

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

AMST seeks stiffest regulation yet for CATV. p23

BBDO and SSC&B to try new compensation plan. p28

Nielsen reports 5.2% penetration of color-TV sets. p46

Networks start to juggle programs for '65-66. p64

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UNIT ACQ BRANCH
MAXWELL AFB AL

36113 EXP 2/66



**Radio spreads
the word
fastest**

A tense battle in Vietnam!
Millions know about it first from Radio.
Nothing matches Radio's speed
as a news medium—or as a sales
medium. That's one reason why
leading national advertisers use
Spot Radio to boost sales selectively
in markets throughout the country.

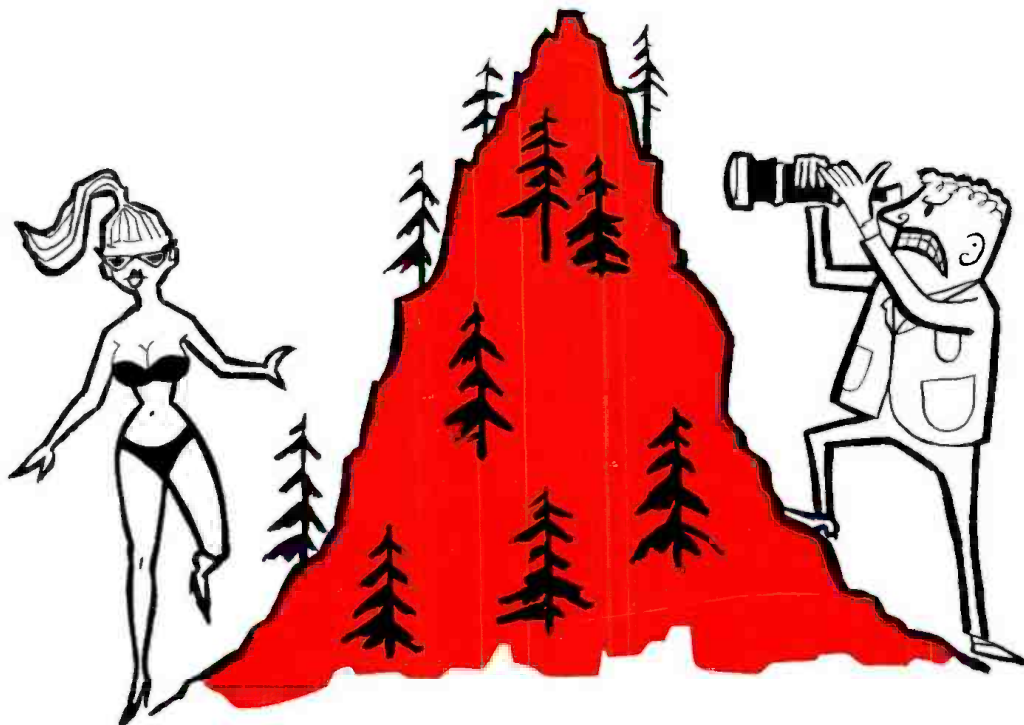
RADIO DIVISION



THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT
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WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



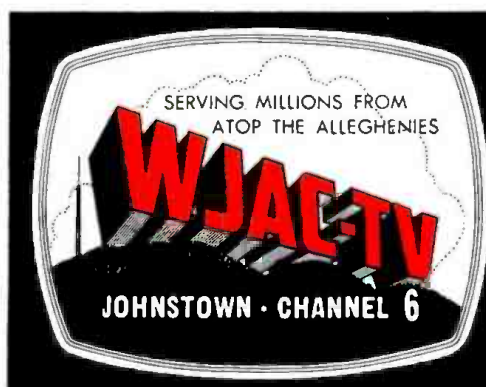
... and, IN PENNSYLVANIA, it's

WJAC-TV

Television signals can't climb mountains. TV viewers can't see through mountains. That's exactly why--to reach Pennsylvania's big million dollar Market in the Middle . . . America's 43rd ranked market . . . you need WJAC-TV.

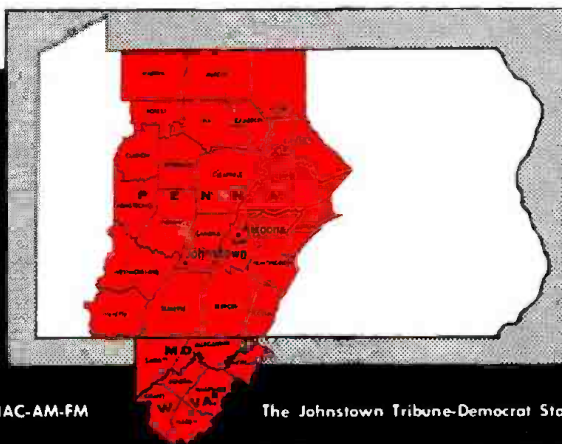
From high atop the Alleghenies, WJAC-TV delivers the peak of the market in Johnstown-Altoona with 415,100 TV homes.

CALL HARRINGTON, RIGHTER & PARSONS, Inc. FOR A SPECIAL PRESENTATION OF OUR NEW HARD CORE STUDY.



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by
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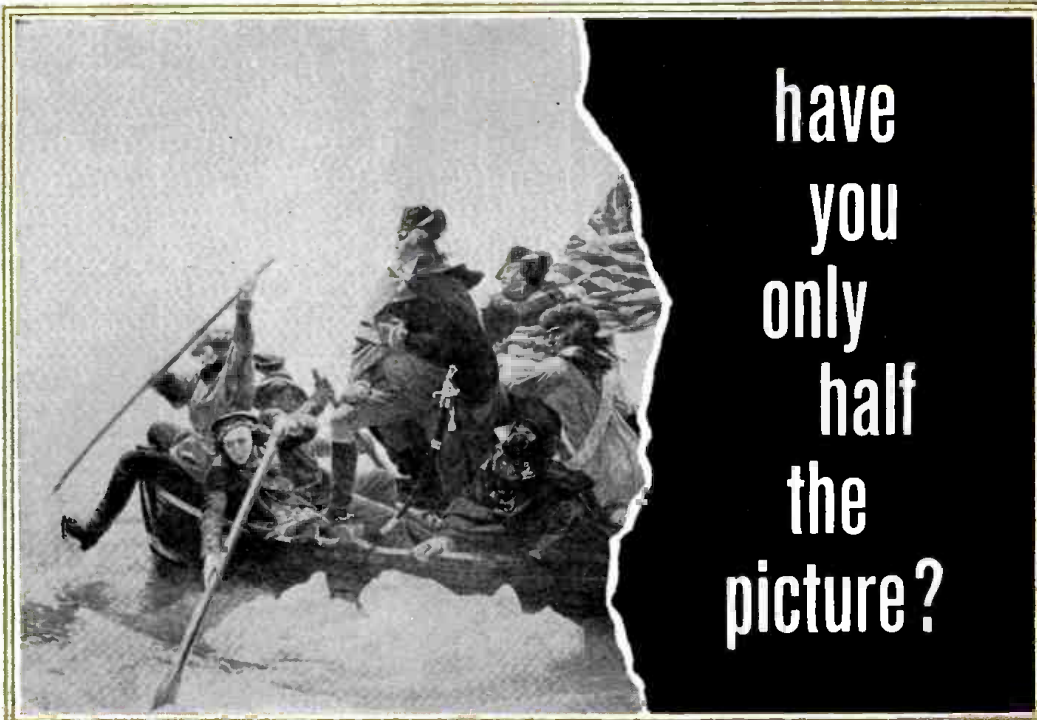
The Johnstown Tribune-Democrat Stations



LIVE WIRE

... that's "GIDGET," the sparkling movie about a popular perky teen-ager that charmed millions of movie goers. "GIDGET," starring Sandra Dee, James Darren and Cliff Robertson, in color, is just one of the 60 outstanding movies in the newly released Columbia POST-'50 Group II features currently playing on more than 70 stations.

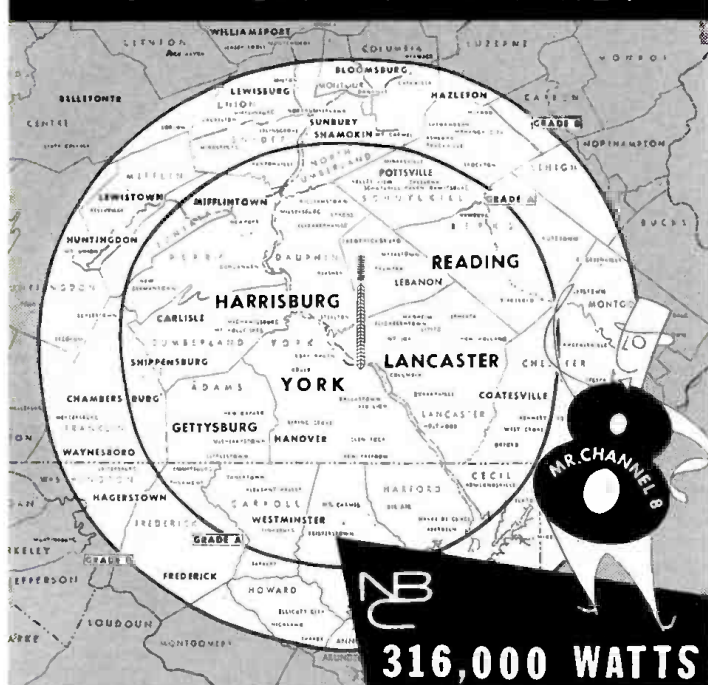
SCREEN GEMS



have
you
only
half
the
picture?

The Bettmann Archive

MULTI-CITY TV MARKET



Frequently manufacturers' sales figures show only cities where shipments are received by wholesalers and distributors. They do not show where these shipments are actually sold by retailers over a wide area. Ask your sales staff for the full picture of your retail sales in the Lancaster-Harrisburg-York area where WGAL-TV/Channel 8 offers total-market coverage to do your selling.

WGAL-TV

Channel 8

Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVOA-TV Tucson, Ariz.

Top 50 reconsideration

Although FCC voted 5-1 (Hyde dissenting) last December to impose what amounts to freeze on TV station sales in top 50 markets (BROADCASTING, Dec. 21, 28, 1964) there's good prospect it may reverse itself by superseding that action with formal rule-making proceedings. Besides complaints from group owners about unfairness of ruling, commissioners have heard from members of Congress in opposition to what's regarded as "high handed" action.

AMST defections?

Policy statement adopted by board of Association of Maximum Service Telecasters last week at New Orleans brought prompt threats of resignations from several stations group owners already deeply entrenched in CATV operations. But as of last Friday no formal resignations had developed, with entities presumably awaiting careful study of 17-page statement which was mailed over last weekend to AMST member stations (see page 23).

Being considered as alternative was separate filing with FCC, setting forth opposition of member stations to policy adopted by AMST board. Board concluded that unrestrained expansion of CATV's could lead to destruction of TV allocations and elimination of local services. Opponents feel policy determination should not have been made by 21-man board but should have been submitted to full membership.

Student of the law

FCC Commissioner Lee Loevinger who, with communications attorney Marcus Cohn, has stirred considerable debate over commission constitutional authority to inquire into religious programming (BROADCASTING, Feb. 1), is branching out. He has begun what promises to be extensive research into question of commission's authority over programming in general in attempt to bring whole subject into focus. His conclusions will be expressed either in speech or in published article in late spring or summer.

That FCC job

If decision has been reached on appointment of Fred Ford's successor on FCC, President Johnson is keeping it close to his vest. Half-dozen names still were being bandied about in Washington last week but with no indication that selection of Republican (or independent) successor to Fred

CLOSED CIRCUIT®

Ford, now president of National Community Television Association, had been made by chief executive.

For what they're worth, these names, with varying degrees of support, were heard: Dean Charles H. King, of Detroit School of Law, who served interim FCC appointment, July 1960-March 1961; Ruth Jones, radio-TV executive of J. Walter Thompson Co., New York; John S. Patterson, member of Federal Maritime Commission since 1961 and active in federal government for decade; Curtis B. Plummer, executive director of FCC; Evelyn Eppley, FCC staff lawyer (Rules and Standards) supported by Senator Hugh Scott (R-Pa.); and Mary Jane Morris, of Michigan, former FCC secretary, who has GOP state support if President decides on woman; otherwise Michigan support is for Dean King.

Picking winners

One of newest and most secret projects at FCC is staff-level review of comparative criteria that commission relies on in deciding winners in contests for AM, FM and TV grants. Adequacy and appropriateness of criteria—such as experience, local ownership, program proposals—has been questioned within commission. Ad hoc eight-member staff committee is developing recommendations on whether and how criteria should be modified. Committee, set up in December, has had one meeting. Meanwhile, staffers are reading material already written on subject.

Committee members are Henry Geller, general counsel; James Sheridan, Broadcast Bureau chief; James D. Cunningham, chief hearing examiner; Daniel Ohlbaum, deputy general counsel; Daniel J. Berkemeyer, chairman, and Sylvia D. Kessler, member of Review Board; James Juntilla, Broadcast Bureau deputy chief, and Leonidas P. B. Emerson, chief, Opinions and Review.

Note of harmony

Television and radio stations and networks, engaged in assorted litigations for new contracts with American Society of Composers, Authors and Publishers, apparently are to be spared need for simultaneous negotiations with ASCAP's biggest competitor, Broadcast Music Inc. Their BMI contracts expire in March, but round of discussions with BMI has led to general agreement to extend current li-

censes indefinitely, subject to 90-day cancellation by either signer.

It will be up to each station to decide whether to accept extension or not, but acceptance is being recommended by respective all-industry station music negotiation committees, headed by Charles Tower of Corinthian Broadcasting in case of TV and Robert T. Mason of WMRN Marion, Ohio, in case of radio. This would be second contract extension, 12-month carryover having been worked out year ago. Presumably after ASCAP rates are set—or earlier, at either side's option—cancellation notices will be given and negotiations for new BMI contracts will be launched.

DB's under study

As part of its interest in network television practices, FCC has team of research professionals checking into patterns of delayed broadcasts. Information will also be used in commission consideration of CATV problems, and may have important bearing on protection against duplication which commission may impose on CATV's. Study has just gotten underway, so no inferences can yet be drawn.

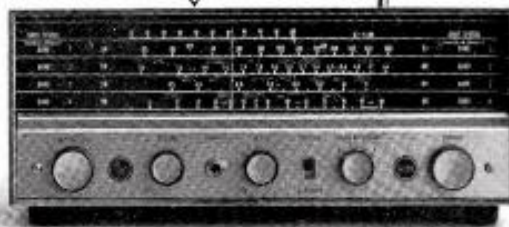
Sports lineup

PGA golf is giving CBS-TV and NBC-TV some clearance problems. As many as 38 CBS and 10 NBC affiliates reportedly have indicated they plan to drop network service to carry PGA package being fed live Feb. 14 by Sports Network Inc. (5:30-7 p.m. EST). CBS is asking affiliates to reconsider. Shows affected are *Amateur Hour*, *20th Century* and *World War I* on CBS and *GE College Bowl*, *Meet the Press* and *Profiles in Courage* on NBC. ABC has no network service during this period.

It isn't generally known that Sports Network Inc. gets big financial break by using regular network lines, at little or no cost to SNI, for its live feeds of sports events like PGA golf matches. As courtesy to their regular affiliates, ABC, CBS, NBC have customarily released lines to SNI upon request from stations. Regular networks pay line charges for whole broadcast day, get no reimbursement from phone company if they don't use lines for periods within that day. In some cases SNI has paid token fees to networks but nothing like price of buying its own circuits. Line use, incidentally, is said to be no factor in CBS plea to affiliates on PGA golf Feb. 14.

The $\frac{1}{2}$ hour commercial returns to radio.

AND NOW,
THEATRE 5,
THIRTY MINUTES
OF RADIO DRAMA
BROUGHT TO
YOU BY...



At one time, sponsors and radio shows identified one another. The association was so close that a half hour radio show amounted to a half hour commercial. That was good for the sponsor and good for radio. That's why the ABC Radio Network has created Theatre 5 and has made it available to most stations.

Theatre 5 is twenty-five minutes of fast-moving adult drama, five times a week. Newly produced programs of suspense, mystery, hard-hitting

adventure, and science fiction. With modern themes, up-to-date twists and surprises. A program specifically designed to give radio stations a completely new format to offer important clients. A program that can be his alone. One he can merchandise with impact the other 23½ hours of the day, 52 weeks of the year.

Theatre 5 is a program to increase a station's profit. For what prestige account wouldn't pay a little more

for a half hour commercial?

There's only one new radio drama like Theatre 5. And if you have it, no one else can get it.

Write or call Mr. Marvin Grieve (The ABC Radio Network, Special Program Features, 7 West 66th Street, New York, N. Y. —212 SU 7-5000). He'll give you a few other significant reasons why the ABC Network believes all radio has an exciting future. And Theatre 5 is just the beginning.

THEATRE 5. A NEW PRODUCT OF THE



NETWORK. SPECIAL PROGRAM FEATURES DEPT.

WEEK IN BRIEF

Stiffest regulation of community antenna television yet proposed has been called for by Association of Maximum Service Telecasters. Would put CATV back where it started—a service in poor or no-signal areas. See . . .

ELITE GANG UP ON CATV . . . 23

Old problem of agency compensation gets new approach from BBDO; Sullivan, Stauffer, Colwell & Bayles, and American Tobacco. Test project guarantees agencies minimum percentage of gross billing as profit. See . . .

NEW PAYMENT SYSTEM . . . 28

Government spokesmen at Washington maintain federal hand is extended to help, not hinder, advertising. There's some praise for improvements made, but also much emphasis on need for self-regulation. See . . .

NO BOGY MEN AT FTC . . . 39

Annual conference of state association presidents told that FCC's proposed radio program forms will be better than old ones. Major problem facing radio-TV is not new: freedom of expression in the broadcast media. See . . .

D.C. BRIEFING FOR STATE HEADS . . . 52

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee asks for bigger budget; starts speculation committee may be planning investigation of radio-TV affect on U. S. political life. See . . .

WHAT'S UP SENATE SLEEVE? . . . 53

Agency timebuyers tell McGavren-Guild Co. seminar what they like and dislike about present relationships with radio salesmen. They also list information they want and don't want about radio stations. See . . .

LIST OF DO'S AND DONT'S . . . 30

Senate subcommittee plans to get into professional sports antitrust status in hearing later this month. CBS acquisition of New York Yankees baseball team last year expected to be high on agenda. See . . .

CBS, BASEBALL ON HOTSEAT . . . 64

A. C. Nielsen Co., in its first national figures on color TV set penetration finds 5.2% of U.S. homes equipped with both TV and telephones. Penetration ranges from 2.4% in Minneapolis to 9.4% in Los Angeles. See . . .

COLOR TV RECEIVERS . . . 46

Action not words will be credo of Vincent T. Wasilewski, new president of National Association of Broadcasters. He predicts continued growth for NAB, sees self-improvement of radio-TV as sole reason for its existence. See . . .

WHAT NEW PRESIDENT FACES . . . 48

Agency spokesmen talk about 'official proposals' and 'sheer guesswork' to describe reshuffling of next season's television programs. Previews of new nighttime programs and schedules begin early. See . . .

THE '65-66 JIGSAW PUZZLE . . . 64

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If it's newsworthy **JOSEPH McCaffrey** will comment on it

Joseph McCaffrey is one of the most widely-quoted, highly respected political reporters working the Hill. He is quoted frequently in "The Congressional Record," the official report on the proceedings of the U.S. Congress. On his 20th anniversary in broadcasting, Congressional leaders of both parties took time out to pay tribute to McCaffrey's outstanding contribution to the news media.

A key member of our 25-man staff of news and public affairs specialists. McCaffrey helps make WMAL-Radio and WMAL-TV the news authority in the Nation's capital.



News Authority in the Nation's Capital

wmal radio and television

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

NAB promises study of ETV 'commercials'

Question of what to do about "creeping commercialism" of educational TV stations is being looked into by National Association of Broadcasters. Action was announced Friday (Feb. 5) at close of annual NAB state presidents conference in Washington.

Douglas A. Anello, NAB general counsel, told 100 delegates at meeting that ETV purchases of film packages and sponsor acknowledgments preceding and following programs were going to be discussed with government representatives and educators. He added that broadcasters should not move for action on state levels at this time.

Senate calls Stanton on CBS-Yankees deal

Dr. Frank Stanton, CBS president, is being advised that Feb. 18 is tentative date for appearance before Senate Antitrust and Monopoly Subcommittee, it was learned Friday (Feb. 5). Panel is conducting hearing on sports and antitrust with eye on CBS purchase of New York Yankees (see page 68). Main thrust, however, is whether to modify antitrust laws applying to professional sports teams.

It's intended that Dr. Stanton and possibly other CBS officials will be leadoff witnesses. Feb. 24 and 25 are seen as possible dates for baseball commissioner and American League president to appear.

As of Friday, no formal request for records or indication of line of questioning had been revealed. Senator Philip A. Hart (D-Mich.), chairman, has said, however, that Yankee deal should be examined in reviewing sports antitrust questions.

More CATV activity for phone companies

Independent telephone companies—all 2,700 of them—are urged to become more active in community antenna television field by building CATV's for others and/or owning some themselves in recommendations to be made by special CATV committee of U. S. Independent Telephone Association.

Six-member panel, it was learned Friday (Feb. 5), has approved report recommending greater CATV activity

by independents and will recommend USITA board adopt it as policy at meeting in Hawaii, April 1-3.

Sentiment, it's understood, is mixed. Some think telephone companies ought to limit activity to building major part of CATV's and renting facilities to CATV operator, which is what AT&T's Bell System companies are planning.

Others, however, think independents should establish separate subsidiaries to build and operate systems. Both ideas are being forwarded to board, and with them are going sufficient technical and financial material that board would be able to inform USITA membership how to go about entering CATV field—and what it would cost.

TV earnings lift Storer net profit 21% over '63

Storer Broadcasting Co. Friday (Feb. 5) reported net profit for 1964 up 21% over 1963 and record earnings and revenue.

Net profit per share, based on 2,021,837 shares outstanding, was \$3.60, 29% over 1963 figure of \$2.80. Gross revenues were \$43,798,200; net profit, \$7,283,900, compared to \$40,042,775 and \$6,001,192, respectively, in 1963.

Firm said achievements are basically from continued TV growth in five markets with Storer stations.

Bates acquires Madrid agency

Ted Bates, New York, has acquired Divisa Consejeros Asociados de Publicidad, Spanish advertising agency located in Madrid. It's eleventh foreign acquisition Bates has made since 1959. Madrid office, with billings of approximately \$750,000 will be called Divisa, Bates & Co., S. A.

\$250,000 campaign for radio

The B. Manischewitz Co., Newark, N. J., plans extensive radio campaign budgeted at more than \$250,000 for its food line (108 items) starting in New York in early April and extending into five other markets. As campaign moves into Los Angeles, Miami, Philadelphia, Chicago and Baltimore it will include new product testing. Kane & Light, New York, acquired foods line as new account early in January.

Also reported. Knickerbocker Federal Savings & Loan Association, New York, has appointed Kane & Light and plans substantial use of radio.

Henry feels religion debate is good, but...

FCC Chairman E. William Henry said Friday (Feb. 5) he welcomes debate now under way regarding commission's constitutional authority to inquire into religious programming.

Chairman, speaking before National Association of Broadcasters state presidents meeting in Washington, said that if commission is exceeding authority in religious field, it should get out of it.

Commission, he said, should be neutral in area. But question, he added, is whether commission would be neutral if, in overall evaluation of broadcaster's programming, it "downgraded" religion by ignoring it.

He said Commissioner Lee Loevinger and communications attorney Marcus Cohn have "performed a public service" by starting debate on whether commission is breaching constitutional wall between church and state (BROADCASTING, Feb. 1, Jan. 4).

Chairman covered wide range of topics in his off-cuff remarks that were followed by question-and-answer session:

- Community antenna television. He said Congress will hold hearings "soon" and that commission "hopes" to have its

Stars to shine for Pioneers

Broadcast Pioneers awards banquet, traditional side event of National Association of Broadcasters annual conventions, will have special luster at convention in Washington next month. Following dinner and "brief" awards ceremony, guests in Shoreham hotel's Regency Room will be entertained by Jack Benny, George Burns, Roberta Peters and 40-piece orchestra.

Plan for show was developed by Judge Robert Burton, president of Pioneers and of Broadcast Music Inc. Contributions of \$1,000 each have been obtained from networks and some 20 station groups to finance program. Pioneers expect to sell 2,000 tickets at \$15 per person for dinner and show, which will follow NAB reception Tuesday evening (March 23).

WEEK'S HEADLINERS



Mr. Labunski

William K. McDaniel who resigned as network head Jan. 16.

Stephen B. Labunski, VP and general manager WMCA New York, elected executive VP in charge of NBC Radio Network confirming earlier report he would take post (BROADCASTING, Jan. 25). Mr. Labunski succeeds

KVTV(TV) Sioux City, Iowa. Pending FCC approval is acquisition by Peoples of WATE-AM-TV Knoxville, Tenn., (BROADCASTING, Feb. 1).



Mr. Free



Mr. Sansing

F. William Free, executive VP and chairman of plans board, McCann-Marschall, New York, elected president of Marschall Co. (new agency name). **Bill M. Sansing**, VP and manager of agency's Cleveland office, elected executive VP and general manager of operations, New York. Name change coincides with promotions. Mr. Free joined Marschall in 1960 as art director and became executive VP in 1963. Mr. Sansing, with agency 16 years, had been VP and senior account supervisor in New York until he became Cleveland office manager in 1961.

Samuel H. Northcross, VP and director of broadcast for Foote, Cone &

Belding, New York, and **Mitchell J. Johnson**, VP and TV director, Wm. Esty Co., that city, have joined MCA-TV as part of company's expansion in production and program development on East Coast. Mr. Northcross will serve as VP and director of eastern network operations and Mr. Johnson as VP, New York, MCA-TV. Mr. Northcross had been with Esty for 15 years in top-level TV-radio programming posts before joining FC&B in 1963. Mr. Johnson had been with Esty for 14 years. Appointments take effect on or about March 1.



Mr. Evans

year term. Mr. Evans has also been elected as alternate on its executive committee. He is VP of Inter-American Association of Broadcasters. Peoples stations are: WRFD-AM-FM Columbus-Worthington, Ohio; WGAR-AM-FM Cleveland; WNAX Yankton, S. D., and

Herbert Evans, president of Peoples Broadcasting Co., Columbus, Ohio, named as National Association of Broadcasters' representative on United Nations Educational, Scientific and Cultural Organization for another three-



Mr. Franco

Carlos Franco, veteran broadcast-advertising executive, named VP and general manager of WAPA San Juan, P. R., succeeding **Harlan C. McFadden**. Mr. Franco, 61, has been broadcast consultant in New York since

he left Crosley Broadcasting Corp., Cincinnati, in 1955. Native Puerto Rican, he was one of pioneer specialists in agency radio pursuits, having been with Young & Rubicam, Kudner, and Weintraub, all New York. WAPA is Hearst-owned.

For other personnel changes of the week see FATES & FORTUNES

position on CATV prepared by "early March." Commission is holding all-day meeting on subject Feb. 18, will meet later with National Community Television Association and National Association of Broadcasters (see page 23). He said commission would like views of "other segments" of industry also.

■ **Multiple Ownership.** "We want as many conflicting views" on air as possible, he said, adding that commission is reviewing ownership rules to determine whether they are sufficient to insure this diversity or whether "a trend toward concentration" is underway.

■ **Higher power for clear channel stations.** He said staff is attempting to develop criteria on basis of which clears would be allowed to apply for higher power, but that task is proving "tremendously difficult." He also said that, following commission action four years ago in duplicating 13 of 25 clear channels, concern has been expressed that U. S. is "moving away" from concept of clear-channel radio. He said commission should reaffirm its belief in that concept but made clear decision to duplicate 13 clears will stand.

Put own house in order RTNDA prexy tells bar

Electronic media are singled out as targets in "open warfare" some bar associations have declared on newsmen.

Charge was leveled by **Bruce B. Palmer**, KWTB(TV) Oklahoma City and president of Radio-Television News Directors Association, at University of Minnesota Friday (Feb. 5).

Mr. Palmer said 1964 may have been peak year for reversals on freedom of information. He urged that bar associations should look to their own houses as well as to news media.

He said newsmen "will and must" talk with lawyers, but only to agree on "ethical behavior" standards on part of both sides.

In Lansing, Mich., state senate withdrew one-day ban on tape recorders and movie cameras, saying rule had been misinterpreted. Senate rules bar recordings of sessions and newsmen, who used facilities for in-chamber interviews, had sought easing of prohibition. Senate committee is seeking to clarify rules.

Chung King buys NBC-TV spots

Chung King Corp., Duluth, Minn., will participate in NBC-TV's *The Man From U.N.C.L.E.*, *Alfred Hitchcock Hour*, *Hullabaloo*, *Virginian*, *Daniel Boone*, and *That Was The Week That Was*. Agency: J. Walter Thompson Co., New York.

Newscaster makes news?

Radio newscaster was being held by Holyoke, Mass., police Friday (Feb. 5) on armed robbery charges in connection with holdup of bank in that city.

Police arrested **Larry Weiner**, WACE Chicopee, Mass., at studios as he prepared to go on air with regular newscast, including report of holdup. He was traced, police reported, through description of car used in getaway from bank after \$2,000 heist.

1



Why take TAE in Pittsburgh?

2

THE FUGITIVE/
BEWITCHED
THE ADDAMS FAMILY
THE TYCOON
PEYTON PLACE
COMBAT!
NO TIME FOR SERGEANTS
THE BING CROSBY SHOW

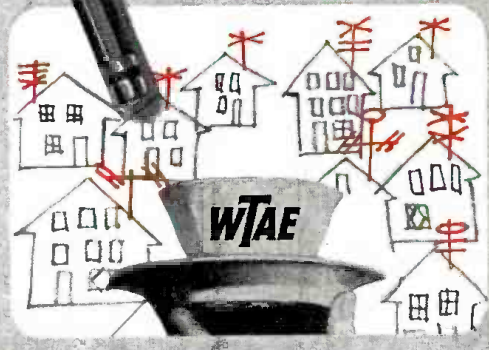
It's as simple as ABC...

3

4-STAR NEWS
POPEYE 'N KNISH
RICKI & COPPER
• Dave Murray News
• Ed Conway Sports
JEAN CONNELLY SHOW
NOON NEWS
with Carl Ide
Paul Shannon
ADVENTURE TIME

plus more local shows...

4



plus most homes reached...

5



plus lots of local color!
*Be explicit! We're the
only local station originating
color film!*

6

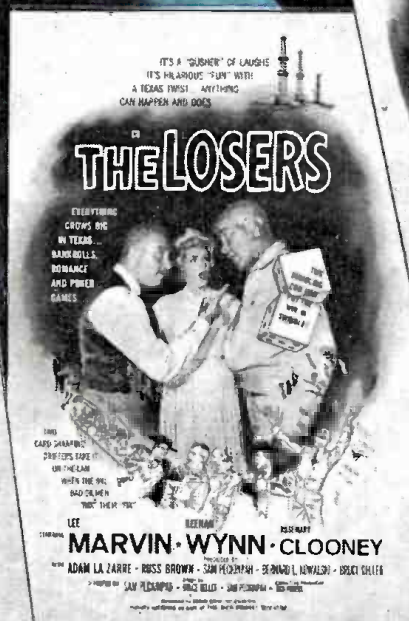


Do it!
*Better mention
the KATZ man!*

ONE OF THE MOST EXCITING GROUPS OF FILMS

THE FOUR STAR THEATRE 1 GROUP

60 ONE HOUR FILMS
PRODUCED IN 1961, '62 AND '63
BY FOUR STAR TELEVISION



INITIALLY
EXHIBITED AS
THE DICK POWELL
THEATRE

EVER OFFERED FOR STATION PROGRAMMING...

WHOM
HE JUDGES GUILTY,
HE EXECUTES!
... THIS PSYCHOTIC ONE MAN JUDGE AND JURY.

LEE
MARVIN STARS WITH RICARDO
AS THE PSYCHOTIC **MONTALBAN**
AS THE VICTIM

Now face to face with the ex-marine raider who had taught him to kill!
Fighting a terrifying duel of strength and stratagem!

TERROR TAKES OVER
AS A CITY
RECOILS FROM SHOCK!

...AN EX-MARINE EMBARKED UPON A DELIBERATE CAREER OF MURDER.

EPILOGUE

Starring

LEE MARVIN AND RICARDO MONTALBAN

Containing

CLAUDE AKINS and ROBERT CRAWFORD, JR.

Produced and Directed by

BERNARD L. KOWALSKI and BRUCE GELLER

With

PATRICIA BRESLIN and SONORA KERR

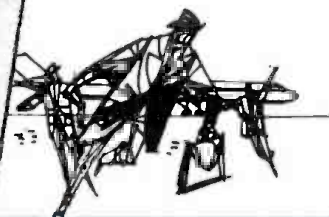
Written by

BRUCE GELLER

Executive Producer

DICK POWELL

Released by FOUR STAR TELEVISION
Initially exhibited as part of THE DICK POWELL THEATRE



Program TWO Profitable Ways

1. INTERMITTENTLY
IN YOUR PRESENT
FEATURE FILM SLOTS
2. ON A REGULARLY
SCHEDULED BASIS
IN YOUR HOUR
TIME SLOTS

These films can be programmed under any blanket title you choose. Each picture can be listed and promoted by individual film title, as demonstrated in these five ads.



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NEW YORK 20, N. Y.

OVER 200 STARS APPEAR IN THEATRE 1 INCLUDING SOME OF THE BIGGEST NAMES IN HOLLYWOOD

VIEW FROM THE EIFFEL TOWER / Dick Powell, Jane Powell, Akim Tamiroff, Belle Daryl • SAFARI / Glynnis Johns, James Coburn, Juana Hernandez • THE CLOCKS / Joan Fontaine, David Farrar, Wayne Rogers • TOMORROW THE MAN / EN Wallach, Kim Hunter, Larry Byden, Susan Kohner, Judson Leire, Peter Lezer • RUN TILL IT'S DARK / Tuesday Weld, Fabian, Paul Newman, Bert Freed • THE HONORABLE ALBERT HIGGINS / Tom Ewell, Barbara Rush, Vaughan Taylor • IN SEARCH OF A SON / Dick Powell, Dean Stockwell, Gladys Cooper, Sebastian Cabot, Yvonne Craig • THE BIG DAY / Robert Morley, Joan Blondell, Jack Cassidy, Dannie James, Everett Sloane • SPECIAL ASSIGNMENT / June Allyson, Edgar Bergen, Frances Bergen, Jackie Cooper, Lloyd Nolan, Mickey Rooney, Barbara Stanwyck, Everett Chambers • THE SEA WITCH / Carolyn Jones, Harry Guardino, John Ericson, Ralph Manza, Gerald Mohr • THE COURT-MARTIAL OF CAPTAIN WYCLIFF / Dick Powell, Dina Merrill, Edward Andrews, Ed Begley, Robert Keith, James MacArthur, Charles Ruggles, Alexander Scourby, Robert Webber • EVENTUALLY LOVES SWEETLY / Mickey Rooney, Joanne Linville, Dennis James, David White, Russ Martin, Alan Reed, Jack Albertson • THE LOSERS / Lee Marvin, Keenan Wynn, Rosemary Clooney, Adam Lazarus, Russ Brown • PERICLES ON 31st STREET / Theodore Bikel, Arthur O'Connell, Carroll O'Connor, Peter Whitney, Milton Selzer • PROJECT X / Michael Rennie, Gena Rowlands, Steve Forrest, Paul Lambert, Leon Askin • CRAZY SUNDAY / Dana Andrews, Vera Miles, Rip Torn, Barry Sullivan, Ruta Lee • BORDERLINE / John Payne, Hazel Court, Frank Silvera, Madame Spivey • DAYS OF GLORY / Charles Boyer, Susanna Flaphetta • THE DOOMSDAY DOGS / Dick Powell, Peter Falk, John Larch • THE GREAT ANATOLE / Curt Jurgens, Dana Wynter, Lee Philips • APPLES DON'T FALL FAR / Michael Kane, Johnny Crawford, David Wayne, Joe DeSantis • THE JUDGE / Richard Basehart, Nico Minardos, Mary Murphy, Robert Crawford, Jr., Otto Kruger, Edward Binns, John Anderson, Sandra Kerr • LUXURY LINER / Rory Calhoun, Carroll O'Connor, Jan Sterling, Ludwig Donath, Edward Kemmer, Oscar Beregi, Danny Scholl, Michael Davis • THE RAGE OF SILENCE / Carol Lynley, Peter Falk, Frederick Beir, Monica Keating • TISSUE OF HATE / Henry Fonda, Polly Bergen, Gloria Vanderbilt, John Larkin, Edward Franz • THE LAST OF THE BIG SPENDERS / Dana Andrews, Inger Stevens, Robert Redford, Herschel Bernardi, Norman Pan • POSITION TENDER / Robert Vaughn, Robert J. 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AN EXCITING VARIETY OF STORY CONCEPTS INCLUDING ACTION, SUSPENSE, PURE DRAMA, COMEDIES, WESTERNS, LAW ENFORCEMENT AND THRILLERS

DATEBOOK

A calendar of important meetings and events in the field of communications.
■Indicates first or revised listing.

FEBRUARY

■Feb. 7-9—National Association of Microwave Common Carriers discussion of FCC Docket 15586, FCC proposed rulemaking to set aside a separate band for microwaves serving community antenna television systems. Participants include Bruce Merrill, chairman, and Robert D. L'Heureux, general counsel, National Community Television Association. Sands of Phoenix, Phoenix.

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 John Otter, vice president-national sales, NBC-TV. Sheraton Chicago hotel.

■Feb. 9—Midwinter meeting of Colorado Broadcasters Association. Panel on music licensing will be feature of agenda. 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, MacManus, John & Adams, 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. 20—Tentative date for meeting between representatives of National Association of Broadcasters and the National Community Television Association on community antenna TV legislative proposals. Phoenix.

■Feb. 23—Tentative date for National Association of Broadcasters and National Community Television Association meeting to report results of their discussions on legislative proposals for regulation of community antenna TV. Washington.

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 Amer-

ican 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 rule-making into contracts of broadcast licensees with the newswire services (AP and UPI). Former deadline was Feb. 10.

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

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, 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—Oklahoma Broadcasters Association, Sooner Chapter of American Women in Radio and Television, and the Oklahoma Television Association hold annual Radio TV Conference and Clinic, University of Oklahoma, Norman.

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 AWRT 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 17-18—NBC-TV affiliates meeting. Waldorf Astoria, New York.

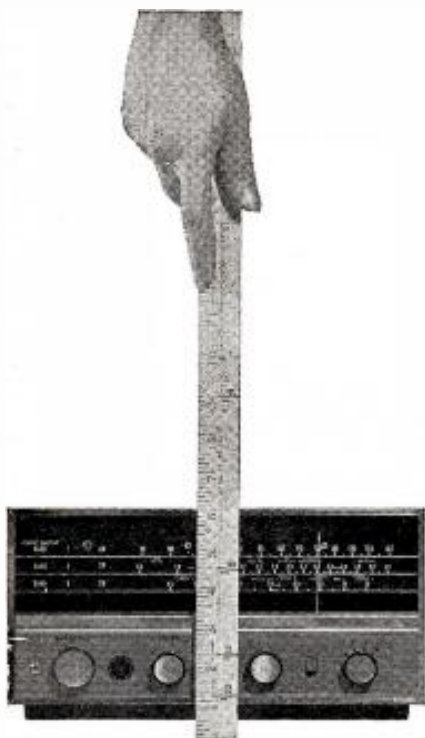
March 18—Southern California Broadcasters Association luncheon. Carson/Roberts, Los Angeles, guest agency, 12 noon. Michaels Restaurant, Hollywood.

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—

BROADCASTING, February 8, 1965



BEST WAY TO MEASURE RADIO...

is with the new WLW "Radio Value Yardstick"—developed by the Crosley Broadcasting Corporation with the assistance of 25 media directors, plus reps and research organizations. This simple, fast method enables timebuyers to measure radio stations' qualitative and quantitative value—not on the usual cost-per-thousand based on audience numbers alone, but also on eight other factors. It supplements an agency's normal procedure of matching radio station information to its client's needs.

*Another example of
Crosley 42 years
of leadership*



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Nation's Highest Fidelity Radio Station

CROSLY COLOR TV NETWORK

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

CROSLY BROADCASTING CORPORATION
a subsidiary of Arco

Are you like one of Solomon's wives?

Does the "boss man" get around to see you frequently. Does he show great interest? Are you really important to him. Are you important to his salesmen who are trying to sell your station.

Think of it. How could you possibly be important if you are just one more of a long list of T.V. stations. Imagine trying to actually *sell* 50 T.V. stations to busy time buyers.

Our T.V. stations are important to us because we will never represent more than fifteen. We believe in the

compact list so that we can give each of our stations the maximum of personal interest, effort, time and attention. We think these are the basic essentials of good representation.

The large group owners think this way too. That is why so many of them have demanded the compact list. Today more than one third of all national spot T.V. business is represented in compact lists of fifteen or less stations. Should you have these advantages too? We could give them to you.



PAUL H. RAYMER COMPANY, INC.

Station Representatives Since 1932

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Nobody in Washington argues about which is the important station.



50,000 WATTS • CBS • WASHINGTON
A POST-NEWSWEEK STATION



1965 with program distributors participating. Shoreham hotel, Washington.

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

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

OPEN MIKE®

WIBW: no equal-time problem

EDITOR: TV GUIDE STORY ABOUT WIBW SELLING NO POLITICAL TIME NOT CORRECT. DON'T KNOW WHERE THEY GOT THIS. BUT WE SOLD POLITICAL TIME AND ALSO GAVE TIME TO LEGISLATIVE AND COUNTY CANDIDATES WITH NO EQUAL TIME PROBLEM. BROADCASTING MAGAZINE REPORTED THIS ACCURATELY WEEKS AGO.—*Thad M. Sandstrom, vice president and general manager, WIBW-AM-FM-TV Topeka, Kan.*

(The reference to WIBW was made in an article written by Newton Minow, former FCC chairman, and Laurence Laurent of the *Washington Post*, for *TV Guide* and quoted in a *BROADCASTING* story Feb. 1. In the article Mr. Minow proposed repeal of Section 315 on the condition that broadcasters give four hours of prime time to each of the major political parties.)

Didn't expect otherwise

EDITOR: Congratulations on your fine reporting job in "Special report: Television" (*BROADCASTING*, Nov. 16, 1964). But then, what else would you expect from *BROADCASTING*?

We'd like your permission to use the facts in the article with full credit to you.—*Peter Bochan, Peter Bochan Agency, Fairfield, Conn.*
(Permission granted)

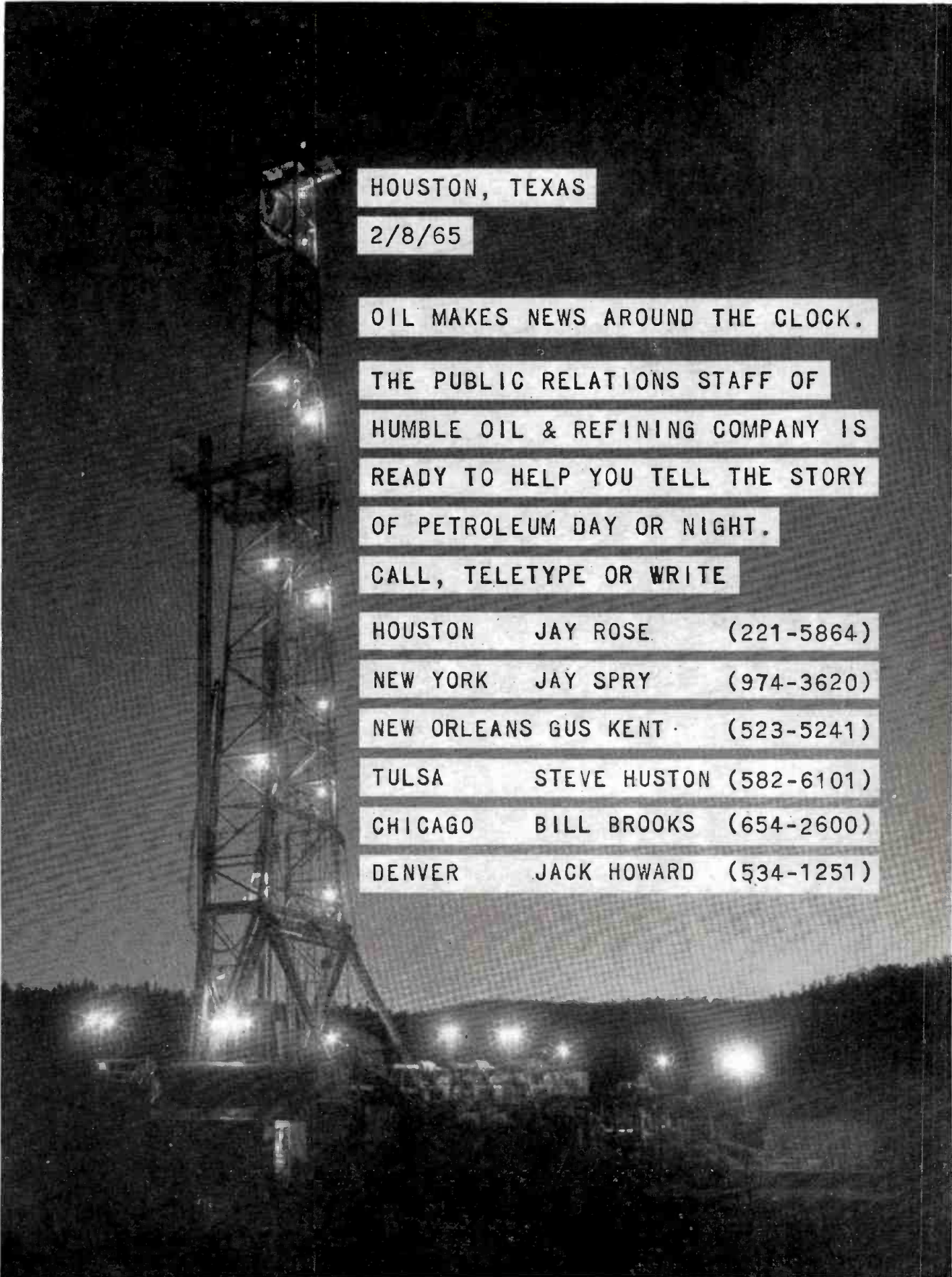
Whitewashing blemishes

EDITOR: The heart of the future of any industry in our free society lies in self-regulation. The excesses of a small number, easily condoned, can soon lead to public sentiment developing in favor of acceptance of stiff government intervention.

I find myself in agreement with the comments of J. A. Walsh of Washington in *BROADCASTING* Jan. 25.

While the "daily insult diet" of the Minow era of the FCC has passed and is unlamented by responsible broadcasters, it can soon return again when publications such as *BROADCASTING* and agencies such as the National Association of Broadcasters offer no stimulus to improvement, no positive suggestions for lifting of standards and only defend, wipe away, try to hide the blemishes and pour on the whitewash on every attack. . . .

While there is no remedy to be found



HOUSTON, TEXAS

2/8/65

OIL MAKES NEWS AROUND THE CLOCK.

THE PUBLIC RELATIONS STAFF OF
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OF PETROLEUM DAY OR NIGHT.

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HUMBLE OIL & REFINING COMPANY . . . AMERICA'S LEADING ENERGY COMPANY

BROADCASTING, February 8, 1965

ANOTHER WINNER! "IN SEARCH OF A SOLUTION"



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

Presidential Succession And Disability

BOOK IT NOW AVAILABLE EXCLUSIVELY

Write or phone **PETE AFFE**, Gen. Mgr.
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The **WSJS** Television Market
No. 1 in North Carolina

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HIGH POINT

Represented by Peters, Griffin, Woodward



in running perfect radio stations by bureaucrats soon to be swallowed up in government paperwork and red tape, I see little to gain by BROADCASTING failing to hold its nose at some of the childish "wham, wham, wham" coming out of the speakers of radio sets in many towns. —George L. Brooks, president and manager, KCUE Red Wing, Minn.

