

When the alternative was going dark, they continued, the networks would be under immense pressures to cut rates, accept programming they ordinarily would not consider acceptable and yield to scheduling demands regardless of the effect on program mix and balance.

In addition, they asserted, since network-produced and network-licensed programming could not exceed that supplied by advertisers, the networks would be unable to plan their own production with any certainty until the advertiser lineup was set. Unexpected cancellation of a show furnished by an advertiser would require cancellation of a network show of equal length.

**Policy Switch?** Network and other critics of the plan also questioned the seeming about-face in FCC philosophy, pointing out that the commission earlier had indicated extreme misgivings about "advertiser influence" in programming and yet now seemed on the verge of insisting that advertisers control 50% of all nighttime nonnews offerings.

FCC Chairman E. William Henry, appearing on a panel show in New York, was asked about this seeming contradiction last week. He answered noncommittally (see page 38).

The FCC network study staff's apparent rationale on this point is that networks have testified there is no relationship between the ownership of programs and network control of the schedule, and that, under the proposed rule, the networks would still be free to reject programs that don't meet their

standards.

At least some network sources rejected this theory, contending that although the FCC has said that only the networks can be responsible for their schedules, the current plan would "kick this concept out the window."

The FCC staff position appears to be that if its proposal is unrealistic there will be plenty of time to examine the details when rulemaking hearings are held. It is also understood that the staff anticipates a one to two-year "introductory period" between the time the proposal is adopted, if it is, and the time when it would become fully effective.

## MCA-TV sells 102 post-'50's

In its first release of features to television since its distribution of the pre-1948 Paramount library, MCA-TV has sold a group of 102 post-1950 Universal features to the five CBS-owned television stations. The sales price was not disclosed but was reported to be in the neighborhood of \$12-14 million.

The features produced between 1952 and 1962, will be available for TV showing early next year. The group includes 58 color pictures. The CBS-owned stations that will schedule the films are WCBS-TV New York, WCAU-TV Philadelphia, KMOX-TV St. Louis, WBBM-TV Chicago and KNXT(TV) Los Angeles.

MCA acquired the Universal features through its purchase of a controlling interest in Decca Records, of which Universal Pictures is a subsidiary, more than two years ago. In the summer of 1963 MCA sold domestic TV rights to 215 Universal features,

produced between 1949 and 1956, to Seven Arts Associated for \$21.5 million (BROADCASTING, July 22, 1963). At that time as part of a government consent decree relating to its purchase of Decca Records, MCA agreed not to handle the domestic TV distribution of the 215 Universal features.

The latest group of Universal features includes "Pillow Talk," with Rock Hudson and Doris Day; "The Great Man," with Jose Ferrer and Dorothy Malone; "Tammy and the Bachelor," with Debbie Reynolds and Walter Brennan; "Imitation of Life," with Lana Turner and John Gavin; "Meet Danny Wilson," with Frank Sinatra and Shelley Winters; "Touch of Evil," with Orson Welles and Janet Leigh; "Female on The Beach," with Joan Crawford and Jeff Chandler; "This Happy Feeling," with Debbie Reynolds and Curt Jurgens, and "Perfect Furlough," with Tony Curtis and Janet Leigh.

## Quinlan has big plans for Chicago U

Chicago's new channel 32 television station—made possible through FCC approval of a merger involving six applicants and spearheaded by one of them, Field Communications Corp.—plans to give viewers a "totally new and different" programming choice.

It proposes to air what the VHF competition there "does not want to do and cannot do," offering film and live shows of interest to special audiences as well as the mass. These will include open-end news and information type programs which draw upon the broad newspaper and publishing resources of

## Latest Nielsen report shows near three-way tie

No single television network dominates the program ratings this season.

This was shown in the near three-way tie in the Nielsen Television Index (NTI) report that was out on Dec. 7, 1964 (BROADCASTING, Dec. 14, 1964), and the latest report, out last Monday (Jan. 25), again reflected the closeness in nighttime rating averages. CBS-TV led—on the basis of 7:30-11 p.m. EST in the two weeks, ended Jan. 10—by two-fifths of a percentage point. CBS had 19.9 and ABC and NBC

led at 19.5.

This NTI report was considered the first to reflect nearly all of the network changes effected at mid-season.

The top 10 as reported by NTI: NBC's *Bonanza* (34.1), CBS's *Gomer Pyle*, *USMC* (30.1), *Red Skelton Hour* (CBS, 29.8), *Bewitched* (ABC, 29.2), *The Fugitive* (ABC, 29), *The Andy Griffith Show* (CBS, 28.8), *Walt Disney* (NBC, 28.5), *The Lucy Show*, (CBS, telecast only one week, 28.4), *Gilligan's Island* (CBS, 27.4), and the Rose Bowl

football game (NBC, 27.4). (Next two shows in the report were both CBS, *Jackie Gleason* and *Dick Van Dyke Show*.)

In the Dec. 7 index for the two weeks ending Nov. 22, 1964, CBS and NBC had an average 19.4 rating, and ABC had 19.3. These were generally considered to reflect program rating strengths for the first period in the season clear of political pre-emptions or election programming, and before seasonal program changes by the network. The program changes were to be completed by Jan. 31.



Field Enterprises Inc.

So explained Sterling C. (Red) Quinlan, vice president and general manager of Field Communications Corp., in a talk Thursday (Jan. 28) before a joint luncheon meeting of the Chicago Federated Advertising Club and the Chicago chapter of the National Academy of Television Arts and Sciences.

Field Communications will be the operating entity for the new station. It hopes to get on the air in the fall.

Call letters sought of the FCC are WFLD(TV).

The station will use 1,000 kw from a tower atop Marina City. WFLD also will feature color—film at first and then live color "during the first year," Mr. Quinlan said.

The other companies represented in the joint venture approved by the FCC are H&E Television Inc. (Harry and Elmer Balaban), Irwill Inc., Shefco Inc., Willand Corp. and Froelich & Friedland Inc. Field holds options to buy them out in the next several years.

Mr. Quinlan reported that WFLD will be as automated as possible, to give the station "maximum viability."

In programing, Mr. Quinlan said, WFLD plans service features during the day, rather than "fun and games" shows.

Five minutes of news on the hour will be augmented at 8 p.m. each evening by an open-end "instant news special" devoted to the single major story of the day, he related, all developed in cooperation with the Field's *Chicago Sun-Times* and *Daily News* newspapers. The news special will run as long as the story requires.

Other program plans: a conversation show in prime time; a "strongly competitive" schedule of local sports; the best of "world television," such as an evening with the BBC, and feature films not otherwise common on VHF TV.

## CBS-TV confirms summer sports plans

CBS-TV, has put together a package of weekend afternoon sports events to complement its presentation of New York Yankee home baseball games. Falstaff Brewing Corp. and Simoniz Co. have signed as sponsors of the series.

Included in the package, which will run from April 24 to mid-September, are preseason games of the National Football League, professional tennis and bowling and other sports (CLOSED CIRCUIT, Jan. 25).

William C. MacPhail, vice president CBS-TV sports, explained that pro bowling and tennis would be programed between May and July on seven Saturdays when the Yankees are

not playing at home. These two sports would be presented back-to-back, each for one hour. On seven Sunday afternoons over the same period *CBS Sports Spectacular* features will be shown in addition to baseball commentary by Dizzy Dean and Pee Wee Reese.

The order for Falstaff and Simoniz was placed through Dancer-Fitzgerald-Sample, New York.

CBS said its Yankee telecasts would be blacked out within 50 miles of major league cities and within 50 miles of minor league cities where games are in progress and that the rest of the package would be limited to the same station lineup with the exception of the

NFL preseason games. These will be carried nationally except within 75 miles of the contest.

## TV networks giving peeks at new pilots

The television networks stepped up their programing activities last week preparatory to establishing firm schedules for their 1965-66 prime time advertising vehicles.

NBC-TV offered a preview of its



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 WJMN-TV GRAND ISLAND, NEB.

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# Minow does about face: asks Sec. 315 repeal

"The politician must decide to trust the broadcaster," and the way to do it is repeal equal-time requirements of the Communications Act.

That is the view former FCC Chairman Newton N. Minow (1961-63) expresses in an article written with Laurence Laurent of the *Washington Post* in the current issue of *TV Guide*. Mr. Minow, long an advocate that broadcasters give free time for political broadcasts, suggests that four hours of mandatory free time be the price broadcasters pay to be freed of Section 315's equal time problems.

Speaking on the same subject last week, Senator Vance Hartke (D-Ind.) also urged repeal of the equal-time section. But unlike Mr. Minow, the senator has been seeking this goal since 1959, and he told broadcasters it was time they supported him.

To win freedom from government restrictions, he told the Georgia Association of Broadcasters in Athens, Ga., "you will have to decide on a course of action and begin editorializing on your behalf." Most of the people in political office, he added, "in government generally, in your industry and in the great viewing and listening audiences want to remove these handcuffs."

Senator A. Willis Robertson (D-

Va.) introduced legislation to repeal Section 315 two weeks ago (*BROADCASTING*, Jan. 25).

Mr. Minow's views are a departure from past positions of the former commission chairman. But he has decided, he told *BROADCASTING* last week, that it is time "to get the debate [on political broadcasting] off dead center." The "madness" of equal-time demands and the FCC's decisions in the 1964 campaign convinced him something ought to be done, he says.

Mr. Minow's plan: Repeal Section 315, leaving political broadcasting to the broadcaster, "although he must still answer to the FCC on questions of balance, fairness and public interest when his three-year license comes up for renewal." During the month preceding election day, broadcasters would be required to make available four hours of free prime-time to each of the two major political parties.

Time "would be assigned to the party, not the candidate," for use as it saw fit. Smaller amounts, based on the number or percentage of votes received by minority parties in the preceding election, would be given these groups. Because campaigns are too long, Mr. Minow adds, "the offer must be limited to the last

month of the campaign." This plan wouldn't prevent parties from buying as much time as they wanted, he says.

For an example, he cites WIBW-AM-FM-TV Topeka, Kan., whose vice president and general manager, Thad M. Sandstrom, reported he sold no political time last year and avoided complaints.

It's important, Mr. Minow believes, to separate the media's functions in political broadcasting: 1) platform, when candidates use the media to say what they want, and 2) journalistic.

Senator Hartke, a member of the Senate Communications Subcommittee, reviewed some of the problems that present political broadcasting regulations, such as the fairness doctrine, impose on broadcasters. But in urging repeal of Section 315, he said whenever more freedom has been granted broadcasters, "it has been used in the highest tradition of good judgment, good taste and fairness."

And in a general criticism of the FCC, he said other restrictive rules could be lifted if commission staff efforts were concentrated "on engineering standards and gross and obvious violations of fairness, propriety, good taste and total lack of concern for public service."

next-season fare, showing excerpts from 26 pilots already completed, to over 600 advertiser and agency personnel and newsmen in a New York theater.

Mort Werner, programming vice president for NBC-TV, said the network intends to review pilot projects on a year round basis and added that it has already begun work on its 1966-67 schedule.

Meanwhile top executives from CBS-TV were on the coast looking at potential network entries, and ABC-TV was preparing a preview showing of pilot excerpts to be made Wednesday (Feb. 3) at New York's Waldorf-Astoria.

## Only 6 weeks of grace to ask FM exemptions

The FCC last week granted part of a request by the National Association of Broadcasters and extended to March 15 the time in which FM stations may seek exemption from the new AM-FM nonduplication rule.

The rule, effective Aug. 1, prohibits any FM station from duplicating more

than 50% of the programming of a commonly owned AM station in cities of 100,000 population or more.

The original order, last July, provided that requests for exemptions from the rule must be filed prior to Feb. 1, or at least six months before the effective date (*BROADCASTING*, July 13, 1964).

The NAB's petition two weeks ago sought to stay the Aug. 1 effective date for six months to Feb. 1, 1966 (*BROADCASTING*, Jan. 25).

Seeking waiver of the nonduplication rule last week were WGMS-AM-FM Washington-Bethesda, Md.; WQXR-AM-FM New York, and WDEF-AM-FM Chattanooga, Tenn.

WGMS, owned by RKO General Broadcasting, asked that the FM outlet, which duplicates the AM 100%, be exempted from the rules until the end of the current license period.

The station questioned whether the commission's goal of fostering FM would be achieved when mere literal compliance could be accomplished by playing Bach B Minor Mass on the AM station while the FM outlet is carrying

Beethoven's *Missa Solemnis*.

WGMS noted that over a million listeners would lose the quality programming of the AM station if the FM outlet should not be granted the exemption.

WQXR-FM also asked that it be exempted from the commission's rule for the period of the station's present license term.

The station, owned indirectly by the *New York Times*, said that because of the "unique" programming of the FM station—classical and semi-classical music, news and cultural programs—continued duplication "is necessary to serve the public interest" and provide the AM audience with the same high-quality fare.

## Radio series sales . . .

*Jimmie Fidler in Hollywood* (Jimmie Fidler): WBRD Bradenton, Fla.; WMMB Melbourne, Fla.; KDBS Alexandria, La.; KPUB Pueblo, Colo.; WTIQ Manistique, Mich., and WALE Fall River, Mass.

July 4, 1776 (Woroner Productions):

WKCT Bowling Green, Ky., and WSAF Sarasota, Fla.

*Tips on Tots* (Woroner Productions): WKNR Detroit.

*Points on Pets and Your Green Garden* (Woroner Productions): WKNR Detroit, and WSAF Sarasota, Fla.

*Anniversaries in Sound* (Triangle): WRIS Roanoke and WAFB Staunton, both Virginia; WTAX Springfield and WGBC Bloomington, both Illinois, and WEKZ Monroe, Wis.

*Window on Washington* (Triangle): WIXK New Richmond, Wis.

*Motor Racing Review* (Triangle): KHFI Austin, Tex.

## Program notes . . .

**Police series** ■ WGN-TV Chicago is producing for prime evening time six one-half hour programs depicting the personalities, achievements and problems of the city's police department. Titled *Blue Light*, the series uses policemen and policewomen as actors telling their own stories.

**TV talk show** ■ Radio "talk" programs with listeners questioning air personali-

ties by phone about vital issues have become quite common, so WBKB(TV) Chicago is venturing a TV version, with *Larry Atterberry's Private Line* in the Monday-Friday 12:30-1 p.m. period.

**Money makers** ■ Woroner Productions, Miami, has distributed three series of 260 each "vignettes." The series, titled *Tips on Tots*, *Points on Pets* and *Your Green Garden*, offers advice on children, pets and gardening, respectively. Each individual program, including the advertisement, is designed to take 60 seconds.

**Regional news** ■ Five stations in Southeast Missouri have created a 25-minute area newscast with each station contributing a five-minute local report, picked up off the air and rebroadcast by the other stations. The stations are: KBOA Kennett, KWOC Poplar Bluff, KMIS Portageville, KCRV Caruthersville and KTCB Malden.

**NET on population** ■ National educational television will introduce a series of six one-hour programs this month, documentary treatments of population advance throughout the world, titled *The Population Problem*. The series,

three years in preparation, starts today (Feb. 1) on 89 NET affiliates. Programs will deal with the problem in Brazil, Europe, India, Japan and the United States. A final segment will treat the subject of birth control.

**British drama** ■ CBS reported last week it was negotiating for U. S. TV rights to a British drama show. The program, which, according to CBS, could be as long as two-and-a-half hours, contains excerpts from such plays as "Hamlet," with Peter O'Toole, "A Man for all Seasons," starring Paul Scofield, "The Rivals," with John Clements and Laurence Harvey and "Romeo and Juliet" with Dame Edith Evans. Associated Television Ltd., British commercial program contractor, will stage and present the program in England. CBS hopes to televise the show in the U. S. in the near future.

**New series** ■ Actor-comedian Peter Falk will star in *O'Brien*, a one-hour comedy-drama series about a lawyer, to be presented on CBS-TV during the 1965-66 season, the network announced last month. *O'Brien* will be co-produced by Mr. Falk's Mayo Productions and Filmways Inc.

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# Is FCC trampling on First Amendment?

## Loevinger questions constitutional authority for commission to inquire into religious programs

The FCC's constitutional authority to inquire into religious programming by broadcasters was publicly questioned for the second time in a month last week, this time by one of the commission's own members, Lee Loevinger.

He said the commission appears to have gone "far beyond the limits that have been marked by the Supreme Court as permissible government action" in religion, and called on his colleagues to reconsider their practices in light of the First Amendment, which requires government neutrality in religious matters.

Last month, Washington communications attorney Marcus Cohn, writing in *The Reporter*, said the FCC was violating the First Amendment by "requiring" broadcasters to carry religious programs. He said such a requirement could be inferred from the commission practice of inquiring into religious programming—and considering it in determining whether to grant or withhold broadcast licenses (BROADCASTING, Jan. 4).

Commissioner Loevinger, whose forum was the 22d annual convention of the National Religious Broadcasters, did not take an unqualified position. He said his views are still "uncertain" and added that scholars may differ on interpretations of the Supreme Court decisions affecting the First Amendment bar against establishing a state religion. But his views appeared to parallel Mr. Cohn's.

**In-Depth Study** ■ Commissioner Loevinger had originally raised the constitutional issue in a question-and-answer session at the 1964 National Association of Broadcasters convention (BROADCASTING, April 13, 1964), and last week he explored the question in depth, with a review of Supreme Court First Amendment decisions, against which he examined FCC decisions affecting religious broadcasting.

He noted that most criticism of the high court has been generated by rulings banning government from activities related to religion. "If the Supreme Court is in error," Commissioner Loevinger said, "it is not for the FCC to declare or correct that error."

He said the FCC should follow "the letter and spirit of the law" as inter-

preted by the Supreme Court, adding: "The time seems to be long past due for the FCC to analyze and reconsider its practices and doctrines in the light of the First Amendment and to extend the constitutional principle and the great spirit of religious liberty to American broadcasting."

Commissioner Loevinger, since his appointment to the commission in June 1963, has opposed FCC incursions into



Commissioner Loevinger

most areas of programming, not only religious. And in his speech last week, he noted that many of the principles involved in the question of supervision of religious programming apply equally to other kinds of broadcast matter.

Where administrative actions raise "serious constitutional problems," he said, "authority for such action must be shown by explicit congressional language even where it is possible that the administrative action may be constitutional." He said this is particularly true in cases involving the First Amendment, which guarantees freedom of speech as well as of religion.

**No Explicit Authority** ■ And except

for the statutory requirements that broadcasters afford equal opportunities to political candidates and identify sponsors, the only explicit authority over programming, he said, is negative—the no-censorship provision of the Communications Act which prohibits the commission from interfering with free speech. This does not constitute an "explicit grant of authority" to supervise programming, he said.

In a footnote, he observed that the commission's 1960 policy statement on programming asserts that, because of a licensee's obligation to program in the public interest, his freedom is not absolute, "despite the limitations of the First Amendment."

"The legal theory on which the commission regards a statutory standard as prevailing over a constitutional limitation is not explained," he added.

But the main thrust of his argument dealt with religious programming. He said that the programming categories about which the commission asks applicants are applied as "prima facie requirements of acceptable programming," even in cases where there is only one applicant seeking a frequency.

Over the years, the commissioner said, statements by commissioners and staff members, as well as commission practices and decisions "leave no room for doubt that the commission has established religion as a required element of broadcasting service." He also said this standard has been applied to mean "such religion as meets the FCC definitions and notions of acceptability." This was a reference to Mr. Cohn's article, which noted that the commission has defined religion as including "sermons, devotionals, and music and drama when presented primarily for religious purposes."

He cited one commission action which he said appeared to be "clear and flagrant violation" of the First Amendment limitation on government action. This involved a comparative hearing in which the Department of Education of Puerto Rico was an applicant for a television channel. Because of a prohibition of local law, the department did not propose any religious broadcasting. The commission held that, regardless of the local law, the department must suffer a comparative demerit. The department, however, won the grant.

**Forbidden Ground** ■ "The FCC," he said, "rushes in where government agents are forbidden to tread when it requires religious programming and determines that a certain amount of religious broadcasting is or is not adequate or excessive, or that the public interest is or is not served by the broadcasting of particular views of particular churches or sects, and when it awards a preference or demerit on the basis of an official judgment as to the quantity, quali-

ty or content of religious broadcasting—all of which it has done in reported cases.”

The commission maintains that it does not require any specific kind of programing, but that it is concerned with whether overall programing of an applicant or licensee meets the public interest. But, Commissioner Loevinger said, the commission has specified, in the questions in its application forms dealing with types of programing and in its public statements, the kind of programing it believes meets the public needs.

“In so doing,” he said “it plainly exerts official authority and influence in favor of the types of programs specified. In First Amendment cases, the Supreme Court has viewed action such as this as not being materially different from official coercion.”

## Film sales . . .

*The Big World of Little Adam* (Banner): KTVT(TV) Fort Worth, Tex.

*I Search for Adventure* (Banner): WMAQ-TV Chicago.

*Bold Journey* (Banner): KTBC-TV Austin, Tex.

*The Mike Douglas Show* (Westinghouse): WOR-TV New York; KOTV(TV) Tulsa, Okla.; KOOL-TV Phoenix and KOLD-TV Tucson, both Arizona; WNEM-TV Flint-Saginaw-Bay City, Mich.; WNYS(TV) Syracuse, N. Y., and KXTV(TV) Sacramento, Calif. In 42 markets beginning Feb. 15.

*The Detectives* (Four Star): KFDA-TV Amarillo, Tex.; WINK-TV Fort Myers, Fla.; KIEM-TV Eureka, and KRCR-TV Redding, both California; KREX-TV Grand Junction, and KREY-TV Montrose, both Colorado.

*Richard Diamond* (Four Star): WTAE(TV) Pittsburgh; KTTS-TV Springfield, Mo.; WHIO-TV Dayton, Ohio; WTCN-TV Minneapolis-St. Paul; KGW-TV Portland, Ore.; WNYS(TV) Syracuse, N. Y.; KUTV(TV) Salt Lake City, and KIFI-TV Idaho Falls.

*The Mighty Hercules* (Trans-Lux): KOAT-TV Albuquerque.

*It's a Wonderful World* (Trans-Lux): KCTO-TV Denver.

*Exercise with Gloria* (Triangle): WIMA-TV Lima and WHIO-TV Dayton, both Ohio.

*Tell Me, Dr. Brothers* (Triangle): WUHF(TV) Milwaukee and WNDU-TV South Bend, Ind.

*This is America* (Triangle): WKBD(TV) Detroit.

*Bachelor Father* (MCA-TV): KOAT-TV Albuquerque.

# Quality of TV is questioned

## Religious broadcasters hear that TV programing is factor in delinquency

The higher echelon of the television industry last week found itself—through implication—in league with the devil, and in the company of narcotics peddlers, purveyors of pornographic literature, adoption racketeers and indiscriminate gun sellers.

All these elements were charged with contributing to juvenile delinquency. The charge was made by Carl L. Perian, staff director of the Senate Juvenile Delinquency Subcommittee, in a speech to a three-day convention Broadcasters.

Mr. Perian, who filled in for Senator Thomas J. Dodd (D-Conn.), chairman of the subcommittee, told the convention in Washington that if they could “help modify the tone of broadcasting . . . work with the various segments of the mass media industry to obtain moderations and quality in program content of all kinds, I think you will have made an important contribution to the society, the industry and the emotional health of our young people.”

The convention also heard FCC Commissioner Lee Loevinger question the commission's authority to inquire into religious programing (see page 54), and heard Hollis M. Seavey, government affairs representative of the National Association of Broadcasters, call for “renewed efforts by both churchmen and broadcasters to re-examine the desired goals of religious broadcasting.”

**Responsibility** ■ Mr. Perian referred to the “producers and executives who are responsible for the brutality, violence and eccentric sex” on television as “men who mutilate the moral and cultural climate in which youth must live, and their hunger for profit is reflected in the price we pay for delinquency.”

