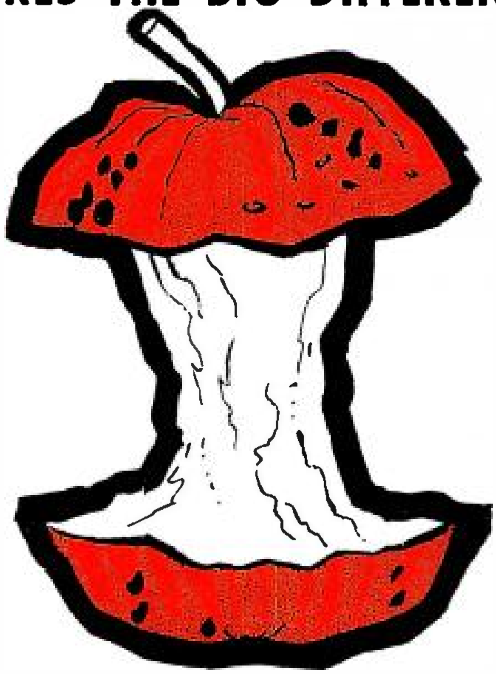
MARCH 1, 1965 50 CENTS 34TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMPLETE INDEX PAGE 7

WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



. . . and, IN PENNSYLVANIA, it's

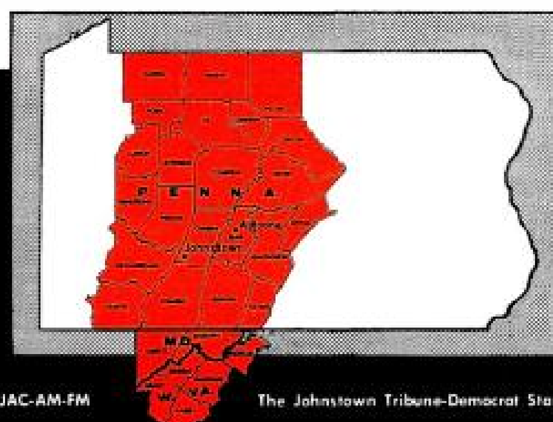
WJAC-TV

Find out why in the big Johnstown-Altoona Market--
the apple of 415,100 TV homes is WJAC-TV!
To reach the core of America's 43rd ranked TV market--
you must advertise in Johnstown-Altoona
. . . Pennsylvania's famous million dollar Market in the Middle.

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

SERVING MILLIONS FROM ATOP THE ALLEGHENIES
WJAC-TV
JOHNSTOWN · CHANNEL 6

Represented Nationally by Harrington, Righter & Parsons, Inc.



Affiliated with WJAC-AM-FM

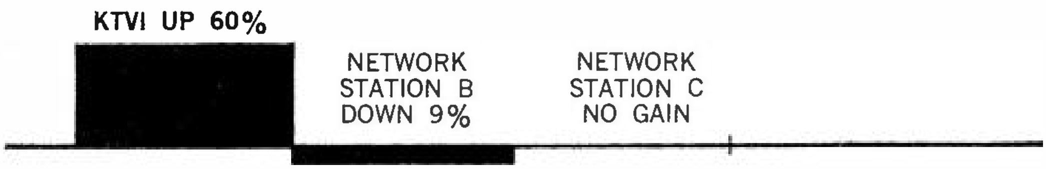
The Johnstown Tribune-Democrat Stations

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

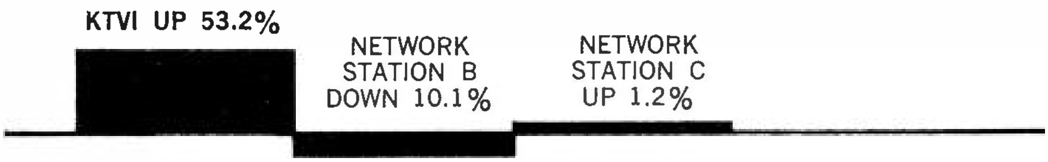
KTVI's NEW 10 P.M. SPENCER ALLEN NEWS IS OFF AND RUNNING

Since it started 2 months ago
you'll find:

IN AUDIENCE RATINGS



IN TOTAL HOMES



And the game's just started!

THE EXCITING NEW KTVI Channel 2

ST. LOUIS abc HR

SOURCE: ARB OCT. 1964
ARB DEC. 1964

CLOSED CIRCUIT®

Bigger fines?

FCC is considering asking Congress to lift ceiling on amount of fine it can impose on broadcasters. Present top is $10,000; new figure being considered is $100,000. Theory is that higher figure would give commission greater flexibility in handing out penalties. This, of course, was idea behind grant of present authority by Congress. But commission feels there are cases where $10,000 fine is not punishment enough; license revocation too much.

Another feature of proposed bill would provide for full evidentiary hearing before examiner on charges on which forfeiture is proposed. At present broadcaster can only argue case with commission through letter. If he wants to contest fine, he can refuse to pay it and then be hauled into federal court. Proposed bill would eliminate requirement for court trial in cases where FCC hearing was granted. Proposal, though adopted by commission as part of legislative package, has not yet been sent to Budget Bureau for clearance to Congress.

Flip flop in Richmond

Is TV network affiliation swap in offing in Richmond-Petersburg, Va., market? Neither NBC-TV nor ABC-TV nor their affiliates will talk but it has been learned situation is "fluid" and it's indicated that WRVA-TV (now ABC-TV) and WXEX-TV (now NBC-TV) will exchange networks in August when current two-year affiliation agreements expire.

Affiliation negotiations under FCC regulations cannot be undertaken until six months prior to expiration. WRVA-TV, *it's understood, has notified ABC-TV that it desires to keep its situation flexible but has insisted it has not made final deal. On other hand, it's learned that NBC-TV has notified* WXEX-TV *that it desires to keep affiliation situation open.*

End of monopolies?

One of key recommendations submitted to FCC for dealing with community antenna television problem calls for revamping table of TV allocations as it applies to one- and two-station markets. Dr. Martin Seiden, consultant who did CATV study for FCC, suggests erasing present boundaries around such markets and transforming them into three-station markets. This could be accomplished, he suggests, through use of auxiliary services (translators, boosters, satellite stations) to extend signals beyond normal service contours. He is said to feel CATV developed to meet demand for television, and that demand is greatest in markets with fewer than three stations to carry three networks.

Outs and (maybe) ins

Sweepstakes for Republican vacancy on FCC are still on, but authorities indicate nomination of successor to Frederick W. Ford is "imminent." It's still anybody's guess but presumably eliminated are Seymour Siegel, director of communications, New York City (WNYC-AM-FM-TV), for lack of Republican support, and Ruth Jones, J. Walter Thompson broadcast executive, who has plenty of support but evidently has met resistance because her experience is limited to advertising. Still "alive" reportedly are Charles H. King, ex-commissioner and dean of Detroit School of Law; Kenneth Bartlett, Syracuse University dean (strongly backed by New York Republican Senator Javits); Richard B. Hull, Ohio State University, and several "career" aspirants.

NAB's talent hunt

Selection committee to find successor to National Association of Broadcasters' interim board chairman, Willard Schroeder, who winds up his tenure June 30, will follow informal order of priority, with emphasis on practical broadcaster who can take year's sabbatical to man Washington front working alongside newly-elected president, Vincent T. Wasilewski. First preference will go to member of existing 44-man board; second, to non-board-member broadcaster and, third, to outsider.