A helping hand

EDITOR: Thank you for the space granted the WQED(TV) Pittsburgh TV playwrights' contest (BROADCASTING, Jan. 11). We had several requests [within one week] for information from radio and TV people who mentioned seeing the notice in BROADCASTING. Apparently, there are many potential playwrights . . . and we contacted them through your magazine . . . Molly Spiro, assistant director, WQED TV playwrights' contest, Pittsburgh.

Higher power

EDITOR: On page 24 in your issue of Feb. 1, you reproduced a map in connection with your lead story on community antenna television. The signal area of WIBF-TV as shown does not reflect our present power (501 kw visual; 50.1 kw aural). The A contour now includes the entire Philadelphia, Camden and Trenton urban-suburban areas.—Bill Kline, TV program manager, WIBF-TV Philadelphia.

(The map, made by A. D. Ring & Associates for the National Community Television Association before the WIBF-TV power increase, was used to show the complexity of the CATV signal situation in the Pennsylvania area.)

Fumbled the ball

EDITOR: You've overlooked something!

Dayton, Ohio, has three—not two—local commercial television stations. We know because one of them is ours. WKEF(TV), channel 22, carries programs from all three networks.

In your Feb. 1 story, "Here's how CATV would operate if compromise plan is adopted," your conclusions about a possible Dayton CATV are based on erroneous facts.

Unless, of course, you feel that local UHF stations don't count. And we must admit that we've run into this feeling before—particularly from CATV operators.—James O. Marlowe, assistant to the president, Springfield Television Broadcasting Corp., Springfield, Mass.

(WKEF was inadvertently overlooked. Its signal would have to be carried by any Dayton CATV complying with proposed CATV regulations outlined in that story. WKEF also would be protected by the CATV. The system wouldn't carry signals of stations broadcasting network programs that WKEF was showing.)

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WRCB / TV 3

CHATTANOOGA, TENN.

NB

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THE KATZ AGENCY, INC.

NATIONAL ADVERTISING REPRESENTATIVE

EFFECTIVE FEBRUARY 1, 1965

A RUST CRAFT STATION



MONDAY MEMO

from WALLY HUTTER, Wally Hutter Oil Co., Quincy, Ill.

TV and radio's winning ways: personal and local

People in the business world and the general public too are pretty well aware of how big national companies use television and radio to their advantage.

They don't often get a chance, however, to know about how a local or regional firm such as ours uses TV and radio in a very effective way to build sales and win over new customers. Our advertising budget isn't very fancy when compared to the national giants, I'm sure, but it's good size for these parts.

Our success in spending it wisely in the broadcast media, especially television, has helped us really grow. Perhaps the story will be helpful to others at the level of Hometown, U.S.A.

Hutter Oil is a large distributor of Shell products, headquartered at Quincy, Ill. We're responsible for western Illinois, southeastern Iowa and northeastern Missouri. Our volume now is well over eight million gallons per year and we're shooting for a million gallons a month.

Supporting the Dealer ■ Presently our main goal is to continue to strengthen our company's image as a modern, progressive organization. We back up every one of our dealers with what we feel is an effective and consistent use of local television plus radio, something which we understand not many jobbers do out of their own pockets.

We started in the oil business here in 1951 and since then the company has grown about seven times. Radio was a key part of our advertising right at the start and later we added TV.

Hutter Oil switched representation to Shell in 1961 and we now own many of our own service stations in addition to the usual lease arrangements. We built our modern headquarters building and its model ranch-style service station in 1963.

It seems to me many small companies stay small just because they continue to operate that way. We have never neglected the challenge to grow, which means constantly giving more service to more people and telling the world about it through advertising—enough of it.

Radio-TV: Growth ■ Advertising is one area where it is always easy to economize. But false economy is the highest-priced thing in the world as far as I'm concerned, particularly when it involves an investment in your business. To me it is a simple matter of dollars and cents. The more money that we spend on radio and television, the more our business increases.

Hutter Oil puts eight out of ten of its

advertising dollars into the broadcast media. We spend more by far in TV than we do in other media because we feel we do a better job with television. However we still buy a lot of radio, especially to reach the auto radio audience. There's no better time to talk to a man about stopping at your local Shell station than when he's driving.

We were an extensive user of radio on local Quincy and Hannibal, Mo., stations almost right from the start of our oil business. Radio was used as a basic image-building, hard-sell medium, utilizing spot announcements at various times of the day. We have always tried to gear the spots for the particular audience they will hit at that time.

Our first taste of TV came in December 1953 when we sponsored basketball on KHQA-TV Hannibal-Quincy. About the same time we began using WGEM-TV Quincy too. We still sponsor a lot of sports shows on television, but our basic emphasis now is on news programing.

Color TV too ■ Hutter Oil pioneered in the use of local color-TV commercials starting in 1956 through the co-operation of WGEM-TV. Color commercials were prepared featuring local personalities who could sell the "prestige" aspects of our fuel oil business.

Generally speaking I believe in using all of the broadcast stations in the areas where we are doing business. We have added KOKX Keokuk, Iowa, for example, now that we have expanded into that Iowa marketing area.

Hutter Oil likes to think that one of the most successful retail promotions ever used by a local oil company is our Silver Bonanza campaign. It has done a tremendous job of bringing motorists into the local Shell stations.

Each time the local folks visit one of the stations they get a free ticket which

is then used in weekly drawings for modest sums of silver dollars. In almost every area each neighborhood has had at least one winner. In a few weeks we will have a special award of a big weekend in St. Louis for two for winner number 100.

In our planning we realized that many of the contests that are advertised are on a national scope and so many people feel the competition is so great they don't have a chance to win. This tends to hold down the success of the campaign. But in our Silver Bonanza campaign every winner is local.

We knew we had to tell our Silver Bonanza story to every motorist available in our area and we chose radio-TV to do this. We used radio on a concentrated spot basis with not less than 50 spots per week. In addition we used a large TV spot drive.

Personal Touch ■ We have taken part of the commercial time not only to tell people who the weekly winners are, but on TV we arranged to show the winners' pictures too. This has proved to be a very effective part of the drive because it personalizes and localizes the whole promotion.

I've come to believe in two aspects of an effective promotion: (1) the most important part is to use a good solid base such as a news show and sponsorship of sports and special community events to gain for your company the prestige and public acceptance of your basic business; (2) use radio and TV saturation plans to sell special promotions or sales and to bolster your regular advertising in all departments.

We are convinced that both radio and television are essential to the continued success of the Hutter Oil Co. and we intend to remain one of the top advertisers in our market.



Wally Hutter founded his oil distributorship in 1951 at Quincy, Ill., and has been recognized by Shell Oil Co. as one of its very successful jobbers. Mr. Hutter gives radio as well as TV much credit for steady growth, admitting the more dollars he spends in broadcast the more business increases. Still he disclaims he's an advertising expert and cites cooperation of station personnel in helping to develop campaigns. Mr. Hutter likes boating and watching TV "action" shows.



how to sell GASOLINE in Detroit

Talk to most of the drivers with Detroit's leading radio station

Reach 'em at home . . . and in their cars.

Of the nation's metropolitan areas, Detroit is 4th in the sale of gasoline. There are more cars than homes in Detroit!

According to the latest Pulse*, WKNR delivers more audience . . . *and more adults*

*July-August-September 1964.

. . . between 9 AM and 6 PM than any other Detroit radio station. This makes WKNR Detroit's most efficient buy.

For the complete story on WKNR's *Complete Audience* . . . for gasoline, for groceries, for automobiles . . . or for most anything you have to sell, see your KeeNeR salesman or your Paul Raymer man.

WKNR

**THE STATION THAT
KNOWS DETROIT**

KNORR

BROADCASTING CORPORATION

Mrs. Fred Knorr,
President

Walter Patterson,
Ex. V. P. & Gen. Mgr.

Represented nationally by the Paul H. Raymer Co.

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Power bloc forms against CATV

Elite TV stations, fearing death threat in CATV growth, seek stiffest regulation yet proposed to protect broadcasters against wire systems

An association of major television station operators last week committed itself to a campaign that would put community antenna television back in its original place—serving areas unreachable by broadcast signals.

The Association of Maximum Service Telecasters, representing about 160 stations—all operating with full power and most enjoying successful operating experience—warned that CATV un-

checked would eventually destroy the nation's advertising-supported television system and replace it with pay TV.

The FCC, the association urged, should immediately assert jurisdiction and begin to regulate all CATV's by rulemaking.

CATV should be confined to an auxiliary, "fill-in" service prohibited from originating programming, and, the AMST added, CATV should in most cases be

barred from carrying TV signals to communities lying outside stations' normal service areas.

These views, announced last Thursday (Feb. 4) after the AMST board of directors held a special meeting on CATV earlier in the week in New Orleans, represent one of the toughest—if not the toughest—positions yet taken on CATV.

Frederick W. Ford, president of the

The maximum telecasters who made policy last week



Mr. Provost Mr. Petersmeyer Mr. Hayes Mr. Reed Mr. Stuart Mr. Quaal Mr. Parham Mr. Harris



Mr. Lindow Mr. Hough Mr. Rogers Mr. DeWitt Mr. Epperson Mr. Moroney Mr. Essex Mr. Clipp

Of the 21 members of the board of the Association of Maximum Service Telecasters, the 16 pictured above were present last week at the meeting that voted stiff new proposals for CATV regulation: Roger W. Clipp, Triangle Stations; John H. DeWitt Jr., WSM-TV Nashville; Joseph B. Epperson, WEWS-TV Cleveland; Harold Essex, WSJS-TV Winston-Salem, N. C.; Jack Harris, KPRC-TV Houston and AMST president; John S. Hayes, Post-Newsweek Stations; Harold Hough, WBAP-TV Fort Worth; James M. Moroney Jr., WFAA-TV Dallas; Carter M. Parham, WDEF-TV Chattanooga, Tenn.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; D. L. Provost, Hearst Corp.; Ward L. Quaal, WGN-TV Chicago; A. Louis Read, WDSU-

TV New Orleans; Lawrence H. Rogers II, Taft Broadcasting Co.; Harold C. Stuart, KVOO-TV Tulsa, Okla., and Lester W. Lindow, AMST executive director who is also a voting member of the board. One absentee, Charles H. Crutchfield, president of WBTV-TV Charlotte, N.C., was represented by Wallace Jorgenson, vice president of the station. All but Mr. Clipp were reported to have voted in favor of the policy. Mr. Clipp was understood to have wanted the issue presented to the full AMST membership. The four other absentees were Harold Grams, KSD-TV St. Louis; C. Howard Lane, KOIN-TV Portland, Ore.; Arch L. Madsen, KSL-TV Salt Lake City, and William B. Quarton, WMT-TV Cedar Rapids, Iowa.

Five ways to control, contain or cut back CATV

Ideas for regulating community antenna television systems are sprouting like mushrooms after a spring rain. No fewer than four trade associations and one network have expressed themselves on the subject.

There is the National Community Television Association, representing the cable operators, which has taken the most moderate position. There are ABC and the Association of Maximum Service Telecasters (see story page 23), which say CATV should be rigidly restricted to an auxiliary role in the broadcasting scheme of things.

And there are the National Association of Broadcasters, which in many respects sides with NCTA, and the Television Accessories Manufacturers Institute (TAME), representing home TV antenna makers, which advocates a hard line.

Out of the potpourri of ideas and opinions, laced with what the FCC and Congress consider to be the public interest, will come the policy eventually under which the rapidly growing CATV industry will be regulated.

What follows is an attempt to sort out the ideas by issue:

Jurisdiction—ABC and AMST say the commission has authority under existing law to regulate all CATV's, and should assert it. NAB and NCTA are proceeding on the assumption that legislation is required to provide the commission with regulatory authority over all-cable as well as microwave-fed CATV's.

TAME's position is ambiguous. It

has urged legislation that would make CATV's subject to the same rules and regulations as are applicable to broadcasters and would provide for the licensing of cable operators by the FCC. But TAME has also filed a statement supporting ABC's position.

Limitations on Relays—ABC and AMST would, with certain exceptions, prohibit CATV's from carrying a station's signal beyond its Grade B contour. AMST suggests that a distance factor of 80 to 90 miles might also be used as a limit.

NAB says that, before being allowed to carry non-local stations, CATV's should be required to demonstrate that "violence" would not be done to the order of priorities set forth in the FCC's Sixth Report and Order of TV allocations. This appears to reflect a desire to establish some geographical limits on CATV relay. But there is no clear-cut explanation from the NAB on this.

Otherwise, neither NAB nor NCTA makes any reference to any limit on the distance that signals could be carried. But they have agreed that a CATV wishing to carry independent stations must pick up those closest to it in the order of their geographical proximity.

Protection—NCTA insists on affording local stations no more than simultaneous nonduplication protection. NAB wants CATV's to refrain from transmitting any program for 15 days before and after a local station carries it. This was the point on which the two groups fell apart

in their effort to reach agreement on CATV policy. The two groups have, however, agreed that stations closest to the CATV would have priority for protection.

AMST favors 15-day nonduplication and explicitly includes satellites among the stations to be protected. ABC discusses protection only in terms of limiting CATV relays of distant stations into a local station's market. TAME also advocates nonduplication but doesn't specify any limit.

Carriage of Local Stations—NAB, NCTA and AMST say a CATV should transmit the programs of local stations. NAB and AMST recommended that, subject to nonduplication, all stations having a Grade B signal over the CATV-served community, be carried to the limit of a cable company's channel capacity. AMST would require the carriage of all stations, including satellites and translators, serving the community in which the CATV is located.

Program Origination—NAB and NCTA favor regulations that would permit CATV's to originate only automatic time and weather services. They would prohibit the commercial sale of such services and would require CATV's to obtain a license from the FCC to distribute any other type of programming. AMST would explicitly prohibit any type of original programming.

The legislation proposed by TAME would require CATV's to abide by the equal-time law as well as the fairness doctrine in the event they originated programs dealing with

National Community Television Association, in quick reaction said the policy statement "was an uninformed attack" and that he doubted the FCC would subscribe to the apparent AMST philosophy of "don't let anyone have access to the public but us."

Dire Threat Seen ■ The AMST statement said unrestrained expansion of CATV "could lead to the destruction of the system of television allocations, blacking out local broadcasting service." The whole future of UHF is threatened, the association said, and if unchecked, CATV "could well—and probably would—frustrate the goals of the all-channel legislation and render it a meaningless futility." The law referred to was passed in 1962 and became effective in May 1964. It's intended to light up the largely unused UHF channels by requiring all TV sets shipped in

interstate commerce to be capable of UHF reception.

Even the most economically sound television station could be impaired, the AMST said, if a large number of signals from stations located great distances away were brought into its market by CATV.

The NCTA and the National Association of Broadcasters have been seeking agreement on CATV regulatory proposals for some time, and while still apart in some respects, the two groups are seeking a generally milder regulatory scheme than the AMST (see above).

Last week, as the AMST board began circulating the proposal to its member stations, to all nonmember TV's, to the FCC and key congressmen, the NAB and the NCTA agreed tentatively to meet in Phoenix Feb. 20 to try again

to settle their differences.

FCC Chairman E. William Henry had told the two groups the commission hoped to hear from them before the end of the month. Feb. 23 was set as a tentative date. Whether the two groups would brief the commission jointly or separately was undecided.

Hope for Compromise ■ NCTA and NAB spokesmen said last week that both sides are hopeful they can reach agreement. Their major disagreement apparently is in the NAB's endorsement of a policy requiring that CATV's protect local television signals from duplication by other stations on the system both 15 days before and after original broadcast by the local TV.

There was also some fuzziness in NAB quarters about the significance of other language inserted in the CATV policy adopted at the NAB's television

controversial issues.

Technical Standards — The four trade associations generally agree that the commission should establish engineering standards to assure high quality service to subscribers.

Reporting—AMST would require the filing of reports to the FCC showing ownership in CATV systems as well as the names of their officers and directors.

Legislation—AMST says Congress should amend the copyright law to "clarify and strengthen" the protection afforded television broadcasting from CATV's. Otherwise, it says Congress should be asked for legislation only to the extent "that it develops the Federal Communications Commission is unable or unwilling to act without further legislation."

TAME's proposed bill would enable the commission to require CATV's to obtain the consent of originating stations before relaying their programs, file ownership reports, and refrain from duplicating local programming as well as from direct originations of programs and the sale of advertising time.

AMST is the only one commenting on translator policy and restrictions on CATV ownership. It says that, if the commission does not move to tighten up on CATV regulation, it should liberalize its translator policies to enable broadcasters to compete with CATV's in extending television service. And AMST says that the commission should defer a policy decision on multiple ownership restrictions on cable companies, until it adopts a general CATV policy.

board meeting in Palm Springs, Calif., a fortnight ago. CATV's wanting to bring in signals of other than local stations must show, the wording of the NAB position says, "that such reception would not do violence to the order of priorities set forth in the Sixth Report and Order."

Just what that means—and whether it would be a significant factor when NAB-NCTA negotiations resume—was in dispute last week. One NAB principal in the talks who was asked about it said, "I think we're talking about a distinction without difference." And an NCTA principal said he thought it neither "adds to nor subtracts from the issues."

The rub, both sides have indicated, is whether nonduplication protection should be delayed (NAB view) or simultaneous (NCTA).

A basic rationale behind the AMST position on cable television rests on a historically unshakeable reverence for the Sixth Report and Order. This is the FCC document, issued when the commission ended a 45-month freeze on TV allocations (BROADCASTING, Aug. 14, 1952), that established priorities for the commission's table of television assignments.

Called "assignment principles," the priorities are five in number:

1) "To provide at least one TV service to all parts of the U.S.

2) "To provide each community with at least one TV broadcast station.

3) "To provide a choice of at least two TV services to all parts of the U.S.

4) "To provide each community with at least two TV broadcast stations.

5) "Any channels which remain unassigned under the foregoing priorities will be assigned to the various communities depending on the size of the population of each community, the geographical location of such community, and the number of TV services available to such community from TV stations located in other communities."

If CATV is allowed to proliferate and bring signals into any market it wants, the AMST says, a question is raised "not whether the public has or should have a choice of TV services. The real issue is the nature of the choice." Should the services available for choice largely be nonlocal, non area stations brought to them by CATV at a charge? Or should they be free and serving local needs?

No Dissent? • Sixteen of the AMST board's 21 members attended the New Orleans meeting (see page 23), and the overall CATV policy—a 12-point plan for effecting regulation—was adopted "without dissenting vote," according to a statement released by the association.

Each of the 12 points was voted on separately and these votes were virtually unanimous, although there were occasional abstentions, according to Lester W. Lindow, who is executive director of the association and also a voting member of the board.

It was reported by other sources that Roger W. Clipp of Triangle Stations, which is in CATV, urged that the policy statement ought to have been submitted to the AMST membership, which meets in Washington March 21, the day before the NAB annual convention. This view did not prevail and the full policy statement as adopted by the board was mailed out to AMST members over the weekend.

The statement represents AMST's first public pronouncement on CATV. The basic guidelines were set when the board met in Phoenix Dec. 10 and 11, 1964, but the staff had been instructed to prepare specific materials. Their draft, it has been learned, included only

11 points, and a 12th relating to translator policy apparently was added by the board. It says that if the FCC fails to regulate CATV now, it ought to liberalize its policy on translators to give TV's a freer hand in competing with cable systems.

Would AMST Withdraw Service? •

Mr. Ford, commenting further on the AMST policy, said its "literal implementation [would] withdraw from hundreds of thousands of citizens a choice of television service and in many cases would eliminate service of any kind, with no corresponding financial benefit to the large television stations represented in the AMST membership."

Perhaps, Mr. Ford added, "Maxi-

CATV activities section

Starting with this issue BROADCASTING will report routine community antenna television activities in a special section at the end of the For the Record section. This week the special report appears on page 100. These routine actions will include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas.

imum Service Telecasters is a misnomer. Its true function, as represented in the CATV recommendations, suggests a more appropriate name—Minimum Service Telecasters."

The NCTA president, a former FCC commissioner, said the table of allocations wasn't "designed to place a limitation on the right of the American public to receive television service. It was carefully contrived to provide an equitable distribution of the frequencies available for maximum TV coverage."

AMST's policies, he said, "would totally disregard the interests" of the 3.5 million CATV viewers "and future viewers in more populous areas whose enjoyment of TV will be greatly enhanced by the excellent antenna service CATV renders."

The 12 AMST principles as outlined in the association's statement of policy adopted last Tuesday (Feb. 2) follow:

Jurisdiction • The FCC should assert regulatory authority over all CATV's. The commission is regulating about 250 systems using microwave facilities, over which it has clear jurisdiction, by requiring that TV stations be protected from duplication 15 days before and after original broadcast, and that signals of all local stations be carried.

AMST intends to petition the FCC "in due course"—probably in a few

weeks—urging it to assert authority over CATV, Edgar F. Czarra Jr., one of AMST's lawyers, said last week.

Nature of Regulation ■ "Reasonable rules of thumb can be laid down to cover the great majority of situations. . . ." This would save the FCC the "burden of anything resembling case-by-case evidentiary hearings." Nonhearing procedures, the AMST said, should be established "to handle claims for exceptions or special need."

Technical Standards ■ FCC rules should prevent degradation of signals and interference to off-air reception. CATV's ought to be required to set up receiving antennas where they can obtain "signals of the highest technical quality feasible."

Carriage ■ All signals of grade B or better quality transmitted into CATV-served communities must (within provisions of nonduplication requirements shown below) be carried, including satellite stations and translator stations in those areas. The signals ought, whenever possible, to be carried on their assigned channels.

Nonduplication ■ A CATV "should not duplicate the programming of television broadcast stations which serve, or which normally would be expected to serve, the community in question" within a period of 5 days before or after broadcast.

Where stations provide the same grade service to an area, "or in other situations where calculated service contours do not reflect realistic conditions of service," predicted contours and distance factors should be considered by the FCC when establishing priorities. "Satellites should be treated as television broadcast stations (for purposes of non-duplication); translators should not." Satellites "have a potential for development and growth as regular television stations."

The 30-day nonduplication requirement (the NCTA wants only simultaneous nonduplication) "is required not only because of delayed network clearances but also because TV stations invest large sums of money to broadcast syndicated programs and feature films. Duplication by the CATV system very shortly before or after time of broadcast would be unfair." Events "normally carried without interruption by more than one station in the community" (presidential news conferences, important speeches, "space shots," etc.) could be duplicated.

Local and Area Service ■ "Rules should be adopted that will prevent the extension of nonlocal or nonarea signals from impairing or destroying existing local and area TV broadcast service or impeding or precluding the development and expansion of new local or area television broadcast service."

AMST sees the importation of dis-

Microwave carriers meet

The National Association of Microwave Common Carriers, formed last year largely to face the FCC rulemaking whereby it regulates community antenna television systems indirectly through microwave services, is conducting a three-day meeting in Phoenix through tomorrow (Feb. 9).

Owners of microwave systems, their lawyers, engineers and representatives of the National Community Television Association began yesterday (Feb. 7) to review problems associated with another FCC filing of significance to them—technical comments on the microwave rulemaking that are due April 1.

In addition to consideration of this filing, NAMCC members are expected to examine future plans for their year-old organization.

tant signals as destructive to local stations, impeding expansion of existing stations and inhibiting the addition of new ones, especially where UHF is involved.

"Some reasonable definition of a distant station is indicated: a recognized TV signal contour (grade B or perhaps 0.1 mv/m) or a distance factor, maybe 80-90 miles."

Exceptions would be permitted "on the basis of a showing of special circumstances in particular situations such as in remote, isolated and thinly populated areas which do not have, and cannot be expected to receive, in the future direct off-the-air local or area TV service." Relief would be granted "sparingly," AMST hopes, and not before "sufficient time had elapsed to permit the expansion of TV broadcast service in and to the area in question."

"To the extent that existing CATV systems operated inconsistent with this principle," at the time the FCC asserted authority, the AMST said, "a period of adjustment could be provided to permit amortization of investment."

Origination of Visual or Aural Material ■ This would be prohibited. To allow CATV's to originate programming "would be tantamount to the establishment of pay TV subsidized by advertiser-supported free TV." This is in line with AMST's view that CATV has only an auxiliary function.

Reporting ■ The FCC should require full and regular reports of CATV ownership, as it does with TV ownership.

Legislation—Generally ■ Only where

"it develops that the FCC is unable or unwilling to act without further legislation" should legislation be sought from Congress. It shouldn't reduce or limit existing FCC power or jurisdiction, AMST says, and should minimize case-by-case handling of CATV questions.

Legislation—Copyright ■ Revision of the copyright law should be made to clarify a copyright owner's right to deny a CATV permission to carry his programs.

Translator Policy ■ If the commission doesn't institute the regulation of CATV that the AMST thinks it should, the association says, the FCC's translator policy should be liberalized to permit TV's "to compete with CATV operators in extending TV service." AMST says this is not a basic policy (more freedom for translators) because the association believes translators "can be potentially destructive of the table of allocations and inconsistent with the Sixth Report and Order and the all-channel receiver legislation in the same manner as the unfettered expansion of CATV, although to a lesser degree."

Restrictions on CATV Ownership ■ "The commission should defer consideration of ownership of CATV by television broadcast licenses and of the question of multiple ownership and duopoly restrictions on CATV ownership until the adoption of a general policy with respect to the role of CATV."

The AMST policy statement says CATV must rely on a judgment "as to the nature and extent of the potential effect" of the industry.

Limiting CATV "to its role as an auxiliary service," the trade association says, "is a recognition of the fact that CATV can supplement, but must not supplant, TV broadcast service. . . ."

CATV To Limit Service ■ "At its ultimate, the issue may well be whether service will be limited to programs originated in a handful of large cities, distributed by wire, and provided by CATV to those people who can afford to pay CATV charges and who live in communities which are large enough to attract a CATV entrepreneur or whether the American people will receive television service without charge from their own local and area television stations, whether they are rich or poor and whether they live in communities or in sparsely settled rural areas. . . ."

"And, finally, the issue is whether there is fair and open competition where the 'competition' is between one or more television stations which produce or acquire programs at considerable expense and a CATV system which does not have to bid against it for programs in the marketplace. If this be competition, it is a type unique in the annals of economic history."



The long watches of the night...

"... That WHIO, the voice of this Miami Valley empire, will always be an instrument of dignity, culture and practical service... May WHIO in its long watches of the night and its endless days be conscious of its duty to God and humanity."

—Excerpt from the WHIO dedication speech of Ex-Governor James M. Cox, February 9, 1935.

WHIO, one of America's great area stations, celebrates 30 years of community service at 4 P. M. Tuesday, February 9, 1965.



WHIO | AM | FM | TV DAYTON, OHIO

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

New payment system for agencies

Forced by changes in TV buying techniques and huge growth of TV budgets, new compensation plan guarantees agencies reasonable profit

A one-year test of a new system of advertising agency compensation is currently under way involving two leading agencies and several advertisers.

The system is set up in a way that (1) assures the agencies that they will make a profit on the accounts involved, and (2) assures the accounts that the agencies' profits will not be "excessive."

BBDO is testing the system with "several" accounts that represent a total of about \$50 million in billing, including American Tobacco Co. and F. & M. Schaefer Brewing Co. American Tobacco is using it also with Sullivan, Stauffer, Colwell & Bayles, which handles its Pall Mall and Half-and-Half cigarettes, as well as with BBDO, which handles its Tareytons, Lucky Strikes and new Lucky Strike Filters.

BBDO has offered to make its test available to all its accounts, provided they come into it during the first quarter of this year. It works this way:

A certain percentage of gross billings is specified as the amount of profit the agency ideally should make on the account. This is the "target," and it is bounded by a "target area" that ranges from a percentage slightly lower than the target to one slightly higher than the target. If the agency's profit on the account dips below the lower limit, the client makes up the difference; if the profit exceeds the upper limit, the overage goes to the client or in some cases, as with American Tobacco, is shared by client and agency.

Average Profit ■ The "target" percentage and the percentages marking the upper and lower limits of the "target area" are the same for all clients taking part in the test. The "target" represents the average profit level attained by BBDO on all of its accounts under the customary commission or commission-plus-fee methods of compensation.

The traditional 15% commission paid by media is applied against the guaranteed profit under the new arrangement. When profits exceed the upper limits of the "target area," subsequent commissions will be passed on by the agency to the client in full or in part, depending on the individual arrangement.

BBDO authorities indicated that most of their clients participating in the test would get all of the excess when profits exceed the specified limits, but said that a few clients had offered to share this overage with the agency. American Tobacco said in its own announcement of the plan that it would share the extra profits in such cases.

American Tobacco also indicated that its new arrangement with SSC&B followed the same principles as the one with BBDO. American Tobacco's announcement did not use the word "test," implying that this client regards it as a permanent arrangement.

TV Cited ■ American Tobacco said the system evolved from a joint study initiated in July 1964 "triggered by

ings for programs produced by the networks or other nonagency sources. Agencies, including BBDO, contend that their media functions are one of their less expensive operations and that the media commission helps pay for other services that are unprofitable and would have to be paid for in other ways.

Officials of both American Tobacco and BBDO described the system—which applies to all media advertising—as the first that offers incentives for both profit and cost-control for advertiser and agency alike. The guaranteed profit encourages maximum efficiency without stinting, authorities said, while the profit-splitting feature above the minimum-guarantee level discourages "wastefulness and escalation tendencies inherent in a cost-plus arrangement" of compensation.

Cost Savings ■ American Tobacco said it expected the plan to result in "substantial reduction" of its costs, and some sources pegged the expected savings at about \$1.4 million this year. BBDO authorities, however, indicated they anticipate no reduction in the profit they normally have made on the American account. Presumably they expect the system to encourage more prudence among clients in their calls for agency services, as well as to provide more incentive for efficiency.

Robert B. Walker, president of American Tobacco, said the system would ease "the advertiser's concern for the efficient handling of his business"; would remove "the temptation for him to assert himself in the role of agency manager" and, by removing the agency's fear of losing money would still leave the agency "free to innovate, test and experiment with new approaches and new ideas on the client's behalf."

Charles H. Brower, BBDO board chairman and chief executive officer, said his agency's test was the largest such trial of any fee system. He called it an "efficiency-incentive" system that overcomes "one of the principal problems of fee systems" by offering incentive for efficient use of agency manpower by both advertiser and agency.

Efficient Compensation ■ Mr. Brower said the traditional media commission system would undoubtedly continue for



Mr. Walker

Mr. Brower

the rapid growth of television, the assumption of production and creative functions by the networks, the purchase of network television time on a corporate rather than on a brand or agency basis, and the large sums involved in network television.

"The commission system," American Tobacco's statement continued, "provides no automatic relationship between the amount of agency compensation and the cost of the effort required in preparing television advertising, and the high-cost, high-repetition advertising required by such consumer products as tobacco have brought this inequity into particular focus with the rise of TV as a selling medium."

Many advertisers have protested—ever since the network radio heyday of the 1930's—that agencies do not "earn" the commissions they receive on bill-



Boston

Peter Faneuil gave Boston this hall in 1742. When Boston was a town, its Town Meetings met here, winning for it the name "The Cradle of Liberty." This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

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

BROADCASTING, February 8, 1965

What timebuyers want to know about radio

A seminar with timebuyers, the first in a series held by McGavren-Guild Co., New York, radio station representative, underscored the timebuyers' desire for useful information from radio stations.

Among the topics listed as important to the timebuyer, according to a summary of the seminar, were an interest in all programing changes by a station the buyer intends to use or is using; lists of outstanding local accounts along with a local rate card; original station material, and a definitive description of the sta-

tions' format or programing as well as a description of the station's image in the market.

Timebuyers want to know the purpose or reason for a station programing "in a specific direction," according to the rep's summary of the seminar attended by nine timebuyers. The nine: Dave Sayer and Chuck Woodruff of Sullivan, Stauffer, Colwell & Bayles; Annette Paz-zani, Jim Walsh and Ray Walsh, all of BBDO; Bob Turner of McCann-Erickson; Joan Shelt of Grey Advertising, and Rene Goldmuntz and Ed Finlay of Kenyon & Eckhardt.

The rep firm said it arranged the seminar to obtain buyers' attitudes toward all radio representation selling. Discussed were general time-buying goals. Sitting in for McGavren-Guild Co. were Ralph Guild, national sales manager for both the McGavren-Guild Division and the Daren F. McGavren Division; Ralph Conner, New York sales manager of the latter division and Bob Williams, New York sales manager for the M-G division.

In general, the buyers were critical of salesmen they find frequently unprepared when making a call; of failure to recognize a buyer's goals or to assure a buyer's recognition of what salesman is assigned to the agency; of instances of salesmen taking too much time or of not

knowing the buyer's work "pace," of "badgering" and of not accepting a no answer when a buyer gives a logical reason.

Also noted: Ratings, the buyers agreed, are the deciding factor when nothing else is offered, and negative selling is basically unacceptable. Also on the unacceptable list: air checks because they are prone to be not quite objective, though a phone number through which one can listen to programing of several stations in a market is favored.



Bob Williams (l), New York sales manager of the McGavren-Guild Division, and Ralph Guild, national sales manager of the McGavren-Guild Co., listen to the views of agency timebuyers.



Bob Turner (r), McCann-Erickson timebuyer makes a point at the McGavren-Guild seminar for timebuyers as Chuck Woodruff of Sullivan, Stauffer, Colwell & Bayles balances his coffee.

many years and that many BBDO clients would continue to prefer it but that the new system also marked "a major step" in the search for a compensation plan that is "efficient, flexible and equitable to both clients and agency."

BBDO's test program went into effect Jan. 1 and is to continue for a year, with modifications and refinements to be made as experience indicates a need.

While American Tobacco is using the new system with two of its agencies, it is not with a third, Gardner Advertising, for the most part reportedly because the Montclair and Carlton cigarettes and various cigar brands handled by Gardner are not substantial users of network television.

A number of advertisers and their agencies have departed from the traditional commission system of agency compensation, particularly in recent years. One of the most spectacular was the cost-plus system adopted by Ogilvy, Benson & Mather and Shell

Oil some five years ago and subsequently extended to several Ogilvy clients. General Foods and two of its agencies, Ogilvy and Young & Rubicam, started a two-year test of an overhead-plus-fees arrangement in April 1964.

Record entry for commercial contest

A total of 1,895 broadcast commercials from around the world are now in the hands of preliminary judging committees in London, New York, Chicago and Hollywood. The entries will be screened before their submission to the final judges who will meet in Hollywood to select the world's best commercials of 1964. Winners in 12 television and seven radio categories will be announced Feb. 23, at the annual International Broadcasting Awards banquet at the Hollywood Palladium.

The 1964 entries in the fifth IBA competition are almost exactly double

the number entered in the first IBA, according to the Hollywood Advertising Club, sponsor of the event. The contest is designed to encourage the improvement of advertising on radio and television wherever commercial broadcasting operates by honoring the best examples each year. This year's entries include 712 radio commercials, a 29.5% increase over last year's entries, and 1,183 TV commercials, a rise of 14.5% from the previous year.

James G. Riddell, American Broadcasting-Paramount Theaters Inc., vice president in charge of the western division operations of the ABC Radio and TV networks and their O&O stations, is general chairman of the current IBA. Joseph C. Drilling, president, Crowell-Collier Broadcasting Corp., heads the radio division; Elton Rule, vice president and general manager, KABC-TV Los Angeles, is TV head. Robert L. Dellinger, vice president, Grant Advertising, Los Angeles, is final judging chairman.

**What makes a
television network
click?**

Shows that are fun to watch-

Three years of careful planning, building and pruning have paid off for the ABC Television Network. This season, our nighttime audience is up 23%. ABC has 40% of the Top Forty programs. ABC is in a virtual tie with the other two networks in audience levels.

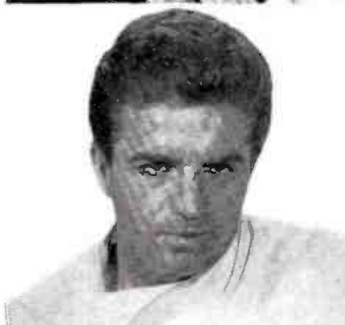
ABC has a substantial lead over the other

two networks in average delivery of younger family households (under 50). The reason: this year's ABC shows are really more fun to watch.

Bewitched, the season's new hit show, is enchanting viewers everywhere. *Peyton Place*, American television's first prime-time serial has become a viewing habit in mil-

lions of homes twice a week. *Shindig*, a swinging new musical show, is already being imitated. *The Fugitive* proves again that good drama attracts a large audience.

It's a lineup that's strong right down the line. Seven nights a week. In early evening, mid-evening and late evening. Last season ABC had 22 half-hours delivering an



-seven days a week

average of 9,000,000, or more, homes. This season the number has increased to 32 half-hours!

But these things don't happen overnight. Year by year, ABC has added to its roster of solid hits. *Ben Casey*, *Combat!*, and *McHale's Navy* were added to a nucleus of long-run favorites. And last year, ABC in-

troduced additional building blocks like *The Fugitive*, *The Patty Duke Show*, *Burke's Law* and *The Farmer's Daughter* which became the foundation for this year's success.

This year's schedule is one of bold new formats, of solid, proven programs, of bright new stars and of perennial favorites—all

with one characteristic in common. Every show is based on good, sound, all-family-entertainment values. Every one is great fun to watch. And more people are having more fun watching. That's what makes a television network click.

ABC Television Network 



Specials that are really something special

What better way to make history exciting and meaningful than to relive it exactly where it happened and describe it in the exact words of those who made it happen. ABC employed this approach in the *Saga of Western Man* series and will use it again this year as the series continues with *I, Leonardo da Vinci*, *Custer to the Little Big Horn* and *The Pilgrims*. It's typical of the fresh approach that sets ABC specials apart.

Can you think of a more charming guide for a tour of Rome than Sophia Loren? How about a tour of Greece with Melina Mercouri? Or Sweden with ABC's Inger Stevens?

A special on ABC Television covered the Nobel Prize Awards ceremonies in Stockholm. ABC brought Dinah Shore to daytime television with a series of meaningful dramatic programs for housewives.

A series of six programs will examine such diverse subjects as scientists engaged in extraordinary research which could shape the future of mankind, a study of the late Gen. Douglas MacArthur and a provocative analysis of today's teenager.

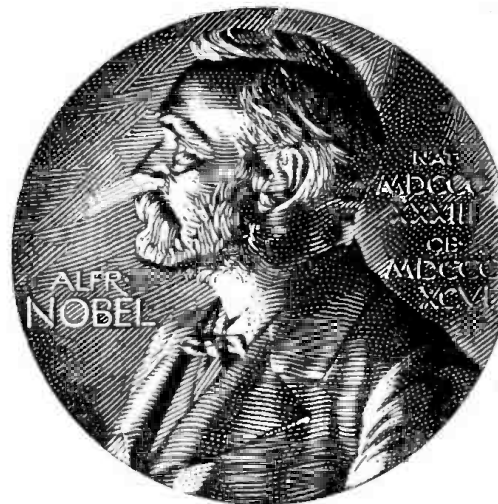
Douglas Fairbanks, Jr., will host four specials taking viewers backstage for previews

of upcoming motion pictures and Broadway productions. Stephen Fleischman will produce a special that shows the fascinating undersea world of the aquanaut.

ABC continues to explore every subject, look at every reel, give anyone who has a good idea the benefit of an open mind. We learned a long time ago that's the best way to keep coming up with programs which are stimulating, informative, unusually entertaining—really something special.

That's what makes a television network click.

ABC Television Network 



On the ball sports coverage

Who else but ABC Sports would wire the baskets to catch the telltale "swish" of the ball being dunked during a basketball game? ABC has a knack for coming up with new and better ways to put viewers right in the middle of the action. No wonder ABC Sports is the most imitated sports organization in television.

Here are just a few of the firsts that have been chalked up by ABC: The first stop-action videotape "stills." The first on-field directional microphone. The first end-zone camera. The first blimp-mounted camera for overhead shots. The first hand-held camera used in sports coverage.

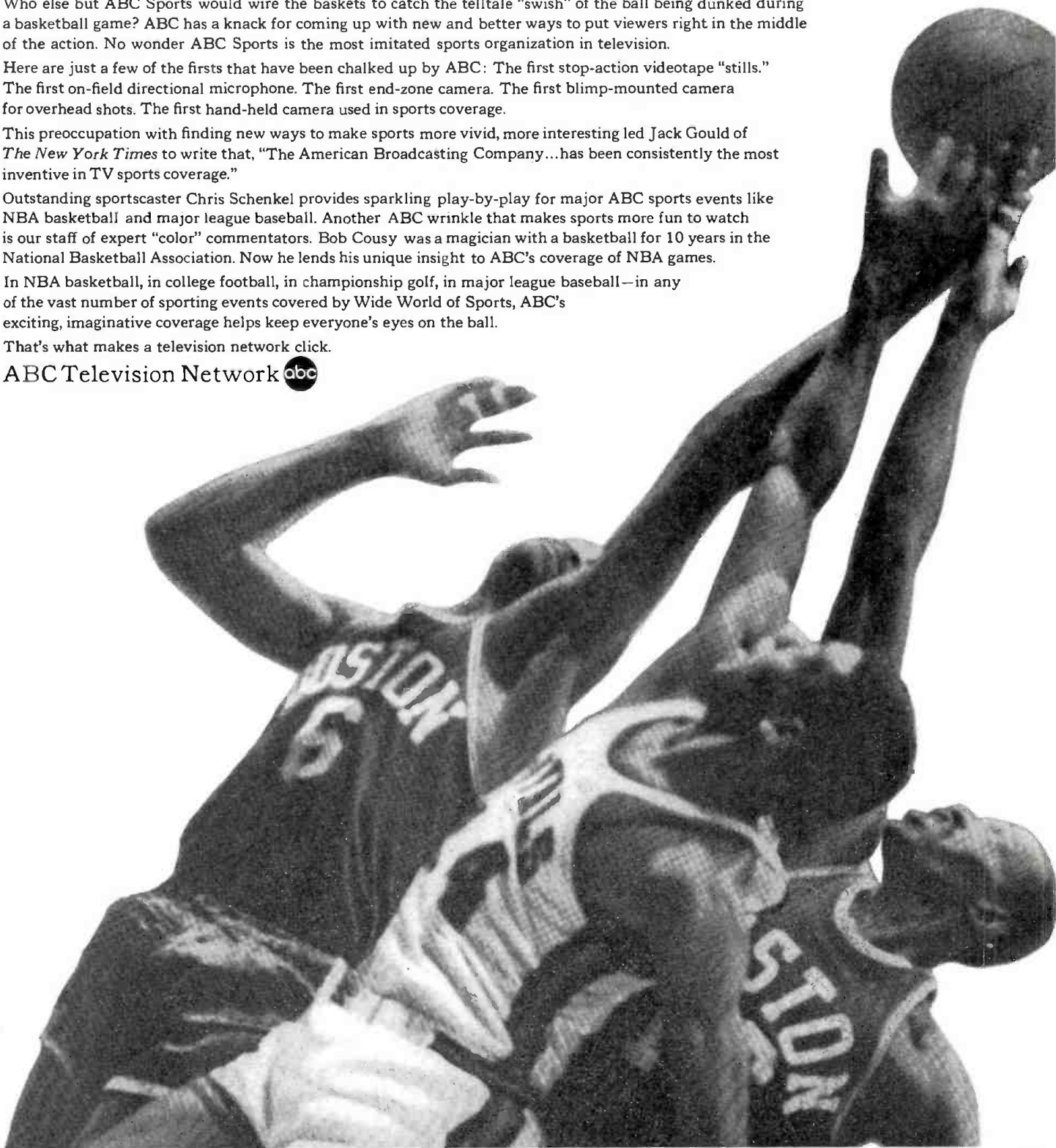
This preoccupation with finding new ways to make sports more vivid, more interesting led Jack Gould of *The New York Times* to write that, "The American Broadcasting Company...has been consistently the most inventive in TV sports coverage."

Outstanding sportscaster Chris Schenkel provides sparkling play-by-play for major ABC sports events like NBA basketball and major league baseball. Another ABC wrinkle that makes sports more fun to watch is our staff of expert "color" commentators. Bob Cousy was a magician with a basketball for 10 years in the National Basketball Association. Now he lends his unique insight to ABC's coverage of NBA games.

In NBA basketball, in college football, in championship golf, in major league baseball—in any of the vast number of sporting events covered by Wide World of Sports, ABC's exciting, imaginative coverage helps keep everyone's eyes on the ball.

That's what makes a television network click.

ABC Television Network 



Daytime that looks like prime time

ABC is pulling out all the stops to help its daytime programming keep pace with the phenomenal growth of its nighttime schedule. The schedule leads off with three programs that gained loyal followings during prime time: *The Price Is Right*, the newly added *The Donna Reed Show* and *Father Knows Best*.

Flame In The Wind, which premiered in late December, is a good example of the care ABC puts into developing new daytime entertainment. It's written by Don Ettlinger, produced by Joseph Hardy and has as story consultant Irna Phillips, all of whom have been responsible for some of television's most popular serials.

Add *General Hospital* and its new running mate, *The Young Marrieds* ("Bubbles above the average soap opera..."—*N. Y. Daily News*), plus other strong favorites like *Day In Court* and *Trailmaster* and it's easy to see why more daytime viewers are switching to ABC Daytime this year. That's what makes a television network click.

ABC Television Network 



Reporters who get away from their desks



Very little news is made in television studios. So ABC newsmen get out where the stories are.

Peter Jennings, new anchorman for ABC's early evening news, will soon be hot on the trail of big stories—no matter where they happen to be. And Bob Young will add the same on-the-scene immediacy to his late-evening weekend broadcasts. Together, Jennings and Young give ABC television's *only* seven-day-a-week network news coverage.

Veteran commentators Howard K. Smith, Edward P. Morgan and William H. Lawrence have each traveled hundreds of thousands of miles for ABC. Each of them brings a rare quality called insight to their reporting for ABC.

The news staffs of the many ABC affiliates give ABC expert, on-the-spot coverage in every corner of the country.

ABC's Southeast Asia Correspondent, Charles Arnot, has his driver sleep in his car so he can get a jump on the news. Moscow Correspondent Sam Jaffe scooped the entire American press force on the Khrushchev "retirement." Washington Correspondent John Scali was practically a member of the State Department in his role as go-between during the Cuban missile crisis.

It's easy to see why ABC News has earned the respect and admiration of members of the working press and television critics alike.

That's what makes a television network click.

ABC Television Network 



Shows that are fun to watch,
specials that are really something
special, on-the-ball sports coverage,
daytime that looks like prime
time, reporters who get away from
their desks—these are only five of
the many things that have helped
make ABC Television click this year.
Even as you read this, literally
hundreds of producers, directors,
writers, actors, actresses,
and technicians are busy
building the shows that will help
ABC Television keep clicking.
Conceived with imagination,
created with attention to detail
and programmed with insight,
ABC's 1965-66 schedule will again
be based on sound, proven
entertainment values.

**That's
what makes
a television
network
click** 

No bogymen at FTC, says Dixon

AFA-AAW Washington session told that trade commission wants to be 'useful friend'; self-regulation also urged by other speakers

Advertisers were asked last week to take "a fresh look and reassess" the Federal Trade Commission. The suggestion, made at the annual Advertising Federation of America-Advertising Association of the West convention in Washington, came from the FTC chairman, Paul Rand Dixon.

He told AFA-AAW members that "fears of an overzealous, publicity hungry, ivory-towered government agency are unfounded. Instead reputable advertisers have a sympathetic and useful friend . . ."

Mr. Dixon spoke on a panel that also included: Representatives Oren Harris (D-Ark.) and Catherine May (R-Wash.); Senator Warren Magnuson (D-Wash.); FCC Commissioner Robert E. Lee; Mrs. Esther Peterson, special assistant to the President on consumer affairs; Edward Sonneck, Goodyear Tire & Rubber Co., and president of the American Marketing Association, and Thomas H. Vail, *Cleveland Plain Dealer*.

The panelists were commenting on a speech, "Freedom Must Advertise," by Tom Dillon, president, BBDO. The talk, which was originally given in San Francisco in 1963 (BROADCASTING, Sept. 23, 1963), was restated last week by Barry McCarthy, vice president, BBDO.