He tied television programing to other “contributing factors”: “irresponsible adults who illegally” deal in narcotics; “peddlers of dangerous weapons . . . who, to make a dollar, will sell these instruments of destruction to any child . . .”; the “black marketeers in human infants who sell babies into adoption to the highest bidder, totally unconcerned . . .” and the “merchants in obscene and pornographic literature that again have found the child an easy victim. . .”

Mr. Perian noted that although Senator Dodd had introduced legislation in most of these areas, “easy legislative solutions” can't be found to all problems and “perhaps the most difficult area is the field of mass communication and entertainment.”

He charged “high quality in programing” had fallen victim to “competition for high ratings.” The network chiefs and other executives, he claimed, have used “the several codes of good broadcasting practices to justify and hide their shortcomings, rather than as vehicles toward excellence and improvement.”

**Schizoid** ■ The subcommittee director said the evidence obtained “during several years of hearings and investigations” backs up his charges and reflects “the split personality of the industry.”

On one hand, he said, there are “impressive claims” for effectiveness of advertising and the value of public affairs and cultural programs, yet there is a denial that “the crime and violence that permeates prime-time dramatic shows have any effect on the viewer, even in the face of strong scientific evidence to the contrary.

“They profess interest in scientific experiments on the effects of violence on children,” he charged, “but at the same time hire experts to prove them invalid.”

Citing the competition between television and the movie industry, Mr. Perian said the “film industry seems to capitalize on excesses of crime and themes of sexuality unacceptable for television. However, after their first or second run in theaters, many of the pictures are actually bought by television networks for leasing to local stations and affiliates.”

A series of films, “typically designed to capture the voluptuous side of youth” had been purchased by one of the networks, he said, and last summer's subcommittee hearing indicated that “the content of these movies is likely to receive even less scrutiny before air time than regular television productions.”

As a young industry that was looking for an economic base 15 years ago, “many of the objectionable policies and procedures” could have been “excused and overlooked,” Mr. Perian said. However, “gross mistakes in action and confusion in goals and motives cannot be tolerated in a powerful industry which controls the greatest tool of mass communications whose full potential cannot even be estimated.”

**Looks For Answers** ■ Speaking at a Wednesday morning session, Mr. Seavey asked six questions:

■ “Is an hour-long remote broadcast from a local church in the best interests of the broadcaster, the clergy



and—most importantly—the public?

■ “Do 15 or 30-minute talks or sermons best fulfill the religious needs of the audience?

■ “Does a program of hymn music satisfy the broadcaster’s obligations in the area of religion?”

■ “Is religion being short-changed in the amount of time it is given by the broadcasting industry?”

He said he had no “ready answers” to these questions, but suggested that “intensive study and exploration . . . in an atmosphere of freedom” could produce satisfactory results.

Referring to the National Council of Churches 1963 recommendation that the FCC apply tighter government control to broadcasting (BROADCASTING, June 17, 1963), Mr. Seavey said broadcasters “are genuinely concerned by increasing recommendations” for more government control of programing.

“Every time the FCC imposes a standard of conduct on the broadcaster,” he stated, “it tends to dampen the spirit of individual initiative and creativity. And if it imposes too many requirements and restrictions on the freedom of the licensee, that spirit may be destroyed altogether.”

## NBC Radio plans morning innovation

NBC Radio will return to morning dramatic programing for the first time in six years. *For Women*, a once-a-month, 55-minute late-morning radio show, designed for women, is to start late this spring or early summer.

With Bess Myerson as hostess, *For Women* will deal with such subjects as birth control, natural childbirth, frigidity and infidelity.

The programs will be in two parts. Part one will be a dramatization of the subject matter and part two will be a discussion period with noted authorities in the field such as psychologists, sociologists and educators.

## Peek at figures may be possible

### Judge indicates he may require ASCAP to show TV financial records

A federal judge indicated last week that he probably would require the American Society of Composers, Authors and Publishers to turn over financial and other records of its business with television broadcasters but not those dealing with radio and other ASCAP music users.

The All-Industry Television Stations Music License Committee has asked the court to compel ASCAP to make available extensive data from its files covering its dealings with and revenues from all sources from 1949 through 1964. The committee claims that this information is essential in deciding what fee would be reasonable for TV stations to pay for using ASCAP music (BROADCASTING, Jan. 11).

ASCAP claims that much, “if not most,” of this information is available in TV stations’ own files, “if anywhere.” The society also contends that much of the requested information, including that dealing with rates and revenues for music used on radio, is not relevant, and that some of the data is confidential or privileged. It has, however, indicated willingness to make available some of the records, insofar as they relate to television only.

The committee’s demands and ASCAP’s responses were reviewed in a session last Tuesday before Chief Judge Sylvester J. Ryan of U. S. Southern District Court in New York. It was there that Judge Ryan indicated how he felt he probably would rule on each point. His actual rulings will come after

he has studied briefs already filed and supplementary memoranda to be submitted by Feb. 16.

**Reasonable Fees** ■ The next step then will presumably be trial of the committee’s lawsuit, which asks the court to determine reasonable fees for the use of ASCAP music in local programing.

One exception to Judge Ryan’s indication that disclosure would be limited primarily to ASCAP’s TV records involved the committee’s request for contracts and related documents. He said he felt inclined to require ASCAP to make available the “forms” of its licenses with all users. This relates to the committee’s belief that ASCAP imposes more burdensome requirements on TV stations than on some other groups of ASCAP music users.

Judge Ryan said that if ASCAP is required to furnish information that it considers privileged, this information should be marked and sealed. He said he would then decide the issue.

He said he doubted that information on how ASCAP distributes its revenues would be material to the TV rate case. The committee contends it is material and that it will show that, because practically all music on local television is background music in film shows, ASCAP publishers get a multi-million-dollar windfall for performing little or no service. Attorneys for the committee indicated they will renew and expand on their arguments for access to this information in a memorandum to be filed with Judge Ryan by mid-February.

The stations committee is headed by Charles Tower of Corinthian Broadcasting and was represented at the hearing by Whitman Knapp of the New York law firm of Root, Barrett, Cohen, Knapp & Smith. Ambassador Arthur Dean of Sullivan & Cromwell appeared for ASCAP, which was also represented by Herman Finkelstein, its general counsel.

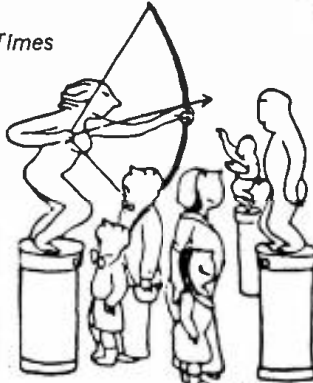
## P&G series in unusual distribution situation

ABC Films has obtained worldwide distribution rights for the new NBC-TV series *Branded* and plans to have the program in international distribution simultaneously with its network run.

The relatively unusual situation where one network’s distribution arm is syndicating a program while it runs on a competing network derives from the show’s original ownership. *Branded* is a joint production of Goodson-Todman and Sentinel Productions and was sold directly to its NBC-TV sponsor, Procter & Gamble. International syndication rights were negotiated by the producers with ABC Films.

“A maximum of wit!”—*N.Y. Times*

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**DDB's '64 net tops pre-tax income of '63**

Doyle Dane Bernbach, New York advertising agency, in its first annual report since becoming publicly held, showed a billing increase of 41% for 1964 and a gain of 130% in net profit.

The large gains were attributed to increased billing by older clients and new accounts. In 1965 DDB will begin billing on the following accounts already acquired: Lever Brothers, Rheingold Breweries, Seagram, Dominion Tires (Canada), Quaker Oats (United Kingdom).

In the past fiscal year the agency's growth stemmed in part from the added billings of these new clients: Bulova Watch, Democratic National Committee, Fry-Cadbury (Canada), H. J. Heinz Co., International Latex, Quaker Oats and United States Rubber Co. Tire Division.

Year ended Oct. 31:

	1964	1963
Earned per share	\$1.86	\$0.81
Gross billing	105,520,873	74,908,832
Commissions & fees	16,316,337	11,583,257
Pre-tax income	3,689,828	1,640,637
Net income	1,858,954	806,479

**Metromedia reports record earnings in '64**

Metromedia last week issued a preliminary year-end report showing sales and earnings at record levels for the fourth consecutive year.

The unaudited statement reported by John W. Kluge, board chairman and president, offered comparative figures for the 53-week period ended Jan. 2,

1965, and a 52-week period in the preceding year.

The results do not take into account a special credit of \$3,144,000 income tax net. This figure, the company says, "relates primarily to the gain on disposition of KOVR(TV)" Stockton, Calif.

Year ended:

	Jan. 2, 1965	Dec. 28, 1963
Earned per share	\$ 2.55	\$ 2.13
Gross revenues	91,928,000	69,733,000
Net income	4,918,000	3,986,000
Shares outstanding	1,894,208	1,817,417

**National General earnings go up**

National General Corp., Los Angeles-based entertainment company, has declared a regular quarterly dividend of four cents per common share, payable March 1 to holders of record Feb. 12.

Dividend rate was raised from three cents to four last October, following earnings of 70 cents a share in the year ended Sept. 29, 1964, up from 35 cents in fiscal 1963.

Year ended Sept. 29, 1964:

	1964	1963
Earned per share	\$0.70	\$0.35
Revenue	59,049,034	48,273,049
Expenses	54,739,140	45,569,860
Operating income before federal income tax	4,309,894	2,703,189
Net operating income	2,509,894	1,203,189
Shares outstanding	3,592,523	3,587,965

**Raytheon, Amana to merge**

The Raytheon Co. of Lexington, Mass., and Amana Refrigeration Inc., Amana, Iowa, announced last week that they plan to merge. Raytheon manufactures missile components and communications equipment, while

**SEC's report of transactions**

The Securities & Exchange Commission has reported the following stock transactions by officers, directors and stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* (all common stock unless otherwise indicated):

- American Broadcasting - Paramount Theaters—Martin Brown exercised option on 270 shares, now holds 921.
- Capital Cities Broadcasting Corp.—J. Floyd Fletcher disposed of 100 shares, now holds 31,941.
- Columbia Broadcasting System Inc.—William C. Fitts Jr. exercised option on 1,905 shares, now holds 3,413; Kenneth W. Hoehn exercised option on 3,379 shares, now holds 5,158 and 408 in trust for daughter; Lawrence W. Lowman exercised option on 4,410 shares, now holds

- 23,879.
- Crowell-Collier Publishing—Norman E. Bennett exercised option on 483 shares, disposed of 483 shares, now holds 10 and disposed of 417 shares held jointly with wife, now holds 180 jointly.
- Desilu Productions Inc.—W. Argyle Nelson Jr. disposed of 1,000 shares, now holds 8,000.
- Filmways Inc.—Martin Ransohoff disposed of 1,550 shares, now holds 103,180 and 12,608 beneficially for children.
- MCA Inc.—David A. Werblin disposed of 1,900 shares, now holds 153,686.
- Outlet Co.—Arnold F. Schoen Jr. acquired 500 shares, now holds 600.
- Rollins Broadcasting—George L. Bar-enregge exercised option on 750 shares, now holds 4,230; O. Wayne Rollins disposed of 200 shares, now holds 520,960.
- Storer Broadcasting Co.—Harry R. Lipson exercised option on 2,000 shares, now holds 4,650; Harry A. Steensen exercised option on 2,000 shares, now holds 7,400.
- Teleprompter Corp.—Kenneth W. Moroney disposed of 100 shares, now holds none.

THINKING  
CATV?  
THEN  
THINK  
AMECO!

In the spring of 1965, more and more thoughts are turning to CATV... And when one thinks of CATV... one automatically thinks of the recognized leader, Ameco. ★ CATV can make pleasant thinking once you have entered the field. So why not stir up the gray matter and start thinking along this line? ★ If an Ameco representative can answer any of the questions all this thinking creates... just drop us a line, or give us a collect call.



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JOSEPH P. MURPHY  
DIRECTOR OF MARKETING

P. O. BOX 11326  
2949 WEST OSBORN RD  
PHOENIX, ARIZONA  
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### Trigg-Vaughn distributes stock to officers

Distribution of preferred stock to corporate officers, who also serve as key operating executives, also marked a change in corporate name of the Trigg-Vaughn group. It had been operating as Southwest Sales Inc. The new name of the company is Trigg-Vaughn Stations Inc. Stations are KHOW Denver; KOSA-AM-TV Odesa-Midland, KR0D-AM-TV El Paso and KITE San Antonio, all Texas, and KRNO San Bernardino, Calif.

At the directors meeting in El Paso, where the executives voted to distribute the preferred stock (700,000 shares) were (seated, l to r): Cecil L. Trigg, president; Steve Trigg, gen-

eral manager, KOSA; Jack C. Vaughn, board chairman, and Bob Young, assistant to the president. Standing were (l to r), Larry Daniels, vice president and general manager, KR0D-TV; George C. Collie, vice president and national sales manager; John Vacca, vice president and general manager, KOSA-TV; Hal Davis, vice president and general manager, KHOW; George Green, stations' vice president and general business manager; Dave Scribner, vice president of the Trigg-Vaughn radio division and general manager of KITE, and Sheldon Turner, station manager, KR0D-TV.

Amana is a major producer of air conditioning equipment, freezers and refrigerators.

Under the merger agreement Amana common stockholders will receive Raytheon common stock with the number of shares to be disclosed after the transaction is approved by Amana stockholders in February.

### Financial notes . . .

■ National General Corp., Beverly Hills, Calif., will hold its annual stockholders meeting in Beverly Hills on Feb. 16. Business to be transacted includes election of directors, approval of auditors and consideration of the firm's qualified stock option plan.

■ MGM Inc. will hold its annual stockholders meeting in New York on Feb. 25. Issues for consideration are election of directors, ratification of auditors and action on a stockholder's proposal to limit charitable contributions.

■ Foote, Cone & Belding, New York, has declared a regular quarterly dividend of 14 cents a share payable to stockholders of record Feb. 17 on March 10.

■ In a letter to stockholders, O. Wayne Rollins, Rollins Broadcasting president, announced acquisition of the L. P. Martin Maintenance Corp., a building maintenance service firm with headquarters in Atlanta; an 80% stock interest in the Dettelbach Corp., a supplier of pesticides for Rollins-owned Orkin Exterminating, and Rollins's selection to build a CATV system in Wilmington, Del. The Martin firm was purchased at a price "in excess of \$2 million."

## EQUIPMENT & ENGINEERING

### Caution urged in stereo TV

EIA wants more time to comment; others ask safeguards for public

The Electronic Industries Association last week asked the FCC to extend for nine months the time for filing comments on the possibility of transmitting stereophonic sound by TV stations.

The commission last November issued a notice of inquiry into the matter (BROADCASTING, Nov. 16, 1964). Com-

ments were due Jan. 22.

The EIA said additional time is needed to contact all its members and properly collect and correlate the information. The association noted that it was scheduling a series of regional meetings to gather material from its numerous TV receiver and broadcast manufacturer members.

Other comments on the inquiry last week were General Electric Co.; Philco Corp., and the National Association of FM Broadcasters.

GE, which favors the adoption of stereo TV as does Philco and NAFMB, noted that the company had filed rule-making proposals and supplemental technical matter in October 1962.

The company pointed out that conversion kits could be marketed to adapt existing TV receivers for stereo sound, but that the preferred method for con-

version would be to market TV sets originally built for stereo reception.

Philco asked that the commission refer to the company's rulemaking petition and supporting technical data filed in December 1959. The company noted that Commissioner Robert Bartley had been invited to a demonstration by Philco and ABC in July 1959 and that the same model used then is suitable for marketing.

The NAFMB, while in support of stereo TV, asked that it be reserved the right to comment at a later date. The association did say, however, that to avoid giving the public a false impression, stereo should not be used for TV transmissions unless its listening quality equals the quality of stereo sound provided by FM stations.

Others commenting on the possibility two weeks ago were Emerson and

Zenith, both agreeing that the present size TV screens do not warrant the use of stereo and Westinghouse, who favored the adoption (BROADCASTING, Jan. 25).

## Grove stakes claim on Daniels's reward

That \$10,000 reward offered by Bill Daniels, Denver CATV broker, to any broadcaster who can prove that his, or any other TV signal, has been purposely degraded by a CATV system (BROADCASTING, Jan. 18) is being claimed by Frontier Broadcasting Co., licensee of KFBC-TV Cheyenne, Wyo.

The claim, however, is contested by Mr. Daniels who says that the illustration used does not prove that the alleged degradation was purposeful.

The claim was made by William C. Grove, vice president-general manager of Frontier, in a Jan. 26 letter to Mr. Daniels. It is based, Mr. Grove says, on testimony of Gene Schneider, manager of Community Antenna Systems

of Wyoming, serving Casper, Wyo., in December 1959 before the Communications Subcommittee of the Senate Commerce Committee.

Mr. Schneider testified, Mr. Grove said, that the Casper CATV system carried three Denver television stations, brought in by microwave, and KTWO-TV Casper, which broadcasts on channel 2. KTWO-TV was carried on channel 3 on the cable, Mr. Grove states. Channel 3 was subject to adjacent channel interference from channel 2. Since it was the CATV's decision to carry KTWO-TV on channel 3 on the cable, this constitutes "purposeful degradation," Mr. Grove maintains.

Acknowledging that there was interference to KTWO-TV on the cable, Mr. Daniels states that this was unavoidable. He says he is willing to abide by the decision of a panel of engineers on this point. He also points out that as soon as the Casper cable system was enlarged from a five-channel system to an all-band system it was possible to move KTWO-TV to a different channel on the cable which eliminated the interference.

## Who gets priority on use of satellites?

What happens when a television network wants to use a satellite communications circuit for a live transoceanic program and a common carrier says it can't be done because there are too many telephone calls waiting?

It's this possibility that has caused two of the three television networks to concern themselves about the potential problem. CBS already has filed a suggestion with the FCC that it be considered an "authorized user." ABC management has been discussing the situation for the last two weeks. NBC, owned by RCA, is in a different position, since RCA also has RCA Communications which is a common carrier.

At issue is that section of the Communications Satellite Act which speaks of "authorized users" and "authorized entities" having nondiscriminatory access to the space circuits to be operated by the Communications Satellite Corp. (Comsat). Up to now, the consensus has been that Comsat would be a "carrier's carrier," but the final word on this policy has yet to be made by the FCC.

In its filing last week, CBS states it considers itself eligible to become an "authorized user," because its


television needs would require, at least in the early stages of satellite communications, an entire circuit.

"Competing requests by broadband users or by broadband users and other types of users who may be foreclosed from transmission by such broadband transmission would suggest the need for standards of priority fairly administered," the CBS statement declares. It continues:

"Indeed, at any time when demand exceeds capacity, the method of determination of priority between competing requests for use of facilities may require rules or regulations for pre-emption and allocation or possible rerouting. . ."

The CBS filing was made in the FCC's current proceeding on Comsat's request to be permitted to own the U. S. ground stations serving the satellite communications system, scheduled to be inaugurated this spring when Comsat's "Early Bird" synchronous satellite is scheduled to be launched. All of the common carriers, in their comments on this subject, assumed that Comsat would be dealing only with carriers. It was this point that CBS wanted to clarify, a spokesman said, in reply comments.

**WRCB - TV**  
**CHATTANOOGA**



**PROVEN SUPERIORITY**  
**IN HOMES DELIVERED!**

**RUST CRAFT STATION**

TWO ACADEMY AWARD WINNER! 

**"ROOM AT THE TOP"**

LAURENCE HARVEY  
SIMONE SIGNORET



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

**MORE STATIONS USE . . .**  
**Hollywood Commentator**  
**DICK STROUT**  
*and top guest stars!*



## Zenith again expands its color-TV capacity

Third expansion of Zenith Radio Corp.'s facilities for the production of color television picture tubes—almost doubling the firm's capacity—was announced last week by Joseph S. Wright, president. Tube subsidiary is Rauland Corp.

Mr. Wright said that despite the company's rapidly expanding production of color tubes, this third expansion of Zenith's \$15 million color tube plant has been required to keep pace with the "explosive" growth of color set sales. New expansion will be devoted to added facilities for Zenith's rectangular 25-inch and 19-inch tubes.

## Zenith wins patent fight against Hazeltine

Zenith Radio Corp., Chicago, came out the winner last week in a court battle over some patent rights in the manufacture of radio-TV sets and foreign export. The loser was Hazeltine Research Inc., a subsidiary of Hazel-

tine Corp., New York, which plans to appeal the decision involving a possible \$48 million in treble damages.

Federal district Judge R. B. Austin found that Zenith had suffered actual damages of \$16 million through exclusion from the Canadian, English and Australian markets as a result of the patent block. He said Hazeltine had misused its patents by refusing to license them except on a "package" basis. He also held invalid a patent which Hazeltine had charged Zenith with infringing.

The litigation began in 1959 when Hazeltine sued Zenith for patent infringement. Zenith then filed a countersuit under the antitrust laws.

## Zoomar has automatic camera control system

Television Zoomar Co., New York, is introducing a new system for automatic television camera control for in-studio program operation.

With the equipment, panning, tilting, zoom and focus functions can be pre-programmed and effected by push-button control or—with more sophisticated equipment—manual remote control operation beyond the limitations of

pre-set positions.

The TV Zoomar equipment, called Autocam combines an Evershed Servo operated pan and tilt head, which can support a 150-pound camera, with an Angeniux zoom lens.

According to a Zoomar spokesman, higher zoom ratios of modern lenses—in this case 10 to 1—make the remote control device suitable for studio use, since the camera can cover a wide area while in a stationary floor position.

## WBKB(TV) puts new tower into operation

ABC-owned WBKB(TV) Chicago has begun regular operation from its new tower atop the 60-story Marina Towers, marking completion of a two-year project to match the latest in engineering progress with the city's newest architectural attraction. The WBKB tower also features flashing lights which signal weather trends and sports victories. Tower height is 969 feet above ground.

WBKB's new installation features two identical General Electric transmitters in parallel, eliminating the need for a standby transmitter and simplifying maintenance. Where rigid coaxial cable traditionally has been used, WBKB has employed Andrew Corp.'s new flexible heliax cable with only one splice necessary in the entire transmission chain. Transmitters are on the 19th-20th floor levels.

Two separate RCA antennas are used on the tower, one for audio and the other for video. This eliminates diplexers. Installation was handled by M & H Communications, Chicago, under the supervision of Bill Kusack, WBKB's engineering director.

## Technical topics . . .

**Spectrum analyzer** ■ Tektronix Inc., Beaverton, Ore., has announced a new spectrum analyzer plug-in unit for the firm's oscilloscopes. The combination provides calibrated dispersion with optimum cross-coupled resolution, and each control may be operated independently. It can be used for either spectrum analysis or video displays without changing plug-in units.

**Name change** ■ Machtronics Inc., Palo Alto, Calif., has changed its name to MVR Corp. The change was made to identify the company with its MVR series TV tape recorders and to eliminate confusion with other names.

**Lab dedicated** ■ A new facility of the CBS Laboratories research center at Stamford, Conn., was dedicated last week by Governor John Dempsey. The new structure doubles the amount of space available to the research center to 60,000 square feet.

## Harris committee to take up tall tower matter

Legislation to give the FCC authority to require dismantlement of abandoned radio and television towers—and an effort to resolve jurisdictional questions between the commission and the Federal Aviation Agency—are high on the list of matters the House Commerce Committee plans to review soon.

Representative Oren Harris (D-Ark.), chairman, revealed this to committee members at a closed organizational meeting held last Tuesday (Jan. 26).

The Senate Commerce Committee, also scheduled to organize then, postponed its meeting because of a respiratory ailment contracted by Senator Warren G. Magnuson (D-Wash.), chairman. That panel set Tuesday (Feb. 2) as a new date.