Rule of thumb was tacitly understood at first meeting of committee in Washington last week (see page 71) which developed into orientation session because only four of six members were there. While Mr. Schroeder, who returns to Time-Life's WOOD-AM-FM-TV *Grand Rapids, Mich., is drawing only out-of-pocket and living expenses, his successor will be budgeted for $50,000 a year including expenses. But this figure is flexible, particularly if outsider is ultimately selected.*

Out of print

General Foods' move on CBS-TV for next season in slightly trimming its nighttime sponsorship but more than doubling its money on daytime programing (see page 29) represents something more than re-allocation of its network TV budget. According to knowledgeable agency sources, additional funds necessary to cover General Foods' big daytime boost will come out of advertising it had previously earmarked for magazines. Major TV agencies for General Foods, White Plains, N. Y., are Benton & Bowles and Young & Rubicam, both in New York.

CATV on the Hill

Ready or not, Congress is about to have its hands full of CATV controversy. Representative Walter Rogers (D-Tex.), just re-assigned to chairmanship of House Communications Subcommittee (see page 69), expects wave of broadcaster-inspired bills to be offered in House to give FCC regulatory authority over CATV. Recognizing tangle of legal issues involved, Representative Rogers says he has no regulatory solution in mind but should number of bills be referred to his subcommittee—which he expects—he wants to hold hearing promptly.

On Senate side, John O. Pastore (D-R.I.), chairman of Senate Communications Subcommittee, began pressuring FCC last week for decisions on CATV (see page 64).

Advertiser's show

American Tobacco Co., New York, will share sponsorship with Alberto-Culver Co., Melrose Park, Ill., in CBS-TV's new *Smothers Brothers* comedy series, tentatively scheduled next season for Friday (9:30-10 p.m. EST). Program is one of relatively few that are advertiser-originated, Alberto-Culver in this case having developed show through Four Star Productions and then submitted it to CBS.

A little short

Financial problems have delayed start of new ch. 11 KHMA(TV) Houma, La., slated to become ABC's Baton Rouge-Houma affiliate. Originally targeted for Jan. 1, station may not make it until spring or early summer, pending refinancing and closing on transmitter site. Frank Conwell, president-general manager and principal stockholder (30%), it's understood, will continue in operating control. In recent weeks Denver T. Brannen, owner of KCIL Houma, WLUX Baton Rouge and WDLP Panama City, Fla., and Mel Wheeler, president of WMEL Pensacola, each recently acquired 13% interest at approximately $30,000.

Published every Monday, 53rd issue (Yearbook Number) published in January, by Broadcasting Publications Inc., 1735 DeSales Street, N. W., Washington, D. C., 20036. Second-class postage paid at Washington, D. C., and additional offices.

CLEVELAND
the "one-buy" market

WJW-TV

the one to buy!

Another adventure in local programming, WJW-TV's twice award winning "ADVENTURE ROAD" brings the far corners of the earth to arm-chair adventures...holds general acclaim for wide-appeal intellectual and educational programming. Cleveland with no fringe stations taking a bite of the viewers is the one buy market. WJW-TV is the one to buy.

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

WEEK IN BRIEF

Advertisers are committing themselves to next season's TV programs early. ABC and NBC selling is ahead of last year's pace. CBS schedule is 64% sold. Bristol-Myers puts $28 million into ABC shows. See . . .

LOCKUP OF NEW SEASON . . . 29

Senator Pastore rips into FCC. Calls interim policy on top-50 market sales "harrassment." Says his subcommittee will give broadcasters chance to be heard. Henry says plan will be killed. See . . .

FCC POLICY CRITICIZED . . . 65

Baeball enters big leagues in 1965. BROADCASTING's annual survey shows majors receiving $25 million. Advertisers will pay $85 million. Beer, gasoline, cigarettes and cigars biggest buyers. See . . .

MAJORS GET $25 MILLION . . . 44

Preliminary FCC figures show politicians put $35 million into radio-TV last year. Network charges were 25% above 1960. Senator Scott gets into Section 315 act; offers amended version. See . . .

$35 MILLION SPENT . . . 50

NBC projects ARB study to show network will gain viewers next season because of heavy color schedule. Estimates 1.4 rating-point increase in average audience over ABC and CBS. See . . .

PAYOFF FOR NBC COLOR? . . . 32

Into valley of CATV rides FCC. Chairman Henry tells Senate subcommittee commission will make basic decisions on what it should do and where it should go within 'one month.' FCC split on Seiden report. See . . .

HOT FOOT ON CATV . . . 64

Land mobile radio users are casting envious eyes at all those unused VHF channels in metro areas. Study group suggests narrower channel widths for TV to make more room for land mobile frequencies. See . . .

ANOTHER GRAB AT SPECTRUM . . . 76

ABC, NBC shrug off concern over CBS purchase of Yankees. Tell Senate subcommittee their negotiating positions were not affected by purchase. Senator Proxmire pushes for teams to pool radio-TV revenues. See . . .

HARMONY ON BASEBALL . . . 56

Court of appeals tells FCC it wasn't kosher to make WABC New York, Class 1-B station. Suggests that classification for Albuquerque may have been more than market really needed. See . . .

REVISIT 770 KC . . . 78

Four Scranton-Wilkes-Barre stations ask Cecil Woodland to resign as NAB board member. Say his stand on city council recording restrictions isn't fair to broadcasters. NAB staying out of squabble. See . . .

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DEPARTMENTS

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

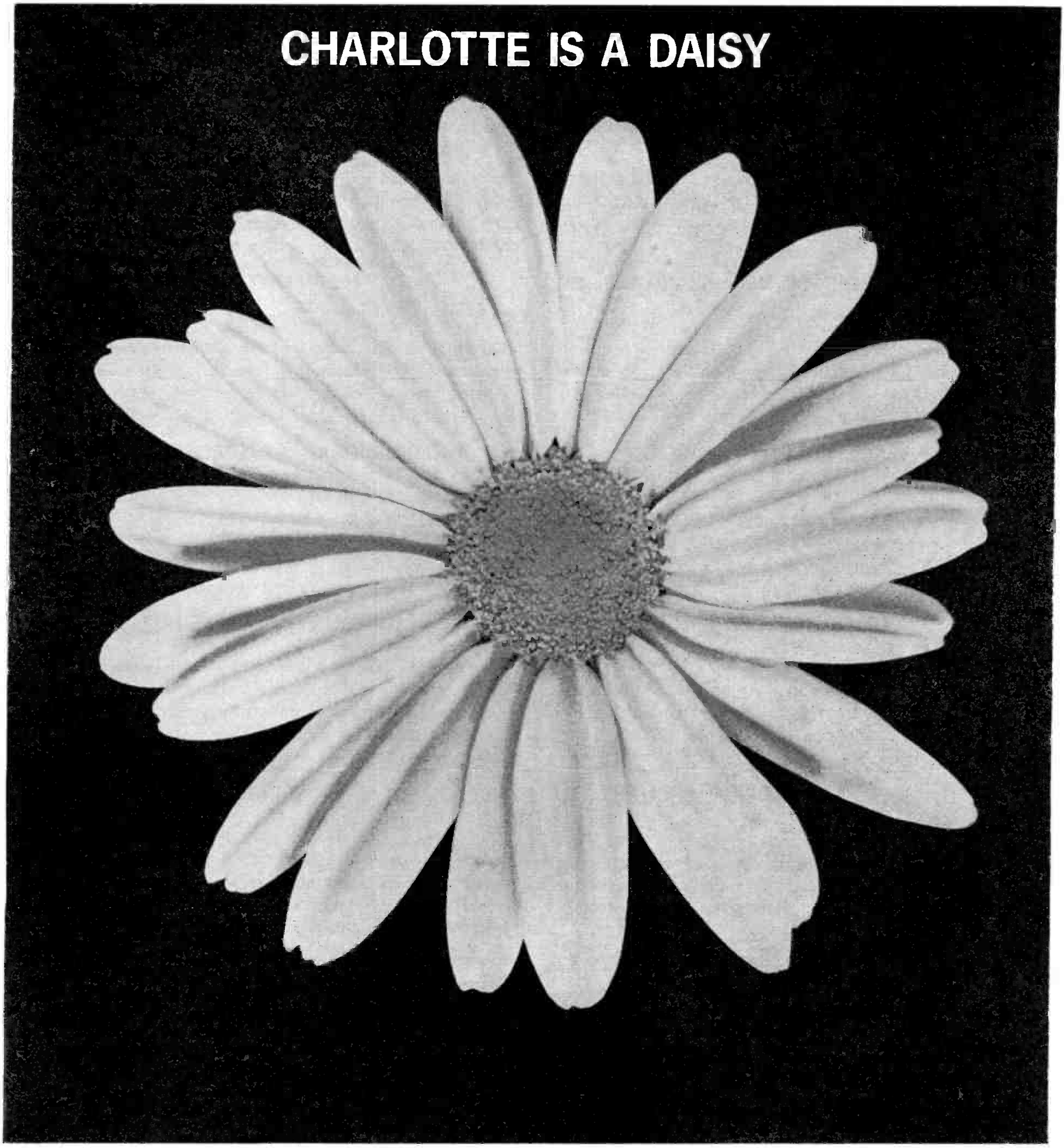
Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook Number $13.50. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number $5.00 per copy.