Mr. Dixon said part of the problem facing advertisers and regulatory agencies is that "advertising suffers from one of its own maxims: that its image must always be a positive one—never negative."

He called the attitude short-sighted and said facing up to and trying to get

rid of troubles is "much better than trying to maintain an image by ignoring facts."

The FTC chairman noted that there is steady improvement in advertising, particularly in "honesty."

Mr. Dixon admitted that the FTC at times has been "overly meticulous," but that it no longer is "trying to accumulate scalps as proof of its marksmanship and its competence." The FTC, he said, has been trying to solve problems quietly, "to avoid litigation whenever enlightenment and persuasion can do the job."

Tied Together ■ Representative Harris told the delegates that "attempts to separate the freedom to advertise from the corresponding responsibilities of advertising threaten to undermine both the freedom to advertise and our free political and social institutions."

He said his House Commerce Committee is facing an "immediate problem" of advertising posing a "threat to non-economic [public health and safety] values . . . namely cigarette advertising."

Applying self-regulation was seen by Senator Magnuson as a way of keeping the government's hands out of the advertising pot. "You in advertising," he said, "do have some responsibility to self-regulation and the more you exercise it, the less government will interfere."

Mr. Vail also told the advertisers that self-regulation would pay off. Government regulation, he said, "has come about in the majority of cases because an industry has been unable to police itself . . . If we want to be left alone,

we must put the public interest first and our self-interest second."

Consumer View ■ Without spelling it out, Mrs. Peterson told the advertisers she felt there should be something more to a "new" package than the "box it came in and a reduction of a half-ounce or more in net contents."

She praised the AFA, whose moves toward self-regulation produced the Better Business Bureaus and "helped design and create" the Federal Trade Commission. Then she added that the government is not out to "wreck advertising as it exists today—and it couldn't even if it wanted to . . ."

She urged the advertisers to work with government in educating and criticizing each other, "and before we criticize, let us communicate with each other."

Ad Code ■ Discussion of the advertising code, efforts to improve the profession's "image" and several films occupied the Wednesday afternoon session, which was conducted by Richard L. Ryan, chairman of the AFA-AAW Joint Commission

The code, drafted last May by committees of the AFA, the AAW and the Association of Better Business Bureaus (BROADCASTING, May 18, 1964), emphasizes truth, responsibility, taste and decency in advertising and condemns disparagement of competitors and "bait" advertising.

Charles Farran, chairman of the Advertising Improvement Committee and president of Griswold-Eshelman, formally presented the code, summarized government and industry reaction to it,



L. to r.: Mr. McCarthy, Senator Magnuson, Mr. Dixon



L. to r.: Representatives May and Harris, Mrs. Peterson

Eldercare

...better care than Medicare

Here's why the Herlong-Curtis Eldercare Bill, HR 3727,
is the best answer to the
health care needs of people over 65

MORE BENEFITS FOR THE ELDERLY

Eldercare would provide a wide range of hospital and medical services for the elderly—much more than Medicare.

	ELDERCARE	MEDICARE
Physicians' Care	YES	NO
Surgical Costs	YES	NO
Drugs—In and out of Hospital	YES	NO
Hospital & Nursing Home Charges	YES	YES

LESS COST TO THE TAXPAYERS

Eldercare offers *more care* for the elderly who need help, but would *cost less* because it does not provide benefits for the wealthy and well-to-do. Eldercare would *not* require a new payroll tax. It would be financed by federal-state funds through a program that *already exists*.

By contrast, the Medicare tax plan would increase payroll taxes to provide benefits for *everyone* over 65, the wealthy included. Furthermore, the Medicare tax would hit hardest those least able to pay. The \$5,600-a-year worker would pay as much tax as the \$56,000 executive.

Your doctors, who care for the elderly, support Eldercare because it also assures free choice of physician and hospital . . . provides for protection through Blue Cross, Blue Shield and health insurance policies . . . and lets people over 65 qualify for benefits before illness strikes—without a welfare type investigation.

WRITE TODAY!

Urge your congressman and senators to vote for Eldercare
(The Herlong-Curtis Bill, H.R. 3727)

The American Medical Association

and received a suggestion from the floor that rule number two be changed to require proof for objective advertising claims, rather than all claims, as the wording now implies.

He was followed by Charles W. Collier, president of the AAW, and Frank Kenesson of N. W. Ayer & Son, who reviewed plans to improve the profession's image and recruit new talent. A demonstration of public service material for television, radio and print media, following the "Should your son become an advertising man, like David?" theme (BROADCASTING, Feb. 1) accompanied their report. Some misgivings were expressed over use of the spots without proper sponsor identification, but the consensus was that a tag line listing the name and address of the local advertising club would both satisfy the FCC and aid the campaign.

Two films concluded the session. One, an NBC News production on merchandising in Russia, is available from the network for \$50. The other, "The Velvet Curtain," illustrated the necessity of voting and precinct work to secure political action favorable to the ideals of the professional man.

Humphrey says system is good

An opening day luncheon speech by Vice President Hubert H. Humphrey was the highlight of the annual mid-winter convention of the Advertising Federation of America and Advertising Association of the West in Washington last week (see page 39).

More than 400 delegates heard the Vice President speak of advertising as "a part of our profit system, part of our economic system. When you can put something with good economics and good ethics into one package, you have a package that's salable."

At an orientation session Tuesday morning, the AFA-AAW delegates were told by Robert K. Gray, vice president, Hill & Knowlton, Washington, that advertisers "need to sharpen to a fine edge their awareness of current public thinking."

Mr. Gray warned that the advertising community "dare not let the idea go unchallenged that advertising is a fierce antisocial business, a monster against which the public needs protection . . . With the story the advertising industry has to tell, it should be its own best customer."

Bryce N. Harlow, Washington representative of Procter & Gamble, spoke of the 27 members of Congress, the "5% of the congressional membership [who] can amend, reject, or enact into

law programs fateful to the advertising industry of America."

Referring to the majorities in the House and Senate Commerce Committees (17 in the House, 10 in the Senate), Mr. Harlow said "in an era in which injunctive authority of the Federal Trade Commission can be seriously advanced by high officials of government—surely it behooves one to devote some mind and muscle to the likes and dislikes, biases and predilections of the 27 men who exercise this decisive power."

He said maintaining good relationships with these members of Congress was "not simply good citizenship. It is hardheaded business realism. It often means dollars and cents in profits. It may well mean avoidance of economic disaster. Many are the times it means keeping the 'free' in free enterprise."

AFA group to study tax-free ad reserves

Using tax-free advertising reserves, built up during good business years, to prime the economy during periods of dull business activity will be studied by a special committee of the Advertising Federation of America.

The committee, with Arno H. Johnson, vice president and senior economist of J. Walter Thompson Co., as its chairman, will study the proposal made by the AFA executive committee in a special session last Wednesday (Feb. 3). Also named to the committee was James Kobak, of J. K. Lasser & Co., the AFA accounting firm.

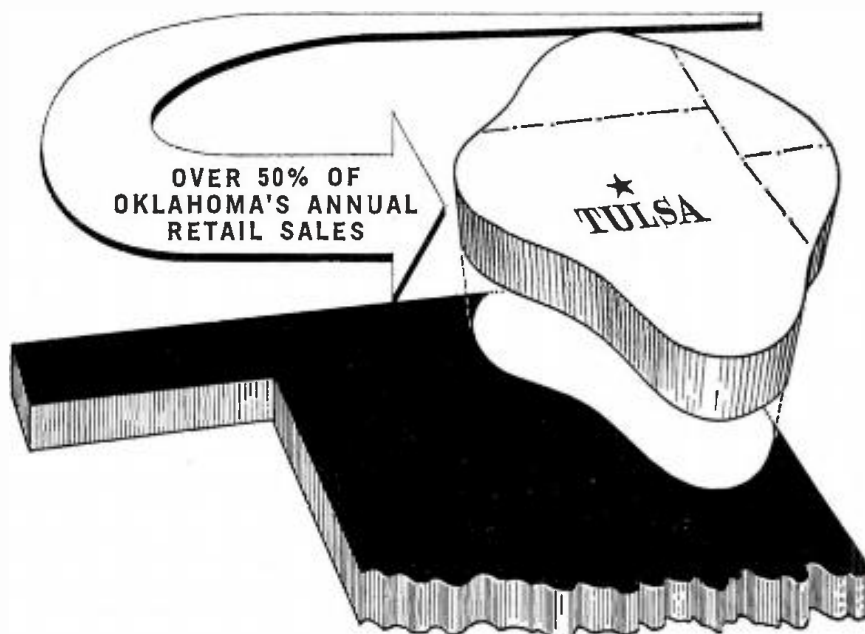
The proposal came during the annual midwinter AFA-Advertising Association of the West conference in Washington (see page 39). Charles Collier, AAW president, said members of his group's executive committee favored the AFA move.

The tax-free reserves plan was first outlined in 1947 by Alpheus C. Beane of Merrill, Lynch, Pierce, Fenner & Beane. The most recent advocate was Norman H. Strouse, chairman of JWT, who spoke of it to a New York audience several weeks ago.

Setting up the plan would require special legislation, which according to Mark Cooper, AFA president, "has been long-needed and our federation is proud to take the lead in doing something about it."

Mr. Cooper said there are "several problems to be solved before truly workable plans" can be evolved, but he did not consider these insurmountable. If such legislation comes into being, he said he felt sure "it will receive the serious consideration of President Johnson, who has shown a great under-

You Can't Buy **ALL** of Oklahoma **WITHOUT THE TULSA MARKET**



"Buy-Pass" an effective buying power of \$2½ Billion? Of course not! And effective coverage means Channel 2 . . . offering the most complete coverage of the Tulsa market, with bonus coverage in Kansas, Arkansas and Missouri.

KV00**2**TV

Represented Nationally by



standing of business's problems . . ."

As outlined by the AFA, the plan would work this way:

A company sets up a contingency ad fund at the start of its fiscal year. The Treasury Department would allow a tax deduction on the fund as a business expense for that year, after establishing necessary safeguards to insure that the money would be spent during a specified period. The deduction would be the same whether all or part of the fund was spent during that fiscal year.

If business was good, this plan would allow the firm to spend only a small portion of the fund. However, if a business slump set in, the company would be able to pump a greater portion of the fund into the economy.

Also in advertising . . .

Maxon moves ■ Maxon Inc., New York, has moved into quarters in the new J. C. Penney Building at 1270 Sixth Avenue. Maxon bills \$50 million in domestic media and \$10 million abroad.

Ford spot a hit ■ A one-minute animated commercial for the Ford Motor Co. (J. Walter Thompson) was awarded the gold medal of the Society of Illustrators. It was produced by Mogubgub Ltd., New York. Irene Trivas was the designer and Ed Smith the animation director of the commercial.

New office ■ Campbell-Ewald Inc., San Francisco, has leased a four-story office building at 574 Pacific Avenue for its western headquarters. The agency also has an option on another building at 560 Park Avenue. Facilities of Fletcher Richard, Calkins & Holden Inc., recently acquired by C-E, will be consolidated in the new building.

California office ■ Rose-Magwood Productions Inc., New York, announced last week the formation of Rose-Magwood Productions of California Inc., with offices at 1040 Las Palmas Avenue, Hollywood. Jack Reynolds will be in charge of West Coast production.

Agency merger ■ Wyatt, Dunagan & Williams, Dallas-based advertising and public relations agency, has acquired Steve Gardner Associates of Los Angeles. WD&W opened a branch office there in December following its appointment as agency for First Western Bank & Trust Co. Dunlap Clark, vice president of WD&W is office manager. Offices are at 548 South Spring Street. Telephone: Madison 8-0517.

New Branch ■ Vic Piano Associates has opened a Chicago office in Penthouse Suite 58-02 W., Marina City, 300 North State Street. Phone: 321-0412. Joseph Payne, vice president and midwest manager, heads the new branch.

Ac'cent puts accent on TV

Ac'cent, one of radio's larger advertisers in 1964, is placing all of its broadcast budget—estimated at \$4 million—in television during 1965. A campaign has been launched on NBC-TV with additional TV spots in the top 10 markets.

Ac'cent International, division of International Minerals and Chemical Corp., Skokie, Ill., bases the switch in media on its belief that "sight, sound and motion are necessary in advertising" to accomplish the introduction of its new marketing campaign.

The TV commercials, prepared by Needham, Harper & Steers, Chicago, feature the sound of a bugle playing "Reveille" and stress the idea that Ac'cent "wakes up" food flavor. Each



time the woman in the commercial (see above) opens the package of Ac'cent she hears the bugle call—played one time in waltz tempo, another time with a jazz beat.

Ac'cent's radio sponsorship was in both spot and network and, according to R. S. Mason, the advertiser's supervisor of marketing, radio was responsible for taking a "little-known brand name and turning it into a household word in over 90% of the U.S. homes."

Agency appointments . . .

■ Eureka Williams Co., Bloomington, Ill., floor care products, moves account to Young & Rubicam, Chicago, effective April 1, leaving Earle Ludgin & Co. ■ Associated Brewing Co., Detroit, for Pfeiffer Beer, a regional brand, names J. Walter Thompson Co., Chicago, which already handles Sterling Beer, another regional brand of Associated's subsidiary, Sterling Brewing Co., Evansville, Ind. Simons Michelson Co., Detroit, which has handled Pfeiffer, continues to handle Associated's Schmidt Beer.

■ Taylor-Reed Corp., Glenbrook, Conn., has named Bliss/Grunewald Inc., New

York, to succeed Hicks & Greist, that city, for its Cocoa Marsh milk additive. Account this year will budget \$600,000 for advertising with approximately 90% in television, in 50 major eastern markets.

■ Ward Baking Co., New York, has appointed Richard K. Manoff, that city, effective today (Feb. 8). The account, formerly handled by Grey Advertising, New York, bills approximately \$1.5 million, and has been a heavy spot TV user in past years.

U. S. hearing starts on Regimen case

A federal district court heard arguments last week on a pretrial motion of Kastor, Hilton, Chesley, Clifford & Atherton to prevent a guilty plea it made in a New York county court from being used against it in a case brought by the U. S. government.

Both the state and federal actions involve charges of preparation of fraudulent advertising for Regimen No-Diet reducing pills, the product of a former Kastor, Hilton client, Drug Research Corp. (BROADCASTING, Feb. 3, 1964).

The case has taken several turns in recent weeks as the agency has sought to change to not-guilty an earlier guilty plea in the New York county court. The earlier guilty pleading had itself been reversed from an original not-guilty entry (BROADCASTING, April 20, 1964).

Last week the agency's attorney, Joseph Bill, asked Judge John R. Bartels of the Eastern District Court in New York to postpone arguments on the "motion to suppress"—that is, the motion to keep the guilty plea from being entered as evidence in the federal case—until the New York county court reached a decision on the change-of-plea matter. Judge Bartels denied the request, but said he would withhold decision on the motion temporarily in hopes that the New York court decision might precede his own.

In the federal indictment the agency, Drug Research Corp. and two of its principals and a product-testing company are charged with preparing false "clinical test results" and passing them in the form of advertisements to national media including the three television networks.

When the agency changed its plea to guilty in the state court last April it said it did so in view of a consent decree entered into by Drug Research Corp. At that time Kastor, Hilton stated that under New York state law "mere place-

**Fresno is the nation's
#1 agricultural county**

**and BEELINE RADIO KMJ is the way
to reach this prime California market**

Pine Flat Dam is only one of the vast water sources that contributes to the agricultural fertility of the inland valley. Here many people live and work — people you want to reach because of their buying power. The way to do it? Beeline Radio KMJ. And KMJ is only one of four Beeline stations — the key to California's rich inland valley and Western Nevada.

McCLATCHY BROADCASTING COMPANY

delivers more for the money in inland California and Western Nevada

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE



ment" of misleading advertising would constitute its liability. It said the state case should not be confused with the federal indictment.

Martin Pollner, assistant U. S. attorney, argued in the district court last week that the television commercials involved in the state case were identical with those in the federal proceeding.

Kastor, Hilton has also requested "severance" of its case from those of the other defendants in the federal proceeding. This petition has not been ruled on by the court.

Two cigarette label bills introduced

Two different bills that would require that cigarette package labels—but not advertising—carry health warnings were introduced last week by Republican congressman who introduced somewhat similar legislation in the 88th Congress.

HR 4007 by Representative Ancher Nelsen (R-Minn.) would require label warnings only; HR 4244 by Representative Paul A. Fino (R-N. Y.) also would require labels to include the nicotine and the tar content of the cigarettes.

Both bills have been referred to the House Commerce Committee whose chairman, Representative Oren Harris (D-Ark.), has said hearings on smoking would have priority among his committee's legislative business this session.

Business briefly . . .

Illinois Bell Telephone Co., Chicago, through N. W. Ayer & Son there, will sponsor semi-finals and finals of the Illinois high school basketball tournament March 19-20 on a network of 13 TV stations throughout the state. Illinois Bell has sponsored the games on TV for 14 years.

Carbonated Beverage Can Makers

Committee Inc., newly formed group, through BBDO, both Pittsburgh, will run an 11-week spot radio campaign in 56 markets, beginning in mid-May. The campaign consists of one-minute announcements.

Scott Paper Co., Philadelphia, through J. Walter Thompson Co., New York, will sponsor an NBC-TV color telecast of "America's Junior Miss Pageant" national finals from Mobile, Ala., on March 19 (10-11 p.m.) Host will be James Franciscus.

General Foods, White Plains, N. Y., will use network regional cut-ins and spot TV to introduce its Good Seasons Shake 'N' Bake product in New York and Ohio later this month, and its Go soap pad in New York, Colorado and Kansas during March. Respective agencies for the two products are Ogilvy, Benson & Mather, and Foote, Cone & Belding, both New York.

RAB to offer new radio ammunition

A new presentation will be given to advertising agency creative departments over the next few months to dramatize "the selling power of sound," Edmund C. Bunker, president of the Radio Advertising Bureau, told a meeting of the Pittsburgh Advertising Club last week.

The RAB creative presentation integrates a live commentary by an RAB executive with examples of "outstanding national and regional commercials from RAB's commercial collection," Mr. Bunker reported. He said the purposes of the presentation are to show that radio is a highly effective sales medium and deserves the top creative talent available, and that radio commercials are at their highest professional level, due, in part, to the support of the nation's largest advertisers.

Mathes drops 30-year Ludens Inc. account

The J. M. Mathes Co., New York, announced last week that it would terminate a 30-year relationship with Ludens Inc., Reading, Pa., effective April 30, "for reasons of broad policy disagreement that could not be resolved."

Ludens (for its cough drops and candy products) billed approximately \$750,000 in 1964—with about 10% of this amount in spot radio and TV.

The company in recent years had devoted approximately 60-70% of its advertising budget to network TV participations, and the switch to print by Ludens during 1964 was one area of disagreement between the company and Mathes, according to an agency source.

Purolator drops JWT

Purolator Products Co., Rahway, N. J., manufacturers of oil filters, has moved its account from J. Walter Thompson and, reportedly, will settle with a new agency headed by George P. Clarke, former supervisor on the Purolator account at JWT.

Though Purolator representatives refused to comment on the separation, it was reported that approximately \$1 million in TV billing is involved in the move. Purolator had been at JWT for the past 16 years. Mr. Clarke, who was with the agency for nine years, resigned last month.

New NBC-TV sponsors

Newly signed participating advertisers on NBC-TV are the Mennen Co., Morristown, N. J., through Grey Advertising, New York, in *Karen*, *The Man from U. N. C. L. E.*, *The Andy Williams Show*/*Jonathan Winters Specials*, *The Alfred Hitchcock Hour*, *Hullabaloo*, *The Virginian*, *Daniel Boone*, and *Saturday Night at the Movies*; Coca-Cola Co., Atlanta, through McCann-Erickson, New York, in *U. N. C. L. E.*, *Mr. Novak*, *Wednesday Night at the Movies*, and *Flipper*, and Massey-Ferguson Inc., Detroit, through Needham, Harper & Steers, Chicago, in Wednesday movies, *Boone*, *Dr. Kildare*, *Virginian* and *International Showtime*.

Also on NBC-TV, the Institute of Life Insurance, through J. Walter Thompson Co., and the SCM Corp., through BBDO, all New York, will co-sponsor *Inter-American Highway*; *Bridge of the Americas*, a news special in color on March 23 (10-11 p.m. EST).

Spot radio to back up TV suggested

A presentation released last week by the Edward Petry & Co. station representation firm, urges television advertisers to add spot radio to their schedules to reach the "bottom 40% of the TV audience who are light viewers."

The brochure, prepared under the direction of Ben H. Holmes, vice president of Petry's radio division, cites research material from various sources to show that the lower 40% of TV's audience accounts for only 15% of the TV viewing. It adds that

radio listening is maintained at a substantial level regardless of the amount of TV viewing.

The presentation cites case histories of advertisers, including Alberto-Culver, Eastman Kodak and Best Foods, who used a combination of TV and spot radio to solve specific marketing problems. Petry also claimed that the addition of spot radio to a TV schedule can bolster frequently at a low cost and can improve memorability of a TV message through repetition.



Their neighbors in Southeastern Asia are listening, too.

For years, All India Radio system has been a most important means of communication for millions of Indians. Sometimes the only means.

And now, their neighbors in Southeast Asia can listen to All India broadcasts, too. Because four new transmitters, recently added to All India Radio's installation near New Delhi, boost the system's range.

These transmitters were manufactured by ITT's Australian subsidiary, Standard Telephones and Cables Pty. Limited.

Radio broadcast equipment to help bring All India Radio to all of Southeast Asia is only one of many ITT projects bringing better telecommunications to this area.

ITT companies are also providing India with modern telephone switching equipment, South Viet Nam with a 9-city microwave communication system, Malaysia with a multi-channel radio link, the Philippines with a nationwide telecommunication system, and Manila International Airport with a fully integrated system of communications,

navigation controls and weather recording devices.

These are the kind of activities in 115 countries around the world that have helped to make ITT the world's largest international supplier of electronics and telecommunications.

International Telephone and Telegraph Corporation. World Headquarters: 320 Park Avenue, New York, New York 10022.

worldwide electronics and telecommunications

ITT

Color TV receivers

latest study combined with estimates from its National Television Index—based on phone and nonphone homes—would suggest that color-TV ownership

What the new NAB president faces

HERE'S HOW WASILEWSKI SIZES UP THE PROBLEMS OF HIS JOB

After 15 years as a crew member Vincent T. Wasilewski has assumed the helm of the National Association of Broadcasters. Now for the next five months, accompanied by a co-captain, Mr. Wasilewski expects to be on a "shakedown cruise."

Mr. Wasilewski, who was elected president of the NAB on Jan. 26 (BROADCASTING, Feb. 1), had been running the association as its executive vice president since last August when LeRoy Collins resigned to take a presidential appointment as civil rights conciliator.

However, Mr. Wasilewski will have company on the fourth floor of NAB's Washington headquarters. Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., and chairman of the NAB's joint board of directors is due to begin duties today (Feb. 8) at the association's head office.

Mr. Schroeder will inaugurate the new policy of the boards, which calls for the chairman to spend most of his time in Washington as additional "executive manpower." Although Mr. Schroeder will not stay on after his board term expires in June, the next board chairman is due to be a paid executive serving for at least a year.

In an interview with BROADCASTING last week, Mr. Wasilewski said he doesn't expect the fourth floor to become overcrowded under this double occupancy plan and feels that Mr. Schroeder, after his tenure in Washington, will be in a better position to advise the board regarding future action.

But Mr. Wasilewski is the president and the man who is responsible for implementing the board's wishes and seeing that the staff functions smoothly.

No Big Changes ■ Although there are no major staff changes planned, he says he is "contemplating an assistant for Sherril Taylor," vice president for radio, and adding another assistant to the broadcast management group.

The assistant for Mr. Taylor is an indication of the emphasis Mr. Wasilewski intends to put on radio, which he says is "underpriced and has had trouble getting paid its worth."

There are several areas in which the NAB has "rough problems" in Mr. Wasilewski's eyes. At the top of the list he puts community antenna television and cigarette advertising.

Although the NAB and National Community Television Association have come close to agreement on many points on CATV regulation, there is still one major point in dispute: 15-day duplication vs. simultaneous duplication. Subcommittees of the two groups have a meeting tentatively scheduled for Phoenix, Feb. 20 (see page 23) and Mr. Wasilewski says the NAB still has "hopes of agreement."

"We are pretty well committed to the 15-day protection feature," he admits, and if no agreement can be reached then "I guess everybody goes his own respective way."

On Cigarette Ads ■ As he tried in vain to keep one of his ever-present cigars lighted, the NAB's new leader discussed the mounting concern over cigarette advertising. He feels the cur-

rent restrictions, imposed by the tobacco manufacturers themselves, are sufficient.

"I think the public has been well informed of all surveys and research," he said, "and it seems incongruous that you are allowed to advertise a legitimate product and then have to add a statement that this could be injurious to your health. It doesn't make much sense." He feels label requirements on the package, as proposed in Congress, should be sufficient to meet the problem.

The NAB president has no doubts about the worth of his organization. If self-improvement of the industry was the only reason for its existence, the NAB has proved it is effective, he feels. Probably the greatest problem the NAB has, Mr. Wasilewski said, is "communication with our members." It's something the NAB is trying to overcome.

One area of strengthening the association is to keep the members informed of "the complexities of policy positions," he said. And to this end, he intends to have more discussions at the staff level.

He cited the "excellent" work of Paul Comstock, vice president for government relations, and John Couric, vice president for public relations.

Research ■ Mr. Wasilewski spoke with pride of the direction NAB has been moving in media research. He feels that research making radio and television more useful to advertisers and bringing about more public awareness of a broadcaster's community re-

CATV microwave rule clarified

The FCC said last week that only those community antenna television systems specifically benefitting from a microwave authorization need give nonduplication protection to a local television station.

The commission made the statement in a "clarification" of the interim conditions it attaches to microwave grants during the pendency of rulemakings to require CATV's to protect local sta-

tion, upon the carrier's application for renewal or "modification" of its service, regardless of whether a specific benefit to the CATV system is involved. All common carrier licenses are due for renewal Feb. 1, 1966.

The commission now conditions microwave authorizations to serve CATV's on the assurance the CATV's will not transmit programs for 15 days before and after they are carried by a local station and will carry the station on its cable.

The commission said this condition applies not only to new CATV's but to existing ones that receive "any improvement in service" from the grant.

conditions are not applicable, since there has been no change in the status quo," the commission said. "We wish also to make clear, that with the adoption of final rules in this area, such rules would be fully applicable to all CATV systems served by a common carrier," the clarification added.

The clarification of the interim policy was contained in an order relating to a petition filed by WAGN-TV Presque Isle, Me. Besides requesting the clarification, the station asked the commission to reconsider a microwave grant it made to a carrier serving CATV's in Madawaska, Me. The station asked the com-

sponsibility is mandatory.

Research, he noted is expensive and he said that one-fifth of the NAB budget is now tied up in study projects, including the All-Radio Methodology Study that NAB is co-sponsoring with the Radio Advertising Bureau. The continuing study of public attitudes toward radio and television "can give us some beneficial information but it could be very costly."

However, broadcasters have been coming up with a greater awareness of their social responsibility, "of their true importance," he said, "and at times it's rather overwhelming. It used to be that NAB was more a business protection-type organization, but research has changed that identity and attitude."

As former chief counsel of the NAB, Mr. Wasilewski is familiar with the workings of the FCC and Congress, and he has some strong feelings on what those bodies should be doing.

The new president said he would like to see the various facets of broadcasting and political thought get together in the "area of freedom to program and let the broadcaster on the scene use his own best judgment." He feels that less regulation would be more of a help to the industry, socially and economically, than would more "governmental encroachments. Liberals and conservatives should reach the same conclusion—even if for different reasons—that less government regulation is the best regulation."

He expects mistakes to be made in the industry, if for no other reason than it is moving so fast. Broadcasters, "who are basically honest men, have enough troubles without being second guessed in Washington," he said.

On The Hill ■ The NAB chief feels that broadcasters may get a break in



NAB's Wasilewski
Action not verbosity

this session of Congress in the form of a longer license period. But he doubts if there will be any legislative relief from the perennial foe of the broadcaster—Section 315.

The license period, if extended from three to five years, would be as good for the FCC as the broadcaster, he said, since it would cut the commission's paper work by 40% and leave it with just as much jurisdiction.

However, in the field of equal time,

he said, congressional action may be somewhat slower. He feels the industry's position calling for outright repeal of Section 315 "is still the best idea." He said the support of Newton Minow, former FCC chairman, in seeking repeal of Section 315 is good (BROADCASTING, Feb. 1), but "I don't like his conditions or qualifications." Mr. Minow wants broadcasters to give free time to political parties (BROADCASTING, Feb. 1).

But, the NAB president added, "if you ask me if I see repeal in the next two, three, four or five years—I don't."

Continued Growth ■ He anticipates no cutback in the growth pattern which NAB has experienced in recent years. The association, he feels, has been "solidly accepted" by members and numerically there has been an increase in membership. In the future he sees a larger number of station members. As the UHF's take to the air, he feels they will be joining the NAB since they "will need us and we intend to serve them as we have the others."

The work of the NAB Code Authority has been going "rather smoothly," Mr. Wasilewski noted. He said there is "definite concern" about motion picture advertising but the NAB "doesn't want to demand anything" of the motion picture industry.

The new NAB president intends to be a leader whose actions take the place of verbosity. "I think it's more important to be in the office day-to-day," he said, "than to be out making speeches. But you have to do some of both and keep a balance."

Still trying to keep the cigar going, he added, "I wish I could say just how highly gratified I am by all the congratulatory wires and messages I've received."

Revocation asked for Oregon station

The FCC was urged last week to revoke the license of KBZY Salem, Ore., for "willful concealment" on the part of B. Loring Schmidt and C. O. Fisher of the existence of three contracts which resulted in the station's sale in 1957 from Mr. Schmidt to a company controlled by Mr. Fisher.

The request was made by W. Gordon Allen, former owner of KGAY Salem, and currently listed in the FCC's files as 25% stockholder in Salem Broadcasting, licensee of KBZY. Other stockholders in KBZY, each holding 25% interest, are Mr. Fisher, Nancy Fisher

Harrison, and Jane Fisher Whitbread.

Mr. Allen alleges that in 1956, Mr. Schmidt, at that time licensee of KBZY (then KOCO), and Mr. Fisher, president of Salem Broadcasting, deliberately failed to note on a transfer application the existence of two contracts through which Mr. Fisher purchased the station.

These contracts allegedly enabled Mr. Fisher, without the commission's knowledge, to assume premature control and direction of the station's selling and programing operations. The transaction between Messrs. Schmidt and Fisher reportedly was presented to the FCC on the transfer application filed Nov. 15, 1956, as an "oral agreement."

Mr. Allen also alleges that the two parties falsified the original plan of financing the station's purchase. Ac-

cording to Mr. Allen's petition, the four principals of Salem Broadcasting were to have each paid \$7,500 to the company for the purchase and continued operation.

The company, however, reportedly paid Mr. Schmidt with 25% interest in the new licensee. Mr. Allen also noted that Mr. Fisher has recently acknowledged that neither he nor the other three stockholders of the company ever paid the \$7,500 as represented to the commission.

Mr. Fisher's disclosure of the non-payment was reportedly obtained as testimony in a law suit in Oregon filed against Mr. Allen by Robert P. Sweeney, also a former 25% owner of KBZY. Mr. Sweeney reportedly has sued Mr. Allen for failing to honor an alleged agreement of March 1963 whereby Mr. Al-

len was to purchase the 25% interest in KBZY.

Mr. Allen asserted, however, that the alleged agreement "was obtained by fraud, conspiracy, and willful and knowledgeable misrepresentation." He contended that the agreement is therefore rescindable and that he has no interest in the station.

Other stations owned by the three principals of Salem Broadcasting, excluding Mr. Allen, are KUGN-AM-FM Eugene and KUMA Pendleton, both Oregon. Mrs. Harrison also owns 50% of Salem Television Co., which was granted a construction permit last week for a new television station on channel 3 at Salem. Mrs. Harrison's husband, Robert, also owns 25% of the TV permittee.

Bureau still wants some Paterson answers

The Broadcast Bureau recommended last week that the FCC reject an agreement between Trans-Tel Corp., Spanish International Television Co. and Bartell Broadcasters Inc., applicants for a new TV station at Paterson, N.J., possibly on channel 66.

The three parties, had asked that the commission rescind its order designating

the applications for hearing, dismiss SITC and Bartell from the proceeding and immediately grant Trans-Tel's application (BROADCASTING, Jan. 11).

The agreement also provided, however, that following Trans-Tel's grant, SITC would have the option to request that the construction permit be assigned to a joint venture in which Spanish International and Trans-Tel would each hold a 50% interest.

In adopting its recommendations, the bureau said it has no objection to Bartell's dismissal but the terms of the agreement between the other two parties "constitutes a frustration of the commission's processes. . . [and] would merely result in an ultimate delay in the resolution of the serious basic qualification issues raised against SITC."

The issues directed against SITC include whether the company is controlled by aliens or a corporation organized under the laws of a foreign government, and the extent of involvement of Emilio Azcarraga, a Mexican citizen and TV magnate, in Spanish International.

The bureau said that it is convinced SITC intends to exercise its option and acquire the controlling voice in the operation and that Trans-Tel has no present intention of constructing the station until SITC assumes its role in financing the joint venture.

NAB convention to hear Henry and Wasilewski

FCC Chairman E. William Henry and Vincent T. Wasilewski, president of the National Association of Broadcasters, will be featured speakers at the NAB's 43d annual convention in Washington, March 21-25.

Mr. Wasilewski will speak, at the opening luncheon, March 22, and Mr. Henry will speak at the second-day luncheon.

Other highlights of the convention will be presentation of NAB's Distinguished Service Award to Leonard Goldenson, president of American Broadcasting-Paramount Theaters at the opening general assembly; presentation of the NAB Engineering Achievement Award to Edward W. Allen at the Wednesday luncheon of the Broadcast Engineering Conference; a Wednesday afternoon management session with all FCC commissioners appearing on the panel; a panel session on Monday "Where Does Government Regulation Stop?", and a government reception Tuesday evening.

Changing hands

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

■ KKIT Taos, N.M.: Sold by Jack Hawkins to Stephen A. Machcinski for \$125,000. KKIT is on 1340 kc with 1 kw day and 250 w night. Mr. Machcinski has an interest in WICC Bridgeport, Conn., and KRAK Sacramento, Calif. Mr. Hawkins retains ownership of KUTA Blanding, Utah, and his interest in KVFC Cortez, Colo., KIUN Pecos and KVLF Alpine, both Texas. Broker: Hamilton-Landis & Associates.

■ WBIL Leesburg, Fla.: Sold by T. K. Cassel to Alpha B. Martin for \$110,000. WBIL is a 5 kw daytimer on 1410 kc. Broker: Blackburn & Co.

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 80.)*

■ WITH-AM-FM Baltimore: Sold by Thomas G. Tinsley Jr. to Hazard E. Reeves and associates for \$1 million. Reeves Broadcasting owns WUSN-TV Charleston, S. C., and WHTN-TV Huntington, W.Va. WITH is on 1230 kc with 1 kw day and 250 w night. WITH-FM is on 104.3 mc with 20 kw.

■ WMFJ Daytona Beach, Fla.: Sold by John Creutz and Jack Siegel to James W. Walter for \$250,000. Mr. Walter has interest in WIS-AM-TV Columbia, S.C.,

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and WSFA-TV Montgomery, Ala. WMFJ is on 1450 kc with 1 kw day and 250 w night.

▪ **KRIG** Odessa, Tex.: Sold by Bayard C. Auchincloss to Earl J. Garrison, R.D. Brown and D. L. Adcock for \$125,000 plus \$25,000 covenant not to compete for five years within 50 miles of Odessa. Mr. Garrison owns KVWC Vernon, Tex. KRIG is 1 kw fulltimer on 1410 kc.

▪ **KAWA** Waco-Marlin, Tex.: Sold by Peter Miller to Delwin W. Morton, Orman L. Kimbrough and Texas Capitol Corp. for \$150,000. Messrs. Kimbrough and Morton own KES Gladewater, Tex. KAWA is a 10-kw daytimer on 1010 kc.

Terre Haute TV merger gets OK

The FCC last week approved the merger between Illiana Telecasting Corp. and Fort Harrison Telecasting Corp. and then granted the resultant applicant, Illiana Telecasting, permission to construct a new TV station on channel 2 in Terre Haute, Ind.

Previously Fort Harrison Telecasting and Livesay Broadcasting Corp., a third applicant, had merged.

The permittee is presently owned by Illiana Telecasting with 40% interest, Fort Harrison Telecasting also with 40% and Livesay Broadcasting with 20% interest.

James R. Livesay, 12.66% stockholder in Livesay Broadcasting, becomes president of the permittee, while John T. Gelder Jr., currently general sales manager of WTRF-TV Wheeling, W. Va., will be vice president and general manager.

Jenkins doesn't appear

Walter W. Jenkins, former aide to President Johnson subpoenaed to testify to a Senate investigating committee about charges relating to advertising time sold on a television station owned by the Johnson family, failed to appear as ordered last Thursday (Feb. 4).

Mr. Jenkins was represented by his lawyer and a psychiatrist who said the witness shouldn't be forced to testify because of the stress of interrogation.

The representatives also reportedly failed to provide the Senate Rules and Administration Committee with data named in the subpoena.

Mr. Jenkins is charged by a Washington area insurance agent who testified last year with having pressured him into buying more than \$1,000 in time on KTBC-TV Austin, Tex., after he had sold the then-senator Johnson a large life insurance policy in 1957 (BROADCASTING, Feb. 1).

New York UHF plans start in late April

The New York City area's first commercial UHF station, WNJU-TV Linden-Newark, N. J., is prepared to go on the air in late April



Mr. Cooperstein

with a prime-time evening schedule of programming devoted approximately 60% to Spanish-language, 20% to Negro-oriented and 20% to Italian, Jewish and other ethnic programming.

Edwin Cooperstein, president and general manager of the station, revealed last week that the precise air date will depend on how soon the station's transmitter is installed on the Empire State Building. The station has bought more than \$1 million in equipment and services from RCA.

WNJU-TV will be on the air from 3 p.m. to 7 p.m. each day with programs of interest to New Jersey residents, consisting of service and entertainment

programs of interest to women and children and news and public affairs segments. Its prime time schedule, running from 7 p.m. to midnight, will consist of 19 hours a week of Spanish-language shows, seven hours per week of Negro-interest programs and seven hours a week of presentations appealing to other ethnic categories. From midnight to 7 a.m., the station will remain on the air with a slide-and-music service of color art and with news and weather reports on the hour.

Mr. Cooperstein is hopeful that some of the entertainment programs starring leading Negro and Spanish-American personalities can be syndicated to other stations.

WNJU-TV has appointed Pabco Representatives, New York, as its national sales representative. The station has set an \$800-an-hour time rate for its prime-time schedule, while daytime is one-half of this rate.

New TV stations

As of Feb. 4 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.

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State heads get D. C. briefing

NAB executives, government spokesmen laud progress already made, discuss problems still to be solved

Delegates to the 10th annual state presidents conference of the National Association of Broadcasters last week got some encouraging words on radio program reporting forms and an optimistic outlook from the NAB Code Authority.

At the opening session of the two-day (Feb. 4-5) meeting in Washington, the industry outlook was given by Douglas A. Anello, NAB general counsel; Paul Comstock, NAB vice president for government affairs, and Howard Bell, director of the code authority.

Thursday afternoon the broadcasters were told they should fight harder to gain access to news events and heard a call for a "grassroots, shirtsleeves program" to give foreign broadcasters practical training at U. S. stations.

Vincent T. Wasilewski made his first public appearance as new NAB president at the opening session, and he told the delegates he was "delighted" to see the growth of the state associations.

Another early speaker, Representative Oren Harris (D-Ark.), chairman of the House Commerce Committee, called Mr. Wasilewski's elevation to the presidency "a well-deserved promotion" and told him, "I do not know of a greater tribute than what has been given to you."

Mr. Harris expressed pleasure at the work of the NAB and National Community Television Association in trying to reach a unified front on community antenna television regulation. Then he added, "I'm sure we'll hear from you—if you ever get together." (NAB and NCTA subcommittees have had several meetings on CATV regulation but are still deadlocked over a duplication provision [see page 23].)

Something Better ■ In a panel discussion by the NAB staff, Mr. Anello said the new radio reporting form would be a "vast improvement over what the commission originally proposed." He said the form is "actually better" than the one now in use, since it has "much less onerous commercial aspects."

Mr. Anello doubted that the form would become effective until sometime in 1966, because to properly use the form the FCC will have to propose new logging rules, which would go into effect 60 days after the reporting form is introduced.

Mr. Bell told the convention delegates that the code authority has been trying to accentuate the positive values as opposed to referring to the code as a defensive mechanism.

He attacked the position of FCC Commissioner Robert E. Lee, who a week earlier had told Georgia broad-

casters that too many people in the industry were using the codes as a "crutch" (BROADCASTING, Feb. 1).

Mr. Bell said 43% of radio stations are now code subscribers and that his office still aims to have at least 50% of the radio stations in the country as code members by the end of the current fiscal year, March 30. There are now 17 states, he said, with more than 50% membership. He reported that 70% of all TV stations are code members.

The code director feels that broadcasters have made some progress in getting the code story across to the public and that broadcasters are aware that the code is a "positive benefit" that indicates "professionalism."

Nothing New ■ Mr. Comstock said the one major problem facing the industry on Capitol Hill is the "same one we've had all along: freedom of expression in the broadcast media."

He cited the fairness doctrine, Section 315 and proposed laws barring early reporting of election returns as all being "clearly in violation of the First Amendment."

Mr. Comstock said there are demands for greater advertising controls, not only in cigarettes but in other areas. But he expressed doubt that the Federal Trade Commission's rule regulating cigarette advertising would be harmful to broadcasters. He said indications are that Congress will support a labeling requirement but will stay away from advertising ties. Such ties, he felt, would be much more detrimental to radio than television since a statement that cigarettes could be injurious would have to be heard as clearly as the commercial message.

Responsibility ■ At the afternoon session, Frank P. Fogarty, executive vice president, Meredith Broadcasting Co., Omaha, and president of the Nebraska Broadcasters Association, reminded the broadcasters that they have the "right and the duty to cover the news."

Mr. Fogarty, former chairman of the NAB's Freedom of Information Committee, said the broadcasters should push for free and complete dissemination of information. He noted the U. S. Chamber of Commerce had pledged its support in this cause and he urged state and local groups to seek such action on their levels.

Jack W. Lee, vice president of Capital Cities Broadcasting and general manager of WSAZ-AM-TV Huntington, W. Va., proposed bringing broadcasters from other lands to the U. S. not as tourists to stroll around metropolitan outlets, but to learn and work in American radio and television stations.

State Information ■ At a Thursday session on "State Activities," the broad-



A common sight on Capitol Hill last week were state broadcaster groups making or renewing acquaintances with their congressmen. One such delegation, from the Virginia Association of Broadcasters, sat down with freshman representative David E. Satterfield III (D-Va.) who is a member of the House Commerce Committee. L to r: Charles E. Blackley, WTON Staun-

ton; Frank E. Koehler, WDBJ Roanoke; Robert M. Lambe, WTAR Norfolk; Arthur M. Gates, WYVE Wytheville; Representative Satterfield; Howard B. Hayes, WPIK Alexandria; James Crawford, WBTV Danville; VAB Executive Secretary William W. Greer; Horace Fitzpatrick, WSLS-TV Roanoke, and N. Wilbur Kidd, from WAYB Waynesboro.

casters heard:

- Dr. Kenneth Wright, executive secretary of the Tennessee Association of Broadcasters, lists as a primary state association goal "an intelligent, constant reminder" that broadcasting intertwines, influences and enriches American life.

- Mrs. Marianne Campbell, WJEH Gallipolis, Ohio, and outgoing president of the Ohio Association of Broadcasters, report that the Ohio group had seen steady growth in 1964 and that the year has seen "increasing interest shown both in our state association and its work, and in the industry itself."

- Cary Simpson, WTRN Tyrone, Pa., and president of the Pennsylvania Association of Broadcasters, detailed the "common sense" rules needed in planning a state convention. He noted the need to get a public address system that works as perhaps the "most important" rule.

- Charles Doss, WROM Rome, Ga., and president of the Georgia Association of Broadcasters, said the way to insure financial success "is to hire an executive secretary," who will produce money-making ideas to assure his getting paid.

GE gets franchise for Schenectady CATV

General Electric Cablevision Corp., the General Electric Co.'s entry in the rapidly expanding community antenna television field, has been awarded a non-exclusive franchise in the parent company's town, Schenectady, N. Y.

The CATV firm plans to offer signals of all TV's in the Albany-Schenectady-Troy area (its own WRGB, WTEN, WAST and noncommercial WMHT) and of WPIX, WNEW-TV and WOR-TV, all New York City, plus time-weather service. Signals of one or two Canadian TV's are in the "possible" stage.

Merl L. Galusha, WRGB operations manager who has been doubling in CATV for the parent firm, said GE hopes to begin providing service before the end of the year. It's aiming at no fewer than 40% of the estimated 28,000 homes in Schenectady proper, and is an applicant in 15 contiguous communities. About 200 miles of cable would be required in the Schenectady system alone, Mr. Galusha estimated.

Capital District Better TV (WEEW Rensselaer, N. Y.) also is an applicant in the area and has a proposal of its own pending in Schenectady. GE and Capital both hold franchises in neighboring Colonie, N. Y.

Whether GE will build its CATV systems itself or contract with another firm hasn't been decided, Mr. Galusha said.

What's up Senate sleeve?

Increased funds for Magnuson group may mean more radio-TV inquiries

Is the Democratic leadership in Congress preparing an all-out, in-depth investigation of the broadcasting industry to determine who decides what editorial and news programs should be seen and heard by the American public?

Speculation along these lines was sparked last week when Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, made his justification for a \$442,700 budget for his committee—\$80,000 above what the committee received in the previous Congress.

Senator Magnuson is quoted as telling the Senate Rules Committee:

"In the field of communications, Senator Pastore [John A. Pastore, D-R. I.], who is chairman of the subcommittee, expects to go into the whole field of the use of radio and television stations as they effect the economic and political life of this nation. This is a very sensitive subject which is going to require—I know that Senator Pastore will do it right and solid—but he has to have two or three top people to aid him. That is getting more complex as we move along."

Senator Magnuson later said he hadn't meant to use the word "economic," only "political." He said that Senator Pastore's communications subcommittee this year would have added duties since it was taking over the work of the Subcommittee on Freedom of Communications (the watchdog group).

Because of this, Senator Magnuson said, Senator Pastore obviously needs more manpower.

Other Hill sources, however, read into the chairman's words the thought that the Pastore panel might become more active in studying and investigating the use of the airwaves for the expression of political opinion.

One of the reasons for this speculation is that Senator Gale McGee (D-Wyo.), a member of the Communications Subcommittee, for the past year has become more and more exercised about the dangers of the radical right. Only last week he commented that the right wing groups spent more in the presidential campaign than both political parties (see page 74).

The watchdog subcommittee, of which Senator McGee is a member, was estab-

lished in 1959 to act as a focal point for complaints by members of Congress and congressional candidates on their treatment by radio and TV stations. It went out of existence with the conclusion of the 88th Congress (BROADCASTING, Jan. 18). Its chairman was Ralph W. Yarborough (D-Tex.).

Record Sum ■ The rules committee approved the Commerce Committee's request on Feb. 3, the same day Senator Magnuson appeared before it. It still must be voted on by the Senate as a whole.

Investigations proposed by the Commerce Committee, reported in Rules Committee Report No. 54, would include these subjects in the communications field:

- CATV. The committee proposes to review this subject early in this session, the report says, and hearings are being planned.

- Political broadcasting. The committee will hold hearings on the expected bills to repeal or amend Section 315 (see page 70). The report goes on:

"In addition, awareness of the significance of the broadcasters' responsibilities under the so-called fairness doctrine of the FCC has been evident recently as a result of the various statements made by the commission on this subject matter. . . .

- "The committee has and will continue to follow the commission's action and the broadcasters' operations very closely and will schedule hearings when and where necessary."