On the House side, Mr. Harris indicated that it would be a while before he could get to the matter of assigning members to subcommittees and naming chairmen. For now, the full committee is handling legislative hearings and probably will tackle the tall-tower matter as well as cigarette labeling bills when the panel gets around to that. It's expected

that the committee wouldn't be able to explore the tower issue until the middle of this month.

Mr. Harris, in discussing the subcommittee matter, said he hadn't had an opportunity to discuss subcommittee assignment preferences with Democratic committee members. Representative William Springer (R-Ill.), ranking Republican, would do the same with his colleagues, Mr. Harris said, and then he would consult with the GOP leader. But this might take some time, he said, and he wanted the panel to proceed promptly with consideration of important legislation already pending.

Representative Albert W. Watson (R-S.C.), committee member, has resigned his House seat effective today (Feb. 1). The congressman was elected as a Democrat but lost his seniority for supporting Barry Goldwater and switched parties last month (BROADCASTING, Jan. 25, 11).

In another committee organizational matter, the Senate Subcommittee on Juvenile Delinquency has requested \$220,000 for operations through Jan. 31, 1966.

## No more phone calls as KIMN faces law suit

A preliminary court hearing, scheduled for Wednesday (Jan. 27), was canceled last week when KIMN Denver consented to a temporary injunction against its broadcasting the phone numbers of another station and its officials.

KBTR Denver had filed a \$500,000 suit against KIMN charging invasion of privacy and "conspiracy" to harass John Mullins, president; Alvin Flanagan, general manager, and KBTR.

On Jan. 19 KIMN announcers are alleged to have begun requesting their listeners to call the homes of Messrs. Mullins and Flanagan and the KBTR "hot line" and say "KIMN is the greatest." The announcements did not say who the phone numbers belonged to.

Mr. Flanagan said the calls began that night and continued through Saturday. He said he and Mr. Mullins were forced to take their phones off the hook, and that the news line number was changed four times through last Thursday.

The temporary restraining order, issued on Jan. 21 by District Judge George Priest, barred KIMN from giving out the numbers.

Mr. Flanagan said he could give no reason for the alleged KIMN action. KIMN was unavailable for comment.

## Drumbeats . . .

**Best seller** ■ The number one record seller in Detroit, according to WKMR Dearborn, Mich., is its "Oldies but Goodies" album of the twelve biggest hits in Detroit between 1959-62. The proceeds from the record are being given to the Wayne, Oakland and Macomb county chapters of the Muscular Dystrophy Association.

**Snow sweepstakes** ■ WGLI Babylon, N. Y., is giving prizes to the three people who can guess closest to the amount of snow that will fall on Long Island, N. Y., this winter.

**Daniel Boone** ■ More than 50 companies have been signed by NBC-TV to manufacture items, from canoes to bakery products, that tie-in with the *Daniel Boone* show. The promotion is scheduled to begin next month.

**More than pledged** ■ As part of a two-month campaign by the *Pittsburgh Press'* Old Newsboys Fund organization to raise money for Pittsburgh's Children's hospital, KDKA-TV Pittsburgh broadcast a two-hour program and raised \$51,070, which was 107% of money actually

pledged during the program. KDKA-AM-FM, through a penny-a-month campaign, raised \$29,000 for the same drive.

**Contest deadline** ■ The National Safety Council, 425 North Michigan Avenue, Chicago, has issued a reminder that Feb. 15 is the deadline for entries in the organization's annual farm safety awards competition. Radio-TV stations airing farm safety shows between Aug. 1, 1963, and Dec. 31, 1964, may compete.

## Corinthian announces more scholarships

For the fourth consecutive year, the Corinthian Broadcasting Co., New York, will offer three six-week scholarships to college or university juniors and seniors, as part of its Summer Scholarship Award Competition, along with a six-week on-the-job training program at one of the Corinthian TV stations.

Applications and sponsor recommendation forms have been mailed to directors of the radio and television departments of all Association for Professional Broadcasting Education membership schools.

The deadline for applications is

March 15. Winners will be announced before May 1.

Corinthian TV stations are KXTV Sacramento, Calif.; KHOU-TV Houston; KOTV Tulsa, Okla.; WISH-TV Indianapolis, and WANE-TV Fort Wayne, Ind.

## Networks win awards from legion auxiliary

Three CBS-TV programs, and one each from ABC-TV and NBC-TV received Golden Mike awards from the American Legion Auxiliary at its 15th annual Golden Mike awards luncheon.

Awards went to CBS-TV's *The Great Adventure* for the best program emphasizing Americanism, *The Danny Kaye Show* as the best variety show series and *Password* as the best panel series.

NBC-TV's *Bonanza* was cited as best adventure series, while ABC-TV's *Patty Duke Show* received a favorite program award resulting from a poll of junior members of the auxiliary under 18.

In addition, an American Legion National President's Citation was presented to Marion Stephenson, general manager of NBC Radio, for distinguished achievement as a woman leader in communications.



March 22-26, 1965

ELECTRICAL-ELECTRONICS

◆ Exhibit hours (4 days): Monday & Thursday, 9:45 a.m.-9 p.m.; Tuesday & Wednesday, 9:45 a.m.-6 p.m.

◆ Technical sessions (5 days) 10 a.m.-5 p.m. (Hilton, Tuesday to 10 p.m.)

◆ 80 subject-organized technical sessions presenting 400 vital "break-through" papers.

◆ Over 1000 Exhibits using 140,000 running feet of display units in N.Y. Coliseum & N.Y. Hilton.

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

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



**NEW YORK COLISEUM and the NEW YORK HILTON**

Buses every few minutes

## Commercials for French TV?

Immediate decision isn't expected; safeguards for other media major concern

French Premier George Pompidou has told the National Assembly in Paris that his government will probably decide on the question of allowing commercials on France's national TV network which is run by a semi-independent state financed body, l'Office du Radio et Television Francaises (ORTF).

If the decision is favorable commercials would go on the air within a few months.

In a subsequent debate in the assembly's lower house, Information Minister Alain Peyrefitte said that the question was being studied but there was no urgency for a decision.

Financial considerations were not the only ones brought up in the debate. It was said the day would come when foreign TV, already being seen in the frontier areas, would be able to cover France. It was also said that a refusal to allow advertising might hinder French TV's advance and no decision would be taken without debate in the legislature.

Any introduction of advertising would be accompanied by safeguards on programming and for print interests. Commercials would not alter or interrupt programs any more than they do in movie theaters.

In the debate an assembly member suggested that if advertising came to France's TV network it would take

away a quarter of print ad revenue, currently \$504 million a year.

On Jan. 1 ORTF stopped making promotional films and slides for certain public service organizations and charities which had been allowed to advertise on French TV. The material is now being made by private firms chosen by the advertisers.

Following the debate, Bernard De Plas, president of the Federation de la Publicite, said British TV advertising regulations should be studied to find a solution to the problem of TV commercials in France.

Mr. De Plas said ORTF could not set itself up as a seller of advertising time since it seemed dangerous for a national advertising monopoly to be recognized by the legislature and at the same time apparently be under government control.

If TV advertising came, he said, it was certain that large firms able to afford the medium would enjoy a kind of official approval contrary to the principle of free competition. French TV has an effect on opinion not possessed by other European TV broadcasters. The high cost of TV advertising would also lead to the disappearance of smaller firms and the emergence of monopolies.

Mr. De Plas mentioned that in Britain the press had large investments in the commercial network and the government could use tax measures to restore any inequalities between press and TV.

## ABC International in Mexican firm

ABC International Television Inc. has acquired an interest in a production company in Mexico City that is being

organized there by Telesistema Mexicano S. A., it was announced by Donald W. Coyle, president of ABC International.

The new production company will erect facilities this year for the production of upwards of 30 half hours a week of Spanish-language programs for distribution throughout Latin America and the world, and of commercials for advertisers, Mr. Coyle reported.

Officials of Telesistema include Emilio Azcarraga Vidauetta, Emilio Azcarrago Milmo, Romulo O'Farrill Sr., Romulo O'Farrill Jr. and Fernando Diez Barroso.

## Bates to acquire Amsterdam ad agency

Ted Bates & Co., New York, an agency putting increasing emphasis on development of international offices, has taken its fourth step in foreign expansion within a year. Bates has agreed to purchase N. V. Reclame-Adviesbureau Noordervliet, an agency in Amsterdam, the Netherlands, with annual billing of \$1 million.

Rosser Reeves, Bates board chairman, said the agency's development abroad "is in proportion to the growing requirements of our clients and an indication of the scope of operations absolutely necessary to the success of the large advertising agency of the future."

Ted Bates with \$225 million total billing reportedly ranks fifth largest in the world. Its foreign billing in 1964 was \$65 million (BROADCASTING, Jan. 11).

## Subscribers sign for British TVQ service

The first subscribers to Television Audience Measurement's new audience service, TVQ, include the Independent Television Authority, Southern Television, Unilever Ltd., and four of the largest advertising agencies in Britain; Lintas Ltd., J. Walter Thompson Co. Ltd., The London Press Exchange Ltd., and S. H. Benson Ltd.

The TVQ system measures audience appreciation among samples of viewers separate from Tamrating panels. Each person in a TVQ sample rates programs on a simple scale. These are used to calculate the TVQ score which is an index of liking among viewers who know a program.

TAM announced its plans for a TVQ service in April 1964 and conducted

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

# Ballad of a Soldier

Double Prize Winner, Cannes Film Festival



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



## Gets the most

Advertising on British TV "seems very near saturation" says an article on UK advertising in the French daily paper *Le Figaro*.

It maintains that British advertisers spend a higher proportion of their budgets on TV than do advertisers in any other country, 25% compared with 15% in America.

Giving details of interviews in Britain, the writer of the article, Jean Creiser, says J. Walter Thompson, London, spends 55% of its billings on TV, London Press Exchange 53%, Benson 47% and Unilever, a company with a wide range of products, 75%.

several pilot surveys throughout the summer. The service became fully operational on Oct. 1.

There will be seven surveys a year in the London, Midlands and Northern ITA areas and a quarterly survey in the Southern area. The most recent TVQ report, covering four weeks to Dec. 4, 1964, shows that the TVQ list of viewers' favorites shown in the London, Midlands and Northern areas is headed by *The Saint* and *The Beverly Hillbillies*.

## Rank authorized to handle Gemini

MGM Telestudios has given the audio visual division of the Rank Organization, London, a three-year license to distribute its Gemini film/video tape system. "The deal, which calls for an initial order from Rank for over \$200,000 worth of the Gemini equipment, authorizes worldwide distribution with the exception of the Western Hemisphere and Japan where rights are retained by MGM.

The Gemini system employs a 16 mm camera in tandem with the taping unit, shooting film and tape simultaneously. The equipment is said to overcome difficulties raised by the variable line standards used in different European countries.

## Abroad in brief . . .

**Maxon in London** ■ Maxon Inc., New York, and David Williams & Partners Ltd., London, have formed a London affiliation through a mutual exchange of common stock. In December of last year, Maxon announced an affiliation agreement with McKim Advertising Ltd. of Canada. Maxon is planning further

expansion of facilities in Europe for American advertisers, according to the company.

**New Nielsen office** ■ A. C. Nielsen Co. of Canada Ltd., Toronto, is opening a new production center at Saint John, N. B. The branch will handle not only Canadian work but also some for the Nielsen organization in the U. S. C. R. Wood will be manager of the new office.

**Expansion** ■ CFTM-TV Montreal, Que., is building a new five-story studio annex at a cost of \$2 million. The building will be 110 feet by 160 feet and provide 80,000 square feet of floor space. It will be windowless, air-conditioned, contain work shops, and two new studios.

**Tyne Tees net up** ■ Profits of Tyne Tees Television Ltd., Newcastle-upon-Tyne, one of Britain's smaller commercial TV companies, for the half year to Oct. 31, 1964, were \$663,600 compared with \$565,600 in the corresponding period of 1963.

**Better coverage** ■ BBC plans to build 18 more TV relay transmitters to extend coverage to 24,000 more people and give better reception to 100,000. Nine of the transmitter units will also carry VHF radio.

**Consumer protection** ■ The Swiss Mutual Society of Wage Earners and Consumers has protested about nonrepresentation of consumers on the recently formed board of directors of the new Swiss TV company. The society says that consumer interests have to be safeguarded in programing. Switzerland's first commercial TV network goes on the air Feb. 1.

**Merger** ■ Masius, Wynne-Williams Ltd., London, has acquired the Swedish agency, Tore Malmros, Stockholm. This brings the number of full-service agencies in Europe under Masius, Wynne-Williams control to seven. The Swedish agency, founded in 1957, has a staff of 42. It will continue to be run by its founder and managing director, Tore

Malmros. Annual billing in Sweden is about \$2.8 million.

**Private sales** ■ Time sales totalling \$560,000 have been made for Radio London, Britain's latest nonlicensed offshore station, says Radlon (Sales) Ltd., the station's sales representatives. Buyers include several national advertisers.

## MGM, Intertel sign commercial agreement

MGM Telestudios last week reported it had signed a three-year agreement making it the exclusive sales and production agency in the U.S. for videotape commercials produced by Intertel in Europe, Asia and Africa.

According to George K. Gould, president and general manager of MGM Telestudios, the deal with Intertel "marks the first time that American advertising agencies will be able to have videotape commercials produced overseas directly through a major domestic production company."

Production details, according to the agreement, will be handled from MGM Telestudios in New York, and MGM will assume "full responsibility" for the production of taped commercials.

## Some commercials for Basutoland radio service

The British government has agreed to introduce by the end of the year a full national radio service in two languages into Basutoland, the isolated and mountainous African protectorate administered by the Commonwealth Relations Office in London.

U. B. Tristram, the director of information services, has revealed in Maseru, the capital of Basutoland, that the new radio service will be government controlled. He added that television for the 11,716-square-mile territory, which ad-



joins the Republic of South Africa, "is unlikely."

The two languages in which the service will operate will be English and Sesotho, the dialect of the Basuto people.

"Some commercial content will probably be included, but how much has not yet been decided," Mr. Tristram said. "The 8 kw transmitter will be located at Maseru."

At present the British government in Basutoland controls broadcasts of two half-hour news programs each day in English and Sesotho over a 1 kw transmitter.

Basutoland is a landlocked country without white settlers or landowners. It has a population of about 800,000 people of all races, with the colorful, blanket-clad Basutos, who are renowned for their sure-footed mountain ponies, heavily predominant.

## List of participants in Cannes meet grows

The International TV Market, to be held in Cannes, France, March 10-16, will provide an opportunity for television executives from five continents to talk shop, see the latest technological developments and buy, sell or trade programs.

"Every conceivable accommodation has been developed to make it convenient for the world's TV executives to show their programs, see those of other organizations, buy, sell and make co-production deals," said M. Chevy, director general of the market.

Previous International TV Markets have been held in Lyons, France. U. S. representation will include MCA, MGM, CBS, 20th Century-Fox, Screen Gems, Television Program Enterprises,

Desilu, Four Star, Embassy Pictures Corp. and United Artists.

Worldwide, there will be representatives from Bavaria GMBH, Telefilm Saar, Bertelsmann, Tele Compagnie Europe #1, Pathe Cinema, Pathe Marconi, Teleart, Paris Cite Production, Tele France Film, Compagnie Lyonnaise de Cinema, L'ortif and Les Films Jean Image.

For further information: Christopher Cross, 515 Madison Avenue, N. Y.

## FC&B buys another

Foote, Cone & Belding, New York, last week announced purchase of Rygard's AB Stockholm ad agency.

Rygard's has offices in Stockholm and Malmo, a staff of 83 people and billings in excess of \$3.6 million. Last year FC&B acquired agencies in Australia, Denmark and Italy and expanded its Paris office.

## FATES & FORTUNES

### BROADCAST ADVERTISING

**Eugene Taylor**, previously creative director of Interpublic's Erwin Wasey, New York, named senior VP-creative services at Post-Keyes-Gardner, Chicago. He also becomes member of plans board. **Leslie D. Mullins**, VP-general manager of P-K-G's San Francisco office, also elected senior VP.

**John E. Erickson Jr.**, president of Spot Time Sales Inc., New York, rejoins CBS Radio Network sales staff in Chicago after six-year absence.



Mr. Muyskens

**William S. Muyskens**, formerly with J. Walter Thompson, McCann-Erickson and Young & Rubicam, joins William Esty Co., New York, as VP in charge of TV commercial production.

**Norman D. Tillman**, account executive, research director and time buyer for Goldman & Walter Agency, Albany, N.Y., becomes associate partner and executive VP as name changes to Goldman, Walter & Tillman. Mr. Tillman joined agency in 1950. **Douglas Van Valkenburgh**, with agency, appointed VP, and **Francis J. (Pat) Ryan Jr.** promoted to director of media relations.

**William Dollison**, assistant media director at Lynn Baker agency, New York, joins Chirurg & Cairns, that city, as associate broadcast media director.

**James P. Shenfield**, special assistant to VP-corporate planning, Campbell Soup Co., Camden, N. J., named direc-

tor of new food service division. **Gaylord M. LaMond**, manager-institutional sales, named division director of marketing reporting to Mr. Shenfield.

**Marianne Tamborine**, previously with Continental Can Co., New York, named broadcast media director at Kane & Light Inc., New York.

**Richard Fitzgibbons**, local sales manager at WSPD-TV Toledo, Ohio, joins sales staff of Storer Television Sales, New York.

**Carl J. Koehler**, art supervisor in television art and commercial production department of Young & Rubicam, New York, promoted to manager of television art department.

**Carl Nielsen**, account executive at KCBS San Francisco, named to newly created post of director of marketing.

**Don Rattray**, news director at WRIB Providence, R. I., appointed sales manager, replacing **Sherman Haris**, who resigns.

**Hugh McSweeney**, manager of merchandising department at Young & Rubicam, Chicago, named account supervisor.

**Hayes Bowers**, treasurer of Hixson & Jorgenson, Los Angeles, appointed administrative VP in charge of accounting, production, traffic and internal departments. He has been with agency since 1937 except for war years.

**Ernest L. Violon**, sales manager of Norwich Pharmacal Co., Norwich, N. Y., named head of product management department as group product manager. **Robert J. Boslet**, with company and previously with J. Walter Thomp-

son, New York, appointed advertising manager succeeding **John Alden**, who retires. **E. L. Zimmermann**, retail sales manager for company, appointed general sales manager.



Mr. Greenberg

**Christian**, former VP of merchandising.

**Jeanne H. Smillie**, formerly creative director of Smillie Advertising Group Inc., St. Louis, joins copy staff of Foote, Cone & Belding, Chicago.

**James F. Williams**, manager of sales promotion department for Coca-Cola Co., Atlanta, promoted to manager of advertising and sales promotion department.

**Russell W. Tolg**, with Chicago office of BBDO for 22 years and most of this time in charge of agency's radio-TV there, retires. Most recently he was account executive for Peter Hand Brewery.

**John Cole**, VP of Buchen Advertising, Chicago, and in charge of agency's radio-TV and film services for nearly 13 years, named head of broadcasting services department in redefinition of agency's creative functions. **Alin Blatchley**, copy supervisor, becomes chief of copy department. **Don Clineff**, VP-executive art director, named executive head

of art department. All report to **Sherman E. Rogers**, new senior VP and director of all creative services.

**Margaret Nelson**, writer for Kal, Ehrlich & Merrick, Washington, named copy chief for agency.

**Fred Knight**, staff announcer for WMAL Washington, appointed account executive there.

**Rollo F. Fletcher Jr.**, local-regional sales manager at KCRG-TV Cedar Rapids, Iowa, promoted to national sales manager.



Mr. Fletcher

**Charles E. Wickard**, with Johnstone Inc., New York advertising agency, named senior VP and member of board of directors in charge of account service division of company.

**Lyn Egbert**, office manager of Resor-Anderson-Etcetera Inc., Oakland, Calif., agency, named VP.

**Ken Brant**, production supervisor at KTVH(TV) Hutchinson-Wichita, Kan., named creative director at Lago and Whitehead Inc., Wichita agency.

**H. F. (Hal) Griswold**, VP, senior management officer and director of account service with McCann-Erickson, Los Angeles, appointed executive assistant to marketing department VP of United States Borax & Chemical Corp., that city.

**Martin Hollinger**, media supervisor at Burke Dowling Adams, division of BBDO, Atlanta, named media director.

**Clancy Imislund**, advertising manager of Roberts Consolidated Industries, floor covering manufacturers, City of Industry, Calif., named director of advertising and promotion at KHJ Hollywood.

**Lincoln Brudno**, marketing VP for Richard Hudnut Division of Warner-Lambert Co., Morris Plains, N. J., appointed senior VP in charge of marketing at Shaller-Rubin Co., New York.

**John A. Dobson**, director, VP and sales manager of WCAX-TV Burlington, Vt., resigns after 12 years with station to enter private business.

**Ken McGuire** named account executive at WKJG Fort Wayne, Ind., replacing **Tom Navin**, transferred to FM stereo sales department, for WKJG-FM soon to go on air.

**Charles J. Charmatz**, formerly with Needham, Louis & Brorby, Chicago, joins Griswold-Eshleman Co. there as account executive. **Walter M. Peris**, formerly with Burton Browne Advertising, Chicago, joins Griswold-Eshleman as copywriter.

**R. Randall Rollins**, VP, named executive VP of Rollins Inc. (formerly Rollins Broadcasting Inc.). Mr. Rollins will supervise broadcast, outdoor advertising and citrus growing divisions of firm.

**Wynn Hott**, local sales manager at wsoc Charlotte, N. C., appointed director of sales.

**David P. Ferriss**, VP and management representative of Gardner Advertising, St. Louis, named managing director of Intergard, agency's international division. He succeeds **John H. Leach**, who transfers to domestic division.

**Dan Lindquist**, executive broadcast producer, Guild, Bascom & Bonfigli, Los Angeles, named to new post of program director.

**Ferol Ann French**, freelance copy writer in Dallas, named traffic director for Vinti Advertising, New York.

**Paul E. Delaney** appointed local sales manager of WTSa Brattleboro, Vt.

**Kenneth R. Hoeh**, with copy staff of Waldie & Briggs Inc., Chicago, elected VP-copy director. **Frank W. Cahill**, copywriter at Biddle Co., Bloomington, Ill., joins Waldie & Briggs, in same capacity.

**Ralph Barnes**, account executive with WOKY Milwaukee promoted to director of local sales.

**Tom Clark**, account executive on Sylvania special products and outdoor lighting and equipment, named to also serve on Sylvania Lighting Division account, at Kudner Agency, New York.

**Harry D. Jacobs Jr.**, account executive with AM Radio Sales, Chicago, and formerly with NBC Spot Sales there, appointed local sales manager of NBC-owned WMAQ Chicago.

**Ken Keoughan**, formerly assistant media director at Benton & Bowles, New York, joins Gardner Advertising Co. there as media supervisor. **Jean**

## More changes in FM rules

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**Drewett**, research supervisor, has been promoted to associate research director in St. Louis office of Gardner. She succeeds **Mark D. Munn**, resigned.

**Cliff Levine**, sales manager of KRKD Los Angeles since 1961, joins sales staff of KABC Los Angeles replacing **Joe Parsons**, who resigns.

**Joseph B. Aiello**, associated with Baltimore Sunpapers, appointed account executive at WBAL-TV Baltimore.

**Jack J. Shore**, radio-TV copywriter at Marc Wyse Agency, Cleveland, joins N. W. Ayer & Son, Philadelphia, as copywriter. **E. Philip La Borie**, copywriter and art director at Provident Mutual Insurance Co., Philadelphia, also joins Ayer's copy department.

**Walter O. Koehler**, engineering editor of *Motor Magazine*, joins public relations department of N. W. Ayer & Son, New York.