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

AMERICAN BUSINESS PRESS, INC.

PCC PAID CIRCULATION COUNCIL, INC.

ABC AUDITED PAID CIRCULATION



Metro Charlotte is just the golden center. The full beauty of the market — reaching out 75 miles — is yours for the picking when you buy WBT Radio — the station more North and South Carolinians listen to. *What's wrong with being 43 years young?* ONLY WBT's 50,000 watt signal delivers Charlotte PLUS — a market of more than TWO MILLION PEOPLE with $3.5 BILLION in buying power. Your BLAIR man has the WBT Story. And he doesn't soft-petal it!

WBT RADIO
CHARLOTTE

BLAIR GROUP PLAN MEMBER

Jefferson Standard Broadcasting Company
WBT WBT-FM WBTV WBTW Jefferson Productions

RCA sales, earnings records set in 1964

RCA sales and earnings in 1964 set records for third consecutive year, firm said in annual report issued Feb. 26. David Sarnoff, chairman, and Elmer W. Engstrom, president, predicted trend would continue through 1960's.

Executives told shareholders company will sustain its "historic leadership in color television"; predicted six-fold increase in color sets by 1970, from slightly under three million today to about 19 million. Industry color volume of $2.5 to $3 billion was foreseen by end of decade. Report stated RCA color profits had grown from "seven figures" in 1960 to "over six times as great" last year.

Fourth quarter earnings of $26.7 million in 1964 were highest in company's 45-year history, and quarter was fifteenth straight for which profits exceeded those of comparable period in previous year.

Preliminary report by Gen. Sarnoff had estimated corporate profits of $80 million (BROADCASTING, Jan. 4).

Network up too ▪ NBC, said report, achieved record breaking profits in four consecutive quarters and NBC-owned stations broke profit record for seventh successive year. NBC Radio reached highest sales since 1958.

Earlier, NBC announced sales and profits at all-time high for 1964, with net sales hitting $435 million (BROADCASTING, Jan. 18).

Report also cites net special, nonrecurring gains of $11,370,000, including $6,821,000 from recovery of Federal excess profits taxes and $4,549,000 from sale of 141,747 shares of Whirlpool Corp. stock.

Predicted rise in volume of electronic industry from present $16 billion level to $22 billion by 1970 is attributed primarily to expected growth of electronic data processing and controls.

Year ended Dec. 31:

	1964	1963
Earnings per share	$1.51	$1.20
Sales	1,812,459,000	1,789,277,000
Profits	82,495,000	66,033,000

RKO claims foul in Philly TV case

FCC threw curve ball when it decided Philadelphia channel 3 case, RKO General has told U. S. Court of Appeals in Washington.

RKO brief charges commission with ringing in Westinghouse as party to transfer without any issue or evidence during hearings.

Commission decision in Philadelphia dispute ordered NBC to exchange its Philadelphia stations with Westinghouse's Cleveland stations. Case resulted from antitrust court order which provides that NBC must dispose of Philadelphia stations. NBC arranged to swap Philadelphia stations for RKO General's Boston stations, but application by Philco Corp. for same facilities in Philadelphia made hearing necessary, including NBC's qualifications as licensee.

Only two weeks ago FCC approved NBC-Westinghouse swap, but made its approval subject to outcome of RKO General appeal from FCC's original order which held that RKO General's agreement with NBC was "moot" (BROADCASTING, Aug. 3, 1964).

Other points made by RKO General in its brief:

- Commission "arbitrarily" reversed 1955 decision "without any significant change in facts or policies."
- FCC failed to follow proper procedures in considering transfer of stations by "insulating" Westinghouse and NBC from requirements of hearing and examination.
- Commission failed to make finding that Westinghouse had "clean hands" and was qualified to receive licenses in Philadelphia.

Network program rule may be out this week

FCC Chairman E. William Henry says commission this week may issue notice of proposed rulemaking aimed at limiting network ownership of programing.

Chairman made disclosure Friday (Feb. 26) during commission's appearance before Senate Communications Subcommittee which was getting report on agency's activities (see page 64).

Chairman said commission, which has already reviewed draft notice twice (BROADCASTING, Feb. 15, Jan. 25), will decide at special meeting Friday (March 5) whether to issue notice, consider it further, or drop it.

Proposal, aimed at stimulating competition in program-production field, would prohibit networks from owning or controlling more than 50% of non-news programs shown in prime time. It would also eliminate networks from domestic syndication and bar them from sharing in profits from foreign sales of independently produced programs.

Senator Vance Hartke (D-Ind.) submitted list of questions on proposal and asked for replies for record of hearing.

In another matter Chairman Henry and fellow commissioners were subjected to second day of critical questioning by subcommittee in connection with commission's interim policy imposing virtual freeze on sale of top-50 mar-

Hartke's 14 questions submitted to FCC

List of 14 questions about FCC's impending rulemaking on network program control is being delivered to FCC Chairman E. William Henry from Senator Vance Hartke (D-Ind.) today (March 1) in expectation replies will be added to record of Senate Communications Subcommittee review of FCC policies held last week.

Among questions Senator Hartke poses:

- Has FCC studied whether enough advertisers are willing to finance programs and be responsible for 50% of network schedule?
- Noting heavy amount of spot buying among major national advertisers, how would enough advertisers be found for whole programs?
- Isn't present network system whereby networks themselves largely are responsible for financing new shows outgrowth of advertiser failure to assume program risks?
- Why let advertisers rather than networks be responsible for documentaries?
- Won't these rules regulate networks themselves without legislative authority FCC has said it needs?
- How can networks achieve program balance if they control only half of programs?
- What assurance has FCC that changes will lead to improvement?

more AT DEADLINE page 10

ket VHF's to persons already owning VHF's in those markets.

Senator John O. Pastore (D-R. I.), subcommittee chairman, said he was not satisfied with reasons Chairman Henry had given for action, and asked commission to present clear exposition of its position.

He also indicated Congress may get into issue. He said only reason policy could be justified would be commission concern with concentration of wealth or power to editorialize. And these issues are so sensitive, he said, Congress might decide that it should make policy.

Chairman Henry said Commission was not concerned about concentration of wealth or editorial power, only diversity of programing and opinion.

In other matters:

UHF development—Chairman Henry said, with implementation of all-channel set law, future of UHF appears bright. He noted increases in numbers of applications for UHF stations, from 14 commercial in 1961 to 82 commercial now; and in numbers of stations on air, 76 commercial in 1961, 93 commercial now.