- Educational TV. A progress report on how the Educational Television Facilities Act of 1962 is working will be received from appropriate agencies in an open hearing.

- All-channel receivers. The committee believes, as the FCC has stated, that a nationwide competitive television service means at least three or more equal, competitive networks. In what may be considered a veiled warning to the FCC to do something in this field, the committee reports states:

"... The committee feels that the public is entitled to a truly nationwide competitive television service. In view of the past history of the commission on the subject of allocations in the television field, the committee will follow closely the actions of the commission to bring about conditions which will permit at least three networks, and more if possible, to compete equally, fully and freely in terms of access to the television homes and markets of the entire country."

Network Practices ■ In a rather cryptic paragraph, the report recounts what the FCC is doing and planning to do in its study of network practices. the



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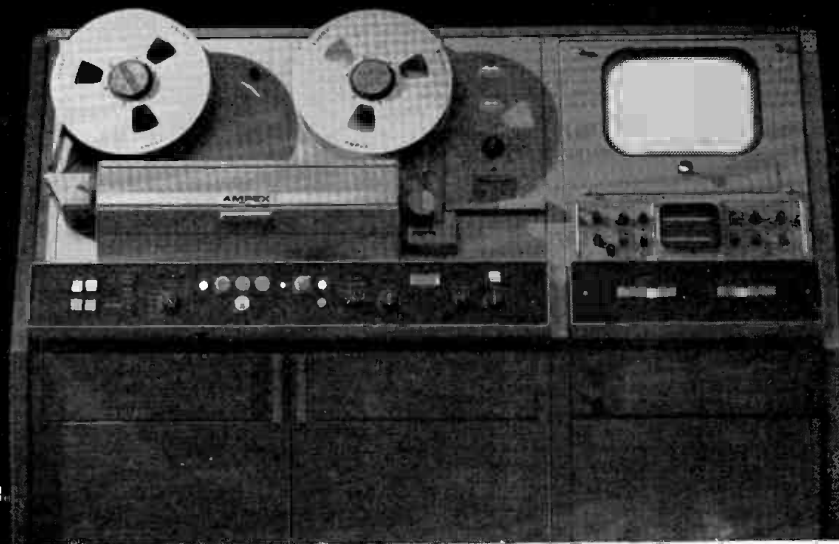
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FCC's request that hearings on S 2400 in the last Congress (empowering the commission directly to regulate networks) be deferred until the agency completed its network study, and concludes:

"Hearings on any legislation in this field would be lengthy."

The committee also said it planned to hold hearings on space communications and the general field of a national policy on telecommunications, including the activities and operations of the Office of Telecommunications Management in the Executive Department.

Conditions stick on microwave appeal

The FCC has refused to remove the conditions it imposed on a license it granted a common carrier to provide microwave service to a community antenna television system in Burley, Idaho. Before obtaining the license, on Oct. 28, 1964, the carrier was operating on program test authority without conditions.

The commission acted on petitions

for reconsideration filed by Idaho Microwave Inc., the carrier, and Cable View of Burley, the CATV. The action permits Idaho to continue relaying the signals of four Salt Lake City stations to Burley by extending the carrier's program test authority.

But the authority was made subject to the condition that the CATV involved protect the local station, KMVT (TV) Twin Falls, Idaho—that the CATV refrain from transmitting programs for 15 days before and after they are broadcast by the station and that the cable company carry the station's signals without degradation.

The case marks the first time the commission initially attached these conditions to a license. In previous cases, carriers were obliged to accept conditions in getting a CP. And Idaho Microwave attorney John P. Cole Jr. said an appeal will be taken to the U. S. court of appeals.

Idaho Microwave received its microwave CP on July 8, 1963, and began operating in October that year. That was two months before the commission instituted its "interim" policy of authorizing microwaves for CATV service subject to the nonduplication and carriage condition.

Station Asks Protection ■ However, in August 1963, KMVT asked the commission to reconsider its unconditional grant to Idaho Microwave. The commission, in its order released last week, said that KMVT's petition "placed Idaho on notice that a question as to whether the unconditional grant of its permit was in the public interest had been timely raised [and] that the commission was required to dispose of the petition before grant of the permit became final."

The commission did not attach conditions to the permit or set the permit application for hearing. But "as a matter of administrative and public convenience," it said, it decided "to deal with the license application." Accordingly, the commission granted the conditioned license.

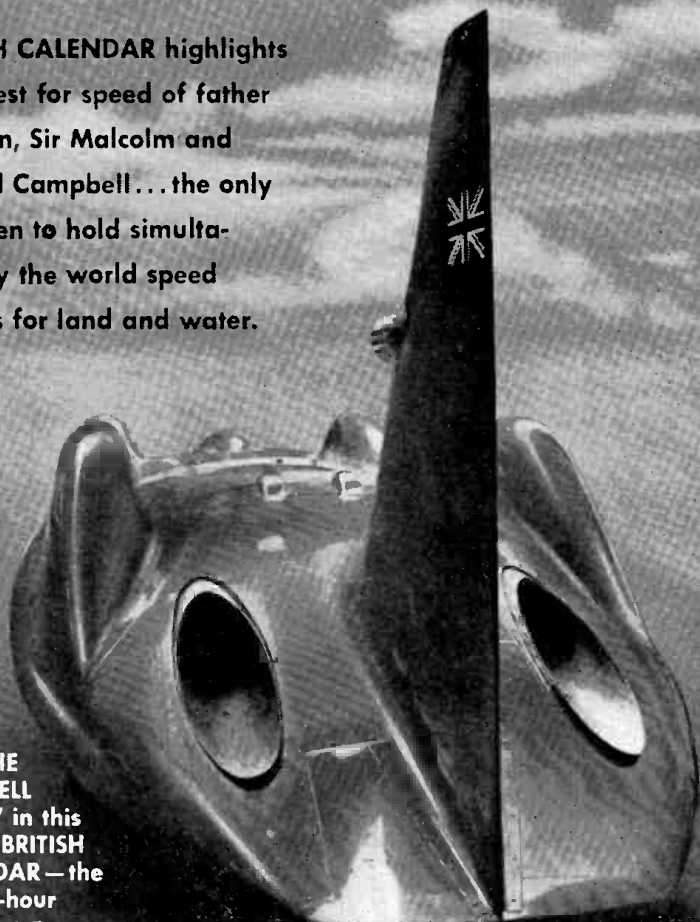
Two weeks after it received the license, Idaho Microwave returned it with the request that the condition be removed. If the commission refused that request, it said, it would want permission to continue to operate on test authority "without condition, or if the commission deems it necessary, with condition."

The commission vacated the Oct. 28 grant and placed the application in the pending file to await the outcome of the rulemaking now being considered that would require CATV's served by microwaves to protect local stations by refraining from duplicating their programs and by carrying their signals.

Bartley Dissent ■ The commission vote was 4-2. Commissioner Robert T.

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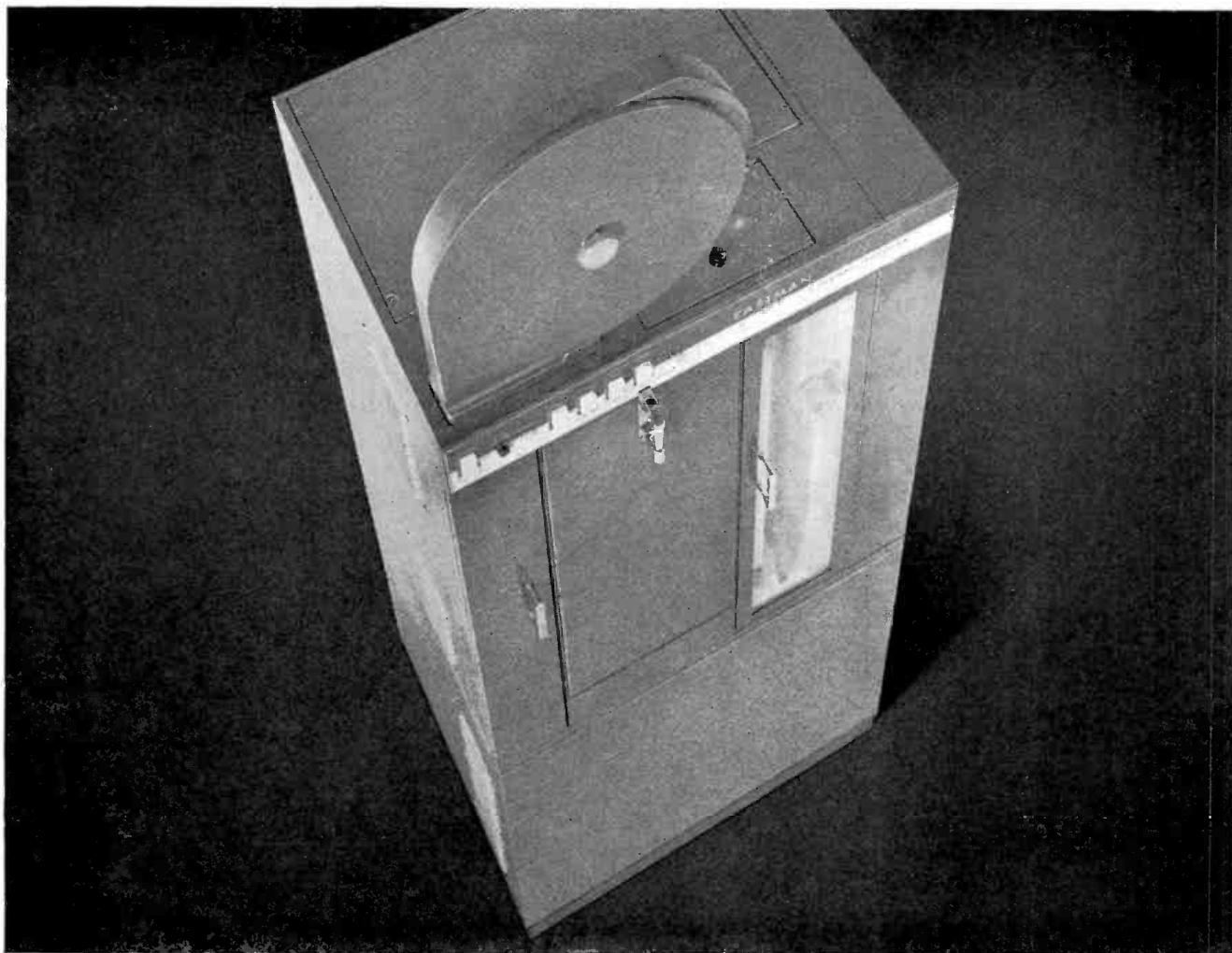


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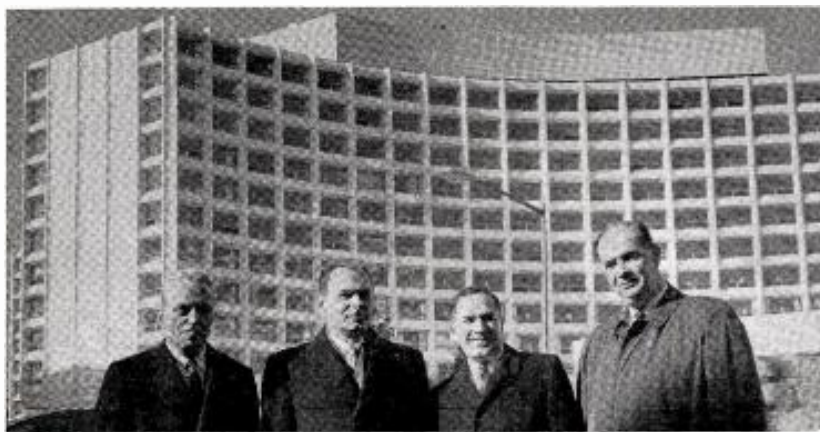
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NAFMB to convene in new D. C. hotel

FM will chalk up another "first" when the National Association of FM Broadcasters holds its annual convention in the nation's capital March 19-21. It will be the new Washington Hilton hotel's first convention. Checking final arrangements in Washington last week were (l to

r) Convention Chairman David J. Bennett, Triangle Stations; Louis Del Coma, general manager of the Washington Hilton; NAFMB Board Chairman Abe J. Voron, WQAL(FM) Philadelphia, and NAFMB Treasurer A. Stanley Hamilton, WMAL-FM Washington.

Bartley in a dissenting statement in which Commissioner Lee Loevinger joined, called the imposition of conditions on Idaho's license to cover construction permit "grossly unfair. He also said it violated a Communications Act requirement that the commission issue a license in accordance with the terms of a construction permit unless it learns of something which would make the operation of the station "against the public interest."

The controversy with Idaho Microwave is the second one involving CATV's and KMVT recently. Two weeks ago, the Supreme Court refused to review a lower court ruling that went against the station in a case involving a CATV in Twin Falls (BROADCASTING, Feb. 1). The ruling that was left standing held that the CATV was not violating the Idaho state contract law by using KMVT's signals without permission.

Heavy mail favors McIntire purchase

The controversy over the proposed sale of WXUR-AM-FM Media, Pa., to a group headed by the Rev. Dr. Carl McIntire has generated more than 1,000 pieces of mail—most of it urging approval of the transfer-of-control application.

Originally, the commission received some 40 letters and cards asking it to deny the application filed by the Faith

Theological Seminary, which wants to buy 60% of the stations. Dr. McIntire, whose conservative views are heard on more than 500 stations, is president of the board of trustees of the seminary (BROADCASTING, Dec. 7, 1964).

But then the pro-sale letters began pouring in, at the rate of 200 a week. Last week, commission officials said a breakdown showed 1,000 pieces of mail favoring the sale, 70 opposing it.

The switch came after Dr. McIntire publicized the controversy on his radio program, the *20th Century Reformation Hour*, and in the *Christian Beacon*, the weekly newspaper he edits and publishes. The paper has a nationwide circulation of 32,000.

Much of the opposition to the sale comes from representatives of established Protestant sects and Catholic and Jewish organizations, as well as from civil rights groups. Dr. McIntire, a deposed minister of the United Presbyterian Church in the U.S.A., launched his own sect in 1936 and is now president of the International Council of Churches and pastor of the Bible Presbyterian Church in Collingswood, N. J. He has long been feuding with the National Council of Churches and has criticized the views of civil rights groups.

Opponents' Charges ■ Many of his opponents, who have asked for a hearing on the application, said he would have "a divisive" influence on the community and that he lacks the necessary "responsibility" to be a licensee. WXUR-AM-FM are the only local outlets in Media, although residents do receive

signals from nearby Philadelphia.

The bulk of the support for the sale comes from individuals in all parts of the country. Many said that refusal to approve the transfer would amount to censorship. A number also said that, since the commission has permitted other religious groups to acquire stations, denial of the seminary application would constitute discrimination.

The controversy has led Dr. McIntire and the seminary's attorney, Benedict P. Cottone, to discuss, in communications with the commission, the possibility of a hearing on the application. Both asked that, if a grant cannot be made without a hearing, it be scheduled soon. They noted that the sale contract has an April 15 termination date.

Mr. Cottone also said that a drawn-out proceeding would not only kill the chance of acquiring WXUR but would serve as a bar to any other purchase the seminary might try to make. He said prospective sellers would not enter into a contract if they felt it would require them to undergo a hearing.

Application Under Study ■ Commission staff members last week said that processing of the application was near completion but that the commission itself would probably have to make the final decision as to whether the grant would be made without a hearing.

The staff has authority to approve transfers. But, so much controversy has surrounded the WXUR case that the staff would probably be reluctant to assume responsibility for a grant, even if it felt one should be made.

The seminary has sought to assure the commission that it would not transform the station into a mouthpiece for any one point of view. In its application, it said it would provide opportunities for opposing views on controversial subjects. And in response to an inquiry from the commission staff, it said it would make time available to all religious groups on a nondiscriminatory basis.

Cox, Toledo paper to operate CATV

Cox Cablevision Corp., the CATV subsidiary of Cox Broadcasting, said last week it has joined with the *Toledo Blade* to form a new corporation Buckeye Cablevision, which proposes to operate a community antenna television system in the Toledo metropolitan area.

A week earlier Cox had announced a joint venture with another newspaper, the *Cleveland Plain Dealer*, in applying for a CATV franchise in the Cleveland area (BROADCASTING, Feb. 1).

Cox Cablevision systems now list some 30,000 subscribers in Pennsylvania, Ohio, Oregon and Washington.



"...one
of the great
Country Music
talents of
our time...or perhaps,
anytime."

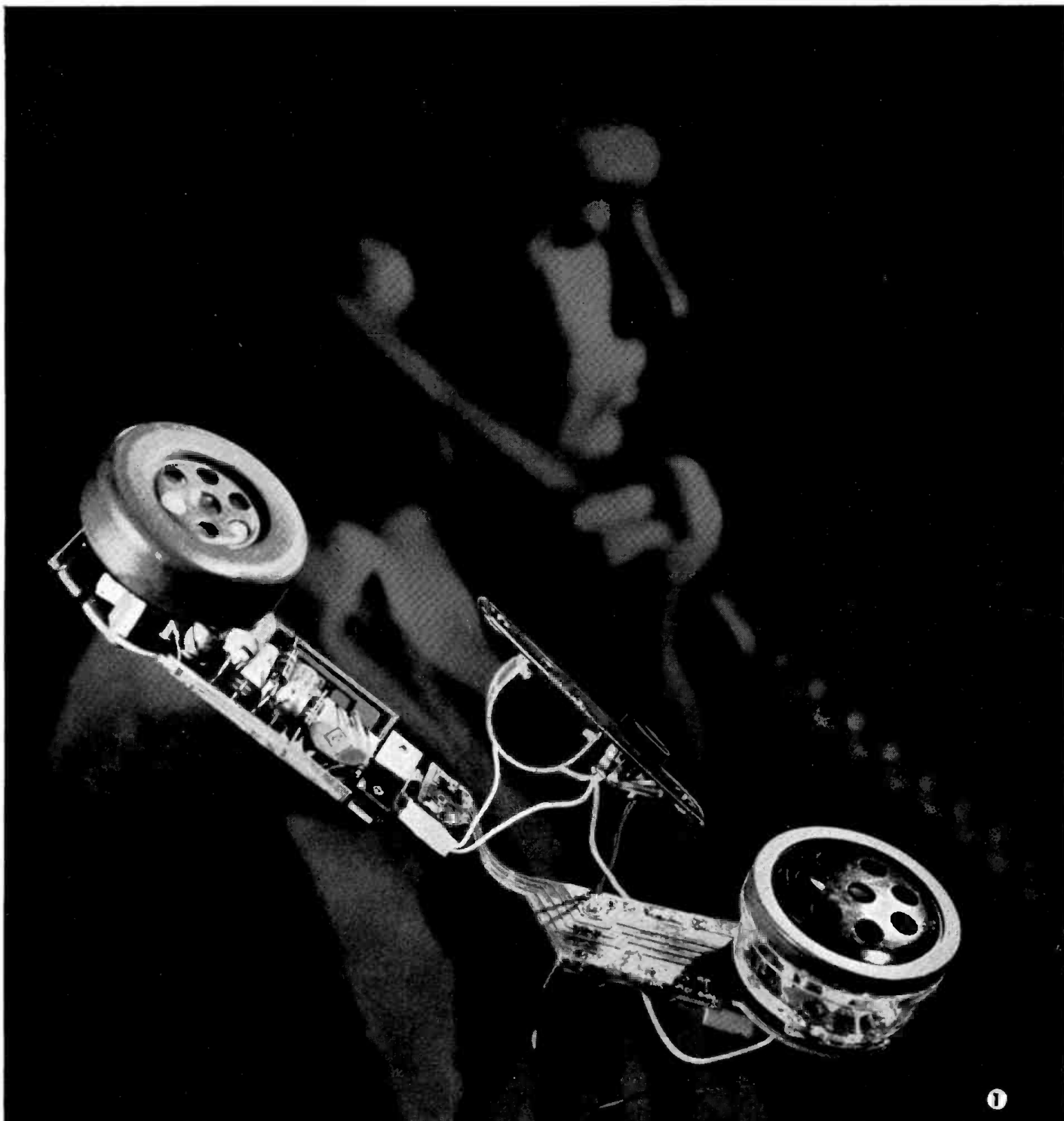
When Bill Anderson began playing the guitar at eleven, he could hardly have foreseen that 10 years later he would have been catapulted into a career that would see him named one of the *Top Three Most Outstanding New Artists*...one of the *Top Five Country and Western Songwriters*...and, in 1964, *Country Writer of the Year*. Since his first award-winning BMI song *City Lights* in 1958, Bill has been consistently represented on the Top 10 best selling country record charts as a writer and an artist. Still in his twenties, this remarkable young talent describes Country Music as having "that longing quality that seems to say something to all of us." Again and again Bill confirms this in his own rare and sensitive way. We are deeply proud of Bill Anderson and the many other fine Country composers whose music we are privileged to license for public performance.

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Among Bill Anderson's recent Country Music successes are:
I Don't Love You Anymore, *Peel Me A Nanner*, *8"x10"*, *Five Little Fingers*,
We Missed You, *I've Enjoyed As Much of This As I Can Stand*,
Tips of My Fingers, *Still*, *Easy Come—Easy Go*, *Me*, *Three A.M.*

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Explosion-proof telephone (3) is produced by Western Electric for installations where combustible gases might be present. At Western Electric's Indianapolis plant, Elizabeth Ballard assembles one of these telephones before it is sealed tightly within its metal cover that protects it against damage.

Automatic dialing (4) is provided by two new devices.



2



3



4



5

today's specialized needs

Western Electric's Card Dialer dials numbers recorded on pre-punched cards. Magical®, made for Western Electric by the Dasa Corporation, is attached to a standard Bell telephone, and selects from 400 numbers stored on magnetic tape. Both devices dial at the touch of a single button.

Machines can now talk (5) over regular telephone lines via Data-Phone® service, which greatly increases the flexibility of computers. A Data-Phone data set is being assembled here at Western Electric's Montgomery Shop. Data-Phone service was

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developed by engineers at Bell Telephone Laboratories, Western Electric's research team. Bell Laboratories is responsible for the design and development of many different communications products made by Western Electric.

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Harris may investigate regulators

Cites some problems he wants to look into at associations meeting of U. S. Chamber of Commerce

Representative Oren Harris (D-Ark.) dropped some hints last week that his soon-to-be-revived House Special Subcommittee on Investigations may take a look at the regulatory agencies (BROADCASTING, Feb. 1).

Addressing a panel on government and regulatory agencies at the second general session of the U. S. Chamber of Commerce's Association Public Affairs Conference in Washington, he defended the agencies in general, but singled out certain practices for criticism.

He briefly reviewed the reasons for establishing the agencies; explained that Congress considered them "arms of Congress" and that they had deliberately been given legislative, executive and judicial responsibilities. At any given time, he pointed out, some agencies are more or less efficient, more or less active and more or less successful than others. But, there is no single way in which all can be made to perform at top efficiency in all respects. Asked if he thought they showed a tendency to increase in size, budget and scope beyond their legitimate objectives, he replied flatly, "No, I do not."

However, he listed two "common problems which require attention."

The first, that "some of the agencies have resorted more and more to the informal disposition of many important matters. This means matters are being disposed of increasingly by negotiation rather than by extended formal agency proceedings. Where the substitution of informal proceedings is justified in the public interest, effectively conducted negotiations can avoid prolonged uncertainty and resulting economic waste. Regulatory agencies, however, must be in a position, at all times, to render an accounting not only to the effect that the settlements resulting from the negotiations are in the public interest but, also, that the integrity of the negotiating process is protected at all times."

"The second problem common to several agencies," he continued, "concerns the efforts of the agency members and agency staffs to inform themselves and also to keep informed the leaders and representatives of the industries which they are supposed to regulate. This often leads to the presentation by agency members of speeches interpreting agency policies and expressing the personal views of the particular agency member on different aspects of these policies."

"It is questionable whether speeches

of this kind make a meaningful contribution to the agencies in question, to the regulated industries as a whole, and to the public interest. Care, therefore, should be taken in the future, if these agencies are to function effectively, that the speech-making does not affect adversely the quasi-judicial duties imposed on these agencies or otherwise interfere with their important responsibilities."

He also cited "substantial risks" involved in "exposing the members of these agencies en banc in the course of trade association meetings to questions which the individual members are expected to answer extemporaneously."

Panel member Paul Rand Dixon, chairman of the Federal Trade Commission, disagreed. "We are not judges," he said. "If we were, free exchanges of information and expertise with the industries we serve could not occur." Making substantially the same point he made at an earlier Advertising Federation of America-Advertising Association of the West gathering (see page 39), he said the FTC was placing greater emphasis on negotiation, information and guidance; less on prosecuting the few as an example to the many. He reminded the group that anyone who felt himself the victim of prejudice or improper procedure at the hands of a regulatory agency still had recourse to the courts.

Representative Harris, asked if he would request another extension in the effective date of the FTC's stringent cigarette health warning labeling rules (now July 1, 1965), replied that he had "no such intention at this time."

SNI's Bailey has ambitious UHF plans

The big Sports Network Inc. mystery—what is Dick Bailey doing in UHF



Mr. Bailey

television? — was partially cleared up last week. He is filing two applications for UHF stations, and will file two more when the channels he is seeking are officially allocated to the cities in which he's interested. Whether he's going to perform the function of a "fourth network," in feeding sports to a national lineup of UHF stations isn't

clear; he was unavailable for comment last week.

Filed last week at the FCC were applications for channel 35 in Albany, N. Y., and for channel 65 in Kansas City, Mo. To be filed are applications for channel 69 in Atlanta and channel 76 in Pittsburgh.

All the applications were filed (or will be filed) under different corporate names, but Richard E. Bailey, Sr., who is 95% owner of SNI, is 100% owner of each applicant. The applications filed last week indicate that Mr. Bailey expects to bring in local people as stockholders.

Officers for each of the corporations consist of Mr. Bailey as president, with these SNI officers as officers and directors: William Hyland, vice president-treasurer, and Charles A. Voso, secretary.

The corporations: Adirondack Television Corp., for Albany; Pershing Television Corp., for Kansas City; Stone Mountain Television Corp., for Atlanta, and Quaker Television Corp., for Pittsburgh.

In the two applications filed last week, Mr. Bailey estimates he will spend between \$260,000 and \$270,000 to build the stations; between \$250,000 and \$260,000 for the first year's operating costs. Income during the first year, he estimates, will be \$275,000 in Albany, and \$300,000 in Kansas City.

Featured in both Albany and the Kansas City applications is a 90-minute *Sport-O-Rama* program to be run between 8 p.m. and 9:30 p.m. daily.

Sports Packager — Sports Network Inc. was established in 1956 and by 1963 was annually producing more than 1,000 sports events for special networks and advertisers. In 1964 it is estimated that SNI grossed over \$9 million.

SNI, in 1963 and '64, packaged the National Collegiate Athletic Association basketball playoffs; it originates for broadcast in home towns all road games of major league baseball teams, except those of the San Francisco Giants and Los Angeles Dodgers, under contract to Subscription Television Inc. SNI carries the U.S. professional bowling matches weekly to 22 TV stations, the Big Ten basketball games to a 40-station lineup, horseracing from Florida, New York and New Jersey, and six golf tournaments to more than 125 stations. Other presentations: skiing championships, jai alai championships, swimming championship meets and National Hockey League road games. It also operates a video-taping center in New York.

Manned by a regular staff of 100, which swells to 300 in the summer, SNI maintains three regional centers for the \$3-million worth of mobile equipment it has at its command in New York, St. Louis and Los Angeles.

"...for Outstanding Journalism"

The coveted medallion you see here is the newest in a long succession of honors earned by BROADCASTING's editors over the years.

Foremost annual award of American Business Press, Inc.—the Jesse H. Neal Editorial Achievement Award—it was given last week to Executive Editor Edwin H. James for his articulate editorial, "In Days of Anguish, a Lesson Learned" . . . an appraisal of the unprecedented services rendered to the nation by broadcasters during the four troubled days that followed the assassination of President Kennedy.

This distinguished honor joins many others on the walls of BROADCASTING's editorial offices. Jesse H. Neal Awards of Merit were bestowed upon Editorial Director Rufus Crater in 1956 and 1957 . . . upon Executive Editor James in 1956 and 1959 . . . upon late Senior Editor Frank Beatty in 1960 . . . upon Senior Editor Bruce Robertson in 1956 and 1957.

The first Distinguished Service Award ever given in the business publication field by the University of Missouri School of Journalism went in 1953 to BROADCASTING's Editor and Publisher Sol Taishoff—who also won a Sigma Delta Chi Journalism Fellowship in 1963, was national president of this journalistic society in 1957-58, and national president of Broadcast Pioneers in 1960. Director of Publications John Cosgrove was elected to serve as president of Washington's National Press Club during 1961.

The list includes many other honors of similar caliber. More significant, perhaps, than their recital is the consistent excellence of performance to which they attest. For BROADCASTING, through the dedicated efforts and uncompromising standards of its staff—largest and most skilled in the broadcast publication field—has earned a journalistic stature that far transcends this magazine's specialized area of editorial concern.

There is no greater praise to a professional than that which is accorded by other professionals. Recognition through honors such as these is understandably gratifying. But it is also tempered by the awareness that leadership is a demanding taskmaster.

Yesterday's achievement is today's challenge—and the mainspring of tomorrow's endeavors. It makes us strive all the harder to perform even better.

We like the feeling. In fact, we at BROADCASTING wouldn't have it any other way.



Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Tackling the '65-66 jigsaw puzzle

Networks begin annual project of putting fall program schedules together; slotting projected new shows, moving or dropping old

The annual ritual among advertising agencies of guessing what programs will be on next season's network TV nighttime schedule was underway last week.

CBS-TV circulated its first program "proposals" at agency offices to sample sponsor interest, while ABC-TV showed agency executives a Cellomatic presentation for the 1965-66 season (see below). NBC-TV held its presentation a week earlier.

An agency executive described his forecast of the coming season as based on the "official proposal" by CBS; "speculation" in the case of ABC plans and "sheer guess work" over what NBC would do.

Not only did CBS's proposal elicit interest on the basis of possible entries and program placement by time periods but also by the omission of programs now on the CBS nighttime schedule. The following programs, now on CBS's schedule, are in doubt for the new season:

Many Happy Returns, *Joey Bishop Show*, *The Doctors and the Nurses*, *Mr. Ed*, *My Living Doll*, *Cara Williams Show*, *Perry Mason*, *Password*, *Bailey's of Balboa*, *The Defenders*, *Rawhide*, *On Broadway Tonight*, *Slattery's People*, *The Entertainers*, and probably the recent addition, *For the People*.

CBS Plans ■ In the Sunday night lineup on CBS: *Haunted*, a one-hour United Artists TV fantasy series (Villa di Stefano Productions), in 9-10 p.m. period—the only new entry that night.

On Monday, *Barbara Rush* is a General Foods possibility to replace *Many Happy Returns* in its lineup. *I've Got A Secret*, *The Lucy Show*, *Andy Griffith* are all in the General Foods family on Monday and would be retained. *CBS Reports*, which some agencies had speculated would be in a half-hour version next season, would stay in the hour form starting at 10 p.m., according to last week's report.

For Tuesday CBS proposes *The Wild West*, one-hour western with Rory Calhoun in the lead and Mike Garrison, the producer, as the 7:30-8:30 p.m. program, followed by *Skelton*, *Petticoat Junction* and possibly *Country Cousin*

or one of two other hopefuls, *You're Only Young Twice* or *Spirit is Willing*. The 10:30-11 p.m. period would be returned to stations in place of the current 7:30-8 segment.

In the Wednesday lineup, *Clarence the Cross-eyed Lion* and *Who Goes There?* were titles tentatively penciled



Agencies see ABC-TV preview

ABC-TV last week offered a preview of 18 programs under consideration as network entries for the 1965-66 season. In a presentation to 1,200 agency and advertiser representatives, network president Thomas Moore said at least three quarters of the programming in ABC-TV's current prime-time schedule is expected to return next year.

A total of 25 prospective programs were reviewed by the network's program vice president Edgar Scherick (above) and film clips and art work from 18 of them were exhibited.

The only new program described as "already locked in" to the new season schedule is one that will be produced with the cooperation of the Federal Bureau of Investigation tentatively titled *FBI* for Sunday, 8-9 p.m. EST.

in as half hour entries, starting at 7:30 p.m. *Beverly Hillbillies* would follow at 8:30-9 and *Sally and Sam*, as a General Foods hopeful at 9-9:30 with the *Dick Van Dyke Show* and *Danny Kaye Show* completing the evening.

Thursday's lineup would start with the half hour *The Munsters*, *Gilligan's Island* and *My Three Sons* (now on ABC-TV) and a 9-11 p.m. movie.

Friday would start with *Lost in Space* (space adventure) on CBS at 7:30-8:30 followed by *Hogan's Heroes* at 8:30-9, *Gomer Pyle* in the next half hour, Alberto-Culver's *Smothers Brothers* at 9:30-10 and the Brodtkin produced *Coronet Blue* at 10-11.

The Mayo Productions and Filmways co-production, *Trials of O'Brien*, starring actor-comedian Peter Falk follows the hour after Jackie Gleason's show on Saturday, with *Selena Mead* starring Polly Bergen as a female detective in a Jack Webb production at 9:30-10 and *Guns smoke* at 10-11.

At ABC ■ It was speculated that on Sunday *Hercules* would fill 7-8 on ABC and *FBI* 8-9 and movies the rest of the night on Sunday; on Monday *Shenandoah* and *The Girl from Peyton Place* would be new vehicles at 9-9:30 and 9:30-10. On Tuesday, *Okay, Crackerby!* a United Artists show starring Burl Ives, is speculated as a possible 9-9:30 series. *Honey West*, a spin-off of *Burke's Law* and about a female detective with a mock suspense theme, at 9:30-10 and *Big Valley*, a four star television western with Barbara Stanwyck, at 10-11 are possible new vehicles on Wednesday. *Shindig* is a one-hour possibility that night, 8:30-9:30.

On Thursday, Desilu's *Frank Merriwell* at 7:30-8 and 20th Century's *The Long Hot Summer*, adopted from a Faulkner novel, at 10-11 are possible new series. In the Friday lineup, *Gidget*, is penciled in for the half hour following the 7:30-8 *Flintstones*. Also tentative for that night: *Thompson's Ghost* (half-hour fantasy comedy by Bing Crosby Productions and starring Bert Lahr), perhaps *The Girl from Peyton Place* and the one-hour *Bill Banner* (small-town sheriff) through QM Productions

White House TV studio gets first live use

President Johnson's own TV studio—equipped and maintained by the three television networks at the White House with the cameras always warmed up—was established late last summer so the President wouldn't have to rush over to a TV station (as he had to do early in 1964 for announcement of the settlement of the railroad strike) when he wanted to go on the air.

TV cameras were installed in the White House theater in the east wing of the executive mansion, in a room that's 20 x 70 feet and which usually accommodates about 75 people comfortably. A three-man crew is on duty at all times. (Picture left shows the theater as it is kept at the

number of questions, all on camera. The conference was carried live by CBS and NBC, delayed by ABC.

The theater TV set-up consists of three camera chains, with two continuously on, and one as a standby. The control equipment, in a room behind the theater room, is connected to the news bureaus of the three TV networks and to the central office of the Chesapeake & Potomac Telephone Co. from where it can be fed to independent TV stations via AT&T Long Lines when ordered. The cameras and the control room equipment are General Electric and the best estimate is that the whole installation cost about \$200,000.

A three-man crew is on duty 5½

rooms. This was originally suggested by the three networks to President Johnson in January 1964. Various meetings and consultations have been held on this project, including one meeting with the President sitting in, but progress has been slow.

The networks' proposals, submitted to the President by CBS's Frank Stanton, NBC's Robert E. Kintner and ABC's James C. Hagerty, were to place three cameras in the Fish Room, behind partitions so they would not be obtrusive, with control equipment and other necessary apparatus downstairs in the basement below that room. The Fish Room, so-called because President Franklin D. Roosevelt kept tropical fish tanks



ready.) The President has taped a few announcements and statements from this position, attended generally by a few of his aides. The White House family uses the room for viewing movie features.

Last Thursday morning the President decided to hold a "full blown" news conference in the theater, and almost 200 newsmen and radio technicians found themselves jam-packed into the gold and blue room (see picture at right).

But, with all the crowded conditions and the confusion—the President showed up about 20 minutes late for his 11 a.m. scheduled news conference—Mr. Johnson delivered a number of statements, answered a

days a week, from Monday morning through Saturday morning they are on duty daily from the time the President arrives at his office in the morning until he leaves his office for the night. Chief of the crew, and the only permanent member, is Joseph Browne, a free-lance director-manager, who once worked for NBC. Each network in rotation on a weekly basis sends over two men who stand watch with Mr. Browne. Although the exact cost has not been made public, it's estimated that the salaries run about \$50,000 annually.

Negotiations continue, however, for the establishment of a television pickup point in the Fish Room in the President's executive office suite of

there, is across an anteroom from the President's own private office.

The Fish Room installation is still under study, network and White House sources say, although they admit there have been obstacles to fast completion. The General Services Administration must approve any change to the structure of the White House; TV engineers proposed to use 60-70 foot candles of lighting; still photographers asked for 125 foot candles. There are indications, however, that the theater installation, now that it's installed and operating, may be considered the best answer to the needs of the networks and the desires of the President.

(Quinn Martin). New series possible on Saturday: *My Island Family*, a Rodney Young vehicle that will star Pat Boone, at 9:30-10.

At NBC ■ Latest speculation for NBC: *Dr. Kildare* would move to Sunday at 10-11; a new show starring Dean Martin is possible for Monday at 10-11; *Wackiest Ship in the Army* could be

entered at 9-10 Tuesday followed by *Bell Telephone Hour* and on Wednesday *Virginian* at 7:30-9 would precede *Andy Williams Show* and *I Spy*, AT&L Productions project featuring Bill Cosby and Robert Culp as CIA agents (produced by Sheldon Leonard).

The "guess work" on NBC's Thursday lineup puts *Daniel Boone* leading

off the evening and *The Mayor*, an MGM-TV drama produced by E. Jack Neuman at the 10-11 to end the evening.

Other program placement possibilities were considered too "iffy" by most agency programming executives to warrant inclusion in "tentative" fall TV schedules.

7 Arts expands its activities

To produce TV pilots, syndicate foreign programs to U. S.

In a major programing diversification move, Seven Arts Associated Corp. announced last week the acquisition of new TV series, the production of several pilots and a policy of co-financing and co-producing additional series.

Donald Klauber, vice president and national sales manager, noted that Seven Arts has concentrated primarily in the area of distribution of feature films to TV and said it already has placed more than 500 features into syndication. Its search for new TV product, he added, will be conducted on a global basis.

Seven Arts' worldwide hunt, Mr. Klauber said, already has resulted in obtaining the U.S. and Canadian rights to 39 episodes of *The Avengers*, a James Bond-type action adventure series, from

Associated British Pathe. In addition, the company has acquired similar rights for *Big Night Out*, a TV special starring the *Beatles*, which was produced by ABC Television Limited of London.

Seven Arts currently is engaged in the production of pilot programs for network sale and syndication. Among these projects are a series of 150 Laurel and Hardy five-minute cartoons in color and 100 five-minute animated stories from the Old and New Testaments, *Adventures of the Bible*. Another pilot has been approved for a series of 39 taped half-hours, titled *Play-a-Pair*, a novelty quiz game starring comic Paul Gilbert as host and including well-known personalities as guests.

Mr. Klauber said Seven Arts will "consider seriously" new TV programing ideas for possible co-production, financing and distribution. The company also is seeking to acquire specialized programs for particular audiences and feature films, both domestic and imported.

Seven Arts announced recently it has acquired TV rights to a large group of 20th Century-Fox features for \$21 million (BROADCASTING, Feb. 1). A company spokesman said last week that additional information on this transaction, including the number of films and their titles, will be revealed shortly.

Harris plugs for culture

Says broadcasters should give responsibility for such shows to artists

Congressman Oren Harris (D-Ark.) last week asserted that excellence in cultural programing could not be expected to flourish within the present framework of commercial broadcasting. He suggested that placing some responsibility for such programing in the hands of the "cultural community" could rectify the situation.

Mr. Harris, who is chairman of the House Commerce Committee, said that as Section 315 of the Communications Act removes responsibility from the broadcaster for the content of political programs, so broadcasters might be relieved of the responsibility for cultural broadcasts.

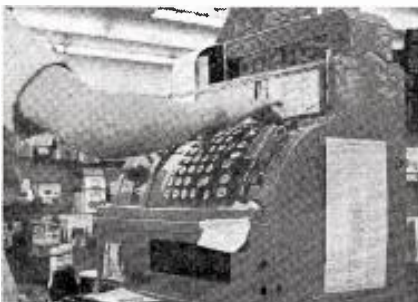
He couched his proposal in the form of questions to the industry: "Cannot this principle be applied to cultural and artistic programing? Cannot broadcasters provide the facilities but be relieved of any responsibility for cultural program content. Cannot the artistic and cultural community assume the responsibility for program content in this area?"

Mr. Harris later said he was in no way suggesting that broadcasters ought to provide free time for cultural programing. He indicated the proposal could be applied to both the networks and individual station operators. This wouldn't exempt them from "fairness doctrine" obligations, he continued. The media would simply act as carriers of programs which they neither controlled nor owned.

He indicated doubts about the FCC staff proposal that would limit network ownership of programs to 50% of their prime-time shows (BROADCASTING, Jan. 25, Feb. 1) and he implied that his own proposal might be an alternative.

"With rare exceptions," Mr. Harris said, "... procedures of national networks, group owners, individual stations, commercial sponsors and advertising agencies do not and cannot offer opportunities for excellence in cultural program categories."

All of the television networks withheld comment last week on Representative Harris's address. The congressman delivered his remarks at a luncheon of the International Radio & Television Society in New York.



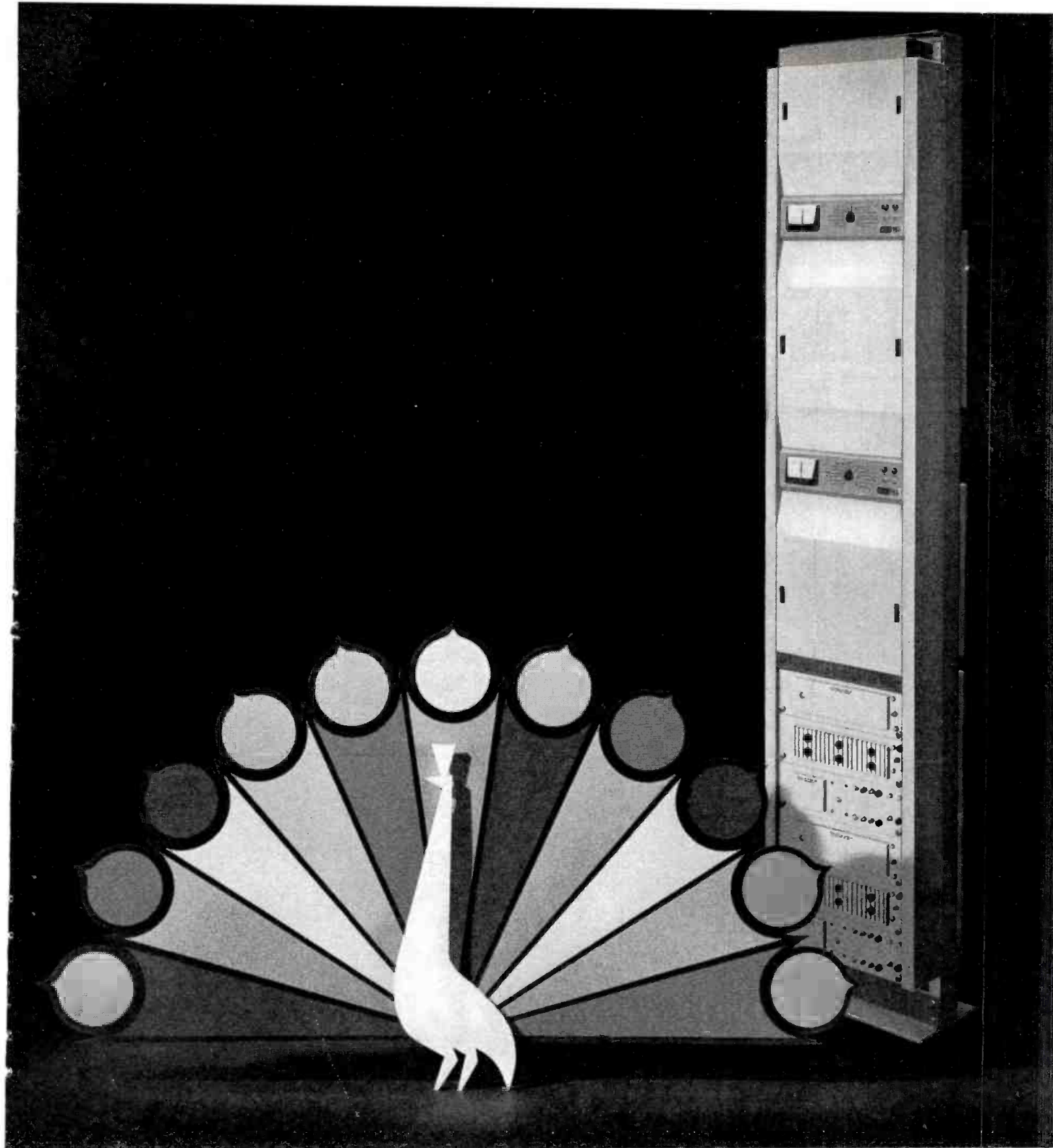
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CBS, baseball on Senate hotseat

Antitrust subcommittee to question network on its purchase of New York Yankees team

CBS and other likely witnesses have been told that the Senate Antitrust & Monopoly Subcommittee is planning a hearing in mid or late February that will explore professional sports antitrust problems.

The subcommittee's principal interest in CBS is its acquisition of the New York Yankees baseball team last year (BROADCASTING, Aug. 17, 1964). The panel wants to know whether proposed modifications in the application of antitrust laws to professional team sports ought to be changed—or even rejected—because of the purchase.

It also is understood that the antitrust subcommittee is considering hearing testimony of other broadcasters to learn whether CBS's ownership of the Yankees may cause competitive problems for broadcasters who might be interested in bidding on broadcast rights to the Yankee home games. CBS-TV will be offering Yankee home games on Saturdays and Sundays this season, except in markets located within 50 miles of other major league games (BROADCASTING, Jan. 25).

Senator Philip A. Hart (D-Mich.), chairman of the antitrust subcommittee, last week introduced a bill that will be the focal point of the planned hearing.

S. 950, similar to legislation that's been offered in Congress since 1958, would bring organized baseball under the antitrust laws (it's considered exempt under Supreme Court holding). Simultaneously, the legislation would exempt professional baseball, football, hockey and basketball from these laws in their dealings (considered unique to sports) that involve certain aspects of player contracts, franchise areas and safeguards against bribery.

Coincidentally, Senator Hart, who has been a member of the Senate Commerce Committee since last February, was assigned last week to its Communications subcommittee.

In other developments on Capitol Hill last week, Representative Clement J. Zablocki (D-Wis.) attacked the antitrust and sports question with a special focus on baseball. He said in a speech on the House floor Monday (Feb. 1) that he wanted to bring baseball under the antitrust laws "to end the legal fiction that baseball is somehow sacrosanct as an industry and must be privileged with an exemption from our antitrust regulations."

The CBS-Yankee deal and the planned move of the Milwaukee Braves to Atlanta are evidence of need of such legislation in congressman's view. He spoke of a legal opinion written by Judge Learned Hand who found that lucrative radio and television contracts held by baseball clubs had changed the game from a sport to a business.

"He believed," Representative Zablocki said, "that the players, radio, television, clubs in general and the public make up 'an indivisible unit as much as actors and spectators in a theater, and are participating in interstate commerce.'"

The congressman added that he thought "the dollar" is behind the CBS purchase of the Yankees, and, "it may be the reason that persons with substantial radio and/or TV interests have been, and are, board chairmen and presidents of major league clubs."