**Arthur C. Bryan**, president of Consumer Products Division, Union Carbide Corp., New York, elected chairman of Advertising Research Foundation. **Peter Langhoff**, senior VP of Young & Rubicam, elected vice chairman of ARF and **Robert K. Drew** VP and business manager of *The Milwaukee Journal* (WTMJ-AM-FM-TV) elected treasurer.

**Martin H. Percival**, formerly assistant to the president of Metro Radio Sales, New York, joins RKO General Broadcasting National Sales, New York, as radio sales executive. Mr. Percival's title at Metro Radio Sales was incorrectly reported in Jan. 25 issue of BROADCASTING.

**Sam Riklin** elected president of Advertising and Marketing Service Inc., new San Antonio, Tex., advertising agency.

**John Clarke**, formerly with Young & Rubicam, New York, joins C. J. La Roche, same city, as account supervisor.

**Edward T. Hunt**, previously with Venard, Torbet & McConnell, New

York, and **Otis A. Kenyon**, formerly with Paul H. Raymer Co., that city, join Peters, Griffin, Woodward, there, as account executives.

**Seymour L. Yanoff**, with WCOP Boston for past three years, named account executive for WBZ, that city.

**Everett Hills Marsh**, salesman with WAZE Clearwater, Fla., joins sales staff of WLS Chicago.

**Mark Webb Jr.**, Kentucky broadcaster, and **Doyle Elyea**, from KOUR Independence, Iowa, join sales staff of KCFI Cedar Falls, Iowa.

## THE MEDIA



Mr. Revercomb

**Everett E. Revercomb**, secretary-treasurer of National Association of Broadcasters since 1956, re-elected to 10th consecutive one-year term. He has been with NAB since 1936, except for nine years, during World War II and early 1950's.

**Ed Urner**, owner and operator of KSEE Santa Maria, Calif., named general manager of KEWB Oakland, Calif., replacing **John McRae**, who has resigned after five years at Crowell Collier Broadcasting stations there and KDWB St. Paul, Minn.

**Asya Zucker**, member of sales staff at WLIB New York, joins WEVD New York, in similar capacity.

**Andre M. Laufer**, tax attorney and formerly on legal staff of CBS, New York, named chief accountant and counsel for Profit Research Inc., Mineola, N. Y., and its subsidiaries, Information Radio of Connecticut (licensee of WINF Manchester, Conn.) and Information Radio of Florida (applicant for WDBF Delray Beach, Fla.).

**Roy E. Graves Jr.**, statistician of audience measurements at ABC-TV New York, named supervisor of special pro-

## New code members

**James H. Quello**, WJR Detroit; **Richard M. Brown**, KPOJ Portland, Ore.; **Mrs. Marianne B. Campbell**, WJEH Gallipolis, Ohio, and **Morton H. Henkin**, KSOO Sioux Falls, S. D., named to two-year terms on radio code board of National Association of Broadcasters. They replace **Elmo Ellis**, WSB Atlanta and current code board chairman; **Richard O. Dunning**, KHQ Spokane, Wash.; **Herbert L. Krueger**, WTAG Worcester, Mass., and **Robert L. Pratt**, KGGF Coffeyville, Kan.

Terms of five other board members continue through 1966 and **Lee Fondren**, KLZ Denver, will be new chairman. Changes become effective March 25, following NAB 1965 convention.

**Harold P. See**, KRON-TV San Francisco has been named to NAB's Television Code Board, replacing **Lawrence H. Rogers II**, Taft Broadcasting Co., Cincinnati, whose term expired. **Douglas L. Manship**, WBRZ Baton Rouge, re-appointed to new term on code board.

jects in research department.

**Alfred L. Schwartz**, member of legal department at ABC, New York, joins Metromedia Inc., same city, as assistant general counsel.

**Stanley Barrett Jr.**, Florida broadcaster, **Robert Keith**, VP and sales manager of WLOF Orlando, Fla., **Raymond (Bucky) Smith**, VP and station manager of WLOF, and **Don Welsh**, former sales manager of WHOO Orlando, named VP's of Clarke Broadcasting Corp., licensee of WLOF.

**Jack Welch**, with KREX Grand Junction, Colo., named station manager of KREZ-TV (ch. 6) Durango, Colo., scheduled to go on air in late spring.



Mr. Young

**J. Norman Young**, program director at wsoc Charlotte, N.C., named station manager.

**William C. Fitts**, VP, labor relations, becomes VP, employee relations for CBS upon retirement Jan. 30 of **Lawrence Lowman**, VP, personnel. Mr. Lowman joined CBS in 1928 becoming VP and secretary in charge of operations. Mr. Fitts will report to **Clarence Hopper**, VP, facilities and personnel. Also retiring: **Herb Carlborg**, director of program facilities, and

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**William J. Fagan**, business manager of CBS-TV Network Sales on March 1.



Mr. Cooper

KGO San Francisco.

**L. H. Christian**, WRFC Athens, Ga., named to board of Georgia Association of Broadcasters replacing A. O. (Red) Healan, WRFC, who left station to enter own business.

**Edmund W. Waller** of WTOR Torrington, Conn., re-elected president of Connecticut State Network. Re-elected VP is **Richard Reed** with WICH Norwich. Directors for this year are: **Samuel Elman**, WATR Waterbury; **Julian Schwartz**, WSTC Stamford; **Alton Lenoce**, WNAB Bridgeport; **John Ellinger**, WHAY New Britain; **David Greacen**, WNHC New Haven, and **Gerald Morey**, WNLC New London.



Mr. Finnerty

**Carleton P. Willison**, sales manager of WGMA Hollywood, Fla., named general manager.

## PROGRAMING

**Herb Jaffe**, VP at Seven Arts Productions, New York, named to production department and elected VP of United Artists, that city.

**Louis M. (Deke) Heyward**, director of program development for 20th Century-Fox, Hollywood, named to newly created post of director of motion picture and television development for American International Pictures, Los Angeles.

**Jim Neville**, sports director and product manager for American Tobacco Co., New York, joins ABC-TV Sports as coordinator of *ABC Presents Major League Championship Baseball* series.

**Bruce A. Weiner**, copywriter and presentation coordinator with Lawrence Peska Associates, New York advertising agency, joins ABC Films Inc., same city, in foreign sales department.

**Walter Goldsmith**, salesman of electronic components for Marshall Indus-

tries Inc., San Marino, Calif., appointed music director for KPAT-AM-FM Berkeley, Calif.

**Robert S. Wadsworth**, field representative for American Society of Composers, Authors and Publishers, Philadelphia, named to station relations staff, Chicago.



Mr. Roberts

phia (ch. 17) scheduled to go on air in June.

**Rosemarie Van Camp** appointed continuity director at WWVA Wheeling, W. Va.

**Elliot Field**, personality at KFVB Los Angeles, joins WJR Detroit as writer-producer of *Elliot Field Gazette*.

**Jack Kerrigan**, program director of WHO-TV Des Moines, Iowa, joins broadcaster relations department of Broadcast Music Inc., that city.

**Marc Wesley**, announcer at WTVO (TV) Rockford, Ill., also named sports director-producer. **Tom George** and **Al Husted** named producer-directors for WTVO.

**Leonard A. Scholl**, VP and counsel of Muzak, division of Wrather Corp., New York, appointed senior VP. His title had previously been incorrectly identified (BROADCASTING, Jan. 11).

**William H. Shubert Jr.**, general manager of KMSC-FM Alvin, Tex., named assistant program director of WEEI Boston.

**Murray Kaufman**, disk jockey at WINS New York, has reached "an amicable

settlement" of contract with station, and will continue regular broadcasts through Feb. 27 at which time he plans to devote full-time to TV "and other projects including trip with Beatles." **Stan Z. Burns**, WINS personality, will take over Mr. Kaufman's Mon.-Fri. 6:30-10:30 p.m. (Sat. 6 p.m.-midnight) periods on March 1.

**Don Otis**, VP of M. B. Scott Inc., Los Angeles agency, joins KHJ, that city, as program director, replacing **Geoff Edwards**, who resigns.

**Albert Remavich**, staff member in customer service department of Pathe Labs, New York, named production coordinator of Westhampton Films, that city.

**Redd Hall**, air personality and newscaster at WEMP Milwaukee, joins WYLO there, as host of morning show.

**Ted Jones**, WTRY Troy, N. Y., personality, named music director.



Mr. Holston

to be host of WGAR's Sunday afternoon program.

**Bob Anthony**, KMOX St. Louis announcer and newscaster, and **Art Rice**, former KCMO Kansas City, Mo., disk jockey, move to KWK St. Louis, as disk jockeys.

**Jack LaCovey**, reporter-photographer for WMAL-AM-FM-TV Washington, named to newly created post of WMAL public affairs producer-director.

**George S. Vanaman**, director of production for Delaware Valley Radio Re-

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ording, Drexel Hill, Pa., appointed general sales manager. He will be in charge of production operations for news series of pre-recorded, stereo radio programs to be released this spring.

**Michaela Cohan**, granddaughter of late **George M. Cohan**, joins programming and production staff of WEJL Scranton, Pa.

**Norman Kurland**, production assistant at Screen Gems, Hollywood, named assistant to executive producer **Harry Ackerman**.

**Ralph B. Hamilton**, formerly announcer for KLOM and KNEZ, both Lompoc, Calif., named program and promotion director at KSJO-FM San Jose, Calif.



Mr. Leathers

35 years as farm broadcaster.

**David M. Culhane**, chief of London bureau for *Baltimore Sun*, named host and moderator of National Educational Television's monthly series, *International Magazine*. Mr. Culhane replaces **John Freeman**, appointed British High Commissioner to India.

## NEWS

**John Kyl**, former U. S. representative (R-Iowa), joins KTVO(TV) Kirksville, Mo.-Ottumwa, Iowa, as news and special events director.

**Johnny Morris**, professional football player with Chicago Bears, joins news staff of WBBM-TV Chicago.

**Dave Davis**, with KOTV(TV) Tulsa, Okla., joins WKY-TV Oklahoma City news staff as photographer-reporter and editor.

**Fred Peterson**, air personality at KUKI Ukiah, Calif., named news editor.

**Ken Bonnem**, WTVO(TV) Rockford, Ill., named news producer-director, and **Tom Baer** named news reporter-photographer.

**Richard E. Fischer**, manager of UPI Audio, New York, joins Radio Press International, that city, as manager of market research.

**Gene Simpson** joins news department of WMCA New York.

**Dave Buckel**, on-air newsman for WEWS(TV) Cleveland, named news director there, succeeding **Charles Day**, who joins WGAR, that city, in similar

capacity. Mr. Day succeeds **George Engle**, 12-year veteran newsman, who retires.



Mr. Ferrante

**Bert Shipp**, assistant news director at WFAA-TV Dallas-Fort Worth, named news director.

**Robert N. Bennyhoff**, UPI manager in Australia, appointed regional executive in Los Angeles. **Charles Bernard**, manager in Hawaii for past 12 years, replaces Mr. Bennyhoff in Sydney. **Charles R. Moore**, San Francisco bureau manager, moves to UPI's Honolulu office as Hawaiian manager, replacing Mr. Bernard.

## EQUIPMENT & ENGINEERING

**Charles R. Buzzard**, assistant to chief engineer, named chief engineer at WBKB (TV) Chicago, replacing **William P. Kusack**, who resigns.

**Jim McArdle**, for 37 years on staff of KFRC San Francisco as engineer, retires.

**John Roberts**, with news department of KUKI Ukiah, Calif., appointed chief engineer.

**Loren F. Bridges**, general manager of WFGW and WMIT(FM) Black Mountain, N. C., named field representative for Carl E. Smith, consulting engineers, Cleveland.

## INTERNATIONAL

**Helen Kolomaya**, on sales and administrative staff of Broadcast Representatives Ltd., Winnipeg, Man., for past few years, named executive director.

**L. C. Pitt** named advertising and promotion manager of CFCF-AM-FM-TV Montreal.

**James S. Purvis**, program director of CJAY-TV Winnipeg, Man., appointed assistant manager and program director.

## FANFARE

**William F. O'Shaughnessy**, in sales promotion department and continuity director of WNEW New York, named assistant promotion director.

**Mary E. Woodland**, associated with Vernon-Martin Associates, printing and

public relations firm in Lancaster, Pa., elected secretary-treasurer of Broadcasters' Promotion Association, New York, succeeding **Harold S. Meden** of New York.

**Ivan E. Myers** appointed promotion director at WWVA Wheeling, W. Va.

**John O. Cooper**, owner-manager of WJRD Tuscaloosa, Ala., named central south regional sales manager for Community Club Awards, Westport, Conn.

## ALLIED FIELDS

**Robert D. Reeser**, marketing and research director for media at Erwin Wasey, Los Angeles, named research director for Human Factors Research Inc., that city. **James R. Starks** named manager of company's marketing research division and **Jon C. Rittger** becomes project director, both promoted in company reorganization of marketing research division.

## DEATHS

**Bill Slater**, 62, former sportscaster and quiz show conductor, died Jan. 25 in New Rochelle, N. Y., hospital, after 10-year illness. Mr. Slater announced baseball, football, track, tennis and Indianapolis auto races for NBC, CBS, Mutual and DuMont. He was voice of Paramount newsreels and later had *Prize Party* on CBS-TV in 1949, *20 Questions* and *Charade Quiz* for DuMont. He is survived by his widow, Marion, a brother and two sisters.

**Doran Palmer Brother**, 70, founder and board chairman of D. P. Brother & Co., Detroit, died Jan. 20 in Miami Beach at St. Francis hospital after brief illness. He formed agency in 1934 after two years as VP-general manager of Campbell-Ewald Co., Detroit. Earlier he had been director of advertising section of General Motors.

**Rev. G. E. Lowman**, 67, founder and pastor of International Gospel Broadcasters, died Jan. 18 in St. Petersburg, Fla. Dr. Lowman began broadcasting in 1930 and continued weekly broadcasts since then. Survivors include his widow, Minnie, and six children.

**Karel E. Pearson**, 49, manager of live nighttime and special programs for West Coast, NBC, died Jan. 20, following surgery at Valley Presbyterian hospital, Van Nuys, Calif. Mr. Pearson joined NBC in 1934.

**Allan A. Stone**, 47, supervisor of national television sales of Canadian Broadcasting Corp., Toronto, died Jan. 17 after heart attack in London, Ont. He joined CBC in 1952 as film editor, and CBC sales department in 1957.



STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 20 through Jan. 27 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

ACTIONS BY FCC

Syracuse, N. Y.—W. R. G. Baker Radio and Television Corp. Granted CP for new TV on VHF channel 9 (186-192 mc); ERP 316 kw vis., 158 kw aur. Ant. height above average terrain 1,000 feet, above ground 656.1 feet. P.O. address 1426 Valley Drive, Syracuse. Estimated construction cost \$1,041,440; first year operating cost \$1,052,422; revenue \$1,250,000. Studio location Syracuse, trans. location Sentinel Heights, N. Y. Geographic coordinates 42° 57' 09" north latitude, 76° 06' 37" west longitude. Type trans. GE TT-51B, type ant. GE TY-52B. Legal counsel William A. Porter; consulting engineer Jules Cohen, both Washington. Principals: T. Frank Dolan Jr., Leonard P. Markert, Daniel W. Casey Jr., Robert J. Conan, Richard N. Groves, William V. Stone, and Lincoln National Bank and Trust of Central New York in trust for Naomi Baker (each 14.28%). Action Jan. 19.

Salem, Ore.—Salem Television Co. Granted CP for new TV on VHF channel 3 (60-66 mc); ERP 19.6 kw vis., 9.8 kw aur. Ant. height above average terrain 918 feet, above ground 166 feet. P.O. address Box 308 Salem. Estimated construction cost \$136,000; first year operating cost \$240,000; revenue \$260,000. Geographic coordinates 44° 51' 17" north latitude, 123° 07' 08" west longitude. Studio and trans. locations both Salem. Type trans. RCA TT-6AL, type ant. GE TY-50D. Legal counsel Philip Baker, Washington; consulting engineer Grant S. Feikert, Corvallis, Ore. Principals: Robert E. Harrison (25%), Nancy A. Harrison (50%), Robert D. Holmes (12.5%) and Marie H. Holmes (12.5%). Mr. Harrison is manager of KBZY Salem. Nancy Harrison has 33% interest in KUGN-AM-FM Eugene, Ore., 32.8% interest in KBZY, and 20% interest in KUMA Pendleton, Ore. Action Jan. 19.

APPLICATIONS

Fresno, Calif.—San Joaquin Valley Community Television Association Inc. UHF channel 18 (494-500 mc); ERP 252.3 kw vis., 74.3 kw aur. Ant. height above average terrain 2,218 feet, above ground 241.5 feet. P.O. address 5132 North Palm, Fresno. Estimated construction cost \$329,052; first year operating cost \$114,609. Geographic coordinates 36° 44' 45" north latitude, 119° 16' 52" west longitude. Studio location Fresno, trans. location 28 miles east of Fresno on Bear Mountain. Type trans. RCA TTU-12A, type ant. RCA TFU-24DA. Legal counsel Robert Mardikian, Fresno; consulting engineer George C. Davis, Washington, Principal: board of directors. Ann. Jan. 27.

San Bernardino, Calif.—Supat Industries Inc. UHF channel 18 (494-500 mc); ERP 75.63 kw vis., 38.6 kw aur. Ant. height above average terrain 423 feet, above ground 168 feet. P.O. address 9134 Sunset Drive, Los Angeles. Estimated construction cost \$339,747; first year operating cost \$160,000; revenue \$195,000. Geographic coordinates 34° 11' 51" north latitude, 117° 17' 10" west longitude. Studio and trans. locations both San Bernardino. Type trans. RCA TTU-2A, type ant. RCA TFU-24DAS. Legal counsel Dow,

Lohnes & Albertson, Washington; consulting engineers E. E. Benham, Hollywood. Principal: Samuel Schulman (100%). Mr. Schulman has nonbroadcast business interest in Los Angeles, and has 15% interest in George McKibbin & Son, Brooklyn, N. Y., publisher. Ann. Jan. 27.

Washington—T. C. A. Broadcasting Inc. UHF channel 50 (686-692 mc); ERP 1,000 kw vis., 100 kw aur. Ant. height above average terrain 770 feet, above ground 805 feet. P.O. address 3600 M Street, N.W., Washington. Estimated construction cost \$794,741; first year operating cost \$631,600; revenue \$695,000. Geographic coordinates 38° 57' 50" north latitude, 77° 06' 16" west longitude. Studio location Washington; trans. location Bethesda, Md. Type trans. RCA TTU-50B, type ant. RCA TFU-30J. Legal counsel Chalk Sims, Turner & Krakower, consulting engineer David L. Steel Sr., both Washington. Principal: Transportation Communications of America Inc., owned by Trans Caribbean Airways, which is owned by O. Roy Chalk (29.942%), Claire Chalk (23.7%), L. F. Rothschild & Co. (5.3%), D. C. Transit (3.533%), Harry Winston Inc. (3.458%), Wildenstein & Co. Inc. (2.669%), Irving M. Buckley, Morris Fox, David McFarland, Robert D. Winston, Emil Rogers, Donald S. Dawson, and Theodore I. Seamon (each less than 3%). Subsidiary Radio San Juan Inc. is licensee of WRSJ-AM-FM San Juan. Ann. Jan. 27.

Fort Lauderdale, Fla.—Broward Broadcasting Corp. UHF channel 39 (620-626 mc); ERP 270 kw vis., 73.2 kw aur. Ant. height above average terrain 140 feet, above ground 164.3 feet. P.O. address 2801 East Oakland Park Boulevard, Fort Lauderdale. Estimated construction cost \$329,500; first year operating cost \$240,000; revenue \$270,000. Geographic coordinates 26° 07' 07" north latitude, 80° 08' 38" west longitude. Studio and trans. locations both Fort Lauderdale. Type trans. RCA TTU-12A, type ant. RCA TFU-DM. Legal counsel Welch and Morgan, consulting engineers Jules Cohen & Associates, both Washington. Principals: John H. Monahan, Ray C. Qualmann, Howard I. Scott, Paris G. Singer, Winfield B. Sutphin, Clay Armstrong, Diran M. Seropian, Melvin R. Young, Richard B. Wiggins (each 10%), Richard R. Ferayorni and Lucille Frostman (each 5%). Applicants have business interests in Fort Lauderdale and vicinity. Ann. Jan. 27.

Charlottesville, Va.—Shenandoah Valley Broadcasting Inc. UHF channel 25 (536-542 mc); ERP 463 w vis., 46 w aur. Ant. height above average terrain 206 feet, above ground 240 feet. P.O. address Rawley Pike, Harrisonburg, Va. Estimated construction cost \$62,885; first year operating cost \$30,424; revenue \$21,250. Geographic coordinates 38° 01' 51" north latitude, 78° 28' 40" west longitude. Studio and trans. locations both Charlottesville. Type trans. Emcee TRU-100, type ant. COEL Co-12U. Legal counsel Hogan and Hartson; consulting engineer Jansky & Bailey, both Washington. Principals: Evening Star Publishing, John W. Thompson Jr., president.

Evening Star has 83% interest in WSWA-AM-FM-TV Harrisonburg, Va. Ann. Jan. 19.

New AM stations

ACTION BY FCC

Elizabeth, N. J.—Radio Elizabeth Inc. Granted CP for new AM on 1530 kc, 500 w, D. P.O. address 1195 East Grand Street, Elizabeth. Estimated construction cost \$35,414; first year operating cost \$95,000; revenue \$110,000. Principals: Dominick A. Mirabelli, Michael F. Quinn, August F. Arace, Elizabeth A. McKenna, John R. Quinn and Edward R. McKenna (each 20%). Messrs. Mirabelli and McKenna are attorneys. Action Jan. 21.

APPLICATIONS

Macon, Ga.—Robert T. Rowland, 1060 kc, 500 w, D. P.O. address 14623 Island Drive, Jacksonville Beach, Fla. Estimated construction cost \$15,275; first year operating cost \$42,500; revenue \$48,000. Mr. Rowland has 25% interest in WPAP Fernandina Beach, Fla. Ann. Jan. 18.

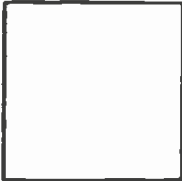
Payette, Idaho—Payette Radio Inc. 1450 kc, 250 w, unl. P.O. address Box 57, Payette. Estimated construction cost \$8,000; first year operating cost \$36,000; revenue \$36,000. Principals: Howard Matthews (44.5%), H. A. Beal (44.5%), J. Kim Henry (6%) and John K. Gatchel (5%). Mr. Matthews has interest in motion picture theaters. Mr. Gatchel is attorney. Mr. Henry was traffic manager of KLAS-TV Las Vegas. Ann. Jan. 18.

Seneca Falls, N. Y.—Radio Voice of Seneca Falls, 1400 kc, 1 kw-D, 250 kw-N, unl. P.O. address c/o Frank A. Delle Jr., 1851 Church Street, Rahway, N. J. Estimated construction cost \$21,370; first year operating cost \$34,000; revenue \$60,000. Principals: Frank A. Delle Jr. and Eugene J. Gosselin (each 50%). Mr. Delle is employed by CBS, New York, as broadcast engineer, has 33 1/3% interest in WKLN Lincoln, Me., and has 70% interest in applicant for new AM in Middlebury, Vt. Ann. Jan. 13.

Bryson City, N. C.—Swain County Broadcasting, 1590 kc, 500 w, D. P.O. address Route 3, Crenshaw Road, Knoxville, Tenn. Estimated construction cost \$13,885; first year operating cost \$30,000; revenue \$36,000. Principal: Hubert C. Hill. Mr. Hill owns awning and window company, and is employed at Alcoa Aluminum Co., Marysville, Tenn. Ann. Jan. 19.