Commissioner Robert E. Lee noted that networks have been cooperating in providing UHF's with programing not cleared with affiliated stations. He also said Congress would be asked for $40,000 to $50,000 for Census Bureau study of all-channel set penetration.

Educational television — Chairman Henry expressed concern, as he has in past, over financial problems of ETV stations. He said he doesn't know answer but added that all possible sources of funds—including government subsidy, and underwriting of programs by business—should be considered.

U.S.-EBU reach agreement on Earlybird TV usage

World's first commercial satellite, "Earlybird," will be available on daily basis for TV feeds between U. S. and Europe. Satellite, to be owned by Communications Satellite Corp., is scheduled for launch later this month.

U. S. networks had been concerned over how often they would be able to use Earlybird. Satellite cannot be used simultaneously for TV and telephone feeds. Although American ownership in Comsat Corp. amounts to 57%, government communications offices of European countries control ground stations that are used for international transmission. and U. S. broadcasters were uncertain of position of Europeans.

Following two-day meeting (Feb. 26-27) in London. William McAndrew. executive vice president, NBC News, and one of network negotiators, said it appears networks will have access to satellite daily with exception of time of heaviest international telephone traffic —several hours around midday.

On March 15. meeting will be held in U. S. between networks, Comsat and European Broadcasting Union to work out inaugural program plans. Inaugural show is planned for about one month after launching.

Other network representatives at London meeting included Fred Friendly, president CBS News, and Donald Coe, ABC News operations director.

Commercials topple Dutch

Government of Netherlands reportedly resigned Friday (Feb. 26) because cabinet failed to agree on proposal that commercial TV network be established.

Prime Minister Vic Marijnen said, it was reported, that his government could not agree on subject of advertising on radio and television.

WEEK'S HEADLINERS

Mr. Mendelsohn

Herbert J. Mendelsohn, VP and general manager of WKBW Buffalo, N. Y., named general manager of WMCA New York, to succeed **Stephen B. Labunski,** newly named executive VP of NBC. Before joining WKBW three years ago, Mr. Mendelsohn was general sales manager at WABC New York. **Robert W. Mazur,** sales manager for WMCA, named general sales manager of WMCA and Straus Broadcasting Group.

For other personnel changes see FATES & FORTUNES

Pepsi and Frito-Lay agree on merger

Pepsi Cola Co., New York, and Frito-Lay Inc., Dallas, have approved plan to merge under name of PepsiCo Inc., subject to stockholders consent.

Pepsi Cola and its bottlers spend about $35 million in advertising, of which estimated $23 million is in TV-radio. Agency is BBDO, New York. Frito-Lay's budget is approximately $8 million, of which more than $6 million is in network and spot TV. Account is handled nationally by Young & Rubicam, New York, and Dancer-Fitzgerald-Sample, New York. and several regional agencies. Companies will operate as separate entities.

NAB seeks return of AM tuners in hi fi

National Association of Broadcasters is moving to get hi-fi component manufacturers to put AM tuners back in their new units.

Sherril W. Taylor, NAB vice president for radio, will go to Los Angeles next week (March 12) to speak to annual convention of Institute of High Fidelity Inc. and plead AM case.

Mr. Taylor said most component manufacturers are introducing solid-state circuitry in their 1965 tuner lines but are not including AM bands. He said that Walter Stanton, president of IHF, is aware of and sympathetic to problem and at this point "most manufacturers have knowledge of the industry concern."

Bartell in TV production

Macfadden-Bartell Corp., New York, announced today (March 1) it is forming wholly owned subsidiary, Bartell Television & Film Productions Inc. to produce TV film series and motion pictures.

Material to be used will be based on stories in Macfadden's magazines over period of 45 years. In radio, *My True Story* and *Court of Human Relations* drew upon material in Macfadden publications.

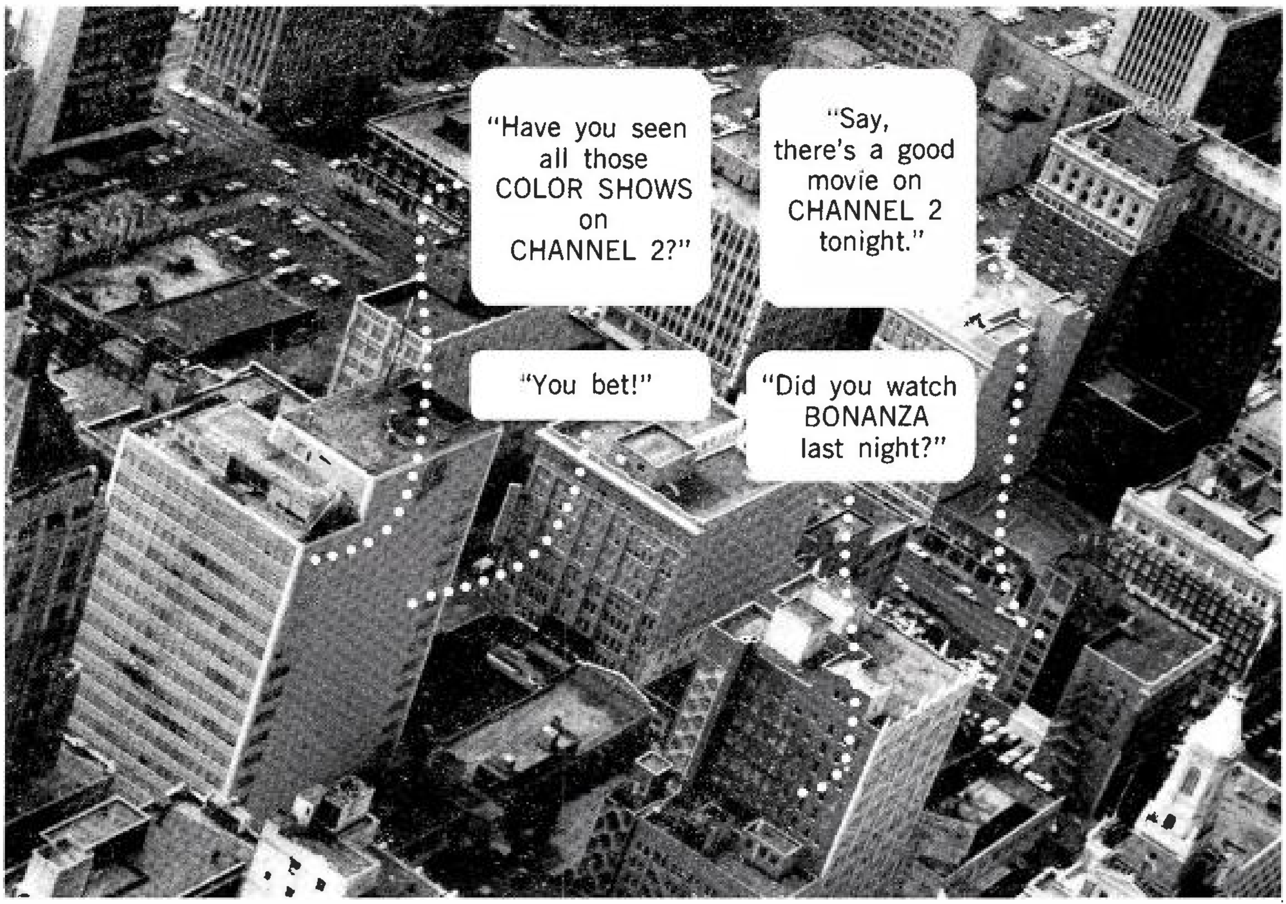
NBC-TV sales at $140 million

Latest sales reported by NBC-TV Friday (Feb. 26) pushes sales on prime-time programs for 1965-66 to more than $140 million (see page 29). Alberto-Culver Co., Chicago, through Compton Advertising, Chicago, has bought alternate half-hour of *Wackiest Ship in the Army,* and Mattel Inc., Los Angeles, through Carson/Roberts, Los Angeles. alternate half-hour of *Flipper.*

New vidicon for low light

Solid-state, lightweight television camera, said to see as well in star light as in sun light and which may point way to improved vidicon sensitivity for broadcasting has been developed by RCA Aerospace System Division, Burlington, Mass.. primarily for military use.