Some of these relationships are:

In the American League:

▪ Detroit Tigers: John E. Fetzer, president, is also president and majority

owner of WKZO-AM-TV Kalamazoo, WWTV-FM-TV Cadillac, WJEF and WJFM (FM) Grand Rapids and WWUP-TV Sault Ste. Marie, all Michigan; KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. All Fetzer television stations are affiliated with CBS-TV.

▪ Los Angeles Angels: Gene Autry, owner of the Angels, controls KOOL-AM-FM-TV Phoenix and KOLD-AM-TV Tucson, both Arizona, and both affiliated with CBS-TV. Mr. Autry has 51.5% and Robert Reynolds (president of the Angels) has 13.8% of Golden West Broadcasters which owns KMPC and KTLA-TV Los Angeles, KSFO San Francisco, KEX-AM-FM Portland, Ore., and KVI Seattle.

▪ Baltimore Orioles: Lee MacPhail, president, is the father of William MacPhail, vice president in charge of sports for CBS-TV.

In the National League:

▪ Pittsburgh Pirates: Bing Crosby, stockholder, is chairman of the broadcast division of Chris Craft Industries which owns KCOP-TV Los Angeles, KPTV-TV Portland, Ore., and WTCN-TV Minneapolis.

▪ Houston Colts: Judge Roy Hofheinz, president, owns 16% of KTRK-TV (an ABC-TV affiliate) and 25% of KTHT, both Houston, 9% of KRYL Corpus Christi, and 25% of KENS San Antonio, all Texas.

▪ Milwaukee Braves: John Louis, vice president and stockholder, is chairman of the board of Louis Stations: KTAR-TV Mesa-Phoenix, KTAR-AM-FM Phoenix, KYUM Yuma, and KYCA Prescott, all Arizona.

Following are the baseball clubs associated with subscription television ventures:

In the American League:

▪ Chicago White Sox: John Allyn, co-owner, is president of Home Theaters Inc., which holds a franchise for Telemeter wired pay-TV systems in Houston and Dallas.

In the National League:

▪ Los Angeles Dodgers: The club owns 2% of Subscription Television Inc., now fighting California's anti-pay-TV law.

▪ San Francisco Giants: The club owns 1.5% of STV.

Broadcasters urged to be news leaders

Broadcasters were urged last week to be journalists as well as businessmen and move for an understanding among news media, bar associations and law enforcement agencies.

Theodore F. Koop, vice president, CBS, Washington, told delegates to the

"Solid Entertainment!"
—N.Y. Post

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10th annual State Presidents Conference of the National Association of Broadcasters that the lack of understanding among the groups is widening and broadcasters have the most at stake in reversing the situation.

Last month Mr. Koop, former president of Sigma Delta Chi, professional journalism society, was chosen permanent chairman of an all-media coordinating committee, which will draw up news guidelines for mass-coverage events and will maintain liaison with bar and government groups (BROADCASTING, Jan. 18).

Speaking at the opening-day luncheon of the two-day convention in Washington (Feb. 4-5) (see page 52). Mr. Koop listed three things which the media, and broadcasters in particular, should be doing.

- "Start talking and keep talking with representatives of the bar and law enforcement agencies."

- Improve techniques for mass coverage.

- Try to be more explicit and conservative in legal reporting.

Mr. Koop cited recent breakdowns of communications between attorneys and newsmen in Philadelphia where the city bar association has set up a set of guidelines restricting the release of

information about crime. He said the bar might not have acted as it did, if there had been proper advance communication.

He told the broadcasters that it was essential to say to every newsmen, "whatever happens, be a gentleman." He saw no reason for mob scenes at big stories with newsmen trampling on the people being interviewed, bystanders and one another.

Reports on grand jury activities and pretrial statements should be carefully handled, the CBS vice president urged. He said there is a big difference between saying a man "confessed" to something and saying the man "gave a statement."

Mr. Koop also told the broadcasters that they should contact their congressional representatives and speak out on situations involving local, national or international matters. He said the broadcasters should not restrict themselves to broadcasting matters when making recommendations to Congress.

Broadcasters, he said, must follow the lead taken by executives of the print media, and become news leaders in their communities. This, Mr. Koop maintained, would improve journalism, communications and the right of the people to know.

TV not on Dodd's list this session

The Senate Juvenile Delinquency Subcommittee reported last week that it has "concluded its investigation of the policies and practices of the television industry."

The group, headed by Senator Thomas J. Dodd (D-Conn.), now wants to turn its sights toward the motion picture industry because "it appears that some film producers tend to exploit the topics of sex and violence in low-grade pictures frequently run in drive-in theaters which attract large teen-age audiences even though a number of these films are unsuitable for children and youths."

Movies featuring sex and violence have been produced in recent years "to compete favorably with television," the subcommittee said, "to such an extent that these films would be unacceptable for family viewing in the home."

There's no assurance that these films won't be shown on TV, the subcommittee continues in a report outlining its plans for this year, "because at our hearings last summer the major TV net-

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works failed to assume responsibility in terms of the National Association of Broadcasters' code for motion pictures purchased by them for leasing to local stations."

The subcommittee requested, and was on its way toward being granted at the end of last week, \$220,000 for salaries and expenses connected with its investigations of the media, and narcotics, illegal adoption practices, firearms traffic, pornographic and obscene literature and other matters.

Bill to kill Section 315

Sen. Hartke says he
is optimistic about
chances for passage

A bill to repeal Section 315—completely and simply—was introduced last week by Senator Vance Hartke (D-Ind.).

This is the second proposal in the new Congress to abolish Section 315 which requires broadcasters to afford equal opportunity on their stations to all candidates for the same political office. The first bill (S-673) was introduced last month by Senator A. Willis Robertson (D-Va.) (BROADCASTING, Jan. 25).

"The operation of Section 315," Senator Hartke said last Thursday (Feb. 4), "at best is predicated on the mistaken notion that a government agency is better able to judge news and public affairs, is better able to judge and insure fairness than anyone else."

Senator Hartke said last week that although his bill would repeal Section 315, he did not intend that the broadcasters' responsibility for fairness would be deleted too. The broadcaster must serve the public interest, he said, and it would be up to the FCC to make sure that he is fair in his handling of political candidates and political news.

Referring to the 1959 amendments to Section 315 (which exempted from the equal-time provisions of that law bona fide news and documentary programs), and to the suspension of these requirements for the Kennedy-Nixon debates in the 1960 presidential campaign, Senator Hartke declared:

"... a law that has to be changed often or suspended periodically is an unjust and unworkable law. Its interpretation by the FCC has not always been consistent and, sometime I fear,

has been based on some loose interpretation of our intent in our effort to insure fairness."

The TV-radio industry is mature and responsible, he said, and should be left free to handle news like other journalistic media. Congress, he added, "should recognize now the coming age of radio and television journalism as a new kind of press and should free this journalism from its shackles."

"The danger to freedom," he said, "does not lie in use or misuse of the power of the press by the press itself, but rather from regulation."

Although he said that the advocacy for repeal comes from broadcasters, he acknowledged that opposition would come from political figures and from some "don't rock the boat" broadcasters who would prefer to be told what to do rather than be responsible for their judgments.

He said he was optimistic about the chances of having the bill passed in this session. He said he was sure a hearing would be held on it, and other similar bills. Senator Hartke is a member of the Senate Commerce Committee, under whose jurisdiction broadcasting lies. He authored a similar bill (S-1696) in the 88th Congress, which retained those portions of Section 315 which forbid broadcasters from charging more for political broadcasts than for regular commercial messages, and which specifies that broadcasters are not relieved from the requirement to be fair in presenting controversial issues.

Javits bills would admit TV, mikes to Senate

Legislation to permit broadcasts of some proceedings in the U. S. Senate chamber and to authorize the installation of a public address system there has been introduced by Senator Jacob K. Javits (R-N. Y.).

The senator introduced bills to this effect in earlier Congresses without success.

S Res 64, would empower the Senate Rules and Administration Committee to determine whether a debate on the Senate floor "was of sufficient public interest to warrant television coverage, much as congressional committees now determine if they will open hearings to television coverage," Senator Javits explained.

S Res 65 would authorize installation of a suitable sound system in the chamber. Instances have occurred recently, Senator Javits pointed out, where a senator was either misquoted because remarks made on the Senate floor could not be heard in the galleries where newsmen sit or senators on the floor

could not hear a ruling of the presiding officer. The House has had microphones for years.

The bill to permit coverage of selected debates was co-sponsored by Senators Joseph S. Clark (D-Pa.) and Wayne Morse (D-Ore.). They and 13 other senators joined Senator Javits in co-sponsoring the microphone bill.

Klansman's interview brings pickets to WCAU

The appearance of Robert Shelton, the Ku Klux Klan's Imperial Wizard, on the *Talk of Philadelphia* radio series last week, heard over WCAU Philadelphia, instigated everything but brotherly love.

Bomb threats, promises to kill, a false fire alarm and picketing by the National Association for the Advancement of Colored People occurred at the station while *Talk's* host, Ed Harvey, interviewed Mr. Shelton.

Cecil Moore, local NAACP president, said the night before Mr. Shelton's appearance that the NAACP protested the use of the station to back the spread of racial hatred and that the appearance was an insult to both Negro and white citizens who believe in equal and just standards for all people.

John O. Downey, CBS vice president and general manager of WCAU, said that the imperial wizard was brought to the station in "the interest of public enlightenment." Mr. Downey added that the airing of the Klan's philosophy was in reality a service to the Negro community.

Mr. Moore said that the NAACP was going to begin a boycott of WCAU sponsors' products because of the KKK broadcast.

Churchill coverage cost networks \$850,000

The pomp and dignity of the funeral of Sir Winston Churchill in London on Jan. 30 were carried to American TV audiences in both live and tape transmissions from early morning until late afternoon.

Cost to the networks in pre-empting and production was estimated at \$850,000.

NBC-TV pre-empted three-and-a-half hours of regular daytime programming and also its 8:30-9 p.m. EST time period normally reserved for *Mr. Magoo*. CBS-TV pre-empted six daytime hours, and ABC-TV relinquished 18 daytime minutes.

CBS-TV, television satellite coordinator for January, made available to each

of the networks live feeds of the event from London via Telstar II.

NBC-TV provided funeral coverage from 7 a.m. until 5 p.m. EST; CBS-TV from 7 a.m. to 3 p.m. Both networks reported that a "vast majority" of their affiliates pre-empted local programs to carry complete coverage of the event.

ABC-TV carried special reports at 8:30-9:10 a.m. (via video tape) and 12:50-1:14 p.m. (via Telstar), with a special summary of the day's events at 6:30-7:30 p.m. EST.

Network production costs included jet shipments of video tapes and films from London to augment the comparatively brief Telstar transmissions carried by each network. NBC-TV, for example, chartered a Boeing 707 and had it converted into a flying video-tape studio.

NBC-TV's coverage was anchored by Chet Huntley, David Brinkley and Elie Abel; CBS-TV's by Walter Cronkite and Eric Severeid, and ABC-TV's by Howard K. Smith and Peter Jennings.

In addition, networks provided extensive live radio coverage of the funeral.

Off-network dramas in new Four Star group

Four Star Distribution Corp. is syndicating a package of one-hour dramatic films under the title, *Theater I*, it was announced last week by Len Firestone, vice president and general manager.

The films previously were on the network (NBC-TV) as *The Dick Powell Theater*, but have been re-edited for use as individual one-hour programs. Mr. Firestone noted the dramas can be used in feature film time slots or on a regularly scheduled basis in one-hour periods under individual titles.

Wolper plans historic television spectacles

Six one-hour TV spectacles on American history, *The Red, White and Blue*, will be produced by Wolper Productions in association with American Heritage Publishing Co. for network airing on the anniversaries of famous events starting in the fall. The first program, which goes into production in April is "To a New Land," scheduled to be broadcast Columbus Day. Mel Stuart, who produced and directed Wolper's Emmy award-winning *The Making of the President 1960*, will be executive producer.

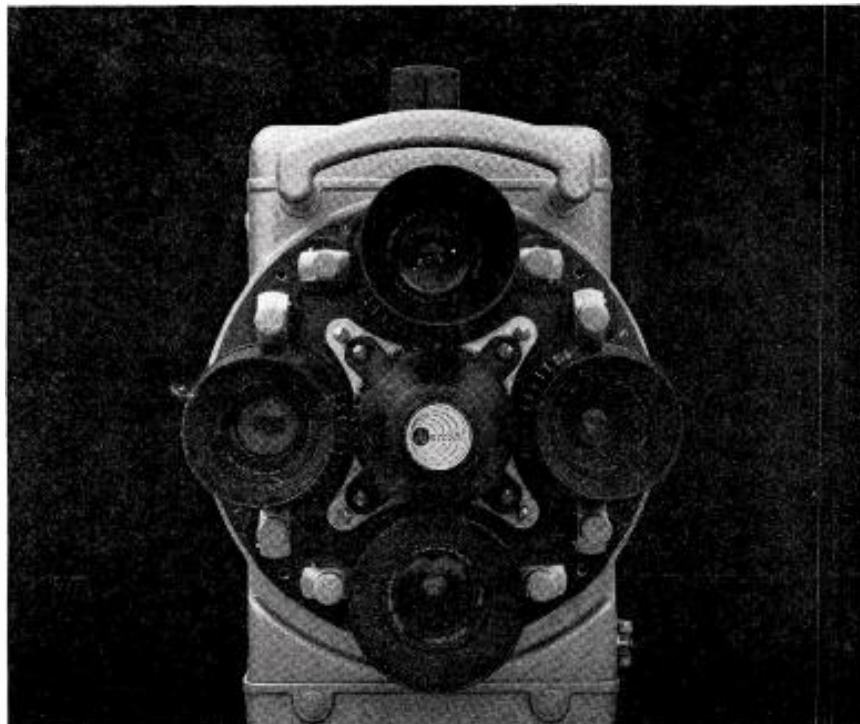
Desilu reports foreign sales bring record month

Desilu Sales Inc. reported last week it has concluded the most active January in its history, and attributed it largely to expanded sales of its properties in foreign markets.

Richard Dinsmore, vice president and general manager, said *The Lucy Show* was sold in Australia, Mexico, Chile and Denmark; *Desilu Playhouse* in the United Kingdom, Brazil, Chile, Sierra

Leone and Kenya; *The Untouchables* in Mexico, Portugal, Peru, Chile, Brazil, Argentina, Honduras, Guatemala and Puerto Rico; *Harrigan and Son* in Chile, Australia and Brazil, and *Greatest Show on Earth* in Peru, Chile, Saudi Arabia and Uganda.

In the U. S., he said, *Fractured Flickers* was bought by wow-TV Omaha; KOLO-TV Reno; KTVT(TV) Fort Worth and WMAL-TV Washington; *The Texan* by WWT(TV) Cadillac, Mich. and KTVT and *The Untouchables* by WBRC-TV Birmingham, Ala.; WIBF-TV Philadelphia and KTVT.



NO ONE HAS EQUALLED THIS CAMERA

It's certainly not for want of trying. Since Marconi introduced the first 4½ inch Image Orthicon camera, everybody and his brother have been trying to catch up. A thousand Marconi 4½" cameras have gone into service in 38 countries. The Mark IV has literally become the world's standard television camera. And for good reason. It's the camera that improved picture quality 50%. It was the first camera to make it possible for the cameraman to concentrate entirely on composition and focus—and leave all other functions to the control room. Another first: once you set it up it stays set up. Little wonder that a lot of people have been trying to duplicate it. But there's one hitch. While the others have been trying to build a camera

as good as the Mark IV, Marconi has been radically improving it. Long-lived silicon rectifiers have replaced selenium units in the power supply. A shielded yoke keeps the camera in focus even if there's magnetic interference. A solid-state head amplifier has been added. And the Mark IV is now instantly switchable from one world standard to another. In short: by the time somebody makes a camera as good as the 1959 model Mark IV, they'll have the 1964 model to contend with. And that goes for the whole line of Marconi specialties: vidicon telecine equipment, switchers, color cameras, closed circuit vidicon cameras and accessories. Distributed by Ampex Corp., Redwood City, California. Term leasing and financing is available.



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AMPEX

A plan for use of vacant CATV channels

A California broadcaster who fought community antenna television and "reaped a whirlwind of ill will from the public," has become a CATV owner and proposes that vacant channels of CATV systems owned by broadcasters be used to carry programs of "vital public issues of limited interest" in prime time on their systems.



Mr. Cohan

John C. Cohan, president of Central California Communications Corp., Salinas, Calif., says, "In this way we would augment our opera-

tion in the public interest."

Mr. Cohan outlined his views in a letter to Frederick W. Ford, president of the National Community Television Association. He told Mr. Ford why he, as a broadcaster, opposed the National Association of Broadcasters and NCTA approaches to legislative proposals for CATV regulation because they invite the federal government to step into CATV in a manner that could lead it into regulating the economics of broadcasting.

Mr. Cohan also urged CATV operators to insist on retaining the right to originate programming. He added that "CATV homes will get a UHF station 'off the ground' without delay" and urged broadcasters to stop rushing "into regulation of CATV on an economic basis."

Mr. Cohan notes that prime time is devoted essentially to mass entertainment. "We have experienced the displeasure of the TV audience when these mass appeal programs are replaced by programs of limited appeal. There are many vital public issues of limited interest that unfortunately cannot be accommodated in prime TV viewing hours due to the time limitation and other factors. . . . It is logical to us that issues of prime local interest could be transmitted over a vacant closed circuit channel on the cable TV system without charge."

Central California Communications is licensee of KSBW-AM-FM-TV Salinas - Monterey, KVEC - AM - FM, KSBY-TV San Luis Obispo and KNKS Hanford, all California, and CATV's in Capitola, Morro Bay and Salinas.

Radio show discusses FCC's religion rule

The constitutionality of the FCC's position on religious programming as a licensing requirement for radio and TV stations was debated on WINS New York's *Dialogue* discussion program taped for presentation yesterday (Feb. 7).

Participating in the first part of the scheduled two-part discussion were Marcus Cohn, Washington attorney and author of a recent article in *The Reporter* (BROADCASTING, Feb. 1) on FCC licensing requirements; Father Norman J. O'Connor, director of Paulist Communications, Paulist Fathers; Edwin Lukas, general counsel and director of civil rights and social action department, American Jewish Committee, and Rev. Charles Brackbill Jr., associate executive director, division of radio and television, United Presbyterian Church in the U. S. A.

Mr. Cohn contended that the FCC's religious programming demand was in direct violation of the First Amendment of the Constitution which constrains Congress from making any law regarding the establishment, prohibition or encouragement of religion. If this FCC requirement were removed, he said, most stations would probably volunteer to continue religious programming.

In Rev. Brackbill's opinion, the FCC requires religious programming as a "public service function," rather than as an

active encouragement to religion, and, in so doing, does not violate the principle of religious neutrality.

Father O'Connor said that he hoped to see religious programming continued as an FCC requirement. Under a voluntary system, the priest stated, stations would be reluctant to donate time for religious broadcasts on the ground that "the programs wouldn't sell." He also believed that if stations were to grant free time to religious groups "they would demand control of religious programming . . . in order to avoid controversy."

In Mr. Cohn's view, what Father O'Connor really wanted was "to get the government to promote religious programming." He also contended, along with Mr. Lukas, that in the past, the FCC had awarded licenses in competitive cases on the basis of the one's avowal to carry more religious programming, even though all other FCC requirements had been met by all the competitors, a procedure which both lawyers termed "a clear violation of the First Amendment."

Mr. Cohn said he hoped to see the day when a station would answer the FCC with a blunt "none of your business," in response to the commission's question on religious programming plans.

Copyright bills back

Proposed revisions of the 1909 copyright law—offered in the 88th Congress—were re-introduced last week in the House and Senate.

The bills, HR 4347 and S 1006, are

the product of years of preparation by the Copyright Office of the Library of Congress in consultation with broadcasters, authors, musicians, publishers and other interested parties. For broadcasters they provide a modernization and clarification of provisions that have been added since enactment 56 years ago to account for changes necessitated by the subsequent development of sound recording, film, TV and audio tape.

No hearings were held last year, and if any are conducted this year or next, broadcasters have indicated they want to be heard on some points (BROADCASTING, Aug. 10, July 27, 1964).

Bailey lodges complaint against 10

John M. Bailey, chairman of the Democratic National Committee, has asked the FCC to take action against 10 radio stations that he says refused to present opposing views to controversial issues aired during the 1964 presidential campaign (CLOSED CIRCUIT, Feb. 1).

The complaint, submitted to the commission last week, charged that the stations had shown "flagrant disregard" of the terms of the agency's fairness doctrine, which outlines acceptable and unbiased procedure for editorializing by broadcasters.

The stations named in the complaint are KTRR Rolla, Mo.; WQIZ St. George, S. C.; WGB Red Lion, Pa.; KWFS Eugene, Ore.; KONT Spanish Fork, Utah;

WKTC Charlotte, N. C.; WBNS Columbus, Ohio; WCNL Newport, N. H.; KGMS Sacramento, Calif., and KXEL Waterloo, Iowa.

Among the programs carried by the stations are *Twentieth Century Reformation Hour*, *The Dan Smoot Report*, *Manion Forum* and *Life Line*.

A *Twentieth Century* broadcast, with General Edwin A. Walker, reportedly attacked Carl T. Rowan, whom President Johnson has chosen as director of the U. S. Information Agency, as a man "segregated in his ideals" who "can't represent America." Another program, *Dan Smoot Report*, likened the Democratic National Committee to a "Munich-beer-hall coup." *Life Line* reportedly accused the Johnson administration of supporting Communist oppression in Eastern Europe.

Mr. Bailey noted that the great majority of the stations carrying the broadcasts made time available for a program presenting contrasting views, with the exception of the 10 listed.

Program notes . . .

Gun question ■ *Guns Are for Killing*, a 30-minute film produced by KPRC-TV Houston in its campaign for stronger restrictions on guns, has been made available to the Senate Juvenile Delinquency Subcommittee. The subcommittee has been studying proposals for restrictions and has approved legislature urging controls on firearms. A station spokesman said equal time is being made available to sportsmen who requested an opportunity to present other views on the gun issue.

Interview program ■ The Overseas Press Club is seeking TV and radio syndication for a series of interview programs similar to *International Interview*, a program now on WNYC-AM-FM-TV New York, noncommercial stations. A club spokesman said the organization is open to offers from program packagers, producers, sponsors and networks.

Program guidance ■ A revised, mid-year programming chart, providing information on sponsorship and time period of prime-time network shows has been distributed to more than 1,500 agency and advertiser personnel by Avery-Knodel Inc., New York, radio and TV station representative. Copies can be obtained at Avery-Knodel, 555 Madison Avenue, New York, or any branch office.

Making the scene ■ "The Scenemakers U.S.A.," a 14-minute 16mm color film, featuring a cross-country fashion tour presented by J. C. Penney Co., New York, is available for free-loan use to TV stations. Prints can be obtained from Association Films' six regional libraries.

Folk radio ■ *The Coffee House*, a folk

Cliffhanger movies

A group of action-adventure features is being put to unusual use by KTHV(TV) Little Rock, Ark., which has placed *The Sons of Hercules* films in prime time, dividing each two-hour segment into one-hour and ending the initial episode on a "cliff-hanger." KTHV bought 13 *Sons* features from Embassy Pictures TV division and is scheduling each one-hour portion on Fridays, 7:30-8:30 p.m. The series, which pre-empted CBS-TV's *On Broadway Tonight* program, was promoted heavily by the station on the air and in newspapers before its introduction Jan. 22.

music radio show recorded weekly in Miami and broadcast on WEDR-FM, will be nationally syndicated by Satellite Broadcasting Co., 5935 South West 8th Street, Miami.

Away from the Ponderosa ■ NBC-TV will present *Lorne Greene's American West*, as a color special, Monday, May 3 (9-10 p.m. EDT). Mr. Greene, star of NBC-TV's *Bonanza*, will sing and

narrate the story of America's western movement.

Great decisions ■ Mutual has scheduled a series of eight discussion programs entitled *Great Decision—1965*, in cooperation with the Foreign Policy Association, New York, and moderated by Dr. Harlan Hagman, Dean of academic administration at Wayne State University, Detroit. The discussions, the first of which was broadcast Feb. 6, have been scheduled by Mutual for the next seven Saturdays between 11:35-12 noon EST, except on WHN, New York, where they will be heard on Sundays at that time period.

Public affair tapes ■ MBS affiliates have been invited by Northwestern University, Evanston, Ill., to supply tapes of their outstanding public affairs programs for use on the school's 31-year-old *Reviewing Stand* which runs weekly on an international list of stations including Mutual.

Nine views ■ Nine newsmen will express their opinions on topics of their choosing in a National Educational Television (NET) program, *Point of View*, that will be seen on 89 noncommercial stations throughout the U. S. on Feb. 8 in an evening time period. Newsmen and topics: columnist Drew Pearson on

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conflict of interest charges in federal government; *New York Times'* Arthur Krock on foreign policy; United Features' Henry Taylor on the President's budget; columnist Rowland Evans on the President's relations with newsmen; *Newsday's* Marguerite Higgins on foreign policy in Vietnam; columnist Richard Strout on congressional reforms; columnist Arthur Hoppe and cartoonist Jules Feiffer.

Fast show ■ British Information Services, New York, is releasing a 13-minute TV film depicting the land and water speed racing careers of Great Britain's Malcolm and Donald Campbell.

CBS negotiates with Columbia for pictures

A transaction under which CBS-TV would acquire approximately 20 Columbia Pictures Corp. features for \$6.5 million has been negotiated but has not been completed, Leo Jaffe, executive vice president of the motion picture company, told a meeting of stockholders in New York last week.

Mr. Jaffe's disclosure came in reply to a question from a stockholder on any "TV deals" in which the company may be involved. He did not elaborate on the CBS-TV transaction, and a spokesman for the network said he could offer no additional information.

Another stockholder criticized the motion picture company for selling KCPX-TV Salt Lake City to Screen Gems, a subsidiary. (Columbia owns 89% of SG.)

Figures on earnings were not released. Columbia's second fiscal quarter ended Dec. 31, 1964, but an official said figures were not available at this time.

McGee cites spending of extreme right wing

"More than \$30 million was spent by right-wing extremists groups last year—or more than the combined expenditures of the two major parties on the presidential race," Senator Gale McGee (D-Wyo.), former member of the Senate Freedom of Communications ("Watchdog") Subcommittee, told the Woman's National Democratic Club Feb. 2, in Washington.

Senator McGee was taking part in a panel discussion of the radical right in America which believes, he said, "... ten who care are more than a match for a hundred who don't." He continued by saying that the extremists of 1965, with the use of radio-TV, have a greater danger potential than any other group of extremists in history.

The senator does not advocate, however, putting the extremists out of business or interfering in any way with freedom of speech, but, he said, "the rest of us must show our concern," adding that among our freedoms is the freedom to be a crackpot.

He asked that programing affecting the great issues of the day be portrayed from all sides in responsible ways, and an alertness that demands that our communications media be kept in balance.

ABC's daily news feeds no longer experimental

ABC News on Feb. 1 placed its daily electronic feed (ABCDE F) on a formal basis to 58 affiliates. A pilot operation had been run for four weeks beginning Jan. 4 with cable feeds to more than 30 stations (BROADCASTING, Jan. 11).

During the four-week pilot feed, more

than 200 stories went to affiliates. Some 15 stories alone were fed on President Johnson's illness and Sir Winston Churchill's funeral on the Jan. 30 weekend. News stories and features are sent regularly by cable to affiliates on a Monday-Friday basis at 5 p.m. EST and another feed—when developments demand it—at 11 p.m. EST.

Mrs. LBJ to introduce Westinghouse TV show

Mrs. Lyndon B. Johnson will provide the introduction to *Paintings in the White House: A Close-Up*, a 30-minute color program produced by the Westinghouse Broadcasting Co., New York.

The program, narrated by Fredric March and Florence Eldridge, will be shown on Westinghouse TV stations in early spring and syndicated to other TV stations for showing at a later date. The Committee for the Preservation of the White House will preview the program at a White House meeting to be held Feb. 17.

Film producers, unions agree on new contract

Craft workers on theatrical and television films are to get raises of 23 cents an hour for the first two years and an additional 23 cents for the second two years of a four-year contract which went into effect last Monday (Feb. 1). The contract will run through Jan. 31, 1969.

The new agreement also provides for increased pension payments to retired workers who formerly got \$120 a month. They now will receive \$200 a month. The extra pension fund costs are to be financed by an increase in employer contributions of 8.8 cents an hour and increased employee contributions of 5.8 cents an hour.

The new contract terms were agreed on by negotiators for the Association of Motion Picture & Television Producers, the International Alliance of Theatrical Stage Employees and the basic craft unions. The agreement came at 4:30 a.m. Sunday (Jan. 31) after an 18-hour bargaining session. The negotiations ended less than 20 hours before the expiration of the previous contracts.

Other provisions of the new agreement include: health and welfare coverage for the spouse of a retiree; additional hospital room payment for dependents of employees under the industry health and welfare plan; elimination of age requirements in the vesting provisions of the industry pension plan; increased incentive to retire at 65;

The sheriff comes to TV's aid in Texas

The sheriff arrived in the nick of time and saved the heroine—in this case television—from being mortgaged for life.

It all began late last month when the town of El Lago, Tex., (pop. 1,011), a suburb of Houston, proposed to charge a series of fees for coverage of astronauts' homes during manned space flights. Eight of the Gemini astronauts live there.

The proposed ordinance called for \$750 in fees, \$500,000 liability and property bond, and \$500 in

escrow for all radio-TV mobile units, described as "obstructions." Newsmen protested vigorously and the mayor agreed to defer the effective date while he met with newsmen (BROADCASTING, Jan. 25).

At a meeting last Wednesday (Feb. 3), the mayor explained the proposal was necessary because the town had only one marshal. A solution came when the Harris county sheriff's office agreed to provide deputies to control the crowd and traffic during future flights.

liberalization of severance pay provisions; extra pay for holiday work.

The new contract also calls for creation of a special fund for training new employees or those affected by technological changes, for development of a safety program and employee physical examinations. Details are to be worked out with each local union. A committee is to be appointed to work out details of the agreement relating to technological changes. A nondiscrimination clause and creation of a standing labor-management committee to meet every four months to discuss any problems arising out of the agreement are also included in the new contract.

TFE-'65 adds three members to roster

Desilu Sales, Medallion TV Enterprises and American International Television have agreed to participate in Television Film Exhibit—1965, raising total membership in the project to 16. TFE-'65 will be held at the Shoreham hotel, Washington, in conjunction with the National Association of Broadcasters convention, March 21-24.

Distributors who had previously joined TFE-'65 are Embassy Pictures, Four Star Distribution, Hollywood Television Service, King Features, National Telefilm Associates, Screen Gems, Seven Arts Associated, Tele Features, Trans-Lux, 20th Century-Fox TV, United Artists TV, Warner Bros. TV and Wolper TV Sales. Len Firestone of Four Star is chairman of the executive committee for the exhibit.

Radio series sales . . .

The Green Hornet (Charles Michelson): WZIP Cincinnati.

Audio Program Service (Triangle):

WEAQ Eau Claire, Wis.; WFIN-FM Findley, Ohio; WAVU Albertville, Ala., and WTCM-FM Traverse City, Mich.

The Sealed Book (Charles Michelson): KMOX St. Louis.

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

CBS-TV acquires 'Sons' for '65-66 season

CBS-TV announced last week the purchase of *My Three Sons* (ABC-TV, Thursday, 8:30-9 p.m. EST). James T. Aubrey Jr., president of CBS-TV, said the series which stars Fred MacMurray and has been on ABC-TV since 1960, would be a "highlight" of CBS's nighttime program schedule next September.

It was reported CBS paid over \$6 million to acquire the program rights from producer Gregg-Don Inc. Involved also are the backlog of 184 filmed episodes which have been shown on ABC. These films could be rerun in CBS's daytime schedule or placed in syndication, probably through CBS Films.

A report late in the week speculated that CBS possibly would slot *Sons* next season in the Thursday night period the program now fills on ABC.

Film sales . . .

The Big World of Little Adam (Banner Films): WAVY-TV Norfolk-Newport News, Va.

I Search for Adventure (Banner Films): WSUN-TV St. Petersburg, Fla.

Debbie Drake (Banner Films): WPTV(TV) West Palm Beach, Fla.

Dodo—The Kid From Outer Space (Embassy Pictures-TV): WTAE(TV) Pittsburgh; wsoc-TV Charlotte, N.C., and KCPX-TV Salt Lake City.

Adventure 26 (Embassy Pictures TV): KTHV(TV) Little Rock, Ark.; KCTO(TV) Denver and wscs-TV Charleston, S.C.

Sons of Hercules (Embassy Pictures TV): WSBT-TV South Bend, Ind.; WHIS-TV Bluefield, W. Va., and WOAY-TV Oak Hill, W. Va.

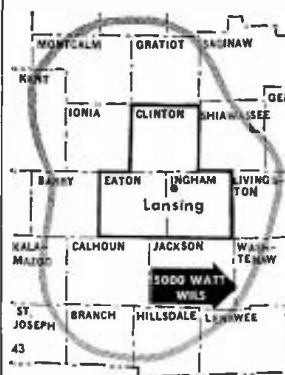
Kickoff Catalogue features (Embassy Pictures TV): KCTO(TV) Denver; WTAP-TV Parkersburg, W. Va.; wscs-TV Charleston, S. C.; WFBC-TV Greenville, S. C.; KCPX-TV Salt Lake City and KYW-TV Cleveland.

Spectacular Showcase (Four Star): WFGA-TV Jacksonville, Fla.; KPHO-TV Phoenix; KXLY-TV Spokane, Wash.; WINK-TV Fort Myers, Fla.; WDAF-TV Kansas City, Mo., KOVR(TV) Stockton-Sacramento, Calif.

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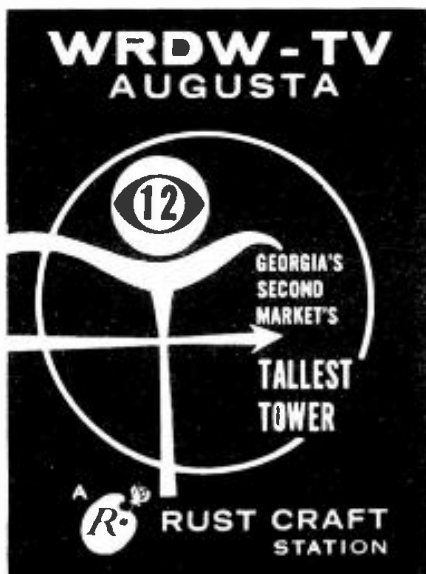
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H&B to modernize its CATV systems

H&B American, the nation's largest operator of community antenna television systems, has announced a major modernization program calling for an expenditure of some \$2.5 million. The program calls for the complete rebuilding of five CATV systems, the partial rebuilding of another and the installation of a new system, so that all seven will be capable of carrying up to 12 TV channels, plus 20 FM stations.

To implement the modernization, H&B has ordered from Jerrold Electronics Corp., Philadelphia, enough solid-state equipment to send signals through more than 500 miles of CATV plant, the largest single equipment purchase in the history of CATV, Jerrold said. Neither H&B nor Jerrold would disclose the amount of money involved in the solid-state transaction, but it is believed to be a major item in the modernization program.

The five H&B systems to be rebuilt are: Ukiah, Calif.; Reno; Margate, Ventnor and Longport, all New Jersey; Dubuque, Iowa, and Wenatchee, Wash. The system at Dothan, Ala., will be equipped with new solid-state trunkline amplifiers. The completely new system will be installed in Santa Ynez Valley, Calif. H&B owns 29 CATV systems serving more than 83,000 subscribers in 44 communities.

Leon Papernow, H&B vice president for operations, said that the modernization program has the dual goal of providing more program variety and better picture quality for subscribers of his company's CATV systems. "The tremendous investment," he said, "is an expression of H&B's confidence in the future of CATV."

Violations prompt FCC crackdown

Three radio stations were notified by the FCC last week that they had incurred apparent fines for technical violations. Simultaneously, the commission approved a pending sale application of one of the stations.

Technical violations also were the basis of an FCC action in affirming a fine for a fourth station.

The three stations placed on notice, all for technical violations, are KRIG

Odessa, Tex.; WOSH Oshkosh, Wis., and WJRC Joillet, Ill. The fourth station, KALN Iola, Kan., was informed that the commission had affirmed a \$500 forfeiture (BROADCASTING, June 1, 1964).

KRIG, which was notified that it had incurred a liability of \$1,000 for repeatedly failing to have a first-class operator on duty, is owned by Bayard C. Auchincloss. The commission also granted assignment of license to KRIG Inc., equally owned by Earl J. Garrison, R. D. Brown and D. L. Adcock Jr.

Purchase price is \$125,000 plus \$25,000 to Mr. Auchincloss for a five-year agreement not to compete in either radio or television within 50 miles of Odessa.

Mr. Garrison also owns kvwc Vernon, Tex. KRIG operates on 1410 kc daytime with 1 kw.

The others receiving notices of apparent liability, each for \$500, were Value Radio Corp. (WOSH) and Radio Joillet Inc. (WJRC).

WOSH's notification resulted from four rule infractions, including failure to maintain a first-class operator on duty and failure to conduct periodic inspections by a first-class operator.

WOSH, owned by William R. Walker, Charles R. Dickoff and John D. Harvey, operates on 1490 kc, 1 kw-D, 250 w-N. The group also owns WBEV Beaver Dam, WEAQ-AM-FM Eau Claire, WISM-AM-FM Madison, all Wisconsin, and WSJM St. Joseph, Mich.

WJRC, owned by Harold B. Rothrock, president, was cited for 14 rule violations. Among them: use of excessive power, employing an unlicensed operator, inaccurate meter readings and logging violations.

The three stations notified of a liability have 30 days to contest the commission's action or to pay their forfeitures.

Receiving a fine last week, for \$500, was Iola Broadcasting Co., licensee of KALN Iola, Kan. The station, owned by Lloyd C. McKenney, was notified by the commission last year that it had incurred the liability for failing to have a first-class operator on duty while operating with a directional pattern.

After an exchange of correspondence and several interviews with various KALN employees, the commission said that Mr. McKenney failed to resolve any of the circumstances that led to the violations in a satisfactory manner for the agency to remove or lessen the forfeiture.

The FCC actions were by Commissioners E. William Henry, who dissented to the KRIG transfer, Rosel H. Hyde, Kenneth A. Cox and Lee Loevinger.

Radio interference subject of FCC bill

The FCC's concern over the problem of interference to radio reception was the subject of a legislative proposal submitted last week to Congress.

The commission's bill, seeking to amend the Communications Act, would give it authority to prescribe regulations for the manufacture, import, sale and shipment of electrical and electronics equipment which emit radio frequency energy by radiation and cause interference to radio reception.

The commission's authority in this area has been limited to prohibiting the use of equipment emitting interference to radio reception, and to prescribe regulations to prevent interference between stations.

In 1963, the commission is said to have expended more than 150,000 man hours in tracing and eliminating interference emitted from such devices. With the enactment of the new legislation, however, the agency feels it can get at the root of the problem by requiring that such equipment be properly designed to reduce radiation to specified and acceptable limits before being placed on the market.

Another legislative proposal submitted to Congress recently by the commission would give it jurisdiction over abandoned radio and TV towers (BROADCASTING, Feb. 1).

Limit proposed on TV tower heights

Representative Oren Harris (D-Ark.) has proposed legislation that would limit the height of radio and television towers to 2,000 feet above ground.

The legislation was introduced in the form of a resolution (HJ Res 261) which asserts that the 2,000-foot ceiling is a necessary safety measure in view of the rapid growth of military and civilian aviation and the broadcasting industry.

Representative Harris, who is chairman of the House Commerce Committee, plans to include the resolution in a hearing to be held on a bill that would authorize the FCC to order abandoned radio towers dismantled when the Federal Aviation Agency rules them to be a hazard.

It was also understood that the congressman might take up the question

of antenna farms at the same time. The FCC is preparing a proposed notice of rulemaking dealing with the establishment of antenna farms. But Representative Harris is said to have asked the commission to withhold action on it pending the legislative hearing. No date for the session has been set.

The tall-tower resolution would ask the commission not to issue licenses for broadcast stations that would use an antenna tower extending over 2,000 feet above ground. The commission would also be asked to deny renewal of licenses for such stations unless, following consultations with the Federal Aviation Agency, the Department of Defense and other interested agencies, it determines the tower is not a hazard.

At present, there are only two towers of more than 2,000 feet above ground, both in Fargo, N. D., KTHI-TV's tower rises 2,063. KXJB-TV has a 2,060-foot tower. A third is proposed, for Wilmington, N. C.

Representative Harris introduced a tall-tower bill last year which would have authorized the FAA administrator to limit the height of broadcast towers to 1,650 above ground. That bill died in committee.

Satellite-to-home-TV is called possible

A Hughes Aircraft communications satellite expert last week foresaw the feasibility of direct broadcasting from satellites to home receivers by pumping up the sensitivity of the TV set.

Harold A. Rosen, principal communications satellite expert at Hughes, which built the successful Syncom switchboards-in-the-sky, made his suggestion at a Los Angeles meeting of the Institute of Electrical & Electronic Engineers.

Most appraisals of the technical problems concerned with direct broadcasting via satellites, he said, have indicated that it won't happen until satellites are powerful enough to radiate 10 kw or more of power.

Instead of placing an unwieldy requirement on satellite power by requiring that it operate in conjunction with an unmodified home TV receiver. Mr. Rosen asked, why not increase the sensitivity of the home receiver. This could be done, he said, by using a converter to enable the receiver to accept microwave frequencies (about 2,000 mc), and by using a 10-foot parabolic dish as a rooftop antenna.

These measures, he said, would not only greatly reduce the satellite power required, but would also improve reception by the elimination of ghosts and interfering signals.

Stereo by satellite test is successful

"Transoceanic stereophonic broadcasting via satellite may not be far off," Collins Radio Co. said last week following a successful test of the technique using a satellite. The results are to be part of America's proposal to an international meeting next month that U. S. stereo standards become worldwide.

The test took place Tuesday (Feb. 2) near Barstow, Calif., at National Aeronautics & Space Administration's Goddard Space Flight Center and was termed a "fantastic success" by the participating engineers, Collins said. It proved that a stereo signal transmitted from earth, received by a Relay satellite orbiting at 5,000 miles height and retransmitted back to earth maintains its quality.

Results of the test, showing superiority of the American "pilotone" stereo system adopted by the FCC in 1961, will be presented to a meeting in Vienna March 25-April 7 of study group 10 of the Committee Consultatif International de Radio (CCIR), Collins reported.

A Prose Walker, director of the Collins Broadcast Communications Division, is international chairman of study

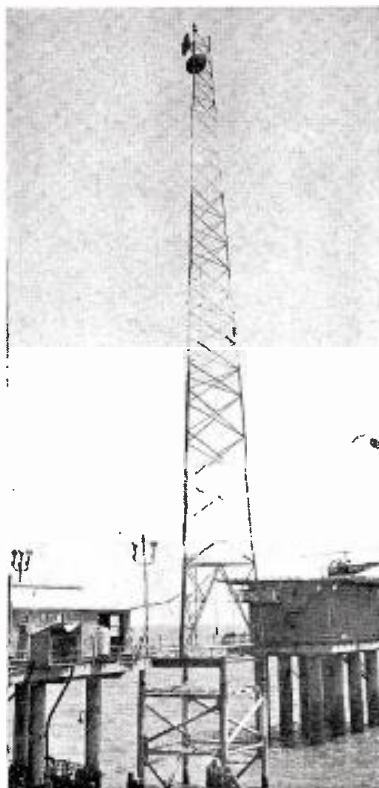
group 10. Harold L. Kassens of the FCC has been coordinating the satellite project for presentation to the study group. Carl R. Rollert of Collins is to present a technical paper on the satellite test before the National Association of Broadcasters in Washington March 21-24.

Should study group 10 approve the American proposal, the committee recommendation would be presented in 1966 before a plenary session of the CCIR for adoption.

Give color to ETV

WMVS(TV) Milwaukee became a color-capable educational station last month through the generosity of two commercial stations and the ingenuity of two of its engineers.

WISN-TV and WITI-TV, both Milwaukee, each donated portions of obsolete, flying spot scanner, color equipment to the educational outlet for use in teaching students of the Milwaukee Institute of Technology. Harold Wagner and Fredrick Goll, WMVS engineers, spent several months of their spare time and less than \$150 for modifications, and now the station is equipped for color slides and film, and has added both to its schedule.



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Better TV cameras made for future moon shots

More and better looks at the moon by television are scheduled to be attempted by the National Aeronautics & Space Administration in the next several weeks, with two new Ranger probes carrying improved TV cameras. Meanwhile, NASA reports, the Mars probe which is scheduled to send back TV pictures of the red planet in mid-July, if all goes well, is continuing on course.

Plans are to launch a Ranger spacecraft to the moon the week of Feb. 17, with a second Ranger launch about 30 days later. Both 800-pound Rangers will carry six TV vidicon cameras, three for large-area coverage, and three for narrower fields, similar to the arrangement in the successful Ranger VII probe which flashed more than 400,000 closeup pictures of the lunar surface back to earth (BROADCASTING, Aug. 3, 1964).

The light sensitivity of the three cameras with $f/2$ aperture openings has been increased over those used by Ranger VII to permit them to function at lower light levels. This has been done by increasing the amplification of the video signal from the three cameras. The three cameras with the larger $f/1$ apertures will remain the same as those used on Ranger VII.

The new Ranger series is planned to photograph the darker maria (seas) of the moon. Generally, it is hoped to aim the spacecraft at the shadow line on the moon (the line separating the white from the black areas) which should result in more contrast and better definition. Transmission will begin about 10 minutes before impact, when the spacecraft is 1,120 miles from the moon.

The TV pictures will be picked up at the ground receiving station at Goldstone, Calif. RCA's Astro-Electronics Division, Princeton, N. J., designed and manufactured the TV cameras.

Institute negotiates on home video recorder

The IIT Research Institute, Chicago, formerly the Armour Research Foundation of the Illinois Institute of Technology, announced last week it is negotiating with manufacturers for licensing of its new home video-tape recorder which it hopes will be on the market next year.

John P. Skinner, institute's manager of magnetic recording, said a license agreement has been signed with "a ma-

jor United States manufacturer" to produce the home recorder and "negotiations with other manufacturers are in the advanced stage." The new licensee does not wish to be disclosed, he said.

IITRI recently completed its prototype video-tape recorder which is described as suitable for the home consumer and educational markets. The institute said it has been under "intensive development" for a long time.

Mr. Skinner explained that the institute's "experimental equipment" operates with a seven-inch reel of quarter-inch tape and records one hour of both video and audio using 10 channels. The tape is standard instrumentation type but is the very thin-base variety with 3,600 feet per reel. The machine runs the tape at 120 inches a second.

He said standard quarter-inch audio tape and slower speeds are workable but the quality is not as good at present. Color-TV recording also is being explored.

Mr. Skinner said the machine employs "direct recording" of the signal rather than a modulation stage and thus is capable of greater efficiency. The machine's "simplicity" also means its manufacturing cost will be lower, he said.

The institute controls or owns several hundred U. S. and foreign patents in the magnetic recording field, some "dating back to the first practical recording device in 1939 by Marvin Camras, IITRI senior physicist and the recognized pioneer of modern magnetic recording techniques." There presently are more than 100 licensees in the world using institute patents in the production of magnetic recorders.

NASA given use of TV auxiliary channels

The FCC amended its rules last week to permit the National Aeronautics & Space Administration to use two frequencies in the TV auxiliary broadcast service—1990-2110 mc band, previously reserved exclusively for TV pickup, studio-to-transmitter link and intercity relay purposes.

The two bands—2106.4 and 2101.8—will be used in conjunction with the NASA's Apollo project, which is designed to land astronauts on the moon. The authorization extends to Dec. 31, 1970.

The commission's room for decision in the matter was reportedly limited by the fact that NASA had already acquired radio equipment for Apollo that was designed to operate on the frequencies the commission was asked to set aside.

The vote on the order was 3-1, Commissioner Kenneth A. Cox, who dis-

sented, objected to NASA's failure to consult the commission earlier in the planning stage. He said his dissent is aimed at alerting other government agencies requiring frequency space from the nongovernment parts of the spectrum to make their requests before committing themselves to any particular frequency.