Wilkesboro, N. C.—Wilkes County Radio, 1240 kc, 100 w, unl. P.O. address 328 Forest Hill Road, Wilkesboro. Estimated construction cost \$20,000; first year operating cost \$42,000; revenue \$44,000. Principals: Paul L. Cashion and J. B. Wilson Jr. (each 50%). Messrs. Cashion and Wilson have business interests in Wilkesboro area. Ann. Jan. 18.

Eaton, Ohio—Western Ohio Broadcasting Service Inc. 1130 kc, 250 w, D. P.O. address 505 North Barron Street, Eaton. Estimated construction cost \$6,556; first year operating cost \$18,500; revenue \$39,500. Principals: William Tyrrell (18.4%), Helen Coning (50.4%), Stanley Coning (13.2%), Dorothy Waring (12.8%), Dolores Mae Hobbs (2.8%), Ronald Wickersham (0.8%), Dolphus B. Hobbs, Robert L. Skiles, Gary D. Silver and Donald N. Fourman (each 0.4%). Applicants have business interests in Eaton



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 27

	ON AIR		NOT ON AIR		TOTAL APPLICATIONS
	Lic.	CP's	CP's		for new stations
AM	3,996	53	71		393
FM	1,214	74	222		277
TV	550 <sup>a</sup>	40	95		193

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 27

	VHF	UHF	TV
	Commercial	509 <sup>a</sup>	162
Noncommercial	59	56	115

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1964

	AM	FM	TV
Licensed (all on air)	3,958	1,176	555
CP's on air (new stations)	51	94	31
CP's not on air (new stations)	68	198	83
Total authorized stations	4,077	1,468	669
Applications for new stations (not in hearing)	183	192	72
Applications for new stations (in hearing)	65	49	63
Total applications for new stations	248	241	135
Applications for major changes (not in hearing)	193	61	39
Applications for major changes (in hearing)	28	4	9
Total applications for major changes	221	65	48
Licenses deleted	0	1	0
CP's deleted	1	4	0

<sup>a</sup> Does not include seven licensed stations off air.

<sup>b</sup> Includes three noncommercial stations operating on commercial channels.

and vicinity. Western Ohio is licensee of WCTM(FM) Eaton. Ann. Jan. 14.

Huntington, Tenn.—Natches Trace Broadcasting Co. 1580 kc, 250 w, D. P.O. address c/o Ray Smith Chevrolet, Camden, Tenn. Estimated construction cost \$23,975; first year operating cost \$30,000; revenue \$38,000. Principal: Ray Smith (100%). Mr. Smith owns dealership and motel in Camden. Ann. Jan. 25.

## New FM stations

### ACTIONS BY FCC

Cocoa, Fla.—WEZY Inc. Granted CP for new FM on 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 214 feet. P.O. address c/o Irving Braun, 740 Clearlake Road, Box 3388, Cocoa. Estimated construction cost \$18,752; first year operating cost \$14,400; revenue \$24,000. Applicant is licensee of WEZY Cocoa. Action Jan. 26.

Pikeville, Ky.—East Kentucky Broadcasting Corp. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 91.8 feet. P.O. address Williamson Addition, Peach Orchard Road, Pikeville. Estimated construction cost \$14,888; first year operating cost \$7,500; revenue \$7,500. Applicant is licensee of WPKE Pikeville. Action Jan. 26.

Lafayette, La.—Communications Broadcasting Inc. Granted CP for new FM on 94.5 mc, channel 233, 29.5 kw. Ant. height above average terrain 234 feet. P.O. address Box 1837 O.C.S., Lafayette. Estimated construction cost \$56,188; first year operating cost \$52,000; revenue \$60,000. Principals: Eugene L. Martin (30%), Bennett J. Voorhies Jr. (30%), Jules M. Arceneaux (20%) and Edward Valls (20%). Mr. Martin has 98% interest in Sound Services Inc., sound contracting and electronics dealership and Music Services Inc., background music business, both firms in Lafayette. Mr. Voorhies is attorney. Action Jan. 22.

\*Struthers, Ohio—Board of Education Struthers, Ohio, School District. Granted CP for new FM on 90.7 mc, channel 214, 328 w. Ant. height above average terrain minus 22 feet. P.O. address c/o Andrew S. Klinko, High School Building, Struthers. Estimated construction cost \$15,984; first year operating cost \$2,500. Principal: school board of directors. Action Jan. 19.

Ponce, P. R.—Portorican American Broad-

casting Inc. Granted CP for new FM on 93.3 mc, channel 227, 41.1 kw. Ant. height above average terrain 65 feet. P.O. address Box 786, Ponce. Estimated construction cost \$41,302; first year operating cost \$10,000; revenue none. Principals: Alfonso Gimenez-Aguayo (41.4%), Inocencia Bigay Vda Soltero (32.7%), Juan A. Wirshing (11.5%), Rafael Gimenez-Aguayo (9.6%) and Francisco Parra Toro (4.8%). Portorican American is licensee of WPAB Ponce, and M. A. Gimenez-Aguayo has 12% interest in WOLE-TV Aguadillo, P. R. Ann. Jan. 21.

Parkersburg, W. Va.—Franklin Broadcasting Inc. Granted CP for new FM on 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 212 feet. P.O. address Box 228, Parkersburg. Estimated construction cost \$14,088; first year operating cost \$8,750; revenue \$10,000. Principals: C. E. Franklin (99%) and Calvin Dailey Jr. (1%). Franklin Broadcasting is licensee of WCEF Parkersburg. Action Jan. 19.

### APPLICATIONS

Loveland, Colo.—Evergreen Enterprises Inc. 102.3 mc, channel 272A, 3 kw. Ant. height above average terrain 5 feet. P.O. address Box 597, Loveland. Estimated construction cost \$17,992; first year operating cost \$10,000; revenue \$12,500. Principals: William H. Green (99%) and Louise C. Green (1%). Evergreen is licensee of KLOV Loveland. Ann. Jan. 25.

Jacksonville, Fla.—Belk Broadcasting Co. of Florida Inc. 96.9 mc, channel 245, 30 kw. Ant. height above average terrain 286 feet. P.O. address c/o Henderson Belk, 308 East Fifth Street, Charlotte, N. C. Estimated construction cost \$44,482; first year operating cost \$33,600; revenue \$40,000. Principals: Henderson Belk and others. Mr. Belk owns or is controlling stockholder in WIST-AM-FM Charlotte; WKIX-AM-FM Raleigh, both North Carolina; WQXL Columbia, S. C., and WPDQ Jacksonville, Fla. Ann. Jan. 18.

Bainbridge, Ga.—John A. Dowdy. 97.3 mc, channel 247, 28.6 kw. Ant. height above average terrain 144 feet. P.O. address Box 706, Bainbridge. Estimated construction cost \$34,027; first year operating cost \$18,000; revenue \$19,500. Mr. Dowdy owns WMGR Bainbridge. Ann. Jan. 21.

Louisville, Miss.—Louisville Broadcasting Corp. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 200 feet. P.O. address Box 5797, Meridian, Miss. Estimated

construction cost \$13,763; first year operating cost \$12,000; revenue \$12,000. Principals: Frank E. Holladay, Joseph W. Carson and John S. Primm (each 33⅓%). Applicants have interest in WLSM Louisville, Miss., WNSL-AM-FM Laurel, Miss., WACT Tuscaloosa, Ala., WOKK Meridian, Miss., WVM1 Biloxi, Miss. and Background Music service, Meridian, Miss. Ann. Jan. 19.

## Ownership changes

### ACTIONS BY FCC

KDJI Holbrook, Ariz.—Granted assignment of license from Harold J. Arnoldus to Navajo Broadcasting Co., owned by Jay B. Williams, Walter V. Lowe, Dr. Val Max Gibbons and Drew Shumway (each 25%). Consideration \$90,000 and covenant not to compete for 5 years within 70 miles of Holbrook. Action Jan. 26.

WTMC Ocala, Fla.—Granted transfer of control of licensee corporation, Marion County Enterprises Inc., from William L. Matheson (72.72% before transfer, 50% after), to William L. Matheson and Robert M. Marks (27.28% before, 50% after), Consideration \$25,000. Action Jan. 26.

WTTI Dalton, Ga.—Granted assignment of CP from Cherokee Broadcasters, owned by Alney H. Willis and Sanford J. Willis (each 50%), to WTTI Broadcasters Inc., owned by Morton C. Lloyd and Sanford J. Willis (each 50%). Consideration \$706 to Alney H. Willis. Mr. Lloyd is news director of WRCE-TV Chattanooga. Action Jan. 19.

WEDC Chicago—Granted assignment of license from Denemark Enterprises Inc., owned by Mrs. Jennie Denemark (13.47%), Martin Denemark Sr. (6.33%), Arthur T. Swick, Harold W. Buckendahl, Martin J. Denemark Sr. and John Leccesi, as executors of estate of Emil Denemark Sr., deceased, (68.8%) to Foreign Language Broadcast Inc., owned by Roman Pucinski (60%), Conrad Godawa, Edwin Stefanowicz, Theodor Jankowski, Stanley Olech, Stanley Ragan, Leonard P. Slothkowski, Stanley Lesniak and Richard W. Michal (each 5%). Consideration \$100,000 with \$125,000 covenant not to compete within 100 miles of station for five years. Mr. Pucinski is U. S. Representative from 11th District of Illinois. Mr. Michal is attorney; others have business interests in Chicago. Action Jan. 25.

WAVE-AM-TV Louisville, Ky.; WFIE-TV Evansville, Ind., and WFRV-TV Green Bay, Wis.—Granted transfer of control of licensee or licensee parent corporation, WAVE Inc., from Citizens Fidelity Bank and Trust Co., executor of estate of George W. Norton Jr. (100% before, 48% after), to Jane Morton Norton (54% after as voting trustee). No financial consideration. Action Jan. 19.

KLFY-TV Lafayette, La.—Granted assignment of licensee from Camellia Broadcasting Inc., owned by Paul H. DeClouet, Thomas A. DeClouet, Harold Delhommer, and J. W. Mitchell (each 18.75%). Dr. Roland Fink (11.02%), Dr. Maxwell Fink (5.78%), Dr. G. W. Ducote (4.11%) and Charles C. deGravelles (4.11%), to Texoma Broadcasters Inc., owned by M. N. Bostick (20%) and KWTX Broadcasting Co. (80%) which is owned by Hilton E. Howell (12.47%), Ross M. Sams (12.47%), M. N. Bostick (12.47%), W. W. Callan (9.78%), Robert E. Levy (8.64%), Thomas D. Stribling (7.97%), George and Ellender Chase (4.49%), W. Woody Callan (1.34%), Diana C. Braswell (1.34%) and Texas Broadcasting Co. (29.03%), owned by A. W. Mour-sand and J. W. Bullion (83.8%) in trust for Claudia T. Johnson and children, with Capitol National Bank of Austin (3.9%) in trust for Walter Jenkins, and others. Consideration \$2,893,311. Texas Broadcasting is licensee of KTBC-AM-FM-TV Austin, KWTX Broadcasting is licensee of KWTX-AM-TV Waco, Tex., and has 50% interest in KBTX-TV Bryan, Tex., 75% interest in KNAL Victoria, Tex., and 80% interest in KXII-TV Ardmore, Okla. Mr. Bostick has 10% interest in KBTX-TV, 15% interest in KNAL and 20% interest in KXII-TV. Action Jan. 27.

WSMD-FM Waldorf, Md.—Granted transfer of control of licensee corporation, Dorlen Broadcasters Inc., from Edward H. and Rita Lenaway (jointly 50%) and John R. Dorsey (50%) to Charles County Broadcasting Inc., owned by David P. Samson Jr. (51.80%), C. J. McAllister (17.25%), Rudolf A. Carrico (6%) and others. Consideration \$62,759. Mr. Carrico is attorney. Mr. Samson is aeronautical engineer. Action Jan. 26.

WNIL Niles, Mich.—Granted transfer of control of licensee corporation, Niles Broadcasting Co., from Starr Publishing Co., owned by Lawrence J. Plym (77.6%) and Mary L. Plym (22.4%), to Plym Co., owned by Mr. and Mrs. Plym (at same percentages). No financial consideration. Action Jan. 22.

WTTH Port Huron, Mich.—Granted trans-



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fer of control of licensee corporation, Times Herald Co., from Well Family Group (70.76% before), to F. Granger Well (1.84% himself) and Louis A. Well Jr. (1.84% himself) 59.71% as trustees. No financial consideration. Action Jan. 26.

**WOKJ Jackson, Miss.**—Granted assignment of license from Ni-Mac Broadcasting Inc., owned by John M. McLendon and Robert G. Nichols Jr. (each 50%), to WWUN Inc., owned by Air Waves Inc. which is owned by Jesse B. Chapman (16 2/3%), A. Lamar Simmons (16 2/3%), Herman Eugene Nelson Jr. (16 2/3%), Erich Sternberg (16 2/3%), State National Life Insurance Co. (16 2/3%), Mrs. John D. Stotler (8.3%) and Dr. John B. Stotler (8.3%). Consideration \$150,000. Air Waves is licensee of WLCS Baton Rouge. Action Jan. 19.

**WAZS Summerville, S. C.**—Granted transfer of control of licensee corporation, Radio Summerville Inc., from N. H. Hamilton (100% before, none after) to S. E. Felkel (none before, 100% after). Consideration \$87,000. Action Jan. 22.

**KFNE(FM) Big Spring, Tex.**—Granted assignment of license from Anca Broadcasting Co., owned by D. T. Anderson (66 2/3%) and John B. Walton (33 1/3%), to Cobra Corp., owned by Robert E. Bradbury Jr. and Thomas E. Conner (each 50%). Consideration \$15,000 and \$5,000 for covenant not to compete in Big Spring for 5 years. Cobra is licensee of KHEM Big Spring. Messrs. Conner and Bradbury own KPET Lamesa, Tex., and CP for FM there. Action Jan. 26.

**KHCB-FM Houston**—Granted transfer of control of licensee corporation, Houston Christian Broadcasters Inc., from Douglas W. Ford (24.5% before, none after), A. C. Underwood (20.6% before) and Ross C. Foltz (10.6% before) to A. C. Underwood (27.3% after), Ross C. Foltz (12.7% after), Paul R. King (24.4% after) and others. Consideration \$1,047. Action Jan. 26.

**KPUG Bellingham, Wash.**—Granted assignment of license from KPUG Inc., owned by Jessica L. Longston and others, to R. E. Pollock (100%). Consideration \$232,500. Mr. Pollock is general manager of KPUG. Action Jan. 27.

**KLYN-FM Lynden, Wash.**—Granted assignment of license from KLYN-FM Inc., owned by Sidney Baron and others, to James W. Schuyleman Sr. Consideration \$24,000. Mr. Schuyleman is employe of electronics firm. Action Jan. 27.

## APPLICATIONS

**KSNM Pocatello, Idaho**—Seeks transfer of control of licensee corporation, Pocatello Broadcasting Co., from Daniel C. Libeg and Thomas Thompson (each 50% before), to Daniel C. Libeg (100% after). Consideration \$30,000. Ann. Jan. 18.

**WJRC Joliet, Ill.**—Seeks assignment of CP from Radio Joliet, owned by Ray F. Knoche (40%), Harold B. Rothrock (35%), Dean G. Hill (15%) and John W. Evans (10%), to Joliet Radio Corp., owned by same individuals with same percentages. No financial consideration; transaction of incorporation. Ann. Jan. 18.

**WROZ Evansville, Ind.**—Seeks assignment of license from J. B. Fuqua, to Radio Evansville Inc., owned by Mr. Fuqua. No financial consideration. Mr. Fuqua owns Fuqua Industries Inc., licensee of WJBF (TV) Augusta, Ga., and KTVE(TV) El Dorado, Ark. Ann. Jan. 25.

**WSBP Chattahoochee, Fla.**—Seeks acquisition of positive control of licensee corporation, Chattahoochee Broadcasting Co., by Emory L. Pope (30% before, 50% after), through purchase of stock from Ralph D. Watts Jr. (30% before, none after). William D. Graham acquires 10% of Mr. Watts' interest. Consideration \$3,940 by Mr. Graham to Mr. Pope for 20 shares and \$7,220 by Mr. Pope to Mr. Watts. Ann. Jan. 25.

**WMMB-AM-FM Melbourne, Fla.**—Seeks relinquishment of positive control of licensee corporation, Indian River Radio Inc., from Franklin A. Hardy (30%), deceased, to Elizabeth A. Hardy (10% herself and 30% as administratrix of estate of Franklin A. Hardy). Ann. Jan. 21.

**WGUL New Port Richey, Fla.**—Seeks relinquishment of negative control of licensee corporation, Richey Airwaves Inc., by Jamin Properties Inc. through transfer of stock from Reginald Sims (12.5% before, none after), W. C. Tranter (12.5% before, none after), Sam Y. Allgood Jr. (12.5% be-

fore, 10% after), and Ronald Tranter (12.5% before, 10% after), to Donald Armstrong (25% before, 45% after) and Thad M. Lowery (25% before, 35% after). No financial consideration. Ann. Jan. 18.

**WDJK(FM) Smyrna, Ga.**—Seeks assignment of license from Mitchell Meior, to Jupiter Broadcasting of Georgia Inc., owned by Harold G. Ross (2.9%) and Fox, Wells and Rogers (96.1%) and others. Fox, Wells and Rogers is owned by Heywood Fox, James G. Rogers, Old Colony Trust Co. and others. Consideration \$15,000 and assumption of liabilities. Jupiter is licensee of WQXI Atlanta, and Jupiter Broadcasting Inc. is licensee of WSAI-AM-FM Cincinnati. Ann. Jan. 21.

**WJON St. Cloud, Minn.**—Seeks transfer of control of licensee corporation, WJON Broadcasting Co., from Hart N. Cardozo Jr. (50% before, none after), to Andrew W. Hilger (none before, 50% after). Consideration \$66,250 and \$16,750 owed by WJON Broadcasting to Mr. Cardozo. Mr. Hilger is station manager of WJON. Richard K. Power retains his 50% interest in WJON. Ann. Jan. 25.

**KHAP Aztec, N. M.**—Seeks transfer of control of licensee corporation, San Juan Broadcasting Inc., from Martin V. VanGelder (35.94%), Tirrell S. VanGelder (14.06%), Lewis G. Robinson (35.94%) and Mary C. Robinson (14.06%), to Thomas A. Moyer (100%). Consideration assumption of liabilities. Mr. Moyer is senior contract engineer for Goodyear Aerospace Corp. Ann. Jan. 18.

**KRRR Ruidoso, N. M.**—Seeks assignment of license from Quenton K. Crandall t/r/as Lincoln County Broadcasting Co., to Edward D. Hyman t/r/as Sirra Blanca Broadcasting Co. Consideration \$100,000. Mr. Hyman is advertising consultant for David Miller Enterprises, San Antonio, Tex. Ann. Jan. 18.

**WDXY Sumter, S. C.**—Seeks assignment of license from Charles E. Bell and William C. Bochman d/b as B.D.S. Radio and Television Co., to WDXY Inc., owned by William C. Bochman (72.72%), Joseph A. Frantango Jr. (13.33%), T. M. Fisher (6.06%), M. M. Weinberg Jr. (4.24%), Robbie H. Bochman, Richard W. Reus and Donald J. Arber (each 1.21%). Consideration \$37,500. Mr. Weinberg is attorney. Others are connected with operation of WDXY. Ann. Jan. 21.

## Hearing cases

### DESIGNATED FOR HEARING

**KOFI Flathead Valley Broadcasters, Kalispell, Mont.** and **KYSS Garden City Broadcasting Inc., Missoula, Mont.**—Designated for consolidated hearing applications of KOFI to change operation from 930 kc, 5 kw, D, to 1180 kc, 10 kw, DA-N, unil., and KYSS to change from 910 kc, 1 kw, D, to 1180 kc, 50 kw, DA-N, unil. Action Jan. 27.

**WMBG Richmond, Va.**—Designated for hearing application to change ant.-trans. location, install new trans. and make changes in DA and ground system. Action Jan. 27.

**Southern Broadcasting Co. and Hall County Broadcasting Co., Gainesville, Ga.**—Designated for consolidated hearing applications for new FM in Gainesville, to operate on channel 246 (97.1 mc); ERP 100 kw—Southern with ant. height 333.5 feet, and Hall County with ant. height 441 feet. Action Jan. 26.

■ By memorandum opinion and order, commission designated for consolidated hearing applications of Nebraska Rural Radio Association to change facilities of KRVN Lexington, Neb., from 1010 kc, 25 kw, DA, D, to 880 kc, 50 kw, DA-2, unil. and Town & Farm Inc., to change facilities of KMMJ Grand Island, from 750 kc, 10 kw, L-WSB, DA-1, to 880 kc, 50 kw, DA-2, unil.; made Columbia Broadcasting System Inc. (CBCS), New York, KJSK Inc. (KJSK), Columbus, Neb., and Federal Aviation Agency parties to proceeding. Action Jan. 27.

**John N. and Alvera M. Traxler, Delray Beach, Fla.; Sunshine Broadcasting Co., Delray Beach, Fla.; WL0D Inc., Pompano Beach, Fla., and Boca Broadcasters Inc., Pompano Beach, Fla.**—Designated for consolidated hearing applications for new FM channel 274 (102.7 mc)—John N. and Alvera M. Traxler with ERP 27 kw, ant. height 223.9 feet; Sunshine with ERP 28.4 kw, ant. height 180 feet; WL0D Inc. with ERP 31.84 kw, ant. height 218 feet; and Boca Broad-

casters with ERP 35.7 kw, ant. height 300.93 feet. Action Jan. 25.

## OTHER ACTIONS

■ By report and order in Doc. 15717, commission amended FM table of assignments to add second channel, 296A, to Urbana, Ill. Action Jan. 27.

■ Commission invited comments to notice of proposed rulemaking, based on petition by KTRM Inc. (KTRM), Beaumont, Tex., to delete channel 299 from Port Arthur and assign it to Beaumont. Action Jan. 27.

■ By memorandum opinion and order, commission denied petition by Gaffney Broadcasting Inc. (WEAC), Gaffney, S. C., for rulemaking to assign channel 291 to Gaffney by deleting 294 from Gainesville, Ga., and substituting 292A for 291 at Toccoa, Ga. Commission stated: "We do not believe it to be in public interest to delete one of two Gainesville assignments and substitute class A for a class C assignment in Toccoa in order to place first FM assignment in Gaffney. While we recognize need for full time radio facility in Gaffney it appears that method proposed is too costly." Action Jan. 27.

■ Commission denied request by KEPO Broadcasting Co. for waiver of Sec. 73.24 of rules and returned as unacceptable re-tendered application to change hours of operation of KBER San Antonio, Tex., from day to unil., and change from DA-D to DA-2, continued operation on 1150 kc, 1 kw. Commissioner Hyde dissented. Action Jan. 27.

■ By memorandum opinion and order, commission (1) granted application of Taylor Broadcasting Co. to change hours of operation of KBIM Roswell, N. M., from day to unil., with 500 w-N, DA-N, continued operation on 910 kc, with 5 kw, D; and (2) dismissed opposition by John Burroughs (KRSY), Roswell. Action Jan. 27.

■ By memorandum opinion and order, commission dismissed petition by Cape Fear Telecasting Inc. (WWAY-TV, ch. 3), Wilmington, N. C., for reconsideration of Sept. 30 grant of application of Roy H. Park Broadcasting Inc. for new VHF-TV translator on channel 4 in Jacksonville, N. C., to rebroadcast programs of Park's WNCT-TV (ch. 9), Greenville. Petitioner showed no good reasons for failure to file pre-grant objections and failed to make adequate showing of injury to public interest sufficient to entitle consideration of petition pursuant to Sec. 1.106 of rules. Commissioner Cox dissented. Action Jan. 27.