Camera employs new intensifier vidicon tube which, RCA says, can produce image-orthicon type pictures, even in low light level instances.



Tulsa, Home of the 1966 International Petroleum Exposition.

In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's only complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.

KVOO 2 TV

TULSA, OKLAHOMA

Represented by Edward Petry & Co., Inc. *The Original Station Representative*

DATEBOOK

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

■Indicates first or revised listing.

MARCH

■March 1—San Francisco Chapter of International Radio & Television Society, inaugural meeting. Sam Cooke Digges, IRTS president, will welcome new chapter; Mark Evans, Metromedia VP, will be guest speaker. Noon. St. Francis hotel, San Francisco.

■March 2—Annual spring meeting of New York State Broadcasters Association. James C. Hagerty, American Broadcasting-Paramount Theaters, is featured dinner speaker. 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 3—First annual FAB awards luncheon of Florida Association of Broadcasters. Awards will go to Ed Sullivan, Bob Hope, Arthur Godfrey, Jackie Gleason and Walter Winchell. DuPont Plaza hotel, Miami.

March 3-4—Meeting of National Association of Broadcasters television code board. Mountain Shadows, Scottsdale, Ariz.

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

■March 5-6—Fourteenth annual convention of the New Mexico Broadcasters Association. Speakers include Dr. Sydney Roslow, The Pulse Inc.; Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo.; Harry Haslett, Radio Advertising Bureau, and Robert Rawson, FCC. White Winrock hotel, Albuquerque.

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 8—Seventh annual Broadcasting Day sponsored by Florida Association of Broadcasters. Speakers include: FCC Commissioner Kenneth A. Cox; Thomas Wall and Robert L. Heald, Washington attorneys; Elmo Ellis, WSB Atlanta; Edwin Pfeiffer, WFAA Dallas; Virgin Wolff, WRDW-TV Augusta, Ga., and Howard Green, WOND Atlantic City. University of Florida, Gainesville.

■March 8—FCC tentatively scheduled to appear before House Independent Offices Appropriations Subcommittee to justify fiscal 1966 budget request of $17.5 million.

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 9—National Academy of Television Arts & Sciences, Hollywood chapter, special meeting on foreign television. 8 p.m. Huntington Hartford Theater.

■March 10—Meeting of National Association of Broadcasters Future of Broadcasting Committee. Barclay hotel, New York.

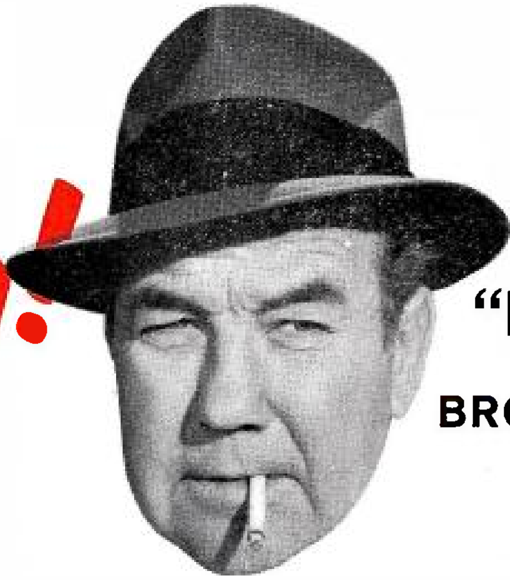
March 10—Twenty-fifth anniversary awards banquet of International Radio & Television Society. Waldorf-Astoria, New York.

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

■March 13—Radio-Television News Directors Association regional conference on television newsfilm. ABC-TV, New York.

March 14-18 — Association of National Ad-

Dan!



156 half-hours
of Police Action

"HIGHWAY PATROL"

starring

BRODERICK CRAWFORD

as "Dan Mathews"

He Holds the Record for ReRun Sales!

The Most Dependable Friends

Katy!

93 half-hours
of Comedy

"THE ANN SOTHERN SHOW"

starring

ANN SOTHERN

as "Katy O'Connor"

She Gets the BIG SHARE of the Audience!

throughout 1964, Ann Sothern averaged:

in ATLANTA	Mon-Fri	9:30 am	39% SHARE
PITTSBURGH	Mon-Fri	9:30 am	40% SHARE
RICHMOND	Mon-Fri	1 pm	57% SHARE
SYRACUSE	Mon-Fri	9:30 pm	41% SHARE
LITTLE ROCK	Sun	3 pm	39% SHARE
SPOKANE	Sat	12:30 pm	38% SHARE

Source: ARB

TFE '65

WRITE, WIRE or PHONE –

Bat!

108 half-hours
of Western Drama

GENE BARRY
starring as

"BAT MASTERSON"

He pulls the Ratings UP!

DETROIT	Mon-Fri	6:30 pm	UP 37%	over preceding show on CKLW-TV
BUFFALO	Thurs	7:00 pm	UP 31%	over preceding show on WBEN-TV
COLUMBUS, O.	Sat	3:30 pm	UP 50%	over preceding show on WTVN
DALLAS-FT. WORTH	Mon-Fri	5:30 pm	UP 250%	over preceding show on WFAA-TV
OKLAHOMA CITY	Mon-Fri	3:30 pm	UP 16%	over preceding show on WKY-TV

(ARB: Nov. 1964)

a TV Station Ever Had!

PROVED GREAT FOR STRIPS OR ONCE-A-WEEK!

Mike!

155 half-hours
of Adventure

"SEA HUNT"

starring

LLOYD BRIDGES
as "Mike Nelson"

He Pulls a **38.7%** Nationwide Share of Audience! (average of all markets where ARB rates SEA HUNT in Nov. '64)

"make friends" with Dan, Bat, Katy and/or Mike, today.

UNITED ARTISTS TELEVISION

555 Madison Avenue, New York, N. Y. 10022

vertisers, sales promotion seminar. Westchester Country Club, Rye, N. Y.

■March 15—Deadline for comments on the FCC's inquiry and proposed rulemaking to amend its TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100-w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments.

March 15—Deadline for Alfred P. Sloan Radio-TV Awards for Highway Safety. Entries should be sent to 200 Ring building, Washington 20036.

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—Annual convention of NBC-TV Affiliates. March 17 will be closed session. March 18 program: NBC-TV presentation and luncheon speech by Robert W. Sarnoff, board chairman of NBC. Waldorf Astoria, New York.

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

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

March 19-21—National Association of FM Broadcasters annual convention. Washington Hilton hotel, Washington.

March 20—Meeting of board of directors, Association of Maximum Service Telecasters. Broadcasters Club, Washington.

■March 21—MGM-TV golf tournament in conjunction with National Association of Broadcasters convention. Prize of MGM's golden lion will be presented to low gross scorer. Washingtonian Country Club, Gaithersburg, Md.

March 21—Annual membership meeting and election of officers, Association of Maximum Service Telecasters. Shoreham hotel, Washington.

March 21—First meeting of board of directors with new officers. Association of Maximum Service Telecasters, Heritage Room. Shoreham hotel, Washington.