The commission last October, at the urging of the NASA, instituted a rule-making proceeding on the proposal and invited comments from interested parties. Among those responding, and objecting to the proposal, was the National Association of Broadcasters.

The NAB advised the commission that the frequency sharing would cause extensive interference which could result in serious disruption to television broadcasting.

In arriving at its decision, the commission pointed out that the anticipated use of two frequencies would be infrequent. However, the agency said, "the national interest requires" the TV auxiliaries concerned to accept such interference.

The four locations where the NASA will use the frequencies are at Cape Kennedy, Fla.; Kauai, Hawaii; Corpus Christi, Tex., and Goldstone, Calif.

High speed video-taping system developed

A new system of video-tape recording which produces a synthetic tape speed of more than 100-inches-per-second (although actual speed is only 15-inches-per-second) has been awarded a patent (No. 3,160,704) by the U. S. Patent Office. Inventor is Lee Hollingsworth, president of Tele-Graphic Electronics Corp., Mineola, N. Y., and former owner of WKBS Mineola (now WFYI).

Heart of the new system, which is seen making home television tape recording more practicable, according to Mr. Hollingsworth, is the method of passing the tape between knife-edged magnetic plates angled across the tape.

TV tape recorder list out

Electronic Industries Association has published a new listing of television tape recorders installed throughout the world. As of Jan. 1, the new directory shows there were 2,236 quadruplex recorders in use, with 819 at commercial television stations, 130 at educational television stations, 120 at educational centers, 169 at federal government installations, and 664 in foreign use. Copies of the list are available at \$2 per copy from the EIA Marketing Services Department, 1721 DeSales Street, N.W., Washington, D. C. 20036.

Warner Bros. has big plans for '65-66

Warner Bros. Pictures has "many" TV projects in the works, with three pilots—*Hank, Mr. Roberts* and *F Troop*—already completed, Judge George T. Coulson, meeting chairman, told the company's annual meeting, held Wednesday (Feb. 3) in Wilmington, Del.

He also reported on plans for a one-hour series based on the activities of the FBI which Warner will produce in association with Quinn Martin for ABC-TV starting next September. "Continuing progress is being made by our syndication division, now marketing a number of TV series after network exhibition," Judge Coulson said.

The company currently has *Wendy and Me* and *No Time for Sergeants* on network TV, plus *Bugs Bunny* and *Porky Pig* from its cartoon division, he noted.

Financial report for three-month period ended:

	Nov. 28, 1964	Nov. 30, 1963
Earnings per share	\$0.25	\$0.09
Net income	1,235,000	459,000
Income from		
film rentals	9,573,000	9,172,000
Television	5,176,000	5,966,000
Records, music, etc.	4,884,000	4,286,000
Foreign dividends	15,000	10,000
Profit on sale of		
capital assets	482,000	1,000
Shares outstanding	4,850,052	

Disney Productions net up

Stockholders of Walt Disney Productions, at their annual meeting on Tuesday (Feb. 2) approved a purchase agreement between the company and WED Enterprises to acquire WED's design, architectural and engineering organization; WED's Audio-Animatronics patent invention and figures; WED's rights under its New York World's Fair contracts and additional rights in

the use of Walter E. Disney's name for \$3,750,000.

The stockholders also voted to increase the number of directors from seven to eight and elected S. Clark Beise, chairman of the executive committee of the Bank of America, in addition to the seven incumbents.

First quarter:

	Fiscal 1965 (13 weeks)	Fiscal 1964 (14 weeks)
Earnings per share	\$0.94	\$0.85
Gross revenue	17,240,000	17,770,000
Net profit	1,736,722	1,506,855
Shares outstanding	1,841,475	1,779,967

Outlet sales, earning up 40% for nine months

The Outlet Co., Providence, R.I., reports improved sales and earnings for the nine months ended Oct. 31, 1964, with net per-share earnings up 40.32% over the comparable period a year earlier, and combined merchandise sales and broadcasting revenues up 28.45%. Outlet owns a chain of Rhode Island department stores, WJAR-TV Providence and WDBO-AM-FM-TV Orlando, Fla.

Outlet's outlook for its fourth quarter indicates earnings will reach a new high for fiscal 1964, ended Jan. 30, 1965.

For nine months ended:

	Oct. 31, 1964	Oct. 26, 1963
Earnings per share	\$1.06	\$0.76
Revenue	19,501,285	15,182,353
Income before federal		
income taxes	1,087,564	735,164
Net income	529,242	377,164

Taft officials apply for stock registration

Thirteen Taft Broadcasting Company principals applied to the Securities and Exchange Commission last week for registration of 176,000 shares of their stock to be offered for public sale. At the estimated maximum \$45-per-share price, the offering approaches a value of \$8 million. Carl M. Loeb, Rhoades & Co. would be the principal underwriter.

Stockholders involved include Hulbert Taft Jr. (board chairman), offering 47,500 of 105,456 shares held; Lloyd B. Taft, 25,000 of 81,955; Katherine W. Perry, executrix of the estate of David G. Taft, 25,000 of 77,653, and Douglas A. Warner, Lloyd B. Taft, Robert Taft Jr., Margo T. Tytus and John H. More, trustees of Charles Phelps Taft Memorial Fund, 20,000 of 65,758.

Taft Broadcasting has outstanding 1,640,685 common shares, of which management officials own 15%.

For the fiscal year ended March 31,

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THE DRAKE HAS been an ideal home-away-from-home for Executives of many of the finest business firms maintaining permanent hotel-serviced suites.

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1964, Taft reported net revenue of \$12,932,509; net earnings of \$2,252,336 and earnings per share of \$1.38. That year, the company purchased WGR-AM-FM-TV Buffalo, N. Y.; WDAF-AM-FM-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa., for \$33 million, secured by long-term notes.

In January, the board of directors voted to recommend a two-for-one stock split, expanding authorized shares to 5 million, to be submitted to stockholders at the annual meeting in July.

The firm reported earnings up for both the nine months and third quarter ending Dec. 31, 1964 (BROADCASTING, Jan. 18).

IRS gets extension

Deadline for government legal briefs in the Corinthian Broadcasting tax case has been moved forward 30 days to March 6, it was announced last week. The government appealed to the U. S. Court of Appeals in Chicago from a

U. S. Tax Court ruling permitting Corinthian to amortize network affiliation contracts (BROADCASTING, March 9, 1964).

The tax court decision approved Corinthian's claim that some \$4.5 million could be depreciated and ruled that straight line amortization over a 20-year period should be followed. The case arose from the 1956 purchase by Corinthian of WISH-AM-TV Indianapolis and WANE-AM-TV Fort Wayne, Ind., for \$10 million.

PKL billing, profit increased in '64

Papert, Koenig, Lois, New York advertising agency, reports net income for 1964 up 14% over the previous year.

The profit figure is computed after deductions for the company's profit-sharing plan. Operations of PKL's new English subsidiary are included in

the report.

Earnings per share are based on shares outstanding after the agency's three-for-two stock split of Oct. 15, 1964.

	1964	1963
Earned per share	\$0.862	\$0.588
Gross billing	29,015,804	20,959,366
Net income	515,456	451,363

3M Co. sales, net up in '64

The 3M Co., St. Paul, is nearing the billion-dollar mark in sales, according to a preliminary annual report issued last week which also showed a profit increase for 1964. 3M makes broadcast tapes, other radio-TV products and owns MBS as part of its interests.

World sales hit \$903.9 million last year, up 11.2%, the company said. Net income was \$102.3 million (\$1.92 a share) in 1964 compared to \$93.2 million (\$1.75 a share) the previous year. No division breakdown was given.

INTERNATIONAL

BBC handbook lists corporation statistics

BBC's 1965 handbook just published reveals that BBC-2, the corporation's second TV network, will cover more than two-thirds of the population by 1967 and that BBC-1 is available to more than 99% of the people in Britain.

The handbook gives 23.5 million as the number of people who watch BBC-TV for some part of the day and says that 28 million listen some time every day to BBC radio.

Of the 3,555 TV programs presented in fiscal year 1963-64 on the national network. 528 were produced by BBC

regional area stations. These stations produced 1,400 program hours for local transmission. Radio output was 21,428 hours. BBC regional area stations, the nearest thing in Britain to a local radio system, presented over 6,500 program hours and were responsible for more than 2,600 hours on the national networks.

Operating expenditure for television in the fiscal year was \$77,199,360 which includes \$8,120,000 spent on building up staff and resources for the introduction of BBC-2, which went on the air after the end of the fiscal year.

The per-hour on-air cost of BBC-TV was \$15,302. This includes money spent on BBC-2 which covers two cities only, London and Birmingham. The hourly cost of BBC-1, which has

nationwide coverage, was \$13,606.

Operating expenditure for BBC radio was \$42,212,800 for the year with a per-hour cost of \$1,971. Overseas broadcasting expenditure was \$19,206,000 at a cost of \$607 an hour.

During the year BBC transmitted 237 programs or inserts and news items to Europe over the Eurovision TV network and relayed 200 programs from European TV stations.

BBC Television Enterprises, the corporation's foreign sales unit, sold 7,000 programs and series to 256 TV stations, networks or associated organizations in 95 countries. *The Great War* series has already been sold in 26 countries.

Canada's CTV network has profit in 3d year

CTV Television Network Ltd., Toronto, reports that at the end of its third year of operations it is showing a profit. President Spencer W. Caldwell said that for the fiscal year ending Sept. 25, 1964, the network had a 14% increase in net sales over the previous year, while related costs rose less than 10%. This resulted in a 70% improvement in gross margin, and a 57% increase in working capital. The network now has 11 stations in Canada with 14 satellite stations. The network is owned by its affiliated stations and financial backers.

Mr. Caldwell reported that of its 10 top regular programs, three are produced in Canada. The remainder are imported, mainly from the U. S.

Canadian regulators visit FCC

The chairman and vice chairman of the Board of Broadcast Governors of Canada spent two days in Washington last week holding informal talks with members of the FCC and its staff.

The visit of Dr. Andrew Stewart, chairman, and Carlyle Allison was said to have been initially proposed by the commission several months ago.

Commission officials said there was no agenda for the talks but that they covered a wide range of topics

of mutual interest, including community antenna television, program policy, presunrise operation by daytime stations, higher power for clear-channel radio stations and educational television.

The visitors also had an opportunity to talk informally with the National Association of Broadcasters state presidents, who were meeting in Washington. Dr. Stewart and Mr. Allison were guests at an NAB state presidents' luncheon Thursday and at a reception that night.

Southern Rhodesia radio-TV revenue

Radio advertising on the Southern Rhodesia Broadcasting Corp. totalled \$116,590 for the year ending September 1964, according to Franklin Research (Pty.) Ltd., of Johannesburg, South Africa.

During the same period billing on the SRBC's African (nonwhite) radio services was \$105,089.

TV spending in Southern Rhodesia for the 12-month period was: Salisbury (the capital) \$648,032; Bulawayo, \$313,500, and Kitwe, \$326,344.

In the nearby independent British Commonwealth republic of Malawi, formerly the protectorate of Nyasaland, radio advertising for the same year totalled \$27,032 dollars.

Bigger year predicted for Canadian radio-TV

Canadian radio stations should increase their business by about 15% and television stations by about 20% in 1965, according to C. C. Hoffman of the Radio Sales Bureau of Canada,

and Ed P. Lawless of the Television Bureau of Advertising, Toronto. For 1964 broadcast forecasts were for an increase of 5%, but actually the increase in business over 1963 was close to 15%.

Figures for recent years and a forecast for 1965 appearing in Toronto's *Marketing* of Jan. 15, shows radio net advertising revenue at \$63 million last year, up from \$57.5 million in 1963, and forecasts a total of \$67 million this year. The same survey shows television net advertising revenue at \$78 million last year compared with \$69.2 million in 1963, and forecasts \$84 million for 1965.

Abroad in brief . . .

Sukarno interview ■ A half-hour interview with President Sukarno of Indonesia telecast Jan. 31 on CBS-TV's *Face the Nation*, has been made available to 10 foreign countries by the international sales division of CBS Films Inc. Video tapes and films of the interview have been sent to England, Australia, Japan, Germany, Sweden, Norway, Finland, Holland and Singapore.

Record billing ■ Young & Rubicam Ltd., London, had 1964 billing at the

Ads for Russia?

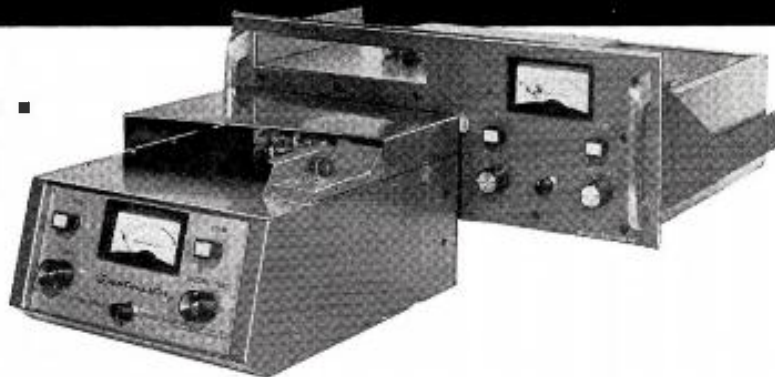
Russians are being urged to study their advertising concepts and adopt capitalist-style advertising, according to the Associated Press. I. Lazukov, a department chief of the State Committee for Trade, called for television commercials, advertising films, attractive packaging, professional advertising men and other western hard-sell methods. He commented that "no one doubts the obvious truth that in Socialist conditions, sales propaganda is proper, and what's more, essential."

record level of \$33.8 million. During the year Y&R acquired \$4.2 million in new business. In his annual review Managing Director Wilson H. Kierstead said that nine new clients had been added while 32 new products had been acquired, 10 of them from existing clients.

DDB expands ■ Doyle Dane Bernbach (Canada) Ltd., Montreal advertising agency, is opening an office at Toronto.

Spotmaster

NEW 500 SERIES . . . World's Most Advanced Cartridge Tape Equipment



From the established leader in tape cartridge systems—SPOTMASTER—comes today's most advanced units, the 500B series. Featuring all-modular, all-solid-state design and your choice of 1, 2 or 3 automatic electronic cuing tones, the 500B continues the SPOTMASTER tradition of superior quality at sensible prices.

Check these other SPOTMASTER features:

- Meets or exceeds all existing and proposed NAB standards.
- Separate record and reproduce heads. A-B monitoring. Biased cue recording. Zener controlled power supply.
- Popular 500A series, today serving over 1,000 sta-

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- 14 models match every programming need: recorder-playback and playback-only . . . compact and rack-mount . . . monophonic and stereo.
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- Heavy duty construction throughout, with rugged hysteresis synchronous motors, top specs and performance.
- Lease/purchase option. Ironclad guarantee for one full year.

Write for complete information:

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8800 Brookville Rd., Silver Spring, Md. JU 8-4983 (301)



TVB honors six groups, agencies

Six trade associations and their advertising agencies received Gold Screen awards from the Television Bureau of Advertising last week for "outstanding performances in the art of total communication to promote an industry through advertising."

The awards were given last Wednesday (Feb. 3) at TVB's presentation in Washington of "SOS: Your Association . . . Surviving or Succeeding?" The slide and action-film show was a demonstration of associations that have produced industrywide results for their members.

Norman E. (Pete) Cash, TVB president, and James C. Hirsch, vice president for national sales, announced the awards to: American Dairy Association and Compton Advertising; American Iron & Steel Institute and BBDO; Cotton Producers Institute and Fuller & Smith & Ross; Institute of Life Insurance and J. Walter Thompson; National Federation of Coffee Growers of Columbia and Doyle Dane Bernbach, and The Savings and Loan Foundation and McCann-Erickson.

Awards were also presented to The Advertising Council, the American Association of Advertising Agencies as volunteer agencies for council campaigns, and the Association of National Advertisers as volunteer coordinators on council campaigns.

Drumbeats . . .

Honored by NCCJ ■ George B. Storer, chairman and chief executive officer of Storer Broadcasting Co., has been named to receive the Silver Medallion Brotherhood award of the National Conference of Christians and Jews at a Feb. 22 dinner in Miami Beach, Fla.

Chicken circuit ■ Editors around the country were treated with a surprise "bucket" of fried chicken from ABC-TV to call attention to the appearance of a new advertiser—Colonel Harland Sanders "King of Kentucky Fried Chicken"—on the network's *Tennessee Ernie Ford and the Peapickers* (Jan. 25, 1-1:30 p.m. EST). Cooperating in the promotion were Colonel Sanders franchise operators and ABC-TV affiliated stations.

Long run ■ When WIBW Topeka, Kans., celebrated the 20th anniversary of its *Capitol Federal Bandstand*, it also was a 20-year milestone for the program's

host, Bob Kearns, sales manager of WIBW-AM-FM-TV and the sponsor, Capitol Federal Savings and Loan Association, Topeka. The whole group has been together for 4,000 programs of transcribed music by Guy Lombardo and his Royal Canadians. Capitol Federal, now a major advertiser on all of the WIBW stations, has grown from assets of \$6 million to \$275 million during its association with WIBW, and attributes the growth, in part, to radio.

Safety thirst ■ WNHC-TV New Haven, Conn., plans a safe-driving campaign based on a series of editorial documentaries examining traffic safety problems. The first, "Turnpikes, Trucks and Truckers," was introduced by Governor John N. Dempsey and telecast on Jan. 22. Slogan of the campaign is "Drive Alive in '65."

Thanks ■ Thomas W. Wilson, president of the Federal Communications Bar



Association, (right) is shown giving a plaque to Robert J. Burton, president of Broadcast Music Inc., in appreciation of his serving as master of ceremonies and providing entertainment for FCBA functions. The presentation was made on Jan. 29 at the FCBA's annual dinner in Washington.

Year of the serpent ■ In bright red wrappers with gold adornments, friends of KRON-TV San Francisco received cards last week wishing them "a prosperous Gung Hay Far Choy throughout 4663, the year of the Serpent." With each card went a penny, in accordance with, station explained, "a Chinese custom, on New Year's Day, Feb. 2, to offer a penny in a red wrapper as a wish for a long and prosperous life."

Mrs. America ■ Donald Young Associates, Chicago public relations firm, has purchased all rights to Mrs. America Inc., 25-year old national promotion which has been sold on annual basis to consumer products and services.

Safety awards ■ The National Safety Council, Chicago, which for many years has operated its media awards program "as a somewhat wholesale 'noncompetitive' system," announced it has changed its awards "to a clear cut competition for a few best awards in a number of categories." Radio-TV are included. This year's deadline is March 15.

KDWB's billboards serve dual purpose

Stations have used billboard promotions for many years, but KDWB Minneapolis-St. Paul is tying in its big billboard campaign with on-air promotion designed to prove to print-heavy advertisers that they need "sound" as well as "sight."

KDWB, through Naegle Outdoor Advertising, has allocated 60 billboards to its campaign in the Twin Cities. Each board carries only the call letters and a single word such as "Life," "Cash" or "Super" with no duplication. Each hour the on-air call goes out: "What's the good word at Hennepin and 25th in Minneapolis?" or some similar billboard spot. Correct callers win cumulative jackpots. Since participants must know their boards and listen, too, KDWB feels it is proving its point.

TWA awards go to radio-TV newsmen

Two television newsmen and a radio news director received awards in the 27th annual writing and picture competition sponsored by Trans World Airlines.

Joseph Phipps and Art Ciocco of WFIL-TV Philadelphia were "sweepstakes" winners in the television-radio category of the competition. They each received an extra \$100 in addition to the \$100 and commemorative awards given to all 12 winners.

Jim Bormann, news and public affairs director of WCCO Minneapolis, was the other winner in the TV-radio category.

The awards were presented Jan. 10 by Ernest R. Breech, chairman of the board of TWA, at a dinner in the Camelback Inn in Phoenix.

FATES & FORTUNES

BROADCAST ADVERTISING

Marvin D. McQueen, VP-director, D'Arcy Advertising Co., St. Louis, appointed administrative VP and assistant to president of agency. He also will be head of new business department for St. Louis office and be chairman of administrative committee.



Mr. Meegan
agency.

Harry F. Brian, creative director of VanSant, Dugdale & Co., Baltimore, elected senior VP.

Porter B. Caldwell Jr., VP and man-

J. Paul Meegan, BBDO account executive for Marine Trust Co. of Western New York, named VP and manager of Buffalo office of BBDO, succeeding **Dale G. Casto**, who retires July 1 after 39 years with

ager of H. G. Peters & Co., Indianapolis, named account executive at Bonsib Inc., Fort Wayne, Ind., agency.

C. Merritt Trott, general sales manager of WFMD Frederick, Md., named sales manager of WBAL-FM Baltimore.

Louis S. Benincasa, with McCall Corp.'s *Redbook* magazine, named account executive at Lennen & Newell, New York, for P. Lorillard Co. account.

Nigel Selby, account supervisor for BBDO, London, transfers to BBDO, New York, switching with **Andrew Johnston**, in firm's exchange program.

Howard E. Upson, account director for McCann-Erickson, New York, elected VP.

Dick Williams, sales account executive at Select Station Representatives, New York, joins sales staff of Metro TV Sales, division of Metromedia, as account executive. **William Carpenter**, account executive, named manager of special projects at Metro TV Sales, New York.

William V. Halle, assistant producer at Ketchum, MacLeod & Grove Inc., Pittsburgh, named TV-radio producer.

Jack Calnan, copy director of Foote, Cone & Belding, Los Angeles, named VP and creative director of Honig-Cooper & Harrington, that city.

Raymond A. Betuel, VP and senior art director, and **William LaCava**, VP and senior producer in charge of TV commercial production department at Foote, Cone & Belding, New York, named associate creative directors.

John Pero, timebuyer at Ted Bates, New York, joins Spanish International Network, there, as sales representative.

Johne Pearson, with KMBC-FM Kansas City, Mo., named retail sales manager in addition to his air work.

Tom Calenberg, news reporter at WANE-AM-TV Fort Wayne, Ind., named account executive for WANE-TV.

Jack C. Long, television sales manager for wsix Nashville, named VP-TV sales manager for Wsix Inc.

Peter A. Nelson and **E. Christian Schoenleib**, account executives at Needham, Harper & Steers, Chicago, named account supervisors.

Bill Dahlsten, with Grant Webb & Co., Chicago, named VP in charge of Chicago operations for New York-based representative firm.

Eugene H. Howard, formerly with

Hicks & Greist, and Kenyon & Eckhardt, named account executive with Al Paul Lefton Co., New York.

George L. Babick, account executive at WTMJ-TV Milwaukee, named to Chicago TV sales staff of Avery-Knodel.



Mr. Brigham

Francisco, named television sales manager in that city.

Bruce Baker, formerly VP with Compton Advertising, joins Earle Ludgin & Co., Chicago, as VP and account executive.

Don Brockwell, with Post-Keyes-Gardner, Chicago, joins BBDO there as TV art director.

Robert N. Bauer, with Clinton E. Frank Inc., Chicago, promoted to assistant media director. **Robert Irvine**, formerly with Tatham-Laird, joins



Mr. Triolo



Mr. Williams



Mr. Turk



Mr. March

KM&G realigns

Peter Triolo, VP of Ketchum, MacLeod & Grove, Pittsburgh, named VP-director of media and programing as agency combines departments. In realignment, **David R. Williams** continues as associate media director and is directly responsible for one of three all-media groups replacing previous media manager specialist organization. He also is general media planner and consultant. **Lawrence W. March**, media manager and **Peter B. Turk**, radio-TV time buyer, promoted to media supervisors and will direct other new all-media groups.

"A superb shocker of stunning voltage! ★★★★★" -N.Y. Daily News

ARTHUR MILLER'S

A VIEW FROM THE BRIDGE

RAF VALLONE

MAUREEN STAPLETON

CAROL LAWRENCE



ANOTHER
QUALITY
MOTION
PICTURE
FROM

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



Frank as media buyer.

Tom Garabrant, account executive at Tatham-Laird, New York, moves to Chicago office as media department manager reporting to media director.

James McCaffrey, account executive at WRCV Philadelphia, named local account executive at WIP, that city.

Wilbur T. Trueblood Jr., VP and account supervisor of Krupnick & Associates, St. Louis, named to board of directors.

George Pettett, with George P. Holingbery Co., elected president of Broadcast Representatives Association of Dallas.



Mr. Littlefield

Bradford H. Littlefield, former media supervisor for Colgate-Palmolive Co., and D'Arcy Advertising Co. and assistant buyer for Benton & Bowles, named manager of advertising at Brown & Williamson Tobacco Corp., Louisville, Ky., responsible for broadcast and print advertising.

Eugene J. Grealish, with Young & Rubicam, New York, named media director for Y & R, Los Angeles, replacing **Justin Gerstle** who joins Ted Bates, New York, in similar capacity.

Eyvind S. (Bud) Neble, sales executive at KETV(TV) Omaha, named assistant general sales manager.

William V. Barborka, account execu-

McIntyre Utah president

New officers elected by Utah Broadcasters Association: **Frank C. McIntyre**, KLTB Salt Lake City, president; **L. John Miner**, KNAK Salt Lake City, VP, and **James K. Richey**, KMUR Murray, treasurer.

tive at BBDO, Chicago, named to handle Peter Hand Brewery Co., that city, brewers of Meister Brau beer, and

Charles D. Pettengill, with BBDO, there, named account executive for Conn Organ, Elkhart, Ind.

Jerome S. Stolzoff, VP and account management supervisor at Grey Advertising, New York, joins McCann-Erickson, that city, as senior VP and member of board of management.



Mr. Stolzoff

William F. Miller, account supervisor with Ketchum McLeod & Grove, Pittsburgh, named VP (also see page 83).

Mary Lou Benjamin, media director at Helitzer, Waring & Wayne, New York, elected VP in charge of media.

Carl F. Prell, after 46 years with Lamport, Fox, Prell & Dolk Inc., South Bend, Ind., resigns as president-director. He is succeeded by **A. J. Denniston**.

Fred K. Smart, member of corporate marketing staff in charge of corporate promotions at General Foods Corp., New York, joins Galbraith, Hoffman & Rogers advertising agency, that city, as executive VP and chairman of marketing plans board.



Mr. Smart

David Carew, formerly with Griswold-Eshleman Co., Chicago, joins Cooper, Strock and Scannell, Milwaukee, as account executive.

Dick Moran, formerly account executive with Metro TV Sales, joins sales staff of WBKB(TV) Chicago, replacing **Lee Carlson**, now account executive with ABC Spot Sales, Chicago. Mr. Carlson succeeds **Jack Allen** who moves to ABC Spot Sales, New York.

Peter Oldham, creative group supervisor at Erwin Wasey, Los Angeles, joins Hixson & Jorgensen, that city, as senior copywriter.

Jack J. Bard, VP and director of media activities at Tatham-Laird, Chicago, will join Purex Corp., Lakewood, Calif., in March as staff planning specialist for grocery products group.

Robert A. Danziger, VP of sales and marketing at Bunny Bear Inc., Everett, Mass., manufacturer of juvenile furniture and accessories, joins Mister Donut of America, Westwood, Mass., as director of marketing and franchising.



Mr. Rupp

James M. Rupp, VP of Media Statistics Inc., Silver Spring, Md., named director of sales research and development for Cox Broadcasting Co., Atlanta. Cox stations are: WSB-AM-FM-TV Atlanta; WIC(TV) Pittsburgh; KTVU(TV) Oakland - San Francisco; WIOD-AM-FM Miami; WHIO-AM-FM-TV Dayton, Ohio, and WSOC-AM-FM-TV Charlotte, N. C.

Frederick C. Visor, general manager of Colfax Laboratories Division of Shulton Inc., Clifton, N. J., named VP in charge of market and product development at Plough Inc., Memphis.

John G. Likakis, advertising and sales promotion manager of agricultural sales division of Chas. Pfizer & Co., New York, and **Frank E. Toole Jr.**, with Foote, Cone & Belding, that city, join C. J. LaRoche & Co., there, as account executives.

Sanford D. Buchsbaum, director of advertising for Revlon Inc., New York, named VP-advertising.

Edward J. Palmer, contact supervisor at Young & Rubicam, New York, named VP.



Mr. Antonowsky

Marvin Antonowsky, VP-director of marketing services and member of executive committee of Norman, Craig & Kummel, New York, named director of media research at J. Walter Thompson, that city.

John F. Small, media analyst and buyer for Grey Advertising, New York, joins local sales staff of WNBC-TV, there.

John G. Roemer, manager of advertising department, Simmons Co., New York, elected chairman of Association of National Advertisers' cooperative advertising committee, succeeding **Arthur Baum**, VP-advertising and marketing



for Formwear Co., that city, who remains on committee.



Mr. Williamson



Mr. King

Robert Williamson, head of Chicago office of Metro Radio Sales, elected VP and manager of Chicago branch. **John T. King II**, head of Boston office, elected VP and manager.

Robert G. Goldsholl, sales account executive with Metromedia's Metro Radio Sales, New York, joins WNEW New York, in similar post.

Arthur S. Root, in real estate and owner-president of University Motors, Seattle, named local account executive of KIRO-TV, that city.

Omer Dye, sales and advertising manager of Ralston Purina Co., St. Louis, named supervisor of account services for agricultural division of Bozell & Jacobs, Omaha.

Glenn Walser, with KCMO-TV Kansas City, Mo., sales staff, named local sales manager.

Robert B. Dewey, account executive at Young & Rubicam, Chicago, named account supervisor.

James J. Lamb, operator of own public relations firm in San Francisco, named to public relations staff of Campbell-Ewald, that city.

Tom Neville, publishers representative associated with Menne, Zurich & Follansbee, named account executive for KHJ Los Angeles.

Ken Knox, formerly with WHB Kansas City, Mo., named account executive at KILT Houston.

Bob Young, with Coast Recorders, San Francisco, named to sales staff of KPAT-AM-FM Berkeley, Calif.

Claye Frank, WHNC Henderson, named director for East and **Dick Creed**, wsJS-TV Winston-Salem, elected as director for West.

Rod M. Smith, chief financial advisor of Central California Communications Corp., Salinas, named controller of KHJ-AM-FM-TV, Los Angeles.

Tom Papich, account executive at H-R Representatives, Los Angeles, named station manager at KRKD, that city.

Mike Clarke, station manager of WBJA-TV Binghamton, N.Y., named administrative assistant to **Joseph Brechner**, president of WFTV(TV) Orlando, Fla.

Ken H. James, sales manager at KETV-TV Omaha, named station manager.



Mr. Bennett

station.

Les Lindvig, VP and director of sales for KOOL Radio-TV Inc., Phoenix, named station manager for KOOL-TV replacing **Jack Murphy** (see below).

Jay G. Manarky appointed commercial and station manager for WEBQ Owego, N. Y.

Rudolph O. Marcoux, general manager of WLBZ-TV Bangor, Me., elected mayor of Brewer, Me.

Alfred L. Schwartz, member of legal department at ABC, New York, appointed assistant general counsel for Metromedia Inc., that city. Metromedia stations are: WTTG(TV) Washington; WNEW-AM-FM-TV New York; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH(TV) Peoria and WTVP(TV) Decatur, both Illinois; KLAC-AM-FM and KTTV(TV) Los Angeles; KMBC-AM-FM-

Lee withdraws; Lee wins

Carl W. Lee, WKZO Kalamazoo, Mich., has withdrawn as nominee for National Association of Broadcasters radio board. He was nominated as director-at-large from class B markets, opposing **Jack W. Lee**, WSAZ Huntington, W. Va. (BROADCASTING, Jan. 25). It is understood Carl Lee is planning to run for TV board at NAB convention in March.

TV Kansas City Mo., and WCBM-AM-FM Baltimore.

PROGRAMING

William H. Tankersley, director of program practices, CBS-TV Hollywood, named director of program practices for CBS-TV, New York, succeeding **Herbert A. Carlborg**, who retires after 32 years with CBS. **Philip Scheffler**, with CBS News since 1951, named a producer of *CBS Reports* (Monday 10:00-11:00 p.m. EST).

John Michaels, announcer at WBAB-AM-FM Babylon, N. Y., named program director.

Bobby Keith, air personality at WAPE Jacksonville, Fla., joins WORD Spartanburg, S. C., in same capacity.

Ivan Ladizinsky, producer of *Flair Reports* on ABC Radio, appointed program director of KCBS San Francisco.

Harry C. Bell Jr., head of MCA's radio-TV commercial department, New York, named account executive for Gotham Recording Corp., that city.

John Parker, sportscaster, named program director at KORK Las Vegas, in addition to his daily program on KORK-TV.

Jack Murphy, station manager of KOOL-TV Phoenix, Ariz., named VP in charge of news, sports, special events, public affairs and special programming

THE MEDIA

George A. Crump, president of WCMS-AM-FM Norfolk, Va., elected president of Norfolk-Portsmouth Sales and Marketing Executives Inc., succeeding **Peter B. Bush**, advertising director for Norfolk Newspapers, licensee of WTAR-AM-FM-TV Norfolk.

Jack Younts, president and general manager of WEEB Southern Pines, N.C., elected president of North Carolina Associated Press Broadcasters, succeeding **John Thomas** of WCKB, Dunn. **Greg Stone**, wsoc Charlotte, elected VP and **Carl Bell**, Charlotte AP bureau chief, reelected secretary-treasurer.

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for licensee, KOOL Radio-TV Inc., owned by Golden West Broadcasters.



Mr. Schlafly

H. J. Schlafly Jr., rejoins Teleprompter, New York, as senior VP, after one year's leave. Mr. Schlafly, a founder of firm, was formerly VP for engineering.

Mel Bailly executive producer of Metro-media's Metropolitan Broadcasting Television, New York, named program director of WNEW-TV New York.

Gary Kay, assistant program manager, named manager, programing business affairs, for ABC International Television Inc., New York.

Kirby Ayers, director of program operations at WPAT Paterson, N. J., appointed program director of WJR Detroit, both Capital Cities Broadcasting Corp. stations. **Clark Andrews**, former executive producer at WCBs New York, named director of program operations at WPAT-AM-FM.

Dr. Leonard Reiffel, group VP of Illinois Institute of Technology Research Institute and director of its Astro Sciences Center, named science editor and consultant to WBBM Chicago, which is retaining nationally recognized specialists in various fields on consulting basis.

Alan Handley, director of *The Danny Thomas Specials* on NBC-TV will direct and produce *Miss Television U.S.A.*, new series by Wolper Productions. **Beverly Karp** named writer of series, with **Bob Wynn** as co-producer and **Ralph Riskin** as associate producer. **Jack Elliott** will compose and conduct music for half-hour series.

Fred Cook, WREC-AM-TV Memphis, personality, promoted to program director of WREC.

John Zane, with VPI Productions, New York, named production supervisor at VPI of Illinois, Chicago.

Bill Baker, morning personality at WIBC Indianapolis, joins WCKY Cincinnati, in similar capacity.

Johnny Gunn, of KBIG(FM) Los Angeles, named program director for KGLM (KBIG's AM affiliate) Avalon, Calif.

Joe Landis, currently producing and directing CBS-TV's repertoire workshop series, joins live programing division of Wolper Productions as producer-director of taped portions of Wolper's comedy series, *The Imposters*.

Herbert H. Strauss, director of radio-TV production and program development at North Advertising, New York, named development officer of National Educational Television, New York, re-

No. 13 for 'No. 1'

Donald H. McGannon, president of Westinghouse Broadcasting Co., New York, is claimant for title of 'No. 1' father among group owners. He and Mrs. McGannon had their 13th child on Jan. 31. Boy, 8½ lbs., was born at Norwalk (Conn.) hospital. They now have seven girls and six boys. Father helped celebrate event at White House last Tuesday (Feb. 2)—as he was only broadcast executive among 176 dinner guests . . . Mrs. McGannon couldn't make it.

sponsible for acquiring funds to underwrite NET programs.

Lillian Helling, former Mrs. Colorado (1962) and veteran of 14 years of radio-TV in Denver, named as new Kay Howe at KHOW Denver, succeeding **Kay Childers**, who resigned.

Charles Roeder, founder and head of WCBM Baltimore news department since 1942, named director of public affairs for station.

Jack Haley Jr., executive producer for Wolper Productions' *The General*, about late General MacArthur, assigned to produce and direct Wolper's adaptation of Betty Friedan's *The Feminine Mystique*, for 3M special on ABC-TV in March.

NEWS

Jim Howe of KEX Portland, Ore., news staff promoted to news director, succeeding **Dave Valentine**, now news editor of KSFO San Francisco. KEX and KSFO are owned by Golden West Broadcasters Inc.

Fred Neil, WCBM Baltimore, elected president of Baltimore Press Reporters Association.

Dick More, news director at KBOX Dallas, named news director at WQXI Atlanta.

Vern Williams, with ABC Radio West, joins RKO General Broadcasting's KHJ-AM-FM-TV Los Angeles, and KFRC-AM-FM San Francisco, as Sacramento bureau chief covering state legislature.

Mike Powell, assistant news director at KSFO San Francisco, named news director at KFRC, that city.

Leo McGuire of KOA-AM-FM-TV Denver news staff, named to new post of reporter for all education news stories.

Tony LaMonica, newsman with WFYI Mineola, N. Y., named news director at WGN Knoxville, Tenn.

Lee Mesey, formerly sports director and assistant news director for KOMU-TV Columbia, Mo., and **Roger Derby**, formerly with WCIA (TV) Champaign, Ill., join WLWT (TV) Cincinnati, news staff.

Pat Leslie, with WBBM-TV Chicago, named news reporter at WFIL-TV Philadelphia.

Art Curley, summer announcer for MBS in Washington, named evening news editor for WPEN-AM-FM Philadelphia.

Betty Wolden, journalism graduate of University of Minnesota, joins news staff of KSTP-TV St. Paul-Minneapolis. **Donald Buehler**, formerly with WHFB Benton Harbor, Mich., and KBOX Dallas, named newscaster at KSTP-TV.

Richard Kernen, programing coordinator at WXYZ Detroit, named director of public affairs.

EQUIPMENT & ENGINEERING



Mr. Shipley

John P. Shipley, for past five years manager of RCA sales, broadcast equipment in Michigan area, appointed manager, New York broadcast office of RCA Broadcast and Communications Products Division. Mr. Shipley succeeds **O. E. Wagner**, named manager, broadcast and communications marketing, RCA International Division.

Edward P. Whitney, national sales manager of AMECO Inc., community antenna television equipment manufacturing company, Phoenix, named VP of Entron Inc., CATV manufacturing company, Silver Spring, Md.

Edmund Kedzierski and **Willard Walker**, engineers for noncommercial WNDT(TV) Newark, N. J.-New York, named engineering supervisors for WNJU-TV (ch. 47) Linden, N. J.-Newark, scheduled to go on air this spring.

Felix N. Millecan, product manager for stereo and radio department of Sylvania Electric Corp., division of General Telephone and Electronics, Batavia, N. Y., named to newly created position of assistant manager of product development of Zenith Sales Corp., Chicago.

W. W. Bemis, director of Image Instruments and of Brattleboro TV Inc., Brattleboro, Vt., named sales manager, television equipment, Spencer-Kennedy Laboratories Inc., Boston.

Robert J. Henderson, eastern regional sales manager for DuMont industrial television systems, named national sales manager for industrial and commercial

Terry heads S.C. group

New officers of South Carolina Broadcasters Association, elected at Jan. 30 annual meeting: **Hub Terry**, WJOT Lake City, president; **Joe Wilder**, WBAW Barnwell, VP-radio; **Charles R. Sanders**, WSPA-TV Spartanburg, VP-TV; **Bill Arrington**, WMRB Greenville, treasurer. Directors elected: **Bill Bachman**, WDXV Sumter; **Wade H. Alley**, WMYB Myrtle Beach, and **Curtis B. Sigman**, WYCL York.

closed-circuit television systems, cameras and associated equipment at DuMont Laboratories, division of Fairchild Camera and Instrument Corp., Clifton, N. J.

Raymond P. Rivoli, manager of sales management development for Sylvania's Electronic Components Group, named director of sales management development for Sylvania Electric Products Inc., division of General Telephone & Electronics Corp., New York.



Mr. Rivoli

FANFARE

John Friedkin, personality and motion picture division head of Rogers & Cowan, New York, elected VP.

Jon T. Caudle, promotion manager of WSOC-TV Charlotte, N. C., also named promotion director for WSOC-AM-FM.

Jay Childs, announcer with WWIL Fort Lauderdale, Fla., also named promotion director.

Garrett D. Blanchfield, assistant promotion and advertising director and salesman for WEEI Boston, named to sales research and promotion director at KQV Pittsburgh.

D. Manning Haynes, continuity director for WRFD-AM-FM Columbus-Worthington, Ohio, named promotion director.

Gordon Dille, account executive at J. M. Mathes, New York, named associate director of public relations and publicity.

Thomas B. Andrews, WHIO-TV Dayton, Ohio, newsman, joins Dayton Power and Light Co. public relations staff as supervisor of community relations.

ALLIED FIELDS

John J. Dempsey and **John R. Carr** have formed Dempsey & Carr, Washington law firm for general practice, including communications law. Mr.

Dempsey, son of William J. Dempsey, Dempsey & Koplovitz, is 1962 graduate of Georgetown Law School and was law clerk to U. S. District Judge Edward M. Curran. Mr. Carr, 1958 graduate of Syracuse University Law School, served in Navy, FCC's legislative division, Office of General Counsel, and appeals division, Federal Trade Commission.

Mrs. Grace Olivarez, hostess of 90-minute weekly Spanish-language program of KPHO-TV Phoenix, named to 14-member national advisory council in President Johnson's war-on-poverty campaign.



Mrs. Olivarez

Arthur Stambler, member of Washington law firm of Scharfeld, Bechhoefer, Baron & Stambler, joins law firm of Grove, Paglin, Jaskiewicz, Sells, Gilliam & Putbrese. At one time he was legal assistant to late Commissioner Frieda B. Hennock.

C. H. Logan, production supervisor of noncommercial WMVS(TV) Milwaukee, named director of educational broadcasting at North Dakota State University, Fargo. Replacing him is **Rodney G. Thole**, producer-director at WMVS. **Frank E. Strnad**, production coordinator and producer-director at WMBD-TV Peoria, Ill., replaces Mr. Thole.

Willard F. Shadel, formerly newsman with ABC and CBS, named associate director of School of Communications at University of Washington, Seattle.

INTERNATIONAL

Peter Marriott, United Kingdom and Scandinavian representative of Screen Gems Ltd., London, resigns to package and produce programs for TV in Europe.

Barry Harvey named European marketing director for Audio Devices Inc., New York, with offices in Brussels.

Jim Purvis named assistant manager and program director of CJAY-TV Winni-

FPA elects

Officers for 1965 elected by Film Producers Association of New York last week are president, **Robert Bergmann**, Filmex; VP, **Chet L. Stewart**, Reeves Sound Studios; secretary, **Sam Magdoff**, Elektra Film Productions, and treasurer, **Morris Behrend**, WCD Inc., all New York.

peg, Man.

C. M. Harrison named manager of broadcast production department of F. H. Hayhurst Ltd., Toronto.

Jack Turrall, formerly of radio division of Stovin-Byles Ltd., Toronto, named general sales manager of CKXL Calgary, Alberta. **Donald Meek** appointed national sales representative, **Pearl V. Borgal** named sales promotion manager and **Bruno Tarabula** named retail sales manager of CKXL.

A. Everett Jones, chairman of Everetts Advertising Ltd., London, appointed chairman of British National Committee of International Chamber of Commerce.

Richard Fenwick, account executive with Dorland Advertising Ltd., London, joins S. H. Benson Ltd., that city, as account manager, replacing **John Ray**, named associate director of Wooldard Advertising, Edinburgh, Scotland.

Gordon Rothrock, managing director of Burnett, Nicholson and Partners, London, appointed director of Leo Burnett Co., Chicago, BNP's parent company.

Geoffrey Reeves and **Malcomb Robertson**, account group managers for Arks Publicity Ltd., London, named to executive board.

Colin Goodson, media director at Erwin Wasey Ltd., London, appointed

**WSB-TV, ATLANTA
HAS RENEWED
KING'S POPEYE**



KING FEATURES INC.
235 E. 45th St., New York, NY 10017 MU 2-5600

to board.

Neil Potter, deputy head of news and features division and news bulletin director, of Southern Television Ltd., appointed Dover, England, manager.

Richard Macdonald, director and head of TV operations for BBDO, London, appointed creative director.

Tim Denehy, associate director of Hobson, Bates and Partners Ltd., London, named director at HB&P.

Alan Hunt, with BBDO, London, named art director at Mather and Crowther Ltd., that city.

Wayne E. A. Yallop, with Napper, Stanton, Woolley Ltd., London, named account executive there.

Gil Murray, CFRB Toronto, elected VP of Ontario Parliamentary Press Gallery at Queen's Park, Toronto. **Tim Ralfe**, Canadian Broadcasting Corp., elected secretary-treasurer.

DEATHS

Edward Aleshire, 57, senior VP and director of West, Weir & Bartel, New

York, died Jan. 28 in New York. He formerly was with ABC, Blackett-Sample-Hummert, Cohen Advertising Co., (later becoming president when name changed to Cohen & Aleshire). He had been with WW&B since 1961. Surviving are his widow, Rosemary, and two sons.

Robert Lukkason, 41, manager of KTHI-TV Fargo-Grand Forks, N. D., died Jan. 31 of injuries suffered in automobile crash near Fergus Falls, Minn. He is survived by his widow, Madeline, and nine children.

Weymouth Kirkland, 87, senior member of law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, died Feb. 3 in Wesley Memorial hospital, Chicago. Mr. Kirkland handled many freedom of press cases.

Kent Cooper, 84, former general manager of Associated Press, died Jan. 31 at Good Samaritan hospital, West Palm Beach, Fla., of complications following heart seizure. He was AP general manager from 1925 until his retirement in 1948. Mr. Cooper also was one of

founders of United Press, which was bought and merged with United Press Associations in 1907. He is survived by his widow, Sarah and daughter, Mrs. George L. Seeger.

John Larkin, 52, died Jan. 29 at Valley Doctor's hospital, North Hollywood, Calif., of heart attack. Mr. Larkin starred in *Twelve O'Clock High* on ABC-TV. He was radio's *Perry Mason* from 1948-55. He is survived by his widow, Aubrey, and four children.

William White, 74, retired electrical engineer for General Electric Co., Schenectady, N. Y., died there Jan. 29 after long illness. Mr. White developed many radio and TV as well as industrial components and held more than 40 patents. In 1930 he became head of company's vacuum tube division and in 1942 became head of GE's electronics division. Surviving are his widow, Lilian, daughter, and two sons.

Rev. Dr. Myron Webb, 65, died Jan. 29 of heart attack in Kansas City, Mo. Dr. Webb founded *Bible Fellowship Hour* 35 years ago on KVOO Tulsa, Okla.

FOR THE RECORD

FCC STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 28 through Feb. 3 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—

special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

APPLICATIONS

Fort Dodge, Iowa—Cowles Magazines & Broadcasting Inc. UHF channel 70 (806-812 mc); ERP 9.8 kw vis., aur. ERP not listed. Ant. height above average terrain 1,781 feet. above ground 600 feet. P.O. address Ninth at Pleasant Street, Des Moines, Iowa. Estimated construction cost \$18,000; first year operating cost \$6,000; revenue \$6,000. Geographic coordinates 42° 29' 16" north latitude, 94° 12' 09" west longitude. Studio location Des Moines, trans. location Fort Dodge. Cowles is publicly owned corporation and is licensee of following: KRNT-AM-TV Des Moines, Iowa; WREC-AM-TV Memphis. Applicant also has 53% interest

in WCCO-AM-TV Minneapolis, and 20% interest in KTVH(TV) Hutchinson, Kan. Fort Dodge facility is proposed satellite of KRNT-TV Des Moines. Ann. Jan. 28.