■ By memorandum opinion and order, commission granted application of Reeves Broadcasting Corp. for new VHF-TV translator on channel 11 to serve Charleston, W. Va., by rebroadcasting programs of WHTN-TV (ch. 13), Huntington; condition; and (2) denied oppositions by WCHS-AM-TV Corp. (WCHS-TV, ch. 8), and Chemical City Broadcasting Co. (WTIP), both Charleston. Action Jan. 27.

■ Commission addressed letter to Radio Albany Inc. with reference to complaint by C. B. King, in behalf of Albany movement, alleging failure of WALG Albany, Ga., to comply with commission's fairness doctrine. Commissioner Hyde dissented and stated: "I would favor a notice requiring a further effort on the part of the parties to resolve the complaint." Action Jan. 19.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in Chicago, TV channel 38 proceeding in Doc. 15668 et al., granted in part petition by Chicago Federation of Labor and Industrial Union Council and enlarged issues to include comparative coverage determination. Member Nelson not participating. Action Jan. 26.

■ By memorandum opinion and order in proceeding on applications of Central Broadcasting Corp. and WCRB Inc. for new FM's in Ware and Springfield, Mass., respectively, in Doc. 15419-20 (1) held in abeyance joint petition by applicants for approval of agreement whereby Central's application would be withdrawn and WCRB application granted; and (2) afforded petitioners 30 days to provide supplementary information with respect to agreement. Action Jan. 25.

■ By memorandum opinion and order in Columbus, Ohio, TV channel 40 proceeding in Doc. 15619-20, (1) denied motion by Farragut Television Corp. to enlarge issues with respect to Peoples Broadcasting Corp. application; and (2) accepted latter's supplement and responsive pleadings to mov-

*Continued on page 79*

# CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. 26 X rate—\$22.50, 52 X rate—\$20.00 (Display only).
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages larger than No. 10 envelope submitted, \$1.00 charge for mailing (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

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.

Young man who feels he is ready for station managers job. Must have clean character record, substantial sales experience and be willing to work long and hard. Box B-1, BROADCASTING.

Pennsylvania opportunity. Combination general and sales manager for AM-FM suburban stations. Seek experienced man. Resume, recent earnings, photo to Box B-6, BROADCASTING.

Young, civic-minded family man to manage and grow with group-owned new small-market Indiana daytimer. Box B-53, BROADCASTING.

Management job now open in Carolina competitive small market. Excellent salary, commission, insurance to sober, hard worker. Will consider 48% stock sale to qualified man with option on remaining stock. Replies confidential. Write Box B-59, BROADCASTING.

Major market 250 watt daytimer needs aggressive manager with strong sales orientation, programing and promotion savvy, able to recruit and train copy-conscious salesmen. Salary and commission. Resumes to Bob Holben, Sarkes Tarzian, Inc., 3490 Bluff Road, Indianapolis, Ind.

### Sales

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.

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.

Iowa-Illinois group has two openings. Salesman and salesman-announcer to manage branch studio. Box A-300, 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.

\$600.00 guarantee. \$12,000 per year easily possible. Top protected list in prime, growing California market. Must be a professional. Air time a possibility. Airmail. Box B-23, BROADCASTING.

Detroit—Immediate opening for solid salesman, capable of management, good starting salary. Box B-35, BROADCASTING.

## Sales—(Cont'd)

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.

Salesman with experience. Owner. WLCO, Eustis, Florida.

## Announcers

Experienced announcer in 5 kw Midwest regional. Must run own board and have 3rd class, FCC endorsed license. Ability to do accurate news and production essential. Box L-185, BROADCASTING.

Morning man. New York state. Experienced only. Good voice. Top pay. Send tape resume to Box M-109, BROADCASTING.

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

Prestige Southeastern station in major market, good music and heavy in news has opening for experienced young news-music board man. Must have good professional voice capable of cutting top commercials. If you want a future and a solid, firm job, send picture, tape and resume to Box A-100, BROADCASTING for fast reply.

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.

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.

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.

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.

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.

We've looking for a mature voice. If you qualify and are interested in re-locating in a Southeastern vacationland, send audition tape, picture, resume, and absolute minimum salary requirements to Box B-8, BROADCASTING.

## Announcers—(Cont'd)

Opening for staff announcer at Virginia small market middle-of-road station. We have a settled, harmonious, hard-working operation and we are looking for a young man with the same traits. Must have a third ticket with endorsement. Box B-18, BROADCASTING.

Metropolitan New York Stereo, wants announcer, mature, board experience tape and resume to Box B-23, BROADCASTING.

Witty professional morning man. Voice tracks and character voice as asset. For 50,000 watt Midwest station. Box B-39, BROADCASTING.

Wanted: Experienced announcer with better than average voice and good news delivery. If you can sell, I'll pay more. Start at \$100.00 per week. Pinkney Cole, General Manager, KBTC AM-FM, Houston, Missouri.

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.

WBCM-Bay City, Michigan has opening for experienced staff announcer. Contact Leo Jylha, Manager.

Immediate opening experienced announcer with third class and endorsement. Some production. We want permanent man, no drifter. Call or write Joe Warner, WCEC, Rocky Mount, N. C.

Need good voice for 5,000 watt Northern New England class station. Prefer news experience but smooth board and top sound will go. Money dependent experience. Send tape, photo, resume to: Craig Parker, Manager, WDEV, Waterbury, Vermont.

Looking for young, top forty swinger with first phone. Send tape, photo, and resume. WDXR, Box 298, Paudcah, Kentucky.

Expanding again. Need an experienced good music dj. Some news. Contact Rick Rawlins, Program director, WFIN, Findlay, Ohio.

We need an experienced, versatile and reliable afternoon personality who knows middle of the road programing. Applicants must possess a third class license with endorsement. If interested and qualified, contact Ralph Hager, WFSR, Bath, New York.

Immediate opening top grade young combination news and board man. Must have 3rd class ticket and must be enthusiastic worker with good commercial voice. Opportunity here if you do the job. Send tape; pic., and resume to WGST, Box 7254, Station C, Atlanta, Ga.

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.



## Announcers—(Cont'd)

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background, photo and tape to John M. Spottswood, WKWF, Key West, Florida.

**Announcer-production.** Operations manager. WLCO, Eustis, Florida.

**Immediate opening**—board announcer, network station. WLDB, Altantic City.

**Live wire morning man.** Proven sales record. Salary and commission. No rock. First class helpful but not essential. Secure position for right man. Must stand investigation. Facts. Photo, tape. Box 385, Glens Falls, New York.

**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.

**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.

**1st class engineer-announcer wanted for coastal South Carolina station.** Must be good in both engineering-announcing, send non-returnable tape, photo, resume to Box B-3, BROADCASTING.

## Production—Programing, Others

**\$600.00 monthly.** Want top PD who will be leader on board shift. Much detail, no clock-watcher. Top California station. Plenty of production aids. Qualified man first pd job will be welcome. Send tape, etc. Airmail, Box B-24, BROADCASTING.

**News director.** Must be experienced on-air personality who will manage and develop five man staff. Leading network affiliate in Midwest. Will pay right salary to right man. Send requirements, resume and picture. Box B-55, BROADCASTING.

**Permanent chief engineer for good Middle Atlantic States market of 50,000.** Seek highly capable maintenance man. Married. No announcing. Salary \$425-500 month depending on qualifications. Send resume, recent earnings snapshot if available. to Box B-92, BROADCASTING.

**Newsman able to gather, write and deliver on-air.** Resume, tape and copy samples to Don Miller, WATI, Box 1776, Indianapolis, Ind.

**Bookkeeper-copy writer.** Owner, WLCO, Eustis, Florida.

**Wanted: Copy writer adept at productions.** WLIP only AM station in Kenosha, Wisconsin of 75,000. Salary open to negotiation. Phone William Lipman, area code 414-657-6162.

**Technician 3rd class—board operator.** Permanent immediate opening. WSBC, Chicago, MO 6-9060.

**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.

## Situations Wanted—Management

**Dynamic successful automotive salesman,** manager desires potential managerial position. Radio orientated. Box B-10, BROADCASTING.

**General manager with proven ability,** record, references AM/FM available February. Strong sales and organization. Family, mid-thirties. Pacific Southwest or Northwest preferred. All inquiries answered. Box B-17, BROADCASTING.

## Management—(Cont'd)

**An acknowledged top man experienced local, regional and national level.** Invite investigation and interview. Will consider only top level sales or administrative position. Salary commensurate with responsibility and performance, Box B-20, BROADCASTING.

**Sales or administrative.** Acknowledged top man in his field. Ability and accomplishments a matter of record. Minimum twenty thousand. Available February, Box B-21, BROADCASTING.

**Small market manager—nine years radio—past four management—desires greater challenge—proven sales and profit record—active community affairs—mature family man—first class ticket.** Write Box B-42, BROADCASTING.

**General manager and minority owner of station being sold.** Available now or later. Excellent administrator. RAB type salesman, great on local, regional and national basis. Experienced, qualified. Finest of references, personal and employment. Can successfully handle small or large market station. Radio or TV. Family. Box B-46, BROADCASTING.

**Hardworking manager, interested in relocating in upper-medium market.** 15 years experience in Negro appeal sales, programing, promotions, productions and writing. Married, mature family man. Willing to pay own expense—one way—for interview. Box B-52, BROADCASTING.

**Aggressive sales manager ready to step up . . . Young family man with proven sales record looking for small market management or medium market in growing organization . . . ten years programing experience . . . references.** Box B-60, BROADCASTING.

**Wanted to build aggressive, successful sales team.** Eight years broadcast experience, three in sales. I know how to make money—with hard work and ideas! Prefer West, will consider all. Box B-79, BROADCASTING.

**Attention California stations.** Administrative know-how; aggressive sales management; integrity, active civic, fraternal, community affairs. Box B-84, BROADCASTING.

## Sales

**Sales manager, adult radio, South.** Excellent present record, thorough background. Box B-48, BROADCASTING.

**\$90,000 billed in 1964,** Eastern suburban radio station. Over decade well-rounded Radio TV experience. Happy but need challenge with greater potential. Box B-67, BROADCASTING.

**Salesman with many years experience open on notice.** Prefer Southwest. Sober, reliable. Can give and take orders. Box B-81, BROADCASTING.

## Announcers

**Good music operations opportunity wanted.** First phone. Production, programing background, TV experience. Box A-108, BROADCASTING.

**DJ, available now, solid commercials,** news tight board. Box A-146, BROADCASTING.

**Employed in top 75, married, 2nd ticket, 9 years experience.** Box A-242, BROADCASTING.

**Announcer, dj. 3 years experience,** family, responsible, salesman, not floater, prima donna. Box B-2, BROADCASTING.

**DJ—Negro, young, cheerful, experienced,** 3rd class, married. Box B-4, BROADCASTING.

**Announcer desires to leave mid-west.** Married with five years experience in radio, as announcer, program director and assistant manager. Like to enter television as both announcer and director. Music appreciation background, start at once. Box B-11, BROADCASTING.

## Announcers—(Cont'd)

**Minor league baseball announcer in 1964 seeking similar position in 1965.** Also qualified all sports, news. Single, will travel anywhere. Best references. Tape and resume on request. Box B-14, BROADCASTING.

**Exceptional voice. 1st ticket experienced.** Married, military complete. Western states. Box B-16, BROADCASTING.

**Big time—football—basketball. Pro—college.** Fulltime—freelance. 14 years, 8 TV. College degree. Currently East. Box B-26, BROADCASTING.

**Top-rated, breezy, humorous morning man and an authoritative "digger"—type newsmen.** Both professionals. 5 figure salary each. Available now for top markets only. Box B-27, BROADCASTING.

**Seasoned news director available.** 16 year radio veteran. Formerly with VOA. Information officer U.S. Army. Presently PD Chicago-Milwaukee area. Quality station only. Married, 40. Box B-28, BROADCASTING.

**DJ-announcer — sportscaster — newscaster.** Crosby style, 3rd, married. Write scripts. Broadcasting school grad. looking for start. Box B-33, BROADCASTING.

**Third class. Now employed.** Age 22. Married, three years experience as announcer and salesman. Prefer Ohio, Country western, top 50 and news. Box B-37, BROADCASTING.

**Two top 40 swingers want same station.** Production experts. Both married. Not a duo. Promoters. Box B-50, BROADCASTING.

**Survey rated No. #2 jock in mid-South.** Young, single, swinger not screamer, experience in Mid-South and West coast. Very tight board. Box B-51, BROADCASTING.

**Looking for middle-of-the-road station,** night shift. Personality. Presently working mornings. Three years experience on night shift, veteran. Box B-57, BROADCASTING.

**Experienced news, sports. Workable first phone.** Presently employed. Seeking dj position at station with future. Young, single. \$110 minimum. Box B-58, BROADCASTING.

**Well qualified professional.** Nine years news/sports. Prefer television. NBC-monitor correspondent, radio news director, interview/variety host. Finest references, network/present employer. Seeking opportunity/stability. First letter details, please. Box B-61, BROADCASTING.

**1st phone, top forty only, experienced, 25, references, East-South, reasonable, immediate, answer all replies.** Box B-66, BROADCASTING.

**Announcer-college and radio school graduate with third phone.** DJ, news and sports. Want to locate with station which is fully sports minded. Some experience, age 25 and military obligation complete. Box B-70, BROADCASTING.

**Young dj. Dependable and available, immediately, bright air personality.** Will relocate. Box B-71, BROADCASTING.

**Young Negro dj announcer, bright sound,** available immediately 3rd class form, Box B-72, BROADCASTING.

**Sports announcer, experienced, play-by-play.** College graduate, prefer East, Consider any area, also background in talk, news & dj. Box B-74, BROADCASTING.

**Been waiting for the right Negro announcer and music personality? I'm your man!** Former top 40 jock w/McLendon (Chicago). Willing to settle down in good music/talk format in major market. Nine years experience includes AFRS—Tokyo, Detroit, Chicago & New York. Box B-75, BROADCASTING.

**DJ—Newscaster, experienced, not a floater or prima donna, personable, tight board, bright sound.** 3 class. Will relocate. Box B-76, BROADCASTING.

**Young dj, top 40 experience, tight production, available immediately.** Box B-77, BROADCASTING.

**Announcer, 21 married, 2 years experience in Virginia 3-station market.** Draft exempt. References good. Hard worker. Dedicated. Desire permanent position. Box B-78, BROADCASTING.



## Announcers—(Cont'd)

Experience—tight board. No floater. Good sound. Resume, tape available. Box B-82, BROADCASTING.

Soul Brother! Looking for a home. Know R&B, gospel, jazz. Box B-83, BROADCASTING.

Morning man, eighteen years experience, authoritative newscaster, and MC. Prefer good music station. Available with two weeks notice. Box B-85, BROADCASTING.

Music personality natural, relaxed. Wishes position with station seeking a personality capable of commercial delivery that's smooth and believable. Market and station size not important. 13 years experience. \$95 wk. 201-762-5912 or write Box B-90, BROADCASTING.

Disk jockey. Experience. Bright sound FCC 3rd class. Single. Will relocate. Box B-91, BROADCASTING.

SEE: "Believe it or don't" under Production-Programming.

3rd phone, pop or R&R. 4 years, tight, move on. R. Douglass, 429 Taylor Topeka, Kansas. 913-CE 2-1814.

Young staff announcer, age 21, no military obligation. Attended broadcasting school, have over 1½ years experience, hold third class permit. Seek advancement, hard working, in the business to stay. Contact: Chuck Sargent, 1017 S. 20th Street, LaCrosse, Wisconsin. Phone 2-5953.

Top 40 only—disc jockey with bright sound—writes copy & does production—college graduate—26—experienced—good credit rating—first phone—go anywhere—Dick Sharpe—719 McCowan Street—Chattanooga, Tennessee.

Experienced announcer with 3rd class license, tight board, seeking permanent position. 6½ years experience includes, pd, manager, play by play and sales. Presently employed as morning man. Write P.O. Box 74, Sutton, W. Va.

Have ticket, will travel. Top training background. Write Tom Baker, 4501 San Andres Ne., Albuquerque, New Mexico or phone 344-6985.

10 years experience. Available immediately. Write or wire J. McFadden, 228 North 1st Street, Phoenix, Arizona or call 602-258-9294.

## Technical

Beginning announcer—22—school trained. Have car. Available now. Box B-13, BROADCASTING.

Multi-faceted broadcaster: First phone, personable voice, combo experienced, creative programmer, college broadcast degree. Box B-19, BROADCASTING.

Qualified, experienced engineer desires chief position. North Carolina or surrounding. Permanent. Can announce. Box B-80, BROADCASTING.

Florida—mature, experienced engineer announcer reasonable. Don Brien, 1309 Lincoln, Albany, Georgia—432-9870.

Experienced 1st phone technician, announce, run board, etc. \$90. 213-426-3540.

## Production—Programming, Others

Sports director who pays his freight. Excellent sales record supplements professional play-by-play, telephone talk programming, and "name" interviews. Will incorporate sales with sports—or sports only. Presently employed, college graduate. Markets over 150,000 only. Box A-209, 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.

Believe it or don't! Although Alligator shoes are very popular—the majority of Alligators do not wear them. College degree. Legal training with Bear trap mind—if you want your Bear trapped! Funnier than a family of snakes. Major market personality wants PD-air shift medium market. First phone. \$150. Box B-41, BROADCASTING.

## Production—Programming—(Cont'd)

Copywriter/announcer. Quality copy. Deep voice best suited to news, commercials and better music. Currently employed. Box B-47, BROADCASTING.

I have experience in all phases at highly successful adult "good music" station. If you have decided on the adult music format . . . let me set up and program your station and help insure its success. Box B-69, BROADCASTING.

Small market pd-five years experience—production man—wants step up! Box B-88, BROADCASTING.

## TELEVISION

### Help Wanted—Sales

Local-regional sales manager for Midwest network VHF. Experienced organizer who knows how to set up co-op and top area accounts. Local sales in this market less than half the national average. Send full resume, picture if possible and salary requirements. Box B-54, BROADCASTING.

Account executive: Immediate opening for young, aggressive salesman with ambition in Eastern North Carolina market. Excellent working arrangement and benefits. Write full details to Regional Sales Manager, WITN-TV, P.O.B. 468, Washington, North Carolina.

## 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.

First class engineers, full time and part time, with some experience desired for FM or TV operations. Good opportunities for men desiring to advance within a Midwest group operation. Contact Gene Gildow, Chief engineer, WPTA, WPTH, Fort Wayne, Ind.

The University of Michigan has an immediate opening for a studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. FCC license preferred. Opportunity to enroll in University course work. Starting salary of \$5200 to \$6000 depending on education and experience. Liberal fringe benefit program. Send resumes to Chris A. Evangelides, Personnel Office, The University of Michigan, 1020 Administration Building, Ann Arbor, Michigan. An Equal Opportunity Employer.

## Production—Programming, 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.

Copywriter wanted. Pleasant working conditions, salary open. Send resume and copy samples to Operations, WFRV-TV, Green Bay, Wisconsin.

Continuity writer with ideas, imagination and television experience. Send samples. Salary open. WICS-TV, 2680 E. Cook St., Springfield, Illinois.

Newsman—an unusual opportunity in broadcast news will be filled by an alert, dedicated newsman with experience in radio reporting and TV air work. We're taking our time to find the right man in our combined radio-TV team, who can imaginatively write meaningful news for the ear, think visually and who has thick soles on his shoes. Knowledge of tape recorders, mobile gear, sound film interviews and news evaluation savvy a must. No jock shows, booth, or klag-horn headline. This top rated news team in a growing industrial market seeks only a heads-up broadcast newsman to join a pioneer news station with all the tools provided. Write including all details, tape and picture, first letter to Warren P. Williamson, Jr., WKBN, Youngstown, Ohio ST 2-1145.

## Production—Programming, Others

### Continued

Graphic Artist and set designer for educational television installation. Salary around \$5000.00. Apply William. Freed, Personnel Officer, Ball State Teachers College, Muncie, Indiana. 317-285-1884.

## TELEVISION

### Situations Wanted—Management

General manager thoroughly experienced in all phases: administration, sales, promotion, programming, production. Known nationally as aggressive, dynamic industry leader. Just turned forty. 11 years television; 13 years radio. Tripled billing in year, doubling value of one station; quadrupled value of another. Just sold interest in my station. Now seeking another interesting challenge anywhere. Box M-10, BROADCASTING.

### Sales

Possible management change could make an experienced Television/radio sales-manager available this year. Knowledge top 10 market or medium market. Box B-40, BROADCASTING.

Enthusiastic young man with strong desire to learn sales. College grad in radio and television, married, service obligation just completed. Some previous television production experience. No sales experience but has ability, drive, determination to learn. Salary secondary. Box B-44, BROADCASTING.

## Announcers

Kids . . . weather . . . commercials, experienced, family. 28. George Goldtrap, Collect 615-452-4747.

## Technical

First phone—13 years AM/FM (staff and chief) 2 years television wants job with good future. Radio considered if good opportunity. Box B-5, BROADCASTING.

Available March first. First phone engineer. Seven years electronics experience, past year in broadcasting. Desires position in television as studio engineer. Midwest location. Box B-12, BROADCASTING.

First phone engineer, desires position as television studio technician. Midwest. Box B-86, BROADCASTING.

First phone. 16 years experience broadcasting, past 9 years television. Age 36, family. Box B-89, BROADCASTING.

## Production—Programming, Others

Producer-director. Commercial—ETV experience. College graduate. Negro. Resume available. Box A-118, BROADCASTING.

TV-Radio-No rip & read announcer, but a knowledgeable, experienced writer-reporter of sports, news & special events. Box A-299, BROADCASTING.

Experienced, accomplished TV/radio personality desires position with modern, program director. If position not available immediately, consider offer that promises short wait. Excellent character and professional references. Will relocate anywhere. Box B-15, BROADCASTING.

Radio-TV newsman, four years experience, photography, gathering, editing, writing, on-air. Need challenge, hard work and room to grow within the organization. Box B-29, BROADCASTING.

Producer-director, 10 years same station, needed change for future. Family, good credit, best references. Write Box B-30, BROADCASTING.

Radio-Television programming. Eleven years experience: production, directing, film, announcing. College graduate. Married-family. Seeking programming challenge—anywhere! Box B-32, BROADCASTING.

## Production—Programing, Others

### Continued

Energetic, imaginative young man, college grad in radio, television, married, service obligation recently completed, seeks opportunity to break in directing. Previous experience in production. Box B-45, BROADCASTING.

Young, aggressive, dependable newsman must relocate. If you need a man for writing, airing and limited film work and are willing to pay for talent then we should talk. Complete knowledge of radio/TV. Box B-49, BROADCASTING.

Program manager—experienced in film buying, videotape and automated operations, labor relations, community service. Also news, talent copy, traffic, promotion and photographic departmental supervision. Currently employed. Would like a change. Write Box B-56, BROADCASTING.

Producer-director 7 years experience desires Southern market. Resume available. Box B-82, BROADCASTING.

TV-radio newsman. Worked in best markets, excellent ratings and references. Aggressive family man in early thirties who makes news interesting, understandable, even enjoyable. Box B-73, BROADCASTING.

Married man desires position in production, Clemens C. Kuhlrig, 2811 W. 27th Ave., Denver, Colorado.

## WANTED TO BUY

### Equipment

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 1869, Pensacola, Florida.

Tower 350' or larger to be cut down. Self supporting—insulated—to take 100' stick. Rutherford Broadcasting, Inc. Box 2207, Mesa, Arizona. 969-2203.

Wanted in good condition GR-1301-A oscillator and GR-1932-A distortion meter. Box B-31, BROADCASTING.

Used Raytheon RC-11 console boards, as well as other makes. Must be in good condition. Also used Spotmaster recorders and playbacks cartridge machines wanted. Write details to Box No. 161, Slatington, Penna.