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

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

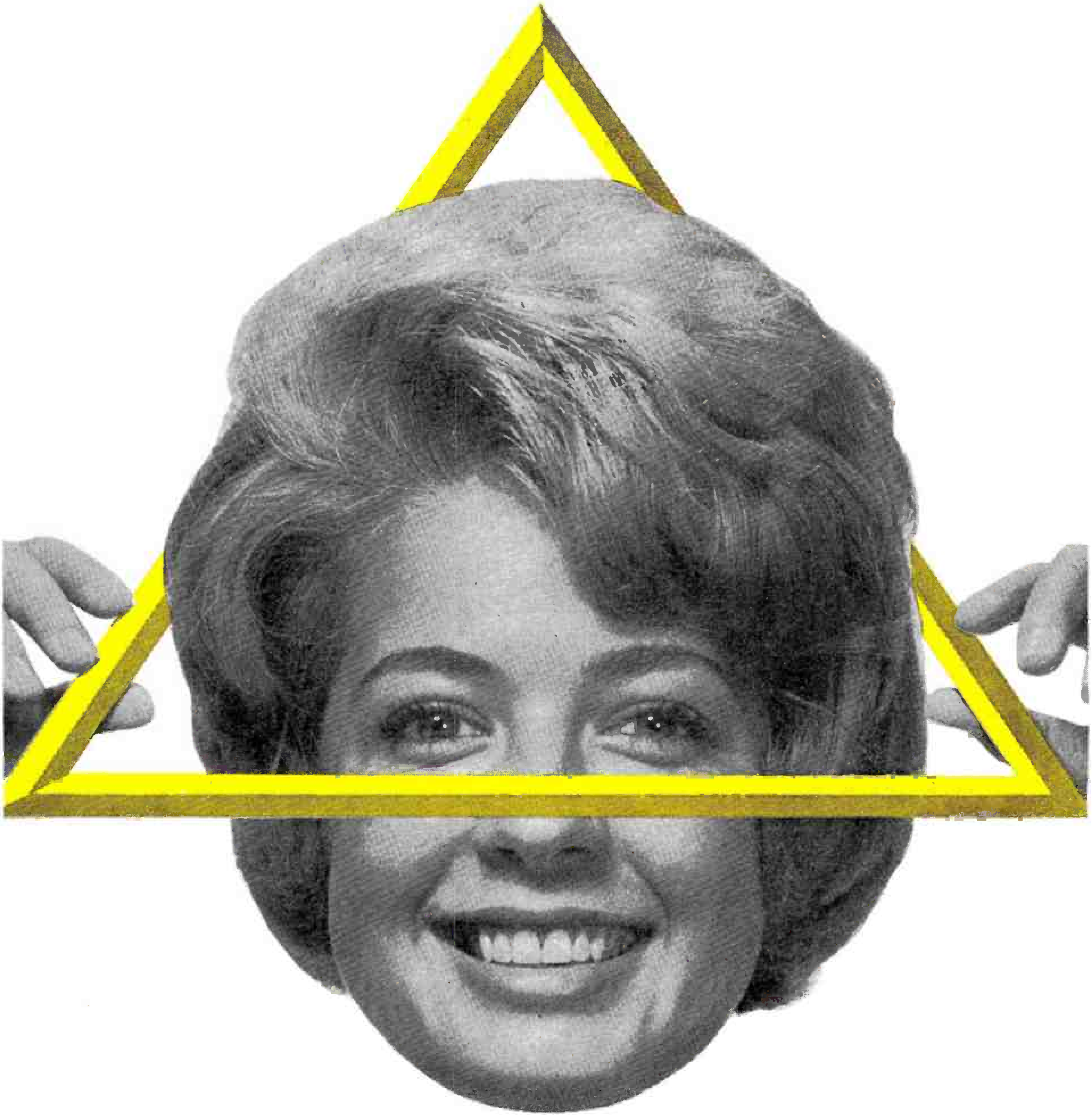
March 21-24—Television Film Exhibits—1965 with program distributors participating. Shoreham hotel, Washington.

■March 22—Federal Trade Commission tentatively scheduled ot testify before House Independent Offices Appropriations Subcommittee on fiscal 1966 budget request of $13.8 million.

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

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

March 24-26—Meeting of Southern CATV Association, featuring technical seminar. Among speakers are Robert D. L'Heureux, general counsel, National Community Television Association, on legal matters; Bill Daniels, president, Daniels & Associates, Denver, on CATV's future; Fred Webber, Telesystems Corp., Glenside, Pa., on CATV promotion and advertising; Frederick W. Ford, president, NCTA, on CATV and ne-



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The WSJS Television Market–No. 1 in North Carolina

Because WSJS Television's Golden Triangle comprises a 3 metro city-33 county Grade A coverage that's the No. 1 market in the No. 12 state, being No. 1 in population, households and retail sales in North Carolina.

WSJS TELEVISION NBC 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward gotiations with the National Association of Broadcasters, and Hon. Paul B. Johnson, Mississippi governor, on the value of the CATV industry to Mississippi. Broadwater Beach hotel, Biloxi, Miss.

■March 25—Deadline for reply comments on the FCC's inquiry and proposed rulemaking to amend TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100-w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments.

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

March 29 — duPont awards dinner. Mayflower hotel, Washington.

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

March 29-31 — Canadian Association of Broadcasters annual convention. Bayshore Inn, Vancouver, B. C.

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

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

APRIL

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

■April 2 — The Publicists Guild, awards luncheon, Beverly Hills hotel, Beverly Hills, Calif.

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

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

April 8-9 — Sixteenth annual Atlanta Advertising Institute will have Mike Wallace and Robert Sorenson, vice president and assistant to the chairman of the board of D'Arcy Advertising, as speakers. Dinkler Plaza hotel, Atlanta.

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

■April 9 — Hollywood area Emmy awards luncheon, Sheraton-West.

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

April 9-10 — Intercollegiate Broadcasting System's 26th annual national convention on campus of New York University at University Heights.

April 9-10—Spring meeting of West Virginia Broadcasters Association. Press Club, Charleston.

April 10—West Virginia Associated Press Broadcasters meeting, Charleston.

April 10—Financial seminar on community antenna television (participants to be announced) in conjunction with National Community Television Association board of directors meeting. Mountain Shadows, Ariz.

April 11-12—Annual spring convention of Texas Association of Broadcasters. Shamrock Hilton, Houston.

April 12-13—Legal seminar, conducted by National Community Television Association general counsel Robert D. L'Heureux. Registration ($35) begins 6 p.m. Saturday, April 10. Briefing session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Mountain Shadows, Ariz.

April 12-15—National Educational Television Network's spring meeting of station managers, Sheraton Plaza and WGBH(TV) Boston.

April 13-15—Institute of Electrical and Electronics Engineers Region Six Annual Conference. Las Vegas Convention Center, Las Vegas.

■April 14-25—MIFED, International Film, TV film and Documentary market, annual spring meeting in Milan, Italy. Information from MIFED Largo Domodossola 1 Milano (Italy). Telegrams: MIFED-Milano.

April 15—Southern California Broadcasters Association luncheon. Compton Advertising, Los Angeles, guest agency. 12 noon. Michaels Restaurant. Hollywood.

April 21—Luncheon of International Radio & Television Society. Senator John O. Pastore (D-R. I.) will speak. New York.

■April 22-23—Third meeting of the executive committee of the FCC's Advisory Committee for Land Mobile Radio Services. The two-day session will include a tour and inspection of land mobile operations in the Los Angeles area with Orange and Los Angeles county public safety officials as hosts. 10 a.m., Los Angeles County Hall of Administration, 500 West Temple Street.

■April 22-24—1965 annual meeting of American Association of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

April 24—American Women in Radio and Television Educational Foundation—AWRT New England Chapter Seminar, Boston University, Boston.

April 26—Louisiana Association of Broadcasters meeting. Lafayette.