Pontiac, Mich.—Aben E. Johnson Jr. UHF channel 44 (650-656 mc); ERP 540 kw vis., 154 kw aur. Ant. height above average terrain 755 feet. above ground 1,045 feet. P.O. address 635 Hillcrest Drive, Bloomfield Hills, Mich. Estimated construction cost \$328,790; first year operating cost \$148,000; revenue \$160,000. Geographic coordinates 42° 29' 01" north latitude, 83° 18' 44" west longitude. Studio location Pontiac, trans. location Southfield Township. Type trans. RCA TTU-25B, type ant. RCA TPU-30J. Legal counsel Lauren A. Colby, Washington; consulting engineer E. H. Munn Jr., Coldwater, Mich. Mr. Johnson has 65% interest in Ironside Manufacturing Corp., Pontiac firm which manufactures chemical coatings for marine use. Applicant also has real estate holdings in Michigan. Ann. Feb. 2.

Jackson, Miss.—Dr. Marvin H. Osborne. UHF channel 25 (536-542 mc); ERP 19.91 kw vis., 11.67 kw aur. Ant. height above average terrain 247 feet. above ground 362 feet. P.O. address Box 1562, Jackson. Estimated construction cost \$87,500; first year operating cost \$37,500; revenue \$36,500. Geographic coordinates 32° 13' 44" north latitude, 90° 14' 12" west longitude. Studio and trans. locations both Jackson. Type trans. GE TT-20A, type ant. GE TY-25C. Legal counsel not listed, consulting engineer L. J. N. du Treil & Associates Inc., New Orleans. Dr. Osborne owns WWHO-FM Jackson. Ann. Jan. 29.

New AM stations

ACTION BY FCC

West Liberty, Ky.—Morgan County Industries Inc. Granted CP for new AM on 1450 kc, 250 w, unl. P.O. address Gleen Avenue, West Liberty. Estimated construction cost \$18,783; first year operating cost \$35,000; revenue \$38,500. Principal: Dr. Clifford Cornelius Smith (100%). Dr. Smith is chiropractor. Action Jan. 27.

APPLICATIONS

Piedmont, Mo.—Wayne County Broadcasting Co. 1140 kc, 250 w, D. P.O. address Box 102, Poplar Bluff, Mo. Estimated construction cost \$15,353; first year operating cost \$24,000; revenue \$36,000. Principals: Gaylon Watson (65%) and Joseph M. Bumpus (35%).

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Mr. Watson is general manager of KMIS Portageville, Mo. Mr. Bumpus is insurance salesman. Ann. Feb. 1.

Black Mountain, N. C.—Swannanoa Valley Broadcasting Co. 1350 kc, 500 w, D. P.O. address Route #1, Bostic, N. C. Estimated construction cost \$18,000; first year operating cost \$36,000; revenue \$40,000. Principals: Harvey R. Laughter (50.8%), Thomas P. Tisdale III (48.6%), Marie W. Laughter and Jean G. Tisdale (each 0.3%). Mr. Laughter has 51% interest in WFIG-AM-FM Sumter, N. C.; 13% interest in WRPL Charlotte, N. C., and 32% in WYCL York, S. C. Mr. Tisdale has 49% interest in WFIG-AM-FM. Ann. Jan. 28.

Wagoner, Okla.—Wagoner Radio Co. 1530 kc, 250 w, D. P.O. address c/o Lum A. Humphries, Wynne, Ark. Estimated construction cost \$13,266; first year operating cost \$27,360; revenue \$32,000. Principal: Lum A. Humphries (100%). Mr. Humphries has 50% interest in road construction firm. Ann. Jan. 19.

New FM stations

ACTIONS BY FCC

Albany, Ky.—Albany Broadcasting Co. Granted CP for new FM on 106.3 mc, channel 292A, 2.7 kw. Ant. height above average terrain 155 feet. P.O. address Box 158, Albany. Estimated construction cost \$7,200; first year operating cost \$4,160; revenue \$5,000. Principals: Cecil Speck and Wallace Allred (each 50%). Messrs. Speck and Allred own WANY Albany. Action Jan. 28.

Lafayette, La.—Radio Lafayette Inc. Granted CP for new FM on 99.9 mc, channel 260, 38.1 kw. Ant. height above average terrain 166.5 feet. P.O. address Box 2046 OCS, Lafayette. Estimated construction cost \$22,000; operating cost per month, \$400; revenue not listed. Principals: Edward L. Francis (76%) and George Crouchet (24%). Mr. Crouchet has controlling interest in KOLE Port Arthur, Tex. Radio Lafayette is licensee of KPFL Lafayette. Action Jan. 27.

Lovington, N. M.—Lea County Broadcasting Co. Granted CP for new FM on 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 279 feet. P.O. address Box 877, Lovington. Estimated construction cost \$14,062; first year operating cost \$36,000; revenue \$30,000. Principals: Iva Lea Worley (1% for herself and 98% as administratrix of estate of David R. Worley) and Hoyt Caldwell (1%). Mrs. Worley is also administratrix of 50% of KLEA Lovington; 100% of KOKE Austin, and 100% of KWBA Baytown, Tex. Action Feb. 2.

Taos, N. M.—Art Capitol Broadcasting Inc. Granted CP for new FM on 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain minus 696 feet. P.O. address Box 665, Taos. Estimated construction cost \$15,800; first year operating cost \$12,000; revenue \$12,000. Principals: Jack W. Hawkins (75%), Louise Hawkins (10%), Donald Boston (10%) and John Hines (5%). Mr. Hawkins has 25% interest in KIUN Pecos, Tex.; 20% interest in KVLF Alpine, Tex.; 67% interest in KVFC Cortez, Colo.; 78% interest in KUTA Blanding, Utah, and 75% interest in KKIT Taos. Louise Hawkins has (0.5%) interest in KUTA. Action Jan. 28.

APPLICATIONS

Lompoc, Calif.—Lompoc Broadcasting Inc. 92.7 mc, channel 224, 2.48 kw. Ant. height above average terrain minus 256 feet. P.O. address Box 697, Lompoc. Estimated construction cost \$4,825; first year operating cost \$8,000; revenue \$8,000. Principals: Palma Construction Co., John F. Bodger & Sons Co., estate of John F. Bodger and others. Lompoc Broadcasting is licensee of KLOM Lompoc. Ann. Feb. 2.

Tulare, Calif.—Pappas Electronics Inc. 94.9 mc, channel 235, 5.3 kw. Ant. height above average terrain 137 feet. P.O. address Box 444, Tulare. Estimated construction cost \$11,485; first year operating cost \$6,000; revenue \$12,000. Principals: Emanuel J. Pappas, Mario J. Pappas and Harry J. Pappas. Pappas Electronics is licensee of KGEN Tulare. Ann. Jan. 28.

Pompano Beach, Fla.—Almardon Inc. of Florida. 102.7 mc, channel 274, 28.1 kw. Ant. height above average terrain 145.3 feet. P.O. address Box 9447, Fort Lauderdale, Fla. Estimated construction cost \$25,993; first year operating cost \$11,500; revenue \$10,000. Principals: Albert J. Owler (82.61%), Donald J. Owler, Lucinda J. Owler, Albert D. Owler, Alyson W. Owler (each 4.34%) and Paul E. Hoy (0.03%). Almardon is licensee of WRBD Fort Lauderdale. Ann. Jan. 29.

Noblesville, Ind.—White River Radio Corp. 97.9 mc, channel 250, ERP 50 kw. Ant. height above average terrain 348 feet. P.O.

address c/o Dr. Wendell Hansen, Box 26B, Noblesville, Ind. Estimated construction cost \$34,450; first year operating cost \$57,000; revenue \$64,000. Principals: Dr. Wendell Hansen (51%), Mrs. Charles Whitford (15.6%), Glenn A. McHatton (5.29%), and others. Mr. Hansen has 33½% interest in WMNE Menomonee, Wis. Ann. Jan. 26.

Jamestown, Ky.—Russell County Broadcasters. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 135 feet. P.O. address Route #3, Albany, Ky. Estimated construction cost \$8,500; first year operating cost \$16,800; revenue \$20,000. Principal: Richard Fryman. Mr. Fryman is farmer and representative for Eagle Pass Cheese Co., Albany. Ann. Feb. 1.

Alamogordo, N. M.—Leonard M. Rawles. 105.5 mc, channel 288A, 1 kw. Ant. height above average terrain minus 265 feet. P.O. address c/o Mr. Rawles, Alamogordo. Estimated construction cost \$4,065; first year operating cost \$7,000; revenue \$8,000. Ann. Jan. 26.

Covington, Tenn.—Tipton County Broadcasters. 93.5 mc, channel 228A, 3 kw. Ant. height above average terrain 180.6 feet. P.O. address Box 289, Covington. Estimated construction cost \$12,000; first year operating cost \$5,000; revenue \$5,200. Principals: Robert C. Whitley Jr. and Katherine C. Whitley. Tipton County is licensee of WKBL Covington. Ann. Feb. 1.

Memphis—Century Broadcasting Inc. 105.9 mc, channel 290, 100 kw. Ant. height above average terrain 316 feet. P.O. address Chisca Plaza hotel, Memphis. Estimated construction cost \$35,457; first year operating cost \$10,000; revenue \$10,000. Principals: Dalworth Broadcasting Inc. (80%), stock voted by Kurt A. Meers, and L. Rodgers May (20%). Dalworth Broadcasting is licensee of KCUL-FM Fort Worth. Century Broadcasting is licensee of WMQM Memphis. Mr. May is Southwestern division manager for World Broadcasting Systems Inc., Philadelphia radio and TV production firm. Ann. Jan. 26.

Memphis—RKO General Inc. 105.9 mc, channel 290, 100 kw. Ant. height above average terrain 762 feet. P.O. address 1290 Avenue of Americas, New York. Estimated construction cost \$58,964; first year operat-

ing cost \$24,000; revenue \$30,000. Principal: RKO General Inc. whose major stockholder is General Tire and Rubber Co. RKO is licensee of WNAC-AM-TV Boston; WRKO-FM Boston; WOR-AM-FM-TV New York; KHJ-AM-FM-TV Los Angeles; KFRC-AM-FM San Francisco; WHBQ-AM-TV Memphis, and WGMS-AM-FM Bethesda, Md.-Washington. Ann. Jan. 29.

Ownership Changes

ACTIONS BY FCC

KVEC San Luis Obispo, Calif.—Granted assignment of license from San Luis Obispo Broadcasting Corp., owned by John C. Cohan (100%), to John C. Cohan. No financial consideration. Action Jan. 27.

WMFJ Daytona Beach, Fla.—Granted assignment of license from WMFJ Inc., owned by John Creutz and Jack Siegel (each 50%), to James W. Walter (100% after). Consideration \$250,000. Mr. Walter has less than 1% interest in Broadcasting Company of South, licensee of WIS-AM-TV Columbia, S. C. and WSFA-TV Montgomery, Ala. Action Jan. 29.

WNVY Pensacola, Fla.—Granted assignment of license from Radio Pensacola Inc., owned by Jack Drees and John C. Smith (each 50%), to Pensacola Broadcasting Corp., owned by Atlantic States Industries Inc. (100%) which is owned by Robert Price (25.5%), Theodore R. Kupferman (19%) and others. Consideration \$225,000. Mr. Price will vote stock owned by Atlantic States Industries which owns 99% of WTSB Brattleboro, Vt., through Brattleboro Broadcasting Corp. Action Jan. 28.

WJRC Joliet, Ill.—Granted assignment of CP from Radio Joliet, owned by Ray F. Knochel (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. Action Jan. 27.

KSYL Alexandria, La.—Granted transfer of control of licensee corporation, KSYL Inc., from Milton H. Fox (79.4%) deceased, to Edna Fox (0.03% before, 79.7% after, as executrix of estate of Milton H. Fox). Action Jan. 27.

WJAN Ispeming, Mich.—Granted assign-

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BCC

ment of license from S. Harvey Klein, receiver, to Canyon Broadcasters Inc., owned by L. F. Ross (33.3%), Frank Blatter (26.7%), E. A. Busch (20%) and Ralph G. Scheu (20%). Consideration \$4,250. Messrs. Busch and Scheu are attorneys. Action Jan. 27.

KOWH and KQAL-FM Omaha—Granted assignment of license from National Weekly Inc., owned by William F. Buckley Jr. (100%), to National Review Inc., owned by William F. Buckley Jr. (67.5%) and National Weekly Inc. (32.5%). Consideration \$10,000. Action Jan. 27.

WIAM-AM-FM Williamston, N. C.—Granted acquisition of positive control of licensee corporation, Fargay Broadcasters Inc., from Charles M. and Catherine S. Gaylord (50% before, none after), to William H. Farrior (50% before, 100% after). Consideration \$67,500. Action Jan. 29.

KNDC Hettinger, N. D.—Granted transfer of control of licensee corporation, Hettinger Broadcasting Co., from Kenneth L. Hirsch (48.95% before, none after), to Sturgis Radio Inc. (48.95% before, 64.6% after through retirement of 31.5% of stock), Allen McIntyre (17.5% after) and Gary Hendricks (17.5% after). Consideration \$7,510. Action Jan. 27.

KAWA Marlin, Tex.—Granted assignment of license from M-L Radio Inc., owned by Daily Post Co. which is owned by Peter Miller (100%) to Morbro Inc., owned by Delwin W. Morton, Orman L. Kimbrough and Texas Capitol Corp. (each 33⅓%). Consideration \$150,000. Jack C. Vaughn, stockholder and director of Texas Capitol, is vice president and has 24.4% interest in Southwestern States Inc., licensee of KRNO San Bernardino, Calif.; KITE Terrell Hills, Tex.; KOSA-TV Odessa, Tex., and KROD-AM-TV El Paso, Tex. Messrs. Morton and Kimbrough are licensees of KESB Gladewater, Tex., and have pending application for assignment of license of KADO Marshall, Tex. Action Jan. 29.

WAOW-TV Wausau, Wis.—Granted assignment of CP from Midcontinent Broadcasting Co., owned by Joseph L. Floyd, N. L. Benton and Edmond R. Ruben (each 33⅓% as trustees under voting trust, to Midcontinent Broadcasting Co. of Wisconsin Inc., owned by same individuals. No financial consideration. Action Jan. 27.

APPLICATIONS

KCJH Arroyo Grande, Calif.—Seeks assignment of license from Christina M. Jacobson and Leslie H. Hacker (each 50% before), to Leslie H. Hacker (100% after). No financial consideration. Ann. Jan. 28.

KROP Brawley, Calif.—Seeks transfer of control of licensee corporation, KROP Inc., from John Blake, W. E. Dye Jr., Tolbert Foster, Tom E. Foster and Edgar Younger, to Ronke Inc., owned by Ron Strother (51%) and Thomas Kemp (49%). Consideration \$116,000. Mr. Strother is general manager of KROP. Mr. Kemp is partner in accounting firm. Ann. Jan. 26.

KPLX San Jose, Calif.—Seeks assignment of CP from John F. Mallory and Delmor A. Courtney (each 50% before), to John F. Mallory (100% after). Consideration \$3,750. Ann. Feb. 2.

KAHR Redding, Calif.—Seeks acquisition of negative control of licensee corporation, High Fidelity Stations Inc., by Thomas P. Kelly and David H. McLaughlin (each 33⅓% before, 50% after), through purchase of stock from Paul N. Bowman (33⅓% before, none after). Consideration \$1,200. Ann. Jan. 26.

WICH Norwich, Conn.—Seeks assignment of license from Eastern Connecticut Broadcasting Co., owned by Teresa Lasser (99.7%)

and Hildred Lasser (0.03%), to WICH Inc., owned by Robert M. Hall (100%). Consideration \$420,000. Hall Syndicate Inc. has majority interest in WMMW Meriden, Conn. Ann. Jan. 29.

KAGR Yuba City, Calif.—Seeks assignment of license from Ballard & Behr Enterprises, owned by B. B. Ballard and M. A. Behr (each 50% before), to Radio Sun Valley Inc., owned by Roger L. Hagadone (50%) and Mr. and Mrs. Robinson (each 25%). Consideration \$80,000. Mr. Hagadone was general manager of KACL Santa Barbara, Calif. Ann. Jan. 28.

WVGT Mount Dora, Fla.—Seeks assignment of license from Robert A. Lewis, to David A. Rawley Jr. Consideration \$27,500. Mr. Rawley has 65.63% interest in WLAF LaFollette, Tenn., has 9% interest in applicant for new TV in High Point, N. C., and is director of High Point Enterprises Inc., High Point, N. C., newspaper publisher. Ann. Jan. 28.

WTMC Ocala, Fla.—Seeks transfer of control of licensee corporation, Marion County Enterprises Inc., from William L. Matheson and Robert M. Marks (each 50%), to Mr. Matheson (100% after). Consideration \$25,000. Ann. Jan. 18.

WTAL Tallahassee, Fla.—Seeks assignment of license from WTAL Radio Inc., owned by C. W. Hogan (74.76%), G. Miller McCuen (24.76%) and Esther F. Hogan (0.48%), to Capitol City Broadcasting Inc., owned by Wallace D. Hoy, Charles Wasson and Elias P. Shapley (each 33⅓%). Consideration \$115,000. Mr. Hoy is general manager of WGVM Greenville, Miss. Mr. Wasson owns tow boat service. Mr. Shapley has 50% interest in lumber company. Ann. Feb. 1.

KAHU Waipahu, Hawaii—Seeks transfer of control of licensee corporation, Rural Broadcasting Ltd., from Harry En Chu, Timothy Wee and others, to Royal Hawaiian Radio Inc., owned by George M. Mardikian, B. Floyd Farr and George D. Snell (each 33⅓%). Consideration \$17,500. Messrs. Farr, Snell and Mardikian each have 32.26% interest in KEEN San Jose, Calif.; 33⅓% interest in KCVR Lodi, Calif.; 33⅓% interest in KVEG Las Vegas, and 3⅓% interest in KAHU. Ann. Jan. 26.

KSKI Sun Valley, Idaho—Seeks relinquishment of negative control of licensee corporation, Radio Sun Valley Inc., by David E. Robinson Jr. and Julie Robinson (each 25% before, none after), through sale of stock to licensee corporation. No financial consideration. Ann. Jan. 28.

WGEN Geneseo, Ill.—Seeks acquisition of control of licensee corporation, Geneseo Broadcasting Co., by Ernest G. Swint (50% before, 100% after), through purchase of stock from Dale R. Swanson (50% before, none after). Consideration \$25,500. Ann. Jan. 26.

KOYN Billings, Mont., and KUTT Fargo, N. D.—Seek assignment of license from D. Gene Williams (50%), deceased, and Delbert Bertholf (50%), to Erleen S. Williams (50% as executrix of estate of D. Gene Williams) and Delbert Bertholf (50%). No financial consideration. Ann. Jan. 28.

KAVE Carlsbad, N. M.—Seeks assignment of license from Voice of Caverns Inc., owned by KAVE Inc. whose stock is voted by John Deme, to Kandel Corp., owned by Raymond I. Kandel (99.3%) and Clarice S. Kandel (0.7%). Consideration \$105,000. Mr. Kandel has 33⅓% interest in WMON Montgomery, W. Va., and has recently acquired KYVA Gallup, N. M. Ann. Jan. 29.

KRZE Farmington, N. M.—Seeks assignment of license from Leola Randolph and John Burroughs (each 50% before), to John Burroughs (100% after). Consideration \$10 and other consideration. Ann. Jan. 26.

WTTC-AM-FM Towanda, Pa.—Seeks assignment of license from Twin Tier Broadcasting Co. owned by Clifford S. and Harry M. Brown (each 50% before), to Twin Tier Broadcasting Inc., owned by Alexander V. Orlando (50%), Charles L. Snyder (10%) and Michael J. DeSisti (60%). Consideration \$85,000. Mr. DeSisti is attorney. Ann. Jan. 26.

WGUS North Augusta, S. C.—Seeks relinquishment of positive control of licensee corporation, Broadcasting Associates of America Inc., through sale of stock of 50% owner, Martha White Mills Inc., to general public. Ann. Jan. 29.

WENO Madison, Tenn.—Seeks relinquishment of positive control of licensee corporation, Central Broadcasting Corp., through sale of stock of 50% owner, Martha White Mills Inc., to general public. Ann. Jan. 29.

KGAS Carthage, Tex.—Seeks assignment of license from Wells Broadcasting Co., owned by Jeff Austin (50%), Ray Wells (49%) and Joe Terrell (1%), to Beverly E. Brown (100%). Consideration \$40,000. B. E. Brown is general manager of KOCA Kilgore, Tex. Ann. Jan. 26.

WELK Charlottesville, Va.—Seeks assignment of license from Deter & Sullivan Inc. (60%) and Chain Gate Investment Co. (40%) d/b as Virginia Broadcasting Co., to WELK Inc., owned by Jackson Park Realty Inc. (55%) and Robert W. Stroh (45%). H. A. Haden, president of Jackson Park, has banking and real estate interests in Charlottesville, and has minority interest in WINA Charlottesville. Mr. Stroh is motion picture theater manager. Ann. Feb. 1.

WGOE Richmond, Va.—Seeks transfer of control of licensee corporation, Southern States Radio Corp., from Eastern States Radio Corp., to Robert A. Monroe (5%), Mary A. Monroe (40%), J. Sargeant Reynolds (27.5%) and Richard S. Reynolds (27.5%). Southern States is wholly owned subsidiary of Eastern States. Ann. Jan. 29.

KSPO Spokane, Wash.—Seeks assignment of license from D. Gene Williams, deceased, to Erleen S. Williams, executrix of estate of D. Gene Williams. No financial consideration. Ann. Jan. 28.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of Mid-States Broadcasting Corp. to increase power of WMAX Grand Rapids, Mich., on 1480 kc, D, from 1 kw to 5 kw; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419. Action Feb. 2.

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting application of Indian River Broadcasting Co. to increase daytime power of WIRA Fort Pierce, Fla., on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Feb. 1.

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of Camellia City Telecasters for new TV on channel 40 in Sacramento, Calif. Action Jan. 28.

OTHER ACTIONS

■ By order, commission granted petition by Noble Broadcasting Corp. to extent of extending time to March 12 to file exceptions to initial decision in proceeding on application for renewal of license of WILD Boston; extended time to April 1 for filing replies. Action Feb. 3.

■ Following have notified commission that they are conducting FM stereo operation: KARK-FM Little Rock, Ark.; KBOC Ogden, Utah; KCMS-FM Manitou Springs, Colo.; KCUL-FM Fort Worth; KFNB Oklahoma City; KITY San Antonio, Tex.; KLAW Lawton, Okla.; KRGV Las Vegas; KWKC-FM Abilene, Tex.; WDEC-FM Americus, Ga.; WDSU-FM New Orleans; WHAG-FM Halfway, Md.; WKTA McKenzie, Tenn.; WLPB Mobile, Ala.; WMCB Stuart, Fla.; WMNB-FM North Adams, Mass.; WPBC-FM Richfield, Minn.; WRR-FM Dallas; WWDL Scranton, Penn., and WWYN Erie, Penn.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Granted motion by KPDQ Inc. (KPDQ),

BROADCASTING, February 8, 1965

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 3

	ON AIR	NOT ON AIR	TOTAL APPLICATIONS
			for new stations
Lic.	3,999	53	395
AM	1,228	66	282
FM	550 ¹	40	196
TV			

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 3

	VHF	UHF	TV
Commercial	509 ²	162	671
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

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

Portland, Ore., to extend time to file exceptions to initial decision to and including five days after determination of its petition to dismiss without prejudice in event petition is denied in proceeding on its AM application. Action Feb. 3.

■ Granted petition by Peoria Journal Star Inc. to extend time to Feb. 15 to file responsive pleadings to Broadcast Bureau's comments regarding joint request by Peoria and Midwest Television Inc. for approval of agreement in proceeding on applications for new FM in Peoria, Ill. Action Feb. 3.

■ Scheduled oral argument for Feb. 23 in proceeding on AM application of North Central Video Inc. (KWEB), Rochester, Minn., in Doc. 15115. Member Nelson not participating. Action Feb. 3.

■ In proceeding on AM applications of Brown Radio & Television Co. (WBVL), and Barboursville-Community Broadcasting Co., Barboursville, Ky., in Doc. 15769-70, granted petition by Broadcast Bureau to extend time to Feb. 9 to file responsive pleadings to Barboursville-Community petition to enlarge issues with respect to Brown Radio, and to Brown Radio motion to enlarge issues. Action Feb. 1.

■ By memorandum opinion and order in proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV on channel 40 in Columbus, Ohio, in Doc. 15619-20, denied Farragut's appeal from examiner's Oct. 13, 1964 action which denied its petition for leave to amend application. Member Nelson not participating. Action Feb. 1.

■ Denied petition by Birmingham Broadcasting Co. for 15 day extension of time to file petition to enlarge issues in proceeding on application and that of Dorsey Eugene Newman for new AM in Irondale, Ala., in Doc. 15767-8. Action Jan. 29.

■ In proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSR-TV Ponce, P.R., and increase power of WKBM-TV Caguas, P.R., granted petition by Broadcast Bureau to extend time to respond to America's second petition to amend issues to 10 days subsequent to commission action on petition by American to amend application and for waiver of rules. Action Jan. 29.

■ By memorandum opinion and order (1) granted joint request by Springfield Telecasting Co. and Midwest Television Inc. for approval of agreement whereby Springfield's

application would be dismissed; (2) dismissed with prejudice latter's application for new TV in Springfield, Ill.; and (3) retained in hearing status Midwest application for new TV on channel 26 in Springfield. Action Jan. 28.

■ Granted petition by Meredith Colon Johnston (WECP), Carthage, Miss., to extend time to Feb. 16 to file reply briefs to exceptions to initial decision in proceeding on AM application and that of William Howard Cole (WHOC), Philadelphia, Miss. Action Jan. 28.

■ Granted motion by California Regional Broadcasting Corp. to extend time to Feb. 15 to file oppositions to certain petitions, and to March 1 for replies in 1110 kc, Pasadena, Calif., proceeding in Doc. 15751 et al. Action Jan. 28.

■ Granted joint petition by applicants and extended time to Feb. 1 to file joint request for approval of agreement in Grand Rapids, Mich., TV channel 13 proceeding in Doc. 14407 et al. Action Jan. 27.

■ By memorandum opinion and order (1) denied appeal by Cleveland Telecasting Corp. from examiner's adverse ruling which denied its petition for leave to amend; and (2) denied Superior Broadcasting Corp. motion to enlarge issues in proceeding on applications for new TV on channel 65 in Cleveland. Action Jan. 27.

■ In proceeding on applications of Boardman Broadcasting Inc., and Daniel Enterprises Inc. for new AM in Boardman and Warren, Ohio, in Doc. 15190-1, (1) denied motion by Daniel to strike Boardman's reply to certain exceptions of Broadcast Bureau and Daniel; and (2) denied motion by Boardman to return pleading. Action Jan. 27.

■ Denied petition by Central Broadcasting Co. (WCGC), Belmont, N. C., for reconsideration of review board action which denied its petition to reopen record in proceeding on its AM application. Action Jan. 27.

■ By memorandum opinion and order in Bangor, Me., TV channel 7 proceeding in Doc. 15485-6, denied joint petition by Downeast Television Inc. and Dirigo Broadcasting Inc. for approval of agreement whereby latter's application would be dismissed and Downeast application granted. Member Nelson not participating. Action Jan. 26.

ACTIONS ON MOTIONS

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner Basil P. Cooper to serve as presiding officer in proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Co. Inc. (KMMJ), Grand Island, both Neb., in Doc. 15812-3; scheduled prehearing conference for Feb. 25 and hearing for March 30. Action Jan. 29.

■ Designated Examiner Charles J. Frederick to serve as presiding officer in proceeding on AM application of Havens & Martin Inc. (WMBG), Richmond, Va.; scheduled prehearing conference for Feb. 26 and hearing for March 29. Action Jan. 29.

■ Designated Examiner H. Gifford Irion to serve as presiding officer in proceeding on AM application of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, both Montana, in Doc. 15815-6; scheduled prehearing conference for Feb. 24 and hearing for March 31. Action Jan. 29.

■ Designated Examiner Millard F. French to serve as presiding officer in proceeding on FM applications of John N. and Alvera M. Traxler, Sunshine Broadcasting Co., Delray Beach, WLOD Inc. and Boca Broadcasters Inc., Pompano Beach, all Florida, in Doc. 15803-6; scheduled prehearing conference for Feb. 25 and hearing for March 29. Action Jan. 29.

By Hearing Examiner Thomas H. Donahue
■ Granted motion by Northern Indiana Broadcasters Inc. to continue Jan. 27 engineering conference to Jan. 29 in proceeding on application for new AM in Mishawaka, Ind. Action Jan. 27.

■ In accordance with agreements reached at Jan. 27 prehearing conference in proceeding on applications of Birmingham Broadcasting Co. and Dorsey Eugene Newman for new AM in Irondale, Ala., specified March 23 for exchange of written presentations, March 30 for notification of witnesses and continued Feb. 23 hearing to April 12. Action Jan. 27.

■ On own motion, scheduled further prehearing conference for Jan. 29 in proceeding on application of Radio 13 Inc. for renewal of license of WHZN Hazleton, Pa. Action Jan. 26.

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By Hearing Examiner Charles J. Frederick

■ On own motion, reopened record in proceeding on revocation of license of Radio Station WTIF Inc. (WTIF), Tifton, Ga., WDMG Inc. for renewal of license of WDMG Douglas, Ga., WMEN Inc. for renewal of license of WMEN Tallahassee, Fla., and B. F. J. Timm for new AM in Jacksonville, Fla., received in evidence Broadcast Bureau's exhibit 58, and closed record. Action Jan. 27.

By Hearing Examiner Millard F. French

■ Formalized by order agreements and rulings made at Jan. 29 prehearing conference in proceeding on AM applications of Radio & Television Co. (WBVL), and Barbourville-Community Broadcasting Co., Barbourville, Ky., in Doc. 15769-70 and scheduled certain procedural dates, further prehearing conference for April 1, and rescheduled Feb. 16 hearing for April 20. Action Jan. 29.

By Hearing Examiner Isadore A. Honig

■ Rescheduled prehearing conference for Feb. 10 in proceeding on application of Midwest Television Inc. for new TV on channel 26 in Springfield, Ill. Action Jan. 29.

■ On own motion, corrected in various respects transcript of hearing in proceeding on applications of Community Radio of Saratoga Springs, New York, Inc. and A. M. Broadcasters of Saratoga Springs Inc. for new AM in Saratoga Springs, N. Y. Action Jan. 27.

■ Granted in part motion by Broadcast Bureau to correct transcript in proceeding on application of Verne M. Miller for new AM in Crystal Bay, Nev.; made certain corrections on examiner's own motion. Action Jan. 26.

By Hearing Examiner H. Gifford Irion

■ In Henderson-Boulder City, Nev., TV channel 4 proceeding, granted request of Vegas Valley Broadcasting Co. for further prehearing conference for Feb. 15. Action Feb. 2.

By Hearing Examiner David I. Kraushaar

■ Granted joint request by Charles L. Hamilton Sr. and Mildred B. Hamilton and Richard C. Brandt for postponement of date for exchange of exhibits in proceeding on their applications for new FM in Newton, Iowa, subject to further order in event they do not file joint petition for approval of agreement by Feb. 5. Action Jan. 29.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Jan. 26 hearing conference in proceeding on applications of Lorenzo W. Milam and Jeremy D. Lansman and Christian Fundamental Church for new FM in St. Louis, scheduled certain procedural dates and hearing for Feb. 11. Action Jan. 26.

By Hearing Examiner Forest L. McClenning

■ Pursuant to agreements reached at Jan. 28 prehearing conference in proceeding on applications for 1110 kc in Pasadena, Calif., area in Doc. 15751-15766, scheduled further prehearing conference for Feb. 18, and continued March 10 hearing to date to be subsequently specified. Action Jan. 29.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ Scheduled further prehearing conference for Feb. 4 in proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV on channel 54 in Fairfield and Homewood, Ala., respectively. Action Jan. 28.

■ In Chicago, TV channel 38 proceeding, formalized by order certain agreements reached and rulings made at Jan. 27 prehearing conference and scheduled certain procedural dates, continued Feb. 24 hearing to March 4 on certain specified issues, and scheduled further prehearing conference for Feb. 5. Action Jan. 28.

By Hearing Examiner Sol Schildhouse

■ Granted motion by United Artists Broadcasting Inc., to postpone dates for exchange of exhibits from Feb. 1 to April 1 in Boston, TV channel 44 proceeding and from Feb. 15 to April 15 in Lorain, Ohio, TV channel 31 proceeding. Action Jan. 26.

By Hearing Examiner Herbert Sharfman

■ On oral request of counsel in proceeding on applications of Tri-Cities Broadcasting Co. and Dawson County Broadcasting Corp. for new AM in Cozad, Neb., scheduled further prehearing conference for Feb. 2. Action Jan. 29.

■ Rescheduled Jan. 28 further hearing for Feb. 1 in Boston, TV channel 5 proceeding in Doc. 8739 et al. Action Jan. 27.

By Hearing Examiner Elizabeth C. Smith

■ In Bangor, Me., TV channel 7 proceeding, granted Dirigo Broadcasting Inc. request to extent of continuing date for exchanging direct cases to date to be hereafter fixed, and scheduling further pre-trial conference for Feb. 5 in lieu of presently scheduled evidentiary hearing. Action Jan. 29.

■ Pursuant to agreement of counsel at Jan. 28 further prehearing conference in proceeding on applications of Cleveland Telecasting Corp. and Superior Broadcasting Corp. for new TV on channel 65 in Cleveland, scheduled hearing for June 2. Action Jan. 28.

■ Granted joint petition by Southern Newspapers Inc. and Radio Hot Springs Co. to reschedule certain procedural dates in proceeding on applications for new FM in Hot Springs, Ark., and rescheduled hearing from Feb. 16 to March 16. Action Jan. 26.

By office of opinions and review

■ In proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM in Newton and Dedham, Mass., respectively, in Doc. 13067-8, granted Newton's petition for leave to amend. Action Feb. 2.

■ In proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM in Dover-New Philadelphia, and New Philadelphia, Ohio, respectively, granted Dover's petition to extend time to Feb. 23 to file application for review from that portion of Jan. 22 action by review board which granted Tuscarawas petition for leave to amend. Action Feb. 1.

■ Granted request by El Mundo Inc. to extend time Feb. 5 to file response to petition for waiver of Sec. 73.685(e) of rules and for leave to amend in proceeding on applications of American Colonial Broadcasting Corp. to change trans. site and ant. height of WSRW-TV Ponce, and to increase power of WKBM-TV Caguas, both Puerto Rico. Action Jan. 29.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 2

WDUN-FM Gainesville, Ga.—Granted CP to change operation on channel 294 (106.7 mc) from ERP 14 kw; ant. height 580 feet to ERP 50 kw; ant. height 540 feet; conditions.

WQMS(FM) Hamilton, Ohio—Granted CP to change operations on channel 243 (96.5 mc) from ERP 1.40 kw; ant. height 285 feet to ERP 50 kw; ant. height 300 feet; and install new trans. and new ant.; remote control permitted.

Actions of Feb. 1

WTG(TV) Washington—Granted mod. of license to reduce aur. ERP to 15 kw.

KTTV(TV) Los Angeles—Granted mod. of license to reduce aur. ERP to 20 kw.

KHPL-TV Hayes Center, Neb.—Granted mod. of license to reduce aur. ERP to 20 kw.

KLEW-TV Lewiston, Idaho—Granted mod. of license to reduce aur. ERP to 1.38 kw.

WTVN-TV Columbus, Ohio—Granted mod. of license to reduce aur. ERP to 10 kw, and change type aur. trans.

WANE-TV Fort Wayne, Ind.—Granted mod. of license to reduce aur. ERP to 38.8 kw.

WLBL Auburndale, Wis.—Granted mod. of license to change from specified hours to daytime.

KHMA(TV) Houma, La.—Granted mod. of CP to specify studio location.

■ Granted licenses for following FM's: KRIT Clarion, Iowa; KRNL-FM Mount Vernon, Iowa.

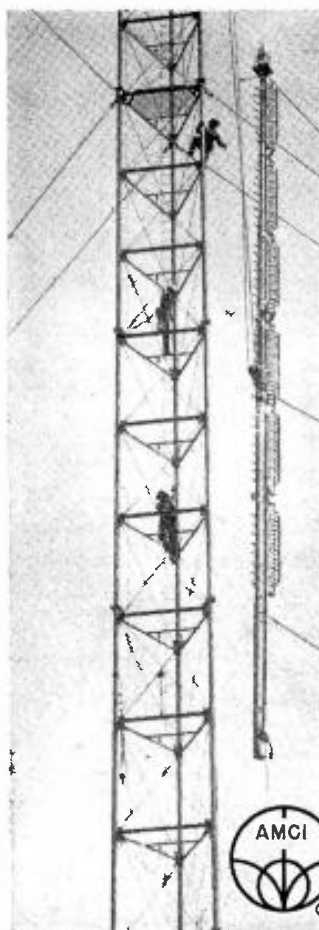
Actions of Jan. 29

■ Granted renewal of licenses of following and co-pending auxiliaries: KALM Thayer, Mo. KPRS Kansas City, Mo., and KCUI(FM) Pella, Iowa.

WSRW-FM Hillsboro, Ohio—Granted CP to increase ERP to 44 kw, and install new trans.

■ Granted renewal of licenses of following and co-pending auxiliaries: KAYL Storm Lake, Iowa; KCOB Newton, Iowa;

Continued on page 99



AMCI antennas
for **TV and FM**

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings

Write for information and catalog.

ALFORD
Manufacturing Company

299 ATLANTIC AVE., BOSTON, MASSACHUSETTS

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

Ambitious young man for new station in booming area. Send background. Box A-236, 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.

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.

Sales manager possibly becoming general manager. Northwest. Small to medium market. Good money for right man. Successful background in sales-management imperative, satisfactory credit rating. Outstanding town to raise family. Hunting, fishing, skiing close by. Box B-97, BROADCASTING.

Manager-salesman needed immediately for prosperous Virginia station. Owner expanding Broadcast interests. Salary plus commission incentive. Send complete resume, picture. Phone area code 703-342-7225 or Write Box B-103, BROADCASTING.

Sales

Detroit: Experienced, aggressive radio salesman. Ready for management or managing now. Salary plus. Unusual opportunity. Multiple Group. Box A-67, BROADCASTING.

Professional salesmen to call on stations. Must be free to travel, own car. A proven station promotion that creates traffic at retail level. Earn \$15/25,000 per year. Box A-302, BROADCASTING.

Detroit—Immediate opening for solid salesman, capable of management, good starting salary. Box B-35, BROADCASTING.

Aggressive salesman for upper Midwest, medium market, modern music station. Must be promotable. Good basic salary plus commission. Multiple group. Box B-139, BROADCASTING.

Ambitious local salesman for solid station. Salary, commission and car allowance. Prefer man with some experience in upstate New York or New England. Send resume to C. L. Murn. WOKO, Albany, New York. Replies kept confidential.

Announcers

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

Announcer capable of gathering & writing news for Pennsylvania small market. Send details of experience along with 7½ tape and salary expected. Box A-106, BROADCASTING.

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.

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.

Announcers—(Cont'd)

We're 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.

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.

Bright, mature morning personality needed now by stable, expanding adult-programmed Virginia station. Some sales experience helpful. Box B-108, BROADCASTING.

New England five thousand watt full time station needs experienced top 40 dj with 1st phone, no maintenance. Stable job with good pay and living conditions. Send air check, resume photo and references. Box B-136, BROADCASTING.

Top 10 market East—has immediate opening for top fite, experienced top 40 personality. Unusual opportunity. Send tape, resume Box B-147, BROADCASTING.

Midwest group cities under 50,000 population interviewing announcers who want to break into fulltime sales. Active account list. 90 day guarantee. Box B-151, BROADCASTING.

Foreign language announcer—salesman combination (3) wanted immediately. German, Polish, Greek, Italian. Major market AM-FM. Very generous commission. Replies confidential. Tape and resume to Box B-168, BROADCASTING.

Deep voice, sharp delivery, alert, creative mind to do unusual record show and some news. Third class license. Immediate opening. Salary open. Send tape resume to Box B-169, BROADCASTING.

Immediate opening for first phone "top 40" announcer for late-night shift. Some news, some production included. Good pay, good opportunities in four station chain. Send tape and resume to Paul King, KLEO, Wichita, Kansas.

Need good announcer with first phone. 5000 watt station. Salary commensurate with ability and availability. Contact Kent Roberts, KLMR, Lamar, Colorado.

Announcer-newsman wanted. Possibility sales. Permanent. Contact Bill Tedrick, Owner, KWRT, Radio, Boonville, Missouri.

Have opening for relief announcer. Station WAMD, Aberdeen, Md.

New fulltime AM in exclusive fifteen thousand and town. Have immediate opening for well rounded experienced announcer with first phone. WCVL, Locally owned and operated. Crawfordsville, Indiana.

Opening for mature, experienced announcer. If you know where you want to go, and are willing to work for a future, we should talk business. Position open now. Contact George Prescott, WDAE, Tampa, Florida. Include tape, salary requirements and resume with first letter.

Expanding again. Need an experienced good music dj. Some news. Contact Rick Rawlins, Program director, WFIN, Findlay, Ohio.

Swinging personality announcer needed immediately! Chance to make extra money on sales, if desired. Contact Ed Carrell, WGAD, Gadsden, Alabama.

Announcers—(Cont'd)

Top announcer for top station in market . . . We want a professional on his way up . . . looking for a stepping stone to better things. We will give you the experience and training . . . in return for a better than average voice. Send tape to Roger Carter, WGKV, Charleston, West Virginia.

Announcer, live singing personality, top 40 operation, WHSL Wilmington, N.C.

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.

Immediate opening for an experienced newscaster-announcer at the No. 1 station in a 3 station market. Preference given married man. Send tape with resume & recent earnings to Jim McDonald, WKNY, Box 418, Kingston, N. Y.

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.

Growing N.C.-Va. group is setting up employment file for future use. Interested in men who want to grow with us and can do good job without pressure. Top 40 and top 100 sounds. We like production men who can handle jocks. DJs should be able to write some copy and do production. Replies confidential. Send airchecks-not telescoped—resume and samples of produced spots to WPVA, P.O. Box 87, Petersburg, Va.

Immediate opening—morning man needed for No. 1 top 40 operation in Durham, N.C. Production experience necessary. Apply to Buck Poe, Program director, WSSB, Durham.

WWDS, Everett, Pa., is now accepting resumes and audition tapes for announcer/salesman. Please list full particulars and salary expected. Basic top 100 and country/western.

Announcer/engineer with 1st phone needed immediately. Phone MOhawk 4-8555 days or evenings MOhawk 4-8293 for Mr. Oyster.

Expanding!!! Need jocks now. Send tape and experience to Box 1, Selma, North Carolina.

Announcer, newscasters, DJs! Professional coach will train you quickly for profitable radio, television, network! Amazing techniques revealed. Low-cost, taped home instruction. Highly effective, fast! Also beginners. Hal Fisher, 678 Medford, Patchogue, L.I., New York 11772.

Looking for a job? You'll get better, faster results if FACTOR transfers your 15 minute demonstration tape to LP records. Five records of your tape only \$22.95. Send airmail for overnight service. Factor, Pawleys Island, S.C.

Technical

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.

Technical—(Cont'd)

Excellent opening for chief engineer for good Pennsylvania AM-FM station in market 50,000. Want strong maintenance background, married man. Start \$400-\$500, month depending on qualifications. Rush resume, recent earnings to Box B-137, BROADCASTING.

Chief engineer-announcer position immediately open. 5000 watt station salary commensurate with ability and availability. Contact Kent Roberts, KLMR, Lamar, Colorado.

Engineer-announcer needed. Capable of maintenance. Finest of character references required. Send resume picture & tape to Box 81, Roanoke, Va.

Production—Programing, Others

Newsman—strong newscaster to deliver important evening newscast in sunny Southwest city. Must be able to supervise newsroom operation during afternoon and evening. Send resume and tape to Box B-101, BROADCASTING.

Midwestern University needs experienced broadcaster with M.A. degree to teach beginning speech and radio-TV courses. Interested in continuing your education and leaving the commercial pace? One opening, April or September. Write Box B-113, BROADCASTING.

Upper Midwest radio-TV group (five stations) has openings for newsmen, sports director and news-sports combinations. Opportunity for advancement in both radio and TV. Retirement plan and other fringe benefits for stable man. Send full resume, tape, photo and salary requirements first letter. Box B-140, BROADCASTING.

Needed now—one good on the air newscaster who can write and whose background is sufficient for him to be news director in short time. Now have 6 men in department. Man we need must be good. Also need two announcers for booth and on-camera work both commercial and MC abilities. Reply to Box B-144, BROADCASTING.

Major market program director/air personality at personality top 40 station. East coast. Excellent salary and extras. Send tape & resume. Box B-146, BROADCASTING.

Illinois station needs an experienced news director. Heavy voice necessary. Full resume to: Box B-163, BROADCASTING.

Combination assistant news director-sports director—immediate opening for enterprising young man with good voice. \$90 a week starting salary—5000 watt station. Top rated in area—good chance to move up with affiliates. Apply: Harry M. Thayer, WGHQ, Kingston, N.Y.

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.

Radio newsmen for suburban station. Minimum two years experience. Must be capable of writing and airing local news. Send tape and resume to WLNA, P.O.B. 188, Peekskill, N.Y.

Young, ambitious, aggressive newsmen-announcer for medium market good music station in Eastern Pennsylvania. Phone after 8:00 p.m. area code 215-826-2484.

Situations Wanted—Management

Happily employed, medium market — no hurry—\$18,000 now—substantial improvement or ownership option only—successful general manager 10 years. Box L-320, BROADCASTING.

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.

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.

Management—(Cont'd)

Attention California stations. Administrative know-how; aggressive sales management; integrity, active civic, fraternal, community affairs. Box B-84, BROADCASTING.

Miami, Florida—General manager or sales manager—15 years experience in radio. My specialty sales, regional, national and local. Capable, hardworking, money making family man, excellent references—\$15,000.00. Available March 1st. Call or write Box B-100, BROADCASTING.

Good taste! Success!! Mr. Owner, have you been looking for someone of maturity and integrity, experienced but modern in thought, with a record of success and good taste to manage your station? I am available for large, medium or small market, and at the right price. Lets talk. Write Box B-143, 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.

Experienced professional salesman or sales manager. 11 years in radio. Good billing. Excellent reason for leaving present job. Prefer Midwest medium market. Good references. Box B-155, BROADCASTING.

Announcers

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.

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.

Soul Brother! Looking for a home. Know R&B, gospel, jazz. Box B-83, BROADCASTING.

1st phone, swing jock seeks pd, production spot in medium market. Can combo chief experience. Box B-99, BROADCASTING.

Well qualified veteran broadcaster, radio and TV. Full particulars on inquiry. Box B-102, BROADCASTING.

1st phone format jock, contemporary only. South-North, like midnight-6 shift. Box B-104, BROADCASTING.

Let us begin. Exceptional voice, looks, personality. Sales oriented, hard working, sober. Excellent contact ability, good program ideas. Experienced as TV/radio commercial writer, producer. Interested in announcing. Location and salary no object. Inexperienced and 35. Born: Pa., now: NYC. Box B-105, BROADCASTING.

Creative nostalgia specialist: Traditional jazz and razz-ma-tazz, first phone, seeks night combo spot. Box B-106, BROADCASTING.

Announcer seeks first position. Some college, endorsement. Ambitious, hard worker. Box B-116, BROADCASTING.

Carolinas, Florida, Alabama. Eight years experience. Have endorsement. Minimum \$80.00 Box B-118, BROADCASTING.

C/W personality-announcer-salesman-musician. Considering change. Slot, free lance. CMA member, own library. Box B-120, BROADCASTING.

Announcer-salesman. Experienced, dependable. Excellent references. Good music only. Available immediately. Box B-123, BROADCASTING.

Announcers—(Cont'd)

Announcer seeks first position. Some college, endorsement, speech trained. Ambitious, hard worker. Box B-127, BROADCASTING.

Seven years announcing, engineering, programing, thoroughly experienced all phases except sales. Currently PD in top 75 market. Best references, young family. Top 40 only. Current salary \$8,500. Box B-128, BROADCASTING.

DJ—wants to swing. Two years middle of road experience. Single. Box B-129, BROADCASTING.