Buy, sell or trade towers, wanted self-supporting any type. Bill Angle, P.O. Box 55, Greenville, North Carolina. Tel. PL 2-7611.

## FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 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.

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.

Towers—Painting dollar per foot and up. Contract maintenance, lights serviced, section bonding. Fully insured. Nevins' Enterprises, Box 8295, Tampa, Fla. 33604.

Buy, sell or trade towers—Second-hand \$4.00 per foot, new \$5.00 and up. Bill Angle, P.O.B. 55, Greenville, North Carolina. Telephone PL 2-7611.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company, Box 96, Temple, Texas.

## FOR SALE

### Equipment—(Cont'd)

Presto 6n, disc rec., IC head, 5 feedscrews \$395. Jim Gainsley, 801 Hennepin, Minneapolis, Minn.

Heliac coaxial cable. HJ5-50 type, new 85' ft. FOB, E.E.E.E., P.O. Box 2025, La Mesa, Calif.

Sell: Roberts 770 (Cross Field Head), used only 10 hours, with original warranty card, new \$499.50—your price \$375.00 plus shipping! Columbine Enterprises, Box 22192, Denver, Colorado. 80222.

For Sale 3—type BA-26B monophonic pre-amplifier equalizers. Good condition. \$50.00 each. Box B-36, BROADCASTING.

Giant—Easter Bunny! Beautiful Pastel colors—push—45". Do big business. Satisfaction guaranteed! \$15.00 FOB—SOS, 270 Northcrest—Chattanooga, Tennessee. 998-3346.

1 Motorola 60 watt, comp-station, purchased in 1962—in A-1 condition. 1 Motorola, 250 watt base station with remote control. Older model but in operating condition. 1 GAM base whip antenna. 1 GAM mobile antenna. 1 Andrew corner reflector. All equipment now tuned for 161.64 megacycles. Irv Laing, Radio station WQTE, P.O. Box 306, Monroe, Michigan.

Gates FM-5B transmitter complete with stereo generator. 3 years old. Excellent condition. \$7,500.00. KGAF-FM, Gainesville, Texas.

Whatever your needs in used broadcast equipment, contact us first. The complete source and clearing house for used equipment requirements. Broadcast Equipment Supply Co., Box 3141, Bristol, Tenn.

ITA 1,000 watt transmitter, stereo generator and multiplex generator, excellent condition, \$3,500. Box B-68, BROADCASTING.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 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. 26th St., Brooklyn, N.Y. 11229.

Introductory offer. . . Three production spots . . . your client. \$5.00. Production copy book 50 spots \$2.50. Vocal Image Productions, 15 Folsom Court, East Grand Forks, Minnesota.

Big sound—small cost! Now, an exciting new service offering big sound, professional production aids at a price any station can afford. Contests, news intros, promos, show openers etc. It's all here. For free sample tape indicate format in letter to Audio Productions. Box B-22, BROADCASTING.

Add a Washington Bureau to your news department. Network correspondents forming Washington News Service. Beef-up your newscasts with daily reports from Nation's Capitol. For information on this valuable, but economical service write Box B-65, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

## INSTRUCTIONS—(Cont'd)

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 \$295.00—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.

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 614 H St. NW, Washington 1, D. C.

Doors Opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

## RADIO

### Help Wanted

### Management

## ENTIRE STAFF

Needed for new 5 kw fulltime station. Send resume, photo, salary requirements to Semo Broadcasting Corporation, 310 E. Center Street, Sikeston, Missouri.



**Sales**

**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**

**Announcers**

**MAJOR MARKET—TOP 10**

Group station needs aggressive personality for key time. No rockers or time-temp men. This pop music station emphasizes individual personalities. Confidential.

**Box B-9, BROADCASTING**

**ARE YOU A FORMER STUDENT MEMBER OF ALPHA EPSILON RHO?**

Please send your current address to Don Price, Executive Secretary, AEP, Broadcast Service Center, California State College at Los Angeles, Los Angeles, California 90032.

**GOOD MUSIC**

**Staff Announcer  
Major Midwestern City**

Serious-minded, knows better music, rich voice.

**Send tape and resume  
Box B-43, BROADCASTING**

**Immediate Need . . .**

**Strong, exciting, creative morning personality for popular, swinging non-rock, fulltime, major market station. Preference to real comedy. Mail photo, resume, tape audition to:**

**Box B-63, BROADCASTING**

**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**

**Production—Programing, Others**

**Continued**

**RADIO 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:

**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**

**RADIO NEWSMAN**

A featured newsmen with Boston's leading information station, CBS Owned WEEI. Must have good sound and be able to gather and write news. Five figure salary, excellent benefits, working conditions and future. Rush tape and resume to:

**Dom Quinn, Program Director,  
WEEI, Boston.**

**RADIO NEWS DIRECTOR**

For more than a year, we've been hunting for a man to take direction of our five-man news staff so that our present director can devote himself full time to public affairs projects. The man we seek writes with verve and color. He has a flair for editing. He wants to guide others in the pursuit of enterprise stories. He automatically sees local angles in national stories. He believes that his first responsibility is to provide the public with the information it most eagerly demands; stories that excite the public interest are stories to which he gives his primary attention. But he believes also that he must give the public information which the public does not seek—information on subjects related to city, state, and federal government, for example. You can see that we're looking for a man who's at least as much of a newsmen as he is a radioman. Does all this fit you? Then send us a letter, a resume, and writing sample. (No tapes for now thank you.) We're in no hurry; you'll probably continue to see this ad for quite some time.

**Roy Wetzel, Radio Station WBBF,  
850 Midtown Tower, Rochester,  
New York 14604**

**NEWS DIRECTOR**

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.

**Box A-182, BROADCASTING**

**Production—Programing, Others**

**Continued**

**ADVERTISING PROMOTION**

Young man to work with Advertising Director in creating "AWARD WINNING" advertising and promotion; top Eastern Radio and TV operation. Must have thinking and writing abilities; 10M; send resume and other material to:

**Box B-7, BROADCASTING**

**GIRL FRIDAY WANTED**

Eastern Radio & TV executive wants competent Girl-Friday type secretary, free to travel, must have excellent shorthand and typing speeds, excellent salary, interesting job and travel allowance. Apply with background details, experience, age and references to:

**Mr. John Burden  
Remuda Ranch  
Wickenburg, Arizona**

**Immediate Need . . .**

Creative broadcast journalist, writer, stylist, good voice. Rush photo, resume, tape to:

**Box B-64, BROADCASTING**

**Situations Wanted—Management**

**Radio Salesman for Florida**

Available February 1st. If your market has unmined profit capabilities I will dig it out for both of us. Top industry references, top producer, family man desiring solid organization. Don't need pension, just opportunity to earn money. Rouser, Area code 918-Riverside 7-4891.

**HUNGRY!**

Well known, young, ambitious executive desires general management of radio station. Proved results in sales, programing, promotion and assistant manager's jobs with major groups. Blue Chip references. WRITE:

**Box B-87, BROADCASTING**

**CATV**

Assistant to Operations Manager Alert young man trained in large group CATV organization, 2 years experience in CATV Promotion, Management, Systems potential surveys, trouble shooting with proof of jobs well done. Can be most helpful assistant to busy CATV executive. B. S. Degree in Business Management, ex Army officer. Will relocate—Travel.

**Box B-38, 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 new-caster with farm background. Apply in person or send detailed resume to:

**Personnel Department  
McClatchy Broadcasting Company  
21st & Q Streets  
Sacramento, California**



**TELEVISION—Help Wanted**

**Technical—(Cont'd)**

**TELEVISION ENGINEER**

Top flight experience in operation and maintenance of wide range studio and mobile equipment. Marconi Mark IV cameras; RCA and Ampex videotape recorders; RCA color cameras; Chroma Key; Film recorders.

This is a well-paid, interesting opportunity for the right man. If you fit the picture contact Frank Thompson, Chief Engineer, LOGOS Teleproduction Center, 3620 South 27th Street, Arlington, Virginia. Area code 703, 671-1300.

**CHIEF ENGINEER WANTED**

Outstanding opportunity for chief engineer at one of the nation's great TV stations. Midwest location in one of the nation's top 15 markets. Must be experienced administrator as well as having knowledge of latest broadcasting developments, such as color, video tape, etc. Applicant must be management oriented.

Box B-93, BROADCASTING

**Production—Programing, Others**

**OPERATIONS MANAGER**

KVOS-TV Bellingham, Wash. serving Vancouver-Victoria, B. C.

- Requirements:
- (1) Experienced background in announcing
  - (2) Experienced in program management (TV program management will get special consideration)
  - (3) Willing to accept responsibility
  - (4) Desire to grow in this job and others
- Send complete resume and tape to:

KVOS-TV  
Wometco Enterprises, Inc.  
KVOS Building  
Bellingham, Wash.

**Situations Wanted**

**Production—Programing, Others**

**WRITER**

Research. Create. Write. Follow-thru. Ideas to create results! Valuable for R/TV Station or client. Clear, living, persuasive copy. Diversified background—R/TV & ADV/PR. Write. Contact. Produce. Administer. Box 1638, Grand Cent'l Sta., N. Y. C. 10017

**EMPLOYMENT SERVICE**

**MR. JOB SEEKER**

We have immediate need for qualified applicants. Management, Office, Talent, Engineers, Sales, etc.

Call or write for application:

C.B.I. Placements  
Radio-TV Division  
641 Equitable Bldg. Denver, Colorado 80202  
Phone 303 - 534-0688

**MISCELLANEOUS**

**SILVER DOLLAR QUIZ**

*proved salesmaker*  
Want \$6,000 to \$11,500 local billing next 13 weeks? Everything furnished, even the salesman! Write now. LANCER CO., SUITE C-11 PROFESSIONAL GARDENS DREW & MISSOURI, CLEARWATER, FLA.

**INSTRUCTIONS**

**EMERSON COLLEGE**

Accredited liberal arts college. Specialization in radio, TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed 85th year. For catalog write: Director of Admissions.

EMERSON COLLEGE  
303 Berkeley St., Boston 16

**RADIO  
TV  
SPEECH  
THEATRE**

**BUSINESS OPPORTUNITY**

**COLUMBIA SCHOOL OF BROADCASTING**

**NOW FRANCHISING  
EXCLUSIVE AREAS**

Columbia, the nation's largest correspondence institution teaching radio announcing, will license qualified individuals to operate licensed sales offices within protected franchised areas. (No experience necessary!!)

Columbia completely sets you up in a going business. We hire and train your sales personnel, install all bookkeeping and office systems. Our advertising program assures Franchisee ample leads. Our sales system turns 50% of these leads into sales. Courses are taught by "name" professional talent, through extensive long-playing records; each record lesson accompanied by text cover; Announcing, Newscasting, Interviewing, Pronunciation and Voice Improvement.

Just 6 sales weekly assures net profit in excess of \$20,000 per year. If your franchise fails to produce a pre-agreed upon profit, your money is refunded. \$6,000 CASH—Balance financed. Write to:

Marketing Director  
Associated Marketing, Inc.  
1373 Post Street  
San Francisco, Calif.

**WANTED TO BUY—Stations**

**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

**WANTED TO BUY—Stations**

**Continued**

**STATION WANTED BY**

Experienced broadcast executive with excellent financial position, interested in full or part ownership of radio or TV station. Reply in confidence:

Box B-34, BROADCASTING

**FOR SALE—Stations**

**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.

**SOUTHWEST-MAJOR MARKET—5kw** daytimer serving trading area of 800,000—Needs aggressive owner \$145,000. \$20,000 down. Excellent terms on balance.

Charles Cowling & Associates  
Confidential Station Negotiations  
P. O. Box 1496 Hollywood 28, Calif.  
Phone HO 2-1133

**COURT SALE—Feb. 15, 1965  
WMCR Oneida, N. Y.**

Pop. 12,000—Market 200,000  
1 kw daytime—Contact Receiver  
John Geiger—Area code 315—FN 3-6050

**Tix Rue & Associates Inc.**

**Media Brokers**

654 MADISON AVENUE  
NEW YORK CITY

HA 1-0818

TE 2-9382

LOUISIANA major market regional. Office-studio bldg. and land included. \$75,000 with 29% down. Others, too.

**PATT McDONALD CO.**  
P. O. BOX 9266 - GL 3-8080  
AUSTIN, TEXAS 78756

Tenn.	single	daytime	\$130M	terms
N. E.	small	daytime	100M	29%
Fla.	medium	daytime	80M	terms
N. Y.	large	daytime	115M	SOLD
East	TOP 50	daytime	400M	29%

buying and selling, check with  
✓ CHAPMAN COMPANY INC  
2045 PEACHTREE RD., ATLANTA, GA. 30309

**STATIONS FOR SALE**

1. CALIFORNIA. Fulltime. \$50,000 down.
2. NORTHWEST. Fulltime. Low down payment.

**JACK L. STOLL & ASSOCIATES**  
6381 Hollywood Blvd.  
Los Angeles 28, California

Continued from page 72

ing petition. Member Nelson not participating. Action Jan. 25.

■ By memorandum opinion and order in Chicago, TV channel 38 proceeding in Doc. 15688-9, 15708, (1) granted petition by Chicago Federation of Labor and Industrial Union Council to extent of enlarging issues to determine whether program proposal of Chicagoland TV Co. is specifically designed and would be expected to serve specialized programing need and/or interest which is not being met by existing station; and (2) dismissed related pleadings by Chicagoland and Broadcast Bureau. Member Nelson not participating. Action Jan. 21.

■ By memorandum opinion and order in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM in Dover-New Philadelphia and New Philadelphia, Ohio, respectively, in Doc. 15429-30, denied Dover's appeal from examiner's Nov. 3 action and affirmed latter's order which dismissed Dover's application and which granted Tuscarawas' petition for leave to amend application. Member Nelson abstained from voting. Action Jan. 21.

**ACTIONS ON MOTIONS**

**By commission**

■ Commission granted request by Wichita Television Corp. (KOMC-TV), McCook, Neb., to extend time from Jan. 21 to Jan. 28 to file reply comments in TV rulemaking proceeding to shift TV channel 8 from McCook, Neb., to Oberlin, Kan. Action Jan. 21.

**By Chief Hearing Examiner**

**James D. Cunningham**

■ Designated Examiner Sol Schildhouse to serve as presiding officer in proceeding on application of United Broadcasting Inc. for renewal of license of WOOK Washington; scheduled prehearing conference for Feb. 23 and hearing for March 22. Action Jan. 23.

■ Designated Examiner Isadore A. Honig to serve as presiding officer in proceeding on application of Southern Broadcasting Co. and Hall County Broadcasting Co., for new FM in Gainesville, Ga.; scheduled prehearing conference for Feb. 19 and hearing for March 22. Action Jan. 22.

**By Hearing Examiner Thomas H. Donahue**

■ Granted request by Telegraph-Herald to continue Jan. 25 hearing to Feb. 15 in proceeding on application and that of Dubuque Broadcasting Co. for new FM in Dubuque, Iowa. Action Jan. 22.

■ On motion by United Broadcasting Co. of New York Inc. (WBNX), New York, and Pillar of Fire (WAWZ), Zarepath, N. J., and with consent of Broadcast Bureau, Havens & Martin Inc. and Naugatuck Valley Service Inc. (WOWW), Naugatuck, Conn., extended time from Jan. 12 to Jan. 27 to file oppositions to latter's petition for leave to amend AM application. Action Jan. 21.

■ Granted motion by WLEX-TV Inc. (WLEX-TV), Lexington, Ky., to extend time from Jan. 29 to March 1 to file proposed findings in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, conditioned that further extension will only be given for most extraordinary reasons not now foreseen or foreseeable. Action Jan. 21.

**By Hearing Examiner Isadore A. Honig**

■ In proceeding on application of Community Radio of Saratoga Springs, New York, Inc. and AM Broadcasters of Saratoga Springs Inc. for new AM in Saratoga Springs, N. Y., granted Broadcast Bureau petition to extend time from Jan. 26 to Feb. 16 to file proposed findings and, on own motion, extended time from Feb. 9 to March 1 to file replies. Action Jan. 25.

■ In proceeding on applications of Community Radio of Saratoga Springs New York Inc. and AM Broadcasters of Saratoga Springs Inc. for new AM's in Saratoga Springs, N. Y., granted Community's petition to reopen record for sole purpose of receiving in evidence page 3 of its exhibit 3, biography of James E. Cudney, and closed record. Action Jan. 21.

**By Hearing Examiner H. Gifford Irion**

■ Granted petition by Atlas Broadcasting Co. for leave to amend AM application to reflect change in ownership and to substitute new licensee of WMAX Grand Rapids, Mich., Mid-States Broadcasting Corp., as applicant. Action Jan. 25.

**By Hearing Examiner David I. Kraushaar**

■ On own motion, corrected in various respects transcripts of prehearing conference and hearings in proceeding on applications of Middle Tennessee Enterprises Inc. and Middle Tennessee Broadcasting Co. for new FM in Columbia, Tenn. Action Jan. 22.

**By Hearing Examiner Jay A. Kyle**

■ Scheduled hearing conference for Jan. 29 in proceeding on application of Palmer Broadcasting Co. to make changes in facilities of WHO-TV Des Moines, Iowa. Action Jan. 25.

■ Reopened record and scheduled hearing conference for Jan. 26 in respect to added issue in proceeding on applications of Lorenzo W. Milam & Jeremy D. Lansman and Christian Fundamental Church for new FM in St. Louis. Action Jan. 19.

**By Hearing Examiner Forest L. McClenning**

■ In proceeding on 16 applications for 1110 kc in Pasadena, Calif., granted petition by KFOX Inc. (KFOX), Pasadena, for waiver of Sec. 1.594(d) of rules to extent necessary to permit broadcast of announcement as proposed subject to announcement being modified to include issues 1-6, 9, 12, 13, 15-18; by separate order, granted petition by Goodson-Todman Broadcasting Inc. for leave to amend application to extent of showing withdrawal of Harold M. Austin and retirement of his stock interest to corporation's treasury. Action Jan. 21-22.

**By Hearing Examiner**

**Chester F. Naumowicz Jr.**

■ Upon request by Cape Canaveral Broadcasters Inc., set aside all procedural dates heretofore specified and continued hearing to date to be established by subsequent order in proceeding on application and that of Vaughn-Hanssen Co. for new AM's in Eau Gallie and Melbourne, Fla., respectively. Action Jan. 22.

**By Hearing Examiner Elizabeth C. Smith**

■ In proceeding on applications of Tidewater Broadcasting Inc. and Edwin R. Fischer for new AM's in Smithfield and Newport News, Va., respectively, in Doc. 13243, 13248, granted Tidewater's petition to extend time from Jan. 20 to Feb. 5 to file supplemental proposed findings, and from Feb. 3 to Feb. 19 for replies. Action Jan. 21.

**By office of opinions and review**

■ Granted Broadcast Bureau request to extend time to Jan. 29 to file response to joint petition for reconsideration, approval of agreement resolving conflicts, dismissal of Spanish International Television Inc. and Bartell Broadcasters Inc. and grant of Trans-Tel Corp. applications in Paterson, N. J., UHF-TV proceeding. Action Jan. 19.

**BROADCAST ACTIONS**

**by Broadcast Bureau**

**Action of Jan. 27**

■ Upon consideration of petition by National Association of Broadcasters, commission extended time from Feb. 1 to March 15 to file requests for exemption from Sec. 73.42 of rules adopted in Doc. 15084 which requires, after Aug. 1, FM's jointly owned with AM's in cities over 100,000 in population to reduce duplication of programs from commonly owned AM's to maximum of 50 percent of FM broadcast week. Action Jan. 27.

**Actions of Jan. 26**

■ Granted renewal of licenses of following main and co-pending auxiliaries: WTTT Port Huron, Mich.; KVAN Camas, Wash.; KCVL Colville, Wash.; WRMI-FM Morris, Ill., and KTTS-FM (SCA only) Springfield, Mo.

**K70AL, K73AD, K77AV Palm Springs and Desert, and Hot Springs, Calif.**—Granted assignment of licenses of UHF-TV translators to H&B Translator Corp., wholly owned subsidiary of assignor.

**K03AM Canon City, Colo.**—Granted assignment of license of VHF-TV translator to Pikes Peak Broadcasting Co.

**WMRR Marshall, Mich.**—Granted license for AM; specify main studio location, remote control point same as trans. location, and type trans.

**KTRG Honolulu**—Granted license covering change in ant.-trans. location, changes in ant. system, and specify sharing tower with KGU and KULA.

**KEUN Eunice, La.**—Granted license covering use of old main trans. as auxiliary trans. at main trans. site.

**KLEI Kailua, Hawaii**—Granted license covering change in ant.-trans. and studio locations; changes in ant. system, and remote control operation.

**WAFP McComb, Miss.**—Granted license covering increase in power.

**KPLT Paris, Tex.**—Granted license covering use of trans. as auxiliary daytime and auxiliary nighttime trans.

**WTHI-FM Terre Haute, Ind.**—Granted license covering change in ant.-trans. location, installation of new trans. and ant., decrease in ERP and increase in ant. height; delete remote control operation.

**K08ER, K11GM, K13GI Leadville, Colo.**—Granted licenses covering changes for VHF-TV translator.

**K13EE Bison, S. D.**—Granted license for

**FOR SALE—Stations (Cont'd)**

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VHF-TV translator.  
Taft Broadcasting Co., Kansas City, Mo.—Granted CP and license for new low power auxiliary.

WUNO Rio Piedras, P. R.—Granted CP to install new auxiliary trans.

WFNC-FM Fayetteville, N. C.—Granted CP to increase ERP to 50 kw, and install new trans.

WHAT-FM Philadelphia—Granted CP to install new trans, increase ERP to 50 kw, and ant. height to 295 feet, and make engineering changes; conditions.

KTVM-FM Inglewood, Calif.—Granted CP to install new trans, increase ERP to 1.6 kw, and make engineering changes; remote control permitted.

WFMT(FM) Chicago—Granted CP to install new antenna, and increase antenna height to 550 feet (main trans.)

K71BC Woodlake and Lemoncove, Calif.—Granted CP to change type trans. for UHF-TV translator.

K07CY, K09CY, K11DF Redwash and Bonanza and Vernal, Utah—Granted CP's to change primary TV's to KCPX (ch. 4), KUTV (ch. 2), and KSL-TV (ch. 5), all Salt Lake City, respectively; change type trans., and make changes in ant. system for VHF-TV translators.

WBFM(FM) Detroit—Granted mod. of CP to increase ERP to 50 kw.

WGRP-FM Greenville, Pa.—Granted mod. of CP to change studio location, type trans. and type ant.

WANG(FM) Coldwater, Mich.—Granted mod. of SCA to change sub-carrier frequency from 42 to 87 kc.

■ Granted licenses for following FM's: WVCA-FM Gloucester, Mass.; WMVR-FM Sidney, Ohio, and specify type trans., studio location and remote control point; WGRN Greenville, Ill.; KZSU Stanford, Calif.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: KEUN Eunice, La., and specify type trans.; KNDC Hettinger, N. D., and specify type trans.; KPLT Paris, Tex.

■ Following were granted extensions of completion dates as shown: KRML-FM Carmel, Calif., to June 30; WKKY-FM Erlanger, Ky., to July 1; WFMG(FM) Gallatin, Tenn., to Aug. 10; K72CA, Winter Garden Translator System Inc., Crystal City and Carizo Springs, Tex., to July 26.

#### Actions of Jan. 25

■ Granted renewal of licenses of following main and co-pending auxiliaries: \*WDIQ(TV) Dozier, Ala.; WKID Urbana, Ill.; WIOS Tawas City-East Tawas, Mich., and WNEL Caguas, P. R.

WRYT-FM Pittsburgh — Granted license covering decrease in ERP, increase in ant. height, and change in ant.-trans. location.