■April 26—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Original deadline for comments was Nov. 23, 1964, but was extended to Feb. 23 at urging of 15 group owners. Latest deadline set by FCC is result of further request for extension, this time by Insurance Securities Inc., San Francisco.

April 26-28 — Communications Research Seminar sponsored jointly by Temple University of Philadelphia and Department of Health, Education and Welfare. Temple University, Philadelphia.

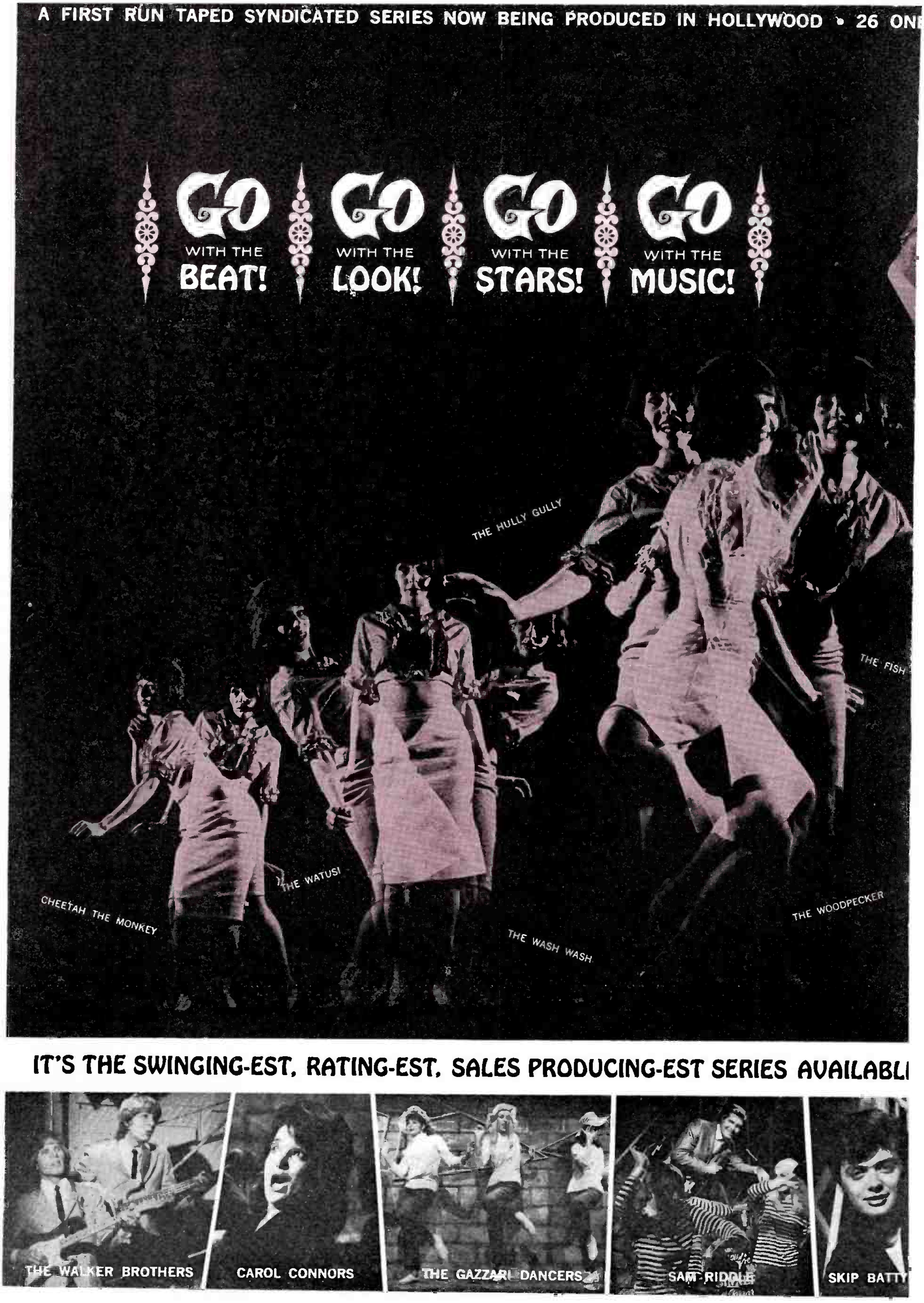
April 26-30—National Press Photographer's Association fifth annual television newsfilm workshop. University of Oklahoma, Norman.

April 27—Business and Professional Women's Club meeting. Speaker: Krin C. Holzhauser, southwestern area VP, American Women in Radio and Television. Oklahoma City.

April 27-30—Alpha Epsilon Rho National Convention hosted by University of Houston at Shamrock-Hilton hotel, Houston.

April 28-30—International Advertising Association's 17th Annual World Congress, Paris.

■Indicates first or revised listing.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GARY LEWIS AND THE PLAYBOYS
GO WITH THE DISCOTHÈQUE CRAZE!
THE HITCHHIKER
THE SHOTGUN
THE SURF
THE FRUG
GO
WITH THE SWINGIN' NEW PROGRAM
THAT VIEWERS WILL "DIG BIG"!
HOLLYWOOD A GO GO
'ODAY!
SEE THE A GO GO DANCERS
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SUITE F151, F153, F155
TFE '65
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LT 1-8530

Right-wing issue: rebuttal

EDITOR: In this office BROADCASTING Magazine is read quite thoroughly each week. You seldom use a shotgun when a rifle will do. In your Feb. 15 editorial "Right-wing Broadcasts" you dusted off the old 12-gauge.

To quote: "Most (station operators) frown upon so-called religious crusades that delve into partisan politics or attack those in public office and solicit money."

You go from "right-wing broadcasts" to "so-called religious crusades" . . . that . . . solicit money."

As a member of the National Religious Broadcasters, and a subscriber to the code of ethics of this group, I take issue with those who issue a blanket condemnation to a solicitation of funds. May I quote article 5 from the Code of Ethics of NRB. Article 5 titled "Financial Accountability."

"Appeals shall be of a bona fide character for legitimate religious purposes, and shall be presented in a dignified Christian manner. All donors shall be promptly furnished with receipts and an accounting thereof shall be furnished to the board of directors on request of the board."

In complete fairness to the many fine, dedicated religious broadcasters who purchase time on hundreds of stations in this country, how about setting aside that scatter gun.—*Val L. Hellikson, executive vice president, Haven of Rest Broadcasts, Hollywood.*

(The editorial was directed at "religious" broadcasts that are more political than theological and not at all religious programs that solicit funds for clearly religious purposes.)

EDITOR: I deeply appreciate your defense of the freedom which is ours. However, in your editorial . . . you apparently do not understand the way our churches operate. The only way we carry on the work of the Lord is by gifts of the people.

The *20th Century Reformation Hour* has never sold anything or engaged in commercial endeavors and as an approved agency of our synod, an extension of our church activity, we appeal for gifts. This, I must say, is a part of the free exercise of religion.

Moreover, your reference to "so-called religious crusades" apparently does not appreciate the nature of the church's ministry in obeying the commands of Christ to "go . . . into all the world and preach the gospel," and seek first His kingdom and His righteousness. I emphasize a crusade for righteousness because these matters do pertain to our public . . . and a preacher can indeed exhort on a basis of morality and righteousness without being partisan—partisanly political . . . *Rev. Carl McIntire, Bible Presbyterian Church, Collingswood, N. J.*

Right-wing issue: support

EDITOR: Let me commend you on your editorial in the Feb. 15 issue, "Right-wing broadcasts," wherein you make the following very astute statement: "This whole line of inquiry is explosive and dangerous. Freedom of speech is involved."

Of course, you realize the Democratic administration is following the recommendations laid out in the famous Reuther Memorandum, which called for muzzling of the military (which has already been done) and the abolition of the right-wing broadcasts.