Sincere swinger, proven production, personality appeal, (revels in making people happy, and modern radio with depth), seeks challenge, learning opportunity, chance to really create, contribute and compete with professionals. I'm good, but want to learn to be the best, from people proud of their proficiency, and competent to teach. You'll have my best, if they, and I, have yours. Ability, experience, references . . . Solid. Box B-131, BROADCASTING.

DJ, good board, solid news, commercials, happy sound. Box B-135, BROADCASTING.

Dependable, disc jockey, now available. Tight production; 3rd class. Resume and tape. Box B-138, BROADCASTING.

Announcer/dj. Excellent ratings, morning show, 500M market. Versatile. Ready for a giant step. Box B-142, BROADCASTING.

Bright air personality: dj-announcer, authoritative news caster, dependable, cooperative, professional attitude. Box B-148, BROADCASTING.

Announcer—five years experience—college graduate — Eastern Pennsylvania, Jersey area, write Box B-154, BROADCASTING.

Disc jockey announcer, experienced, steady, 3rd class license, married, relocate. Box B-158, BROADCASTING.

DJ-announcer, personality plus, prefers top 40. Experienced. Area wanted: Pa., Eastern Seaboard. Box B-159, BROADCASTING.

Young dj, Negro, know jazz & R&B. Willing to relocate. Available right away, 3rd form. Box B-160, BROADCASTING.

Attention Virginia. announcer-dj, 6 years experience, do not want to waste vast knowledge of good popular music on station going rock. Mort Flohr, 49 North Main, Hornell, New York, 607-324-0711.

Young up-and-comer seeks position as baseball play-by-play announcer. Rugged, natural sports voice. Exciting, articulate, college grad. Loyal, sincere, determined. Some experience. Write Bill Schaefer, 737 Norman Place, Westfield, N. J. Phone AD 2-7346.

First phoner. Some announcing. Any location. Combo, engineer, or announcer. Sam Tomberlin, 6828 Wofford, Dallas, Texas.

First phone, experienced, no drifter, 34, Korean vet., decent voice, high IQ. Keith Balfour, 6239 Stefani Dr., Dallas, Texas 75225. Phone EM 1-0337 or AN 2-3353.

Technical

Engineer, 20 years experience radio, television, microwave, constructed radio and television station. West or middle West preferred. Box B-117, BROADCASTING.

Licensed technician with ten years experience including FM, directional and high power AM, seeking permanent position with established organization. Box B-152, BROADCASTING.

Technical education. Experience in AM, FM, and TV transmitter and antenna installation and maintenance. Twelve years with major broadcast equipment manufacturer. First phone. Desire supervisory position in transmission and RF systems with small net. Box B-153, BROADCASTING.

Chief engineer or maintenance engineer. Twenty seven years experience in construction, installation, maintenance and operation, including latest equipment and 5 kw directionals. Available immediately. Phone collect 312-331-5236.

Florida—mature, experienced engineer announcer reasonable. Don Brien, 1309 Lincoln, Albany, Georgia—432-9870.

Production—Programing, Others

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.

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.

Management or programing—14 years experience all phases of radio. Presently manager large Sanitarium, want to get back in advertising field. Wash., D. C. 933-6522 or Box B-94, BROADCASTING.

Professional network boxing and hockey commentator now available. Box B-95, BROADCASTING.

Highly qualified sports director with a proven successful record in U.S.H.E. hockey, triple A baseball and championship basketball. Box B-96, BROADCASTING.

Top news harvester in medium Florida market desires perpendicular move. 7 years experience all facets. Write Box B-121, BROADCASTING.

Mature Virginia broadcaster desiring program-station operations directorship. Married, 29, 12 years experience. Programmer, morning newsman, award winning newscaster, continuity, limited sales, and television. References excellent. Box B-125, BROADCASTING.

Programing-production-equally adept at both. Top 40 experience. 10 year veteran. Prefer major East Coast market. Have knowledge of contests, comedy commercials, station promos . . . also do voices. \$200 minimum. Box B-126, BROADCASTING.

Copywriter/announcer. Radio and agency experience. Voice best suited to news, commercials, better music. Currently employed. Box B-132, BROADCASTING.

Contact—Imagination, ability, experience, electronics, 2nd phone, production, announcing, news, writer, seeking creative—responsible area, relocate, vet, family, \$125. Box B-157, BROADCASTING.

Highly experienced program director for modern format station. Have taken present station from fifth to first place in seven months. Box B-164, BROADCASTING.

Assistant Program Director, 50,000 watt clear-channel outlet seeking 1st position. 15 years experience all phases radio programming. Consider opportunity above location. Box B-165, BROADCASTING.

"Like news!" Work news, 300,000 market. Willing to start at bottom to learn from real "pros." Box B-166, BROADCASTING.

Young Washington newsman wants to relocate in Midwest. Prefer Minn.-St. Paul area. Experienced all phases nat'l news. Box B-170, 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. 488, 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.

Announcers—(Cont'd)

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-172, BROADCASTING.

Technical

Have opening for first class engineer—TV transmitter work—no announcing. Michigan station. Box B-130, BROADCASTING.

Have opening for operating engineer, first class license, experience preferred. Contact Bill Ranker, KCKT-TV, Great Bend, Kansas.

Engineering position now open at WLBC radio and television. Increasing power and expanding operation. Requirements: first phone license, technical school training. Duties: operation, maintenance of radio, television control rooms and transmitters. No announcing. Air Mail complete resume, photo to: Pat Finnegan, Chief Engineer, WLBC AM-TV, Muncie, Indiana.

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.

1st phone engineer, opening Feb. 15th. Contact C. E., KCND TV, Pembina, North Dakota. Phone 701-825-6292.

Production—Programing, Others

Upper Midwest radio-TV group (five stations) has openings for newsman, sports director and news-sports combinations. Opportunity for advancement in both radio and TV. Retirement plan and other fringe benefits for stable man. Send full resume, tape, photo and salary requirements first letter. Box B-141, BROADCASTING.

Continuity writer, able, young man or woman, with college degree and/or professional experience to write crisp, imaginative television commercials. Maintain slide files. Act as general production assistant. Pleasant people, good working conditions and fine opportunity to learn and advance at first-rate NBC affiliate. \$85 a week. Send resume, samples and snapshot to Phillip Slavick, WMCT, 1960 Union Ave., Memphis, Tennessee.

Experienced radio-Television newsman wanted for NBC affiliate in Midwest. Send tape, resume and photo to Bob Werly, WSJV-TV, WTRC, Elkhart, Indiana.

Situations Wanted

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.

Radio & TV major, college grad., draft free, seeking start in production department. Has motivation and imagination—not afraid of hard work. Eastern U. S. Box B-107, BROADCASTING.

Young family man—1st phone (radar endorse), amateur, private pilot—seeking progressive opportunity. 12 years experience. Past—Navy ET, TV tech., amateur equip. sales, radio combo, and radio CE. Present employment—2 years studio engineer. Box B-114, BROADCASTING.

Production—Programing, Others

Producer-director, 10 years same station, need change for future. Family, good credit, best references. Write Box B-30, BROADCASTING.

Radio-Television programing. Eleven years experience: production, directing, film, announcing. College graduate. Married-family. Seeking programing challenge—anywhere! Box B-32, BROADCASTING.

Production—Programing, Others

Continued

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-62, BROADCASTING.

Television director—over 10 years experience—reliable; responsible and reasonable. Box B-111, BROADCASTING.

News director: Managing editor, anchorman, administrator. 14 years experience wire service, newspapers and TV. Married, 29, veteran. Employed but looking upward. Will wait for right opportunity. Box B-112, BROADCASTING.

Experienced director. College degree. Commercial and ETV. Box B-119, BROADCASTING.

Photographer . . . now employed in minor league station, wants to go majors. Tops on commercials, red hot on news. Just ask my bosses. Film on request. Box B-124, BROADCASTING.

Experienced in closed circuit production, sales and management in CATV. Desire similar position that will satisfy a creative and ambitious person. B.S., early thirties. Box B-145, BROADCASTING.

Copywriter/announcer: For convincing commercials that sell; excellent announcer and children's entertainer. write Box B-156, BROADCASTING.

A creative director-announcer who likes hard work? Impossible! Well, not quite. Call 319-652-3144.

WANTED TO BUY

Equipment

Wanted in good condition GR-1301-A oscillator and GR-1932-A distortion meter. Box B-31, BROADCASTING.

Wanted—good used TV equipment new Channel 3 station. Contact Robert Harrison, Salem TV Co., 369 High St., Salem, Oregon.

250 items . . . Used broadcast and CCTV equipment. Monitors, cameras, etc. Write for free five page listing. General Television Network, 901 Livernois Ave., Ferndale, Michigan 48220.

Want to buy: Schaefer or other automation system. Chief engineer, KDEX, Dexter, Mo.

One or two Altec 660-B microphones. Air-mail KOZE, Box 673, Lewiston, Idaho.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electrofind, 440 Columbus Ave N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California. 832-3527.

Bargain for sale: Operating 5 kw Western Electric model 405-B-2 AM transmitter with spare parts. Goodwill Intrustees, N. G. Cohen, 301-772-7720, 6421 Ardmore Rd., Landover, Maryland.

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.

Towers—Painting dollar per foot and up. Contract maintenance, lights serviced, section bonding. Fully insured. Nevins' Enterprises, Box 8295, Tampa, Fla. 33604.

Whatever you 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.

FOR SALE

Equipment—(Cont'd)

ITA 1,000 watt transmitter, stereo generator and multiplex generator, excellent condition, \$3,500. Box B-68, BROADCASTING.

BF4A G.E. 10 kw transmitter with most modern stereo in mint condition. G.E. dual channel console. Open to offers, terms, lease. KRBE-FM, 1400 Hermann, Houston. CA 7-5151.

CATV equipment for sale: \$150,000 Stock of CATV equipment at low, low prices. New and used equipment in good working condition. Manufactured by Entron, Jerrold, Benco, etc. For free list write S. Salvin, Cable TV Ltd., 8360 Nayrand Street, Montreal, Quebec.

Steel and Tower Erection and Maintenance Co., Box 263 A, Route 9, Old Annapolis Rd., Pasadena, Md., CL 5-4831.

Free star interviews! Record from telephone! For phone number, write: P.O. Box 907, Beverly Hills, California.

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, 2231, 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.

Giant—Easter Bunny! Beautiful Pastel colors—plush—45". Do big business. Satisfaction guaranteed! \$15.00 FOB—SOS, 270 Northcrest—Chattanooga, Tennessee. 998-3346.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

INSTRUCTIONS—(Cont'd)

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 814 H St. NW, Washington 1, D. C.

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.

Announcers

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

ANNOUNCER

No. 1 rated independent looking for Top DJ. Eastern metro market. Top money for Top man. Send full particulars and tape to:

Box B-150, BROADCASTING

All Replies Confidential.

Announcers—(Cont'd)

WEST COAST:

Major market 50 kw affiliate looking for communicator with wit, mature judgment and knowledge of music for key spot in a personality oriented, modern adult station. Immediate opening. Send tape and resume to:
Box B-162, BROADCASTING

Technical

WANTED—KEY ENGINEER

Mid-West 4-station radio group looking for key man to join engineering department. We are looking for an experienced maintenance man who is also a top flight audio man.

Salary is open, depending upon experience and ability. Group insurance, Salary Savings Plan and liberal vacation, and other fringe benefits go with this key engineer position.

Please send complete resume and picture along with salary demands, with plenty of references. Do not apply unless you can stand a thorough check. This is a permanent job with a fast growing organization.

Box B-115, BROADCASTING

Production—Programing, Others

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 newsman 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.

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, references, recent photo to:

Mr. John Burden
Remuda Ranch
Wickenburg, Arizona

Production—Programing, Others

Continued

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 newsman 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

Immediate Need . . .

Creative broadcast journalist, writer, stylist, good voice. Rush photo, resume, tape to:

Box B-64, BROADCASTING

NEWSMAN

Metropolitan market, Midwest, good salary. Must be able to dig out local news and coordinate network. Prefer experienced broadcaster but will take beginner with journalism school background. Send tape and resume to
Box A-257, BROADCASTING

Situations Wanted—Management

SOMEWHERE

there is a station that needs help in sales and ratings. I am a top popular music personality in top 3 market. Desire switch to substantial management opportunity. Thorough knowledge of sales and programming. Earning more than \$25,000. Will take cut to make transition. Creative, aggressive and completely honest. Write in confidence to:

Box B-149, BROADCASTING

Production—Programing, Others

EXPERIENCED PROGRAM DIRECTOR

currently producing #1 ratings in three station metro market with modern top 40 format. If given free hand with programing can produce same results for you. For details and resume write:

Box B-161, BROADCASTING

Production—Programing, Others

Continued

Major Market Program Director Available Policy changes make this young, experienced PD-Operations Manager available for any major market assignment on or off air. Currently top 5 markets. Top references.

Box B-98, BROADCASTING

TELEVISION—Help Wanted

Technical

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

Television/Field Broadcast Engineers

1st phone, transmitter and video operation, installation and maintenance experience. Considerable travel involved. Openings in East and South. Send resume to: Mr. D. K. Thorne, RCA Service Company, Cherry Hill, Camden 8, New Jersey.

An Equal Opportunity Employer

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—(Cont'd)

BROADCAST EXECUTIVE

with an analytical and economic background in CATV, AM-FM, UHF, VHF, including market analysis, growth potential, revenue prospects, profit improvement, wants more challenging job in Washington D. C. area. Currently employed, age 42, married.

Box B-171, BROADCASTING

EMPLOYMENT SERVICE

BY BROADCASTERS—FOR BROADCASTERS The AMPS Agency

Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Hawaii and Alaska. We need everyone from Mgmt. down to receptionist. Send inquiry, resume, tapes where applicable to:

The AMPS Agency
"All Media Placement Service"
130 S. Robertson Blvd.
Beverly Hills, California 90211
Telephone OL 7-4881

Serving the West from California
BY BROADCASTERS—FOR BROADCASTERS

MR. STATION MANAGER

If you need a qualified, reference checked employee, we have several hundred in our files. Our applicants are in all parts of the U. S.

Call or Write:

C.B.I. Placements
Radio-TV Division
641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

■ THE ONE SERVICE DEVOTED SOLELY TO BROADCASTERS ■ JOB HUNTERS AND THOSE PRESENTLY WORKING BUT READY TO MOVE ■ MANAGERS TO TRAFFIC GIRLS ■ THE INDUSTRY'S BEST ARE IN OUR FILES ■ ■ ■ ■ ■ BROADCAST PERSONNEL AGENCY ■ SHERLEE BARISH, DIRECTOR ■ 527 MADISON AVE. ■ NEW YORK, N. Y. 10022 ■ ■ ■ ■ ■

CONFIDENTIAL NEGOTIATIONS

We have jobs for exp. announcers, combomn. engineers, salesmen, newsmen, female copywriters. Nationwide service. Write for application.

CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY

415 Smithfield St., Pittsburgh, Pa. 15222

MISCELLANEOUS

WASHINGTON NEWS

Congressional, government coverage on state, regional and local basis from Washington. Radio/TV beeper reports, sound on film. Washington Broadcast News, Kenneth Scheibel, Mgr., 1251 National Press Building, Washington, D. C. 20004. Phone 202-628-7227.

WANTED TO BUY—Stations

Wanted to Buy

upper Midwest AM radio station. Cash or terms. All replies confidential. Hart Cardozo, W-1069 First National Bank Building, St. Paul, Minnesota.

WANTED TO BUY—Stations

Continued

WANTED

California Radio Station Large or Medium market. Experienced, well financed broadcaster. Your reply will be held confidential.

Box B-122, BROADCASTING

SUCCESSFUL

YOUNG MANAGER-SALESMAN

with personal cash wants to buy 51%-100% of a \$100,000-\$200,000 property. All replies confidential.

Box A-228, BROADCASTING

WE'VE SUCCESSFULLY OWNED AND OPERATED ONE SMALL MARKET MIDWEST STATION FOR 8 YEARS. WISH TO ACQUIRE SECOND STATION NOW. \$40,000 DOWN PAYMENT AVAILABLE. ALL REPLIES ANSWERED.

Box B-109, 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.

FOR SALE CALIFORNIA

Regional Major Metro
Unlimited time
\$650,000

Box B-110, BROADCASTING

BE MY PARTNER

Successful young broadcaster with considerable experience, cash—seeking partner with similar experience and resources to invest in acquisition of Southern metro AM properties. Have staff of key employees to expand on. Write giving background, experience, resources. I will call you. Replies confidential.

Box B-133, BROADCASTING

MEDIUM MARKET

AM Daytimer, Small down payment and ten year-pay-out. Excellent opportunity for owner-manager.

Box B-134, BROADCASTING

WEST COAST REGIONAL

Fulltime AM & FM grossing over \$140,000 with \$35,000 cash flow priced at \$225,000 with \$40,000 down. Valuable real estate and accounts receivable included. Experienced operators only.

Box B-167, BROADCASTING

FOR SALE—Stations

Continued

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

CHANCE OF A LIFETIME FOR QUALIFIED BUYER

- Choice 610 KC
- Licensed Full Time
- Same management 25 years
- Proven growth market
- Heart of the Industrial Piedmont
- All Station's total revenue over \$2,000,000
- Total national dollars over \$1,000,000
- Ranks 34th C.S.I. Household
- Population 346,000

WAYS CHARLOTTE, N. C.

5,000 WATTS
FULL TIME STATION

Contact

HAROLD THOMS

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To buy or sell Radio and/or TV properties contact:

PATT McDONALD CO.
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AUSTIN, TEXAS 78756

Pa.	single	daytime	\$ 50M	terms
La.	single	daytime	75M	29%
East	monopoly	fulltime	600M	29%
N. Y.	metro	daytime	100M	29%
S. E.	TOP 50	daytime	237M	terms

buying and selling, check with

✓ CHAPMAN COMPANY INC

2045 PEACHTREE RD., ATLANTA, GA. 30309

STATIONS FOR SALE

1. SOUTHWEST. Top Market. \$275,000. 29% down.
2. CALIFORNIA. Full time. \$50,000 down

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 93

KIOA Des Moines, Iowa; KSCJ Sioux City, Iowa; KWBG Boone, Iowa; KKIC Iowa City; *KCSO-TV, Kansas City, Mo.; KRCG(TV) Jefferson City, Mo.; WDAF-TV Kansas City, Mo.; KCII Washington, Iowa; KDPM Doniphan, Mo.; KMIS Portageville, Mo.; KTCB Malden, Mo.; KWKY Des Moines Iowa; KRMS-FM Osage Beach, Mo.; KMOS-TV Sedalia, Mo.; KTTS-TV Springfield, Mo., and KWOS Jefferson City, Mo.

KWRG New Roads, La.—Granted license for AM, and specify type trans.

WYLD New Orleans—Granted license covering increase in daytime power and installation of new trans.; changes in DA system, and delete remote control operation.

KARI Blaine, Wash.—Granted license covering change in hours of operation, changes in ground system, installation of new trans., and specify new trans. as daytime trans.: condition.

WMFJ Daytona Beach, Fla.—Granted licenses covering use of old main trans. as auxiliary trans. at main trans. site, with remote control operation; and installation of new trans.; specify type trans.

*KRCC(FM) Colorado Springs—Granted license covering increase in ERP, decrease in ant. height, installation of new ant., and change in studio and ant.-trans. location.

WPPA-FM Pottsville, Pa.—Granted license covering installation of alternate main trans.

WBAL-FM Baltimore, Md.—Granted license covering changes in ant. system, increases in height, and decrease in ERP.

WXBR(FM) Cocoa Beach, Fla.—Granted license covering changes in ant.-trans. and studio location, and in ant. system, installation of new trans. and new ant., and increase in ERP and ant. height.

WXRI(FM) Norfolk, Va.—Granted license covering installation of new ant.; changes in frequency, ant. system, ant.-trans. and studio location; and increase in ERP and ant. height; specify type trans. and type ant.

WMSP(FM) Harrisburg, Pa.—Granted license covering changes in ant. system, installation of new ant., decrease in ERP, and increase in ant. height.

WFBM-FM Indianapolis—Granted license covering installation of alternate main trans., and specify type trans.

WXHR(FM) Boston—Granted license covering operation of auxiliary trans.

*WARC(FM) Meadville, Pa.—Granted license covering change in frequency.

WMNT Manati, P. R.—Granted mod. of license to change studio location; remote control permitted.

KTVC(TV) Ensign, Kan.—Granted CP to change ERP to 100 kw vis., and 10 kw aur., and type trans.

WMNT Manati, P. R.—Granted CP to install auxiliary trans. at main trans. site, and change main studio location; remote control permitted.

WFMG(FM) Gallatin, Tenn.—Granted CP to install auxiliary ant. and second auxiliary trans. at main ant.-trans. location.

■ Granted licenses for following FM's: WKYE-FM Covington, Va.; WJMX-FM Florence, S.C.; WATH-FM Athens, Ohio; KDUK-FM Aberdeen, Wash.; WMRP-FM Flint, Mich.; KVWM-FM Show Low, Ariz.; KERS Sacramento, Calif.

■ Following were granted extensions of completion dates as shown: WNEM-TV Bay City, Mich., to July 29; KATV (TV) Little Rock, Ark., to Aug. 4.

Actions of Jan. 28

WRRN(FM) Warren, Pa.—Granted CP to install new trans. and new ant.; increase ERP to 17 kw; ant. height 450 feet; remote control permitted; condition.

WSNJ-FM Bridgeton, N. J.—Granted licenses covering changes in trans. line, ant. height and ERP, and installation of new ant.; specify ERP as 15.2 kw; and operation of auxiliary trans. on ERP of 9.4 kw.

W13AP, W07AL, W09AI Wellersburg, Pa.—Granted mod. of CP's to change frequencies to channels 13, 7 and 9, respectively; trans. location, type trans. and orientation of transmitting ant. for VHF-TV translator; also change primary TV to WTAE (ch. 4), for station W07AL, and to KDKA (ch. 2), for station W09AI, both Pittsburgh.

KGMI Bellingham, Wash.—Granted renewal of license of AM.

■ Granted licenses for following FM's: WSFC-FM Somerset, Ky.; WISZ-FM Glen Burnie, Md., and specify ant. height as 83 feet, and type trans.; WILE-FM Cambridge, Ohio, and specify ERP as 1.3 kw, and type trans.; WINK-FM Fort Myers, Fla., and specify type trans.; WVFO-FM Stroudsburg, Pa.

Actions of Jan. 27

*WHIU(FM) Kingston, R. I.—Remote control permitted.

■ Granted renewal of licenses of following main and co-pending auxiliaries: WAXO-(FM) Kenosha, Wis.; WDRK-FM Greenville, Ohio; WMFJ Daytona Beach, Fla.; KENY Bellingham-Ferndale, Wash.; KSEM Moses Lake, Wash.; KAYO Seattle.

KGST Fresno, Calif.—Granted request to continue existing presunrise operation with non-DA and reduced power of 1 kw between hours of 4 a.m. and local sunrise until decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

W07AJ Middlesboro, Ky.—Granted license for VHF-TV translator.

WENC Whiteville, N. C.—Granted license covering increase in power and installation of new trans.; specify type trans.

WGMR-FM Tyrone, Pa.—Granted license covering installation of auxiliary trans. and ant.; specify type trans.

KCND-TV Pembina, N. D.—Granted CP to install auxiliary trans. at main trans. and ant. location.

KTHI-TV Fargo, N. D.—Granted CP to install an auxiliary trans. at main trans. and ant. location.

*KCET(TV) Los Angeles—Granted CP to install auxiliary ant. system at main trans. and ant. location.

KCRG-TV Cedar Rapids, Iowa—Granted CP to change type trans.

WMOA Marietta, Ohio—Granted CP to change ant.-trans. and studio locations, make changes in ant. system, and delete remote control operation.

WDLB Marshfield, Wis.—Granted CP to change trans. location; remote control permitted.

KNUZ Houston—Granted CP to install old main trans. as alternate main trans.

*WMFE-TV Orlando, Fla.—Granted mod. of CP to change type trans.; condition.

KMAX(FM) Sierra Madre, Calif.—Granted CP to install new trans., increase ERP to 3 kw, and make engineering changes; condition.

KAYC Beaumont, Tex.—Granted CP to install new trans. as auxiliary daytime and alternate main nighttime trans.

K02DR, K06DS, K07GB, K11GF Pima, Ariz. Granted CP's to replace expired permits for new VHF-TV translator.

KODE-TV Joplin, Mo.—Granted mod. of CP to specify electrical beam tilt for ant.; ERP 281 kw vis., and 141 kw aur.

KPTV(TV) Portland, Ore.—Granted mod. of CP to reduce aur. ERP to 77.6 kw.

WVEC-TV Hampton, Va.—Granted mod. of CP to reduce aur. ERP to 24.5 kw and change type 1 trans.

KOIN-TV Portland, Ore.—Granted mod. of CP to change type trans.

W07AI Lanesborough, Pittsfield and West Pittsfield, Mass.—Granted mod. of CP to change trans. location, and make changes in ant. system for VHF-TV translator.

WPFL-FM Montrose, Pa.—Granted mod. of CP to change type trans.

■ Granted licenses for following AM's: WMAD Madison, Wis., and specify main studio location same as trans.; WBRJ Marietta, Ohio, and specify main studio location and type trans.; condition.

■ Following were granted extensions of completion dates as shown: WMFE-TV Orlando, Fla., to July 27; WBPR Bayamon, P. R., to July 31; KGOL Palm Desert, Calif., to April 1; WCBT Roanoke Rapids, N.C., to July 1; KWHO Salt Lake City, to June 30; WTAS(FM) Crete, Ill., to July 21; WWLA-(FM) La Crosse, Wis., to July 27.

Action of Jan. 26

Carlin TV District, Carlin, Nev.—Granted CP's for new VHF-TV translators, on channels 9, 11 and 13, to rebroadcast programs of KTVB-TV (ch. 7), Boise, Idaho, KOLO-TV (ch. 8), Reno, and KSL-TV (ch. 5), Salt Lake City, respectively.

Actions of Jan. 25

KPOS Post, Tex.—Granted request to continue existing presunrise operation with non-DA and reduced power of 500 w between hours of 4 a.m. and local sunrise until final decision is reached in Doc. 14419 or until directed to terminate such operation, whichever occurs first.

Southeastern Broadcasting Corp., Marion, N. C.—Granted CP for new VHF TV translator, on channel 6, to rebroadcast programs of WFBC-TV (ch. 4), Greenville, S. C.

Community TV Association Coop. Red River, N. M.—Granted CP for new VHF-TV translator on channel 5, to rebroadcast programs of KOAT-TV (ch. 7), Albuquerque, N. M.

Fines

■ Commission, by Broadcast Bureau, noti-

fied Tri-Cities Broadcasting Corp., licensee of WCOY Columbia, Pa., that it has incurred apparent liability of \$100 for willful or repeated violation of Sec. 1.615 of rules by failing to submit ownership report giving changes in ownership and control which resulted from acquisition of positive control of corporation by Jimmie Lee, Charles E. and Keith E. Putbrese through sale of stock by W. T. Merchant, Jr., and Samuel J. Cole to Keith E. Putbrese. Licensee has 30 days to contest or pay forfeiture. This is first

notice of apparent liability for forfeiture issued by Broadcast Bureau under authority delegated by Commission on July 24, 1964. Action Jan. 28.

Rulemakings

PETITION FOR RULEMAKING FILED

■ KCLR Ralls, Tex.—KCLR Inc. Requests institution of rulemaking proceedings to assign FM channel 278 to Ralls. Received Jan. 21.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Feb. 3. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Brewton, Ala.—The Klear-Vu Television Corp., owned by Mrs. Daisy May and C. M. Watson, both of Brewton, has been granted a 30-year franchise. The monthly charge will be about \$5 and the city will receive 3% of the gross. Reception will include at least seven TV signals.

Pensacola, Fla.—Applicants for a franchise include Home Entertainment Inc.; Clear Vision TV Co. of Meridian, Miss.; B. T. Pensacola Inc.; WCOA-AM-FM, Pensacola, Fla., and the Cox-Perry Group (Perry Publications Inc. [WESH-TV Daytona Beach, Fla.] and the Cox Broadcasting Corp.).

Wamego, Kan.—Raymond M. Baker, manager of Manhattan Cable TV Services Inc., Manhattan, Kan., has requested a CATV franchise to provide signals of four TV stations.

Portland, Me.—Maine Cablevision Inc. of Madison, Me., has applied for a franchise. The firm's president is David Savoy of Madison. The majority of the outstanding stock is owned by Ameco Inc. (KIVA-TV Yuma, Ariz.) of Phoenix, manufacturers of CATV equipment and group CATV owner. Previous applicants are Community Cable Inc., Cumberland Cable Inc. (Gannett stations) and Eastern Cable Inc.

Seaford, N. J.—The city council has approved a resolution calling for revocation of Diamond State CATV Corp.'s franchise unless its service improves. A council spokesman said the franchise provides that it may be revoked 30 days after a warning.

Catskill, N. Y.—Kingston Cablevision Inc., Kingston, N. Y., proposes to provide CATV service (signals of 12 TV stations) for \$4.95 monthly and is studying specifications requested by city officials.

Endicott, N. Y.—Tri-Town Video Inc., now offering signals of local TV stations and WPIX(TV) and WOR-TV, both New York, is planning expansion and the addition of signals of WNEW-TV and WNBT (TV), also both New York.

Glens Falls, N. Y.—Newhouse Broadcasting Corp., Syracuse, N. Y., has raised its offer to pay the city 2% of gross receipts to 3%, matching an earlier move by Mohican TV Cable Corp., owned by Jerrold Electronics Corp., Philadelphia (Broadcasting, Feb. 1). Normandy Broadcasting Corp. (WWSC Glens Falls), meanwhile, has announced it has temporarily withdrawn its applications for franchises in Glens Falls and seven other communities in the area.

Rome, N. Y.—New Channel Cable TV, owned by Newhouse Broadcasting Corp., Syracuse, N. Y., has announced construction of its planned \$500,000 CATV has begun. New York Telephone Co. crews are making room for the CATV's cables, which are to begin being laid Feb. 15. The 80-mile system would be completed in about four months.

Saratoga Springs, N. Y.—Saratoga Cable Inc. (The Saratogan and WKAJ Saratoga Springs) is applying for a franchise. Uncable Inc. of Utica (Richard Conde) already has applied (Broadcasting, Dec. 14, 1964).

Schenectady, N. Y.—General Electric Cablevision Corp. (WGY, WGFH(FM) Schenectady, WRGB(TV) Albany-Schenectady)

was awarded a non-exclusive CATV franchise Monday (Feb. 1) (see story this issue).

Stuyvesant, N. Y.—A franchise has been awarded to Kel Community Antenna Co.

Cleveland—Cleveland Area TV Inc. (Cox Broadcasting Corp. and the Plain Dealer) has announced it plans to provide nonduplicated signals of nine TV stations, including Cleveland's WEWS(TV), KYW-TV and WJW-TV, in the CATV system proposed last week (Broadcasting, Feb. 1). The firm's officers are J. Leonard Reinsch, president (also president of Cox) and Thomas Vail, board chairman (he is editor and publisher of the Plain Dealer).

Marion, Ohio — Neptune Broadcasting Corp. (Rust-Craft Broadcasting), Steubenville, Ohio, seeking a 20-year CATV franchise, has proposed to offer signals of 12 TV stations and provide 3% of its gross income to the city and free installations at city hall and public and private schools. Service would cost \$10 installation and \$4.95 monthly. The project would require outlay of about \$275,000, according to a Neptune spokesman.

Mount Vernon, Ohio—Neptune Broadcasting Corp. (Rust-Craft Broadcasting), Steubenville, Ohio, has applied for a CATV franchise. Applications of Mount Vernon Broadcasting Co. (WMVO-AM-FM Mount Vernon) and Tower Antennas Inc., a group CATV owner, Coshocton, Ohio, also are pending (Broadcasting, Feb. 1).

Troy, Ohio—Frank C. Montross, Earl C. Galbreath, Mark Knoop, F. L. Shipman and C. Oscar Baker have petitioned the state for a charter to form Troy Cablevision Inc. to seek a franchise in Troy and offer signals of eight TV stations.

Pilot Rock, Ore.—A CATV system in Pilot Rock, serving about 400 subscribers, has been purchased by Columbia TV Co., Kennewick, Wash., for an undisclosed sum. Columbia now serves 8,800 subscribers with CATV's in Pasco-Kennewick, Wash., and Pendleton and Pilot Rock, both Oregon.

Avoca, Pa.—Universal Cable Television Systems Inc. of Mahanoy City has applied for a franchise. Proposed is a maximum \$5 a month fee with no charge for installation.

Downton, Pa.—Triangle Publications Inc. (parent of Triangle Broadcasting), Philadelphia, has been awarded a CATV franchise. Empire State Cable TV Inc., a Triangle subsidiary, is constructing a system in Binghamton, N. Y.

Dunmore, Pa.—Semit Cable TV Co. has applied for a franchise with a proposed maximum fee of \$5 a month.

Duquesne, Pa.—Community Area Television Inc. has applied for a franchise.

Luzerne Borough, Pa.—Universal Cable Television System Inc., Mahanoy City, Pa., has agreed to protect local television stations (in the Wilkes-Barre-Scranton, Pa., area) from duplication.

Nanticoke, Pa.—The 25-year exclusive franchise previously granted to Universal Cable Systems Inc. of Mahanoy City, Pa., was revoked by the city council after about 2,800 voters signed a petition requesting this action.

Blacksburg, Va. — Medallion Corp. has been awarded a 30-year franchise to provide signals of eight TV stations. The firm has assured the city it will neither sell nor service TV sets.

Radford, Va. — Medallion Corp. (see Blacksburg, Va.) has proposed a 12-channel CATV and would pay the city an undisclosed percentage of its gross annual income.

Longview, Wash.—Longview Publishing Co. has applied for a CATV franchise.

Montesano, Wash.—The city has adopted a 2% utilities tax that would be applicable to TV cable services.

IT CAN be said that Tom Harrison, president of Blair Radio, has been on the short end of the odds on the athletic field, the battlefield and in the broadcast field. But the odds apparently never have fazed him.

For example, as a 165-pounder in the University of Florida backfield during his undergraduate days, he competed with teammates and opponents who were heavier and brawnier. But his "featherweight" dimensions did not prevent him from setting a university record for total yardage gained in one season and for three varsity seasons and from winning honorable mention as an All-American in 1939, 1940 and 1941.

Later the odds against him were weighted even more heavily and seriously during World War II. He participated in the D-Day invasion of France in 1944 and, in December of that year, in the Battle of the Bulge in Belgium. His skill and courage under fire won him battlefield promotions from second lieutenant up to major in scarcely more than six months and earned for him a host of decorations, including the Silver Star, two Bronze Stars, a Presidential Unit Citation, a Belgian government award and six battle stars.

Finds Radio a Challenge ■ For almost 15 years now, Mr. Harrison has been fighting the battle for radio against stubborn odds in this era of the TV-oriented broadcast economy. He would be the first to acknowledge, naturally, that his present struggle does not compare with his earlier challenges but admits that the selling of radio time, particularly national spot radio, has been a difficult and, at times, frustrating assignment.

At 45, Mr. Harrison is a tall, huskily built man who has outgrown his "featherweight" proportions but keeps in trim by playing golf (in the low 80's). He retains the trace of an accent of his native South and speaks easily and authoritatively on the subject he knows best, radio, with which he has been associated exclusively since 1951.

"Tommy's success can be explained in several ways," a close associate revealed. "He has a wide knowledge of radio and markets through the many years of experience in the field. He gets along very well with people, and they have confidence in him. And like many successful people, he works hard at his job."

Football and Then Radio ■ Before venturing into radio in 1951, Mr. Harrison returned to the gridiron—on the sidelines—for four years. He served Red Sanders as assistant football coach at Vanderbilt University (1947 and 1948) and the University of California at Los Angeles (1949 and 1950). A one-year sales stint with the Ralston-Purina Co. in 1946-47 had whetted his interest in radio, leading him to accept

He fights to upgrade radio status

a post with Brown Radio Productions, Nashville, in 1951.

Mr. Harrison is optimistic regarding radio's prospects in the future and believes 1965 will mark the beginning of a major breakthrough for the spot medium. He praised the Radio Advertising

WEEK'S PROFILE



Thomas Collins Harrison—President, Blair Radio; b. July 24, 1919, Des Arc, Mo.; Riverside Military Academy, Gainesville, Ga., and Hollywood, Fla., 1934-38; U. of Florida, B.A. in history and economics, 1942; U.S. Army, 1942-46, major, Fourth Infantry Division; salesman, Ralston-Purina Co., Jacksonville, Fla. 1946-47; assistant football coach, Vanderbilt U., 1947-48 and University of California at Los Angeles, 1949-50; producer, Brown Radio Productions, Nashville, 1951-52; director of national spot sales, sales director, WSM Nashville, 1952-55; manager, Blair Radio, St. Louis, 1955-57; VP in charge of sales, ABC Radio, 1957-58; general sales manager, Henry I. Christal Co., New York, 1958-59; VP in charge of midwestern office, Blair Radio, 1959-64; president, Blair Radio, New York, 1964; m. Mary Lou Wright, 1945; children—Lucy 17; Thomas C. Jr., 15 and Daniel Gordon, 5; chairman of radio trade practices committee, Station Representatives Association; Whiporwill Country Club, Armonk, N.Y.

Bureau's continuing efforts to expand spot radio's revenues and said he is encouraged by signs of maturity that are developing in the industry.

"Instead of fighting among ourselves and downgrading the medium," he explained, "more and more spot radio salesmen are battling to get a larger share of the advertising dollar into the medium. There's more unity in today's radio. Later each individual company can fight for its share, once we get the money into the medium."

Spot radio has grown modestly over the past few years, Mr. Harrison observed, but "nowhere at the rate we would like to see it." In contrast with local radio which has expanded at a "phenomenal pace," he added, spot has grown slowly.

"I think it is mainly a problem of recognition," he maintained. "It is relatively simple for the local advertiser to grasp the job radio is doing for him. On the national level, the investment by the advertiser contemplating a lineup of stations is larger and he wants assurances. Once spot radio is tested adequately it can do a highly effective job, but many advertisers do not want to take the plunge."

Advertiser reluctance to use spot radio originates from the agency contention that the medium is not supplying adequate research, Mr. Harrison continued. The feeling of most representatives is that available research is sufficient, he said, though he acknowledged that radio is "difficult to measure."

Future is Bright ■ Despite these roadblocks, Mr. Harrison points to several bright spots. In recent months, Whitehall Laboratories and Revlon have made large-scale purchases of spot radio, he said, and Procter & Gamble is testing the medium while Colgate-Palmolive is reported to be considering a test.

He detects other bright linings in radio's future. He believes some of the glamor of TV is "rubbing off" and envisions an expanded use of television and radio.

"This combination can give the advertiser using television the added reach and frequency of radio," Mr. Harrison declared.

Spot radio, perhaps even more than spot TV, flourishes largely in the top markets, he pointed out. He strongly projects a growing trend toward expanded use of the top 35 markets for spot.

Mr. Harrison recently completed his first year as president of Blair Radio and described his maiden year as "primarily one of coordinating the sales efforts of our 10 offices." During 1965, he hopes to concentrate on the main function of a national representative—selling spot radio to a growing list of interested advertisers.

Loevinger logic

PUT down Jan. 27, 1965, as a date worth remembering. It was on that day that an incumbent member of the FCC majority came right out and said that the commission has been violating the First Amendment.

The statement came from Commissioner Lee Loevinger, a Kennedy appointee who was formerly the assistant attorney general in charge of antitrust matters and before that a justice of the Minnesota Supreme Court. Mr. Loevinger, in a speech to a convention of the National Religious Broadcasters, presented a scholarly legal argument to support his contention that in all the years of its existence the FCC has consistently followed an unconstitutional policy by inquiring into the religious programming of broadcast licensees.

It was almost a year ago that Mr. Loevinger first questioned the FCC's authority over religious programming. The subject came up during an FCC question-and-answer session at the National Association of Broadcasters' 1964 convention. Since then it is evident that the former jurist has done some heavy homework. The speech he gave on last Jan. 27 could be filed in any court as a brief.

It will be interesting to see what happens next. Religion is one of 14 categories of programming that the FCC has listed as being "usually necessary" to meet the public's needs. These 14 categories were first presented in a program policy statement issued by the FCC in 1960 and reportedly will be attached as a "guide" to the new license application form that the commission has been trying to devise. At the minimum, it would now seem that if the FCC keeps its 14 categories, the new form can be attacked in court, and probably will be. Marcus Cohn, a Washington broadcast lawyer, in an article written for *The Reporter* magazine, has already urged a court test of the FCC's interest in religious programming (BROADCASTING, Jan. 4).

In his speech to the religious broadcasters, Mr. Loevinger hinted that he may have qualms about the FCC's persistent inquiries into other forms of programming too. As a legal scholar with a profound knowledge of constitutional principles, he is bound to develop more qualms the longer he serves on the commission.

Is this gun loaded?

IN newspapers last week there appeared a ballot asking readers whether and why they think current television programs "as a whole" are great, enjoyable, so-so, not so hot or terrible (check one). Readers were also invited to indicate and explain why they would like more or less of 10 specific types of program (including "others").

The poll, first of a weekly series, is a joint project of the North American Newspaper Alliance and the TV Time Service, and NANA officials estimate that it will appear in 150 papers. The results, tabulated to give a national result, will be published two or three weeks after each new ballot appears. The returns from the first one were described as avalanche.

Aside from anticipating the obvious, which is that the results will get the biggest headlines when they criticize TV, we reserve comment on the substance of the poll until the findings appear and we can see how adequately they are based and how they are interpreted. We must report, however, that the story accompanying the first ballot did not strike us as entirely auspicious.

The opening paragraph contained these questions: "Does your local station or the network really care what you think? Have the rating services ever called you to find out?"

Later on, the article reported that this is "going to be a forum for everybody—not just the select few that are on the rating services' lists." It also suggested that "what you think" may—but again, may not—"help prod the producers to put on what you want to see." After this indecision the perservering reader, getting into the ballot itself, is advised unequivocally that "your opinions can have a real influence in the future of TV."

We somehow get the feeling that the Advertising Research Foundation would have worded things a little differently.

If the returns are truly avalanche, the national total may equal the audience of one fringe-time program in one market where the poll is appearing. This is not to belittle the opinions of those who take part, but rather to keep the whole idea in proportion. The survey makes no pretense of doing a calculated job of sampling. Therefore the results, favorable or unfavorable to TV, will at best represent the views of those who participated—and nobody else. In the absence of scientific selection, a hundred opinions here, a thousand there, do not add up to the voice of the people.

No strings, please

NOW almost everybody is for repeal of Section 315, the equal-time requirement that has made a travesty of broadcasting's journalistic function.

The exceptions are FCC Chairman E. William Henry, who has his own extraordinary gimmick that would make all political time a bargain basement affair, and, incongruously, many broadcasters who haven't lifted a finger in support of outright repeal.

One of the last of the holdouts—former FCC Chairman Newton N. Minow—is the newest convert. But his reversal is no vote of confidence because he would have the law require broadcasters to give four hours of free time to each major party as the price of repeal—a sort of political ransom.

Senator Vance Hartke (D-Ind.) who has championed the broadcasters' cause for repeal since 1959, needs help. In a speech to Georgia broadcasters he asked stations to editorialize for repeal and said that most public officers and most people "want to remove these handcuffs."

After what stations have been through they ought to leap onto the bandwagon with appeals to their senators and congressmen to endorse or co-sponsor the Hartke repealer.

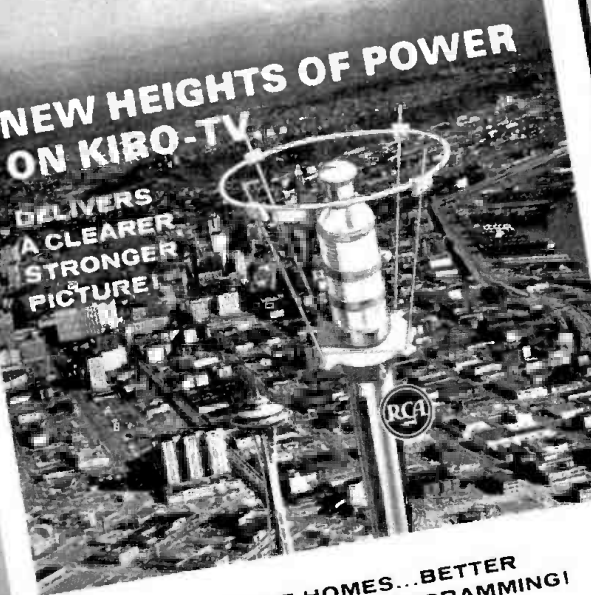


Drawn for BROADCASTING by Sid Hix

"I'm getting tired of the same old faces coming into my living room... especially his!"

**NEW HEIGHTS OF POWER
ON KIRO-TV...**

**DELIVERS
A CLEARER
STRONGER
PICTURE!**



**REACHING MORE HOMES... BETTER
WITH TOP-RATED CBS PROGRAMMING!**

This newest technical improvement is another step in the planned progress of a great STATION-ON-THE-GO in the growing Puget Sound Market. Tested and proved by some sixty of the nation's leading stations, the traveling wave antenna delivers a clearer, cleaner and higher-powered signal.

Your PGW "Colonel" will give you the full story on the many other STATION-ON-THE-GO plans and accomplishments of the new KIRO-TV, the station to buy because it's the station-to-watch in the nation's SIXTEENTH market!

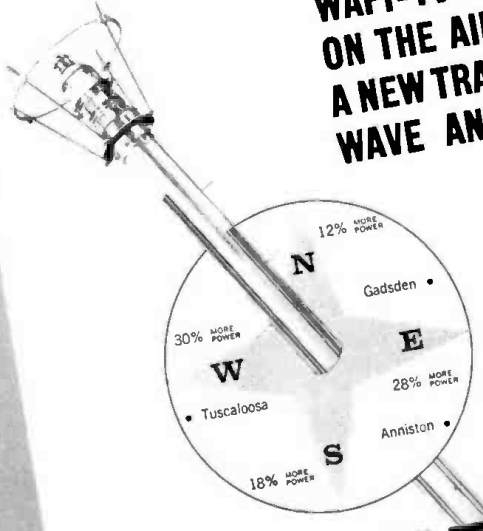
**KIRO
TV 7**

CBS FOR THE GREAT NORTHWEST

Affiliated with WRUL RADIO NEW YORK WORLDWIDE

KSL-AM FM TV KID-AM FM TV KBOI-AM FM TV

just in time for the new Fall Season
**WAPI-TV IS NOW
ON THE AIR WITH
A NEW TRAVELING
WAVE ANTENNA!!**



Direction	Signal Strength Increase
West (W)	30% MORE POWER
South (S)	18% MORE POWER
East (E)	28% MORE POWER
North (N)	12% MORE POWER

INCREASING PICTURE POWER IN EVERY DIRECTION

Especially designed WAPI-TV's new Traveling Wave Antenna assures excellent circularity of signal pattern increasing picture power in every direction. This means much greater signal strength in the major metro areas of Anniston, Gadsden, and Tuscaloosa with a total of 71,800 TV homes.

SUPERIOR METRO COVERAGE

A special feature of the Traveling Wave Antenna is null free vertical radiation patterns for superior close-in reception.

WAPI-TV BIRMINGHAM

WAPI-TV BIRMINGHAM

83 BIRMINGHAM

Represented nationally by Harrington, Rogers, and Parrott, Inc.

They switched... and are they glad!

KIRO and WAPI are two of a growing number of TV stations that have switched from another type of antenna to the RCA "Traveling Wave" Antenna. Both of these stations are so pleased with the improvement that they have taken ads (above) to tell about it.

Naturally, we are pleased, too—but we are not surprised. Some sixty stations have

installed RCA "Traveling Wave" Antennas in the past few years.

The "Traveling Wave" Antenna, like other RCA broadcast equipments—cameras, tape recorders, transmitters—is for those who want the best. Your RCA sales representative will be pleased to tell you about it in detail. RCA Broadcast and TV Equipment, Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN TELEVISION

If you lived in San Francisco...



...you'd be sold on KRON-TV