K02CT, K04CU, K05BZ, K07FD, K09FE, K11FI, K12EO Piceance Creek area, White River Canyon west and east of translator site, Meeker, Wilson Oil Camp, rural area west and south of Meeker, and Buford, Colo.—Granted licenses for VHF-TV translators.

WLKY-TV Louisville, Ky.—Granted CP to change ERP to 275 kw vis., and 74.1 kw aur.; change trans. location to near New Albany, Ind.; type trans. and type ant.; make changes in ant. system, and increase ant. height to 1260 feet.

#### Actions of Jan. 22

■ Granted renewal of licenses for following main and co-pending auxiliaries: KBAB Indianola, Iowa; KCLU Rolla, Mo.; KFMO Flat River, Mo.; KICK Springfield, Mo.; KSIM Sikeston, Mo.; KSMO Salem, Mo.; KWVL Waterloo, Iowa; KDVR(FM) and SCA Sioux City, Iowa; KCBC Des Moines, Iowa; KFEQ St. Joseph, Mo.; KFTW Fredericktown, Mo.; KRNT Des Moines, Iowa; KSMN Mason City, Iowa; KVFD Ft. Dodge, Iowa; KBAY(FM) Kansas City, Mo.; KTXR(FM) and SCA Springfield, Mo., and KFEQ-TV St. Joseph, Mo.

WFMG(FM) Gallatin, Tenn.—Granted CP to move studio and ant.-trans. location; install new trans.; and increase ERP to 50 kw, and ant. height to 380 feet.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KASI Ames, Iowa; KCHA Charles City, Iowa; KTTA-FM Springfield, Mo.; KCMO-FM and SCA Kansas City, Mo.; KATZ St. Louis; KJCF Festus, Mo.; KXLW Clayton, Mo., and KROS-FM and SCA Clinton, Iowa.

K11DU Silver City, N. M.—Granted license

covering changes in VHF-TV translator.

WAFB-TV Baton Rouge—Granted CP to reduce aur. ERP to 57.7 kw; change trans. location to Duncan Point, La.; change type trans.; make changes in ant. system, and increase ant. height to 1670 feet; conditions.

KFSA-TV Fort Smith, Ark.—Granted CP to change aur. ERP to 12.7 kw; type trans. and trans. location; make changes in equipment, and increase ant. height to 1260 feet.

KPAT-FM Berkeley, Calif.—Granted CP to install new ant., increase ant. height to 170 feet, make changes in ant. system, and make engineering changes.

K10DJ, K12CU Laramie, Wyo.—Granted CP's to replace expired permits for new VHF-TV translators, and specify type trans.

K79AY Phillips county, Mont.—Granted CP to replace expired permit for new UHF-TV translator.

K77BL, K79BB Snyder, Tex.—Granted extensions of completion dates to July 22, for UHF-TV translators.

■ Granted licenses for following VHF-TV translators: K10AH, Chico TV Booster Club, Paradise Valley, Miner Basin, Emigrant, Mont.; K12EQ, Harlem TV Club, Harlem, Mont.; K08EV, Baker TV Booster Inc., Baker, Mont.; K10AS, K13BD, Sweet Grass TV Club, Big Timber, Boulder Creek area, Otter Creek, Big Timber Creek area and Melville, Mont.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KBAM Longview, Wash.; WBEN Buffalo, N. Y.; WLAQ Rome, Ga.; KPOJ Portland, Ore.; WGVM Greenville, Miss., and WNIL Niles, Mich.

#### Actions of Jan. 21

WHIV Orlando, Fla.—Granted change in remote control authority.

■ Remote control permitted for following: KURA Moab, Utah, and KDOK-FM Tyler, Tex.

K74BJ Three Rivers, Calif.—Granted CP to change type trans. for UHF-TV translator.

K02DM Minot, N. D. — Granted CP to change principal community to west, north, south and east suburban Minot; type trans., and make changes in ant. system for VHF-TV translator.

K02AL, K10AV Telluride, Colo.—Granted CP's to make changes in ant. system for VHF-TV translator.

■ Following were granted extensions of completion dates as shown: WOGO-TV Chicago, to July 21; WSRB Boca Raton, Fla., to April 30; W09AG, Spartan Broadcasting Co., Franklin, N. C., to July 21.

WOGO-TV Chicago—Granted mod. of CP to change ERP to 836 kw vis., and 418 kw aur.; trans. and studio locations; type trans. and type ant.; make changes in ant. system, and change ant. height to 930 feet; condition.

K79AU Delta, Utah—Granted mod. of CP to change type trans. for UHF-TV translator.

K04AK, K10BE, K06CT, K13EN McDermitt, and Orovida, Nev.—Granted renewal of licenses for VHF-TV translators.

■ Granted licenses for following UHF-TV translators: K78BN, KSL Inc., Aurora and Black Rock, Utah; W75AE, U.P. TV Systems Inc., Iron Mountain, Mich.; K74CK, Orchards Community Television Association Inc., Lewiston, Idaho.

#### Actions of Jan. 19

■ Granted renewal of licenses for following main and co-pending auxiliaries: WATT Trenton, N. J.; WPRC Lincoln, Ill., and KRPM(FM) San Jose, Calif.; condition.

WHTC-FM Holland, Mich.—Granted CP to make changes in equipment and increase facilities on channel 241 (96.1 mc) from ERP 2.9 kw, ant. height 90 feet, to ERP 20 kw, ant. height 295 feet, and make engineering changes; condition.

■ Granted CP's for following new VHF-TV translators: Jackson County, on channel 8, Walden, Rand, Coalmont and Cowdrey, Colo., to rebroadcast programs on KOA-TV (ch. 4), Denver; City of Yuma, on channel 13, Yuma, Ariz., KOA-TV (ch. 4), Denver.

WRAN Dover, N. J.—Granted mod. of CP to make changes in daytime DA pattern, continued operation on 1510 kc. 1 kw. unl.; conditions.

WVLR(FM) Sauk City, Wis. — Granted SCA on sub-carrier frequency of 67 kc.

WHKW(FM) Chilton, Wis.—Granted SCA on sub-carrier frequency of 22 kc.

WTIL Mayaguez, P. R.—Granted license covering use of auxiliary trans. as alter-

nate main trans., with remote control operation.

KABL Oakland, Calif.—Granted license covering installation of auxiliary trans.; and installation of new trans, change in ant.-trans. location, and changes in ground system.

KFCG(TV) Jefferson City, Mo.—Granted mod. of license to reduce aur. ERP to 42.7 kw, and change type aur. trans.

KGBT-TV Harlingen, Tex.—Granted mod. of license to reduce aur. ERP to 18.7 kw.

WTVC(TV) Chattanooga — Granted mod. of license to reduce aur. ERP to 63.2 kw.

KEZI-TV Eugene, Ore.—Granted mod. of license to reduce aur. ERP to 47.4 kw, and change type aur. trans.

KTVO(TV) Kirksville, Mo.—Granted mod. of license to reduce aur. ERP to 14.3 kw, and change type aur. trans.

KMOS-TV Sedalia, Mo.—Granted mod. of license to reduce aur. ERP to 3.28 kw.

WMUR-TV Manchester, N. H.—Granted mod. of license to reduce aur. ERP to 33.5 kw, and change type aur. trans.

KTLN Denver—Remote control permitted; conditions.

WBON(FM) Milwaukee—Granted mod. of license to change studio location; remote control permitted.

WJAR-TV Providence, R. I.—Granted CP to change ant. height to 1000 feet, and make changes in ant. structure.

WJBM Jerseyville, Ill.—Granted CP to make changes in DA pattern.

WCFB Parkersburg, W. Va.—Granted CP to change ant.-trans. location south to present site, and make changes in ant. system; condition.

\*WGTS-FM Takoma Park, Md.—Granted CP to increase ERP to 6 kw and ant. height to 115 feet, install new ant., and change ant.-trans. location.

WLAN Lancaster, Pa.—Granted mod. of CP to make changes in daytime DA pattern; conditions.

WMEX Boston—Granted mod. of CP to designate auxiliary trans. as alternate main trans., and change type trans.

WTRF-FM Wheeling, W. Va. — Granted mod. of CP to change type trans., increase ERP to 12.5 kw, reduce ant. height to 870 feet, and make engineering changes.

WFGP-FM Atlantic City—Granted mod. of CP to increase ERP to 20 kw, install new trans., and make engineering changes.

WFRO-FM Fremont, Ohio—Granted mod. of CP to increase ERP to 20 kw, and change type ant.

#### Action of Jan. 18

WHRB-FM Cambridge, Mass. — Granted change in remote control authority.

### Call letter changes requested

■ Public notice is first of series listing requests for new or modified call sign assignments by AM's, FM's and TV's. Pursuant to Sec. 1.550 of commission rules, requests are subject to pre-grant notice and will not be acted upon earlier than 30 days from date of public notice.

During period ending Jan. 11, commission received requests to assign call signs to, or change call signs of, following:

■ Urbana, Ohio—Brown Publishing Co. Requests WCOM-FM.

■ WIKB Iron River, Mich.—Northland Advertising Inc. Requests WRIL.

■ Lakeland, Fla.—Lakeland FM Broadcasting Inc. Requests WVFM.

■ KAPP Redondo Beach, Calif.—Southern California Associated Newspapers. Requests KKOP.

During period ending Jan. 25, Commission received requests to assign call signs to, or change call signs of, following:

■ WMAX-FM Grand Rapids, Mich.—Country Broadcasting Co. Requests WYON.

■ Winter Park, Fla.—Richard L. Baird. Requests WLOQ.

■ WHFC Chicago—L&P Broadcasting Corp. Requests WSDM.

### Rulemakings

#### PETITION FOR RULEMAKING FILED

■ KJAN Atlantic, Iowa—Nishna Valley Broadcasting Corp. Requests change in FM table of allocations to assign channel 290 to Atlantic. Received Jan. 15.

**B**UD Rifkin never realized his boyhood ambition of becoming a psychiatrist. But he appears to have escaped frustration and attained security and success in the topsy-turvy world of the program syndication business in which uncertainty and change are the syndrome.

Mr. Rifkin, executive vice president in charge of sales for United Artists Television, still regrets today that lack of finances blocked the way to a medical school education. He maintains, however, that he has enjoyed his long-time association with the syndication field. This comment understates his career. Mr. Rifkin has the distinction of having completed 26 years in the field with one corporate entity—the Frederic W. Ziv companies—and its successor organization, United Artists TV.

"I can't think of many people who have had this experience in the syndication business, where job changes are so frequent," Mr. Rifkin observes. "I don't think I can give an explanation except to say the company has been good to me and I've been good for the company. I've never felt I wanted to give up my association."

His career in syndication began in 1938 when the term related to sales of radio program series. He was a pioneer salesman in the late 1940's when syndication edged into television's lexicon, and an executive when the industry attained its peak in the mid-1950's.

Mr. Rifkin survived and flourished during syndication's leveling-off period in the 1960's but predicts a renaissance in the next few years as UHF comes to the fore and television's economics persuade networks to give more time back to stations.

Mr. Rifkin assumed responsibility over sales of programs to the TV networks a few years ago when Ziv (subsequently United Artists TV) took a more active role in network production.

Maurice Joseph Rifkin is a tall, trim man of 50, who played basketball in high school and college and stays in shape today by playing tennis in the winter and golf in the summer. These sports are his main outside interests, except for his family and his job, he maintains.

**Soft Sell** ■ He is not the high-voltage salesman with a fast pitch. Mr. Rifkin speaks quietly, earnestly but authoritatively on the subject of TV programs and sales, and, co-workers point out, has earned the confidence of stations and networks by this low-keyed approach.

His career in broadcasting evolved from part-time work with a small advertising agency in Los Angeles (Charles R. Stewart Co.) during summers of his

## He went from psychiatry to syndication

undergraduate college days and while taking post-graduate work. In 1937, after abandoning plans to study medicine, he returned to Ohio where he was reared, and joined the sales staff of WKBN Youngstown.

"During this period I became acquainted with Fred Ziv and John Sinn," Mr. Rifkin recalls. "Mr. Ziv was operating an advertising agency in Cincinnati and was developing transcribed radio programs. Out of this venture came the Ziv operation in radio syndication. Mr. Ziv asked me to join his company in 1938."

At the height of Ziv's radio syndication operation, Mr. Rifkin observed, the company was selling more than 35 different programs. Among them were *Boston Blackie*, *Philo Vance*, *Favorite Story*, *Guy Lombardo Show*, *Wayne*

*King Show*, *Barry Wood Show*.

**Enters TV** ■ In 1946, Mr. Rifkin was transferred to New York as sales manager of Ziv Radio Programs and simultaneously planned for the company's entry into TV syndication. By 1948, under the banner of Ziv Television Programs and with Mr. Rifkin as sales manager, the company offered its initial programming for the fledgling TV industry—*Sports Album*, five-minute filmed shows, and *Yesterday's Newsreel*, 15-minute highlights of news events. Mr. Rifkin recalls that his first TV sale was to Ruppert Brewing for *Sports Album* in New York, Philadelphia, Boston and New Haven, Conn.

In the next few years, with Ziv forging ahead as a leading TV program syndicator, Mr. Rifkin directed sales activities for as many as 35 programs. Among those were *Cisco Kid*, *Boston Blackie*, *Favorite Story*, *Science Fiction Theater*, *Mr. District Attorney*, *The New Adventures of Martin Kane*, *I Led Three Lives*, *Highway Patrol* and *Sea Hunt*.

"We used to do as many as four or five new shows a year," Mr. Rifkin remarked. "At one time, our sales personnel numbered more than 100."

The late 1950's and the 1960's were marked by continually rising sales and production costs and network expansion into time periods that had been the domain of the station for syndication and other forms of local programming, Mr. Rifkin points out. He acknowledges that today it is "too hazardous" to produce for the first-run market, but adds:

"I think there is going to be an upsurge in syndication within five years. My feeling is that the economy never was geared to support three networks if they have to fill all the time they now sell. Their costs are going up all the time. I think they can survive and flourish only if they reduce the amount of time they program and sell. It seems to me this move will come, though at present no one network wants to take the initiative."

**UHF Important** ■ "Another factor that is going to help syndication in the future is UHF. At the outset local advertisers will be using this medium but gradually national spot dollars will be moving into UHF. Right now the U stations in the all-U markets are doing fine, but those in VHF areas are having a tough time. But I think that in a few years they too will come out well."

For the present, United Artists TV will concentrate in the syndication area via sale of such specialized programs as the Wolper one-hour documentary specials and sports films and of its off-network series. UA-TV, he added, is examining the daytime TV area with a view toward producing programs and series either for network or syndication sales.

## WEEK'S PROFILE



Maurice Joseph (Bud) Rifkin—executive VP in charge of sales, United Artists Television; b. July 12, 1914, Marinette, Wis.; U. of Southern California, B.S. in chemistry, 1936; M.S. in psychology, 1937; salesman, WKBN Youngstown, Ohio, 1937-38; account executive, Frederic W. Ziv Co., Cincinnati, 1938-46; sales manager, Ziv-TV Radio Programs, New York, 1946-49; sales manager, Ziv Television Programs, 1949; VP in charge of sales, 1953; executive VP in charge of sales, United Artists TV, 1960; m. Theodora Levin, 1948; daughter, Joan, 14; Glen Oaks (N.Y.) Country Club; member—International Radio & Television Society; President's Circle of U. of Southern Calif.



## EDITORIALS

### NAB's new concept

ONLY time will tell whether the "new concept" of structure and policy direction of the National Association of Broadcasters is the answer to that association's problems. But there can be no valid challenge of the wisdom of the NAB board in elevating its executive vice president, Vincent T. Wasilewski, to the presidency, vacant since the resignation last August of LeRoy Collins.

Mr. Wasilewski knows the Washington ropes after 15 years on the NAB which, incidentally, is the only place he has worked since he graduated from college. Broadcaster expertise will be available to the NAB through the presence in Washington until next June of Willard Schroeder, vice president-general manager of Time-Life stations in Grand Rapids, Mich. Mr. Schroeder, a seasoned broadcaster possessing demonstrated leadership qualities, probably will be the first of a series of broadcasters in the chairmanship. But his successor does not have to be a broadcaster to serve as part of the "new concept" two-man team.

The joint board, with 42 of its 44 members present, didn't buy the "new concept" easily. But Mr. Wasilewski had the solid backing of practically all of those present. There were those who still wanted a "national figure" either as president or chairman. The vast majority, however, did not relish a repetition of the Collins years.

Mr. Wasilewski, now 42, became a staff attorney of the association upon his graduation from law school in 1949. In those 15 years, he has moved through the chairs to the executive vice presidency and now the presidency. Thus, for the first time, a career man heads the association. The entire NAB staff is given a lift. Mr. Wasilewski wanted no contract. He will take his chances on doing the job. He receives a boost in pay from \$32,500 to \$50,000, the same salary that the National Community Television Association is paying its new president, former FCC Commissioner Fred Ford.

We hope the "new concept" works. Yet we feel it is not the entire answer which must come in the ultimate evolution of a broadcasters' federation on which we have repeatedly expounded on this page.

It is entirely possible that Messrs. Schroeder and Wasilewski will try to head the "new concept" in that direction.

There are those who may feel Mr. Wasilewski does not have the prestige to qualify as the broadcasters' spokesman. The presidency of the NAB imparts its own prestige. In this instance, the adage works both ways. The man can make the job and the job can make the man.

### The terrible price of security

WITH only slightly varying speeds the National Association of Broadcasters and the National Community Television Association are rushing headlong toward a trap that they have mistaken for a sanctuary. The policies on CATV regulation that were adopted by the associations' boards last week differ in detail but are alike in seeking for both CATV and television an extreme form of federal protection. If the two industries get what they now think they want, they will have no reason to protest when the government begins regulating all their business practices.

The problems that broadcasters and CATV operators hope to solve by seeking federal shelter are undeniably difficult. Broadcasters see in the unrestricted development of CATV a threat of competition that will disturb present viewing habits, fragmentize television audiences, depress television advertising rates and perhaps turn into pay TV with the economic power to siphon off their programing.

CATV operators with notions of expansion are encountering all kinds of obstructions from local governments.

The type of federal regulation that the NCTA has approved is enough, in that association's judgment, to neutralize local assertions of authority and to cede to broadcasters a degree of protection that hopefully will satisfy them. According to the NAB's present thinking, broadcasters want a little more protection than the NCTA is now willing to grant, but even if the broadcasters were to accept the NCTA position, they would be asking the government for nothing less than economic security. Surely broadcasters must realize that they cannot ask for immunity from competition in one pleading and for freedom of action in the next.


The government can protect one business from the competition of another only on a finding that the public interest will be served by such an act. It is then entitled, indeed obligated, to assure that the protected business serves the public to the limit of its capacities. Is a television station that shows a profit of 30% or more of total revenues doing all it can to serve the public interest? That is the kind of interesting question the FCC can be expected to ask if the government is put in the position of deciding that CATV cannot compete reasonably freely with television.

There are restrictions that may be legitimately sought on CATV operations, without the danger of excessive regulation of the kind that is now proposed. Broadcasters ought to have the right to determine whether their own signals will be relayed by CATV and to impose reasonable conditions of fidelity of transmission upon CATV systems to which pickup rights are granted. These rights could be established by a simple amendment to an existing section of the Communications Act that already forbids one station to rebroadcast another's programing without the originating station's permission. Some legal opinion holds that these rights already exist in the copyright law, and lawsuits to establish that position are pending.

It is plain in the NAB and NCTA actions of last week that this publication's belief in minimum regulation is shared by few influential broadcasters and CATV operators. We cannot help wondering whether we have more confidence than television broadcasters have in the ability of the existing television system to adapt to new conditions. We cannot help wondering whether CATV operators are unwise eager to escape entanglements in local jurisdictions which may very well turn out to be less restrictive than the federal entanglements they are of a present frame of mind to seek.



Drawn for BROADCASTING by Sid Hix  
"There's a switch. A newspaper giving better coverage than television!"



"...as  
complete  
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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BBDO and SSC&B to try new compensation plan. p28  
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Networks start to juggle programs for '65-66. p64

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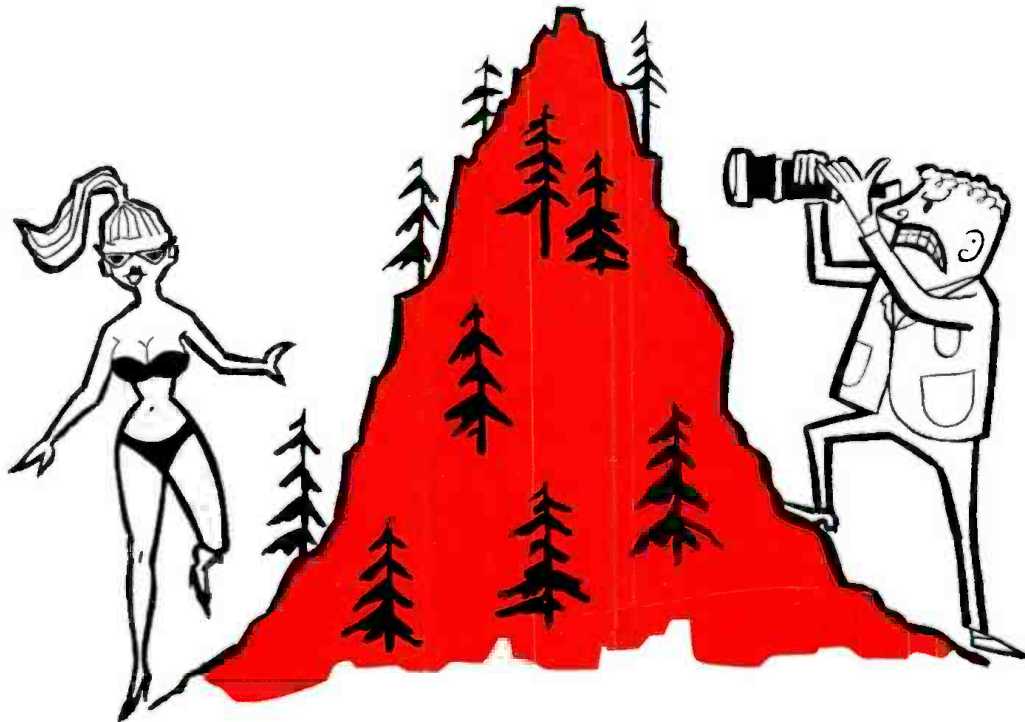


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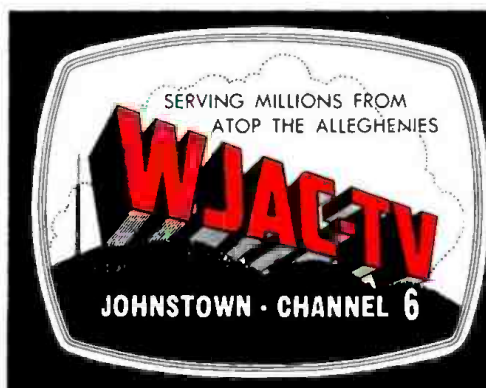


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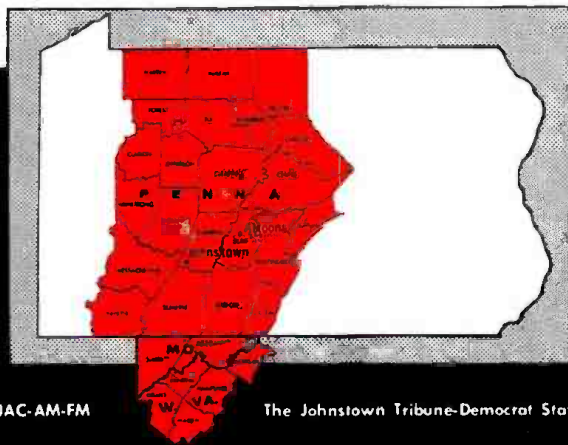
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