Keep up your good work of informing the broadcasters of the problems they face, and supporting them in their fight to maintain freedom of speech.—*George W. Patton vice president, Middle South Broadcasting Co., Macon, Ga.*

EDITOR: Your editorial on [right-wing broadcasts] was very good . . .

I concur with your thinking that the whole line of inquiry is extremely dangerous and our freedom of speech as well as the free press is at stake.

I am in the newspaper industry and I can see the obvious danger signals. If they succeed in regulating broadcasting to any degree, their next step will be to try to gag newspapers, magazines and periodicals.—*John Pfeiffer, Cranford, N. J.*

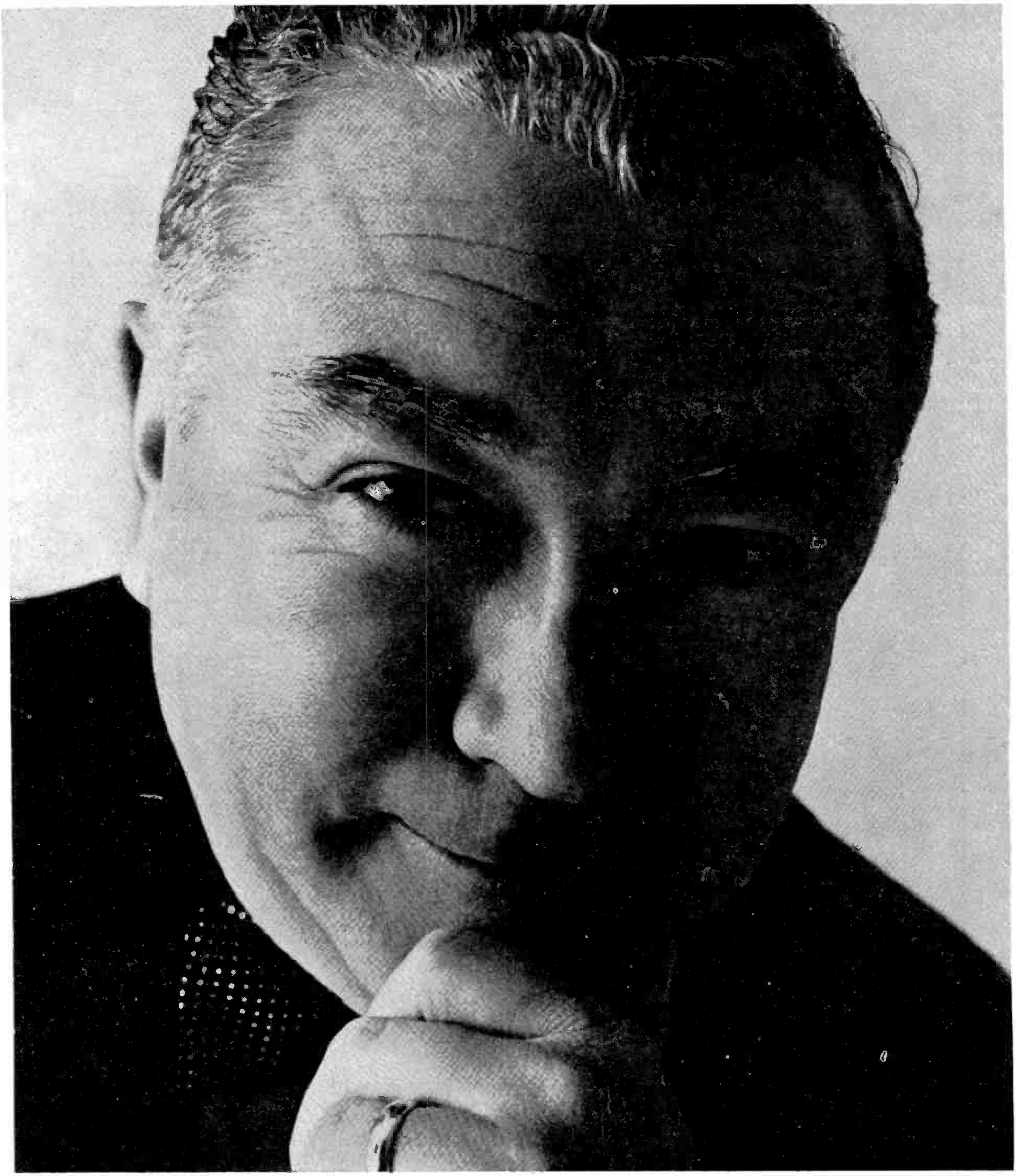
'One-sided' wire contract

EDITOR: Like many responsible broadcasters, we also believe in self-regulation without undue governmental interference.

However, we were taken aback by the action of the National Association of Broadcasters in defending the contractural procedures of United Press International. In effect, the NAB—which is effective in protecting the interests of multiple broadcaster operations in major markets—has told the FCC [BROADCASTING Feb. 15] that broadcasters want no inquiry into long-term contracts with the UPI and Associated Press.

The contract form of UPI is the most one-sided agreement ever written by shrewd lawyers. . . .

Paragraph seven, of the UPI agreement, states that: "In the event of a sale, transfer or consolidation of the



Habit forming

Fahey Flynn is prescribed viewing in Chicago. For more than a dozen years, millions of Chicagoans have depended upon Flynn for the news they want, the style they like best.

He's well liked in Chicago because he knows Chicago. It's his town. He lives it. He's active in affairs that are vital to the community.

That's why both "The Six O'Clock Report" and "The Big News" are crammed with local color and excitement. Flynn knows where news is and the people who make it.

Like Flynn, all the WBBM-TV personalities are big in the local picture. And their deep-rooted community involvement has helped make Channel 2 the habitual favorite of viewers and advertisers alike.

Shouldn't you be associated with the people who know Chicago best?

WBBM-TV, CBS Owned, Channel 2 in Chicago

property of the aforesaid radio station, or the transfer of the license of the same, the broadcaster hereby guarantees that his successor, assignee or transferee, will fulfil the terms and conditions herein contained for the full life of this agreement."

UPI thus forces the seller to include such a guarantee in the buyer's FCC application for transfer.

The printed contractual agreement of UPI . . . leaves the broadcaster no choice of terms. There is no blank space for the number of years. The form says flatly: "This contract shall continue for five (5) years."

The agreement further says "that in case of a war or other extraordinary event requiring an additional or extraordinary expenditure of $1,000 or more weekly by UPI securing and delivering the news of the same, UPI may assess and the broadcaster shall pay UPI an additional weekly sum not to exceed 25% of the broadcaster's then weekly payment for a period coincident with said extraordinary expenditure by UPI."

Despite repeated requests for same by us, UPI has never given a satisfactory accounting of such "extraordinary expenditures" which have resulted in two assessments of 6% and 9%, respectively, during the past three years. . . .

If the FCC is to have no jurisdiction over a matter to which UPI has made itself a party, then perhaps the proper place is the Department of Justice.—*I. T. Cohen, president and general manager,* KIZZ *El Paso, Tex.*

(Contrary to Mr Cohen's understanding, the NAB position was not one of "defending the contractual procedures" of the wire services but rather that the FCC should not be involved in such contracts between stations and the wire services. UPI has labelled FCC interest as "clearly exceeding FCC power" and defended its contractual procedures. AP told the FCC "long term" contracts were necessary and explained its reasoning (BROADCASTING, Feb. 15). The complaints made by the Texas broadcaster are similar to those made by a number of station executives about contracts with both wire services.)

Right name, wrong face

WDOR's Mr. Allen

EDITOR: It was nice seeing photos of all the new NAB Radio Board members (BROADCASTING, Feb. 15) However, you erred on one. The Ed Allen you pictured is not the Edward W. Allen Jr., elected to our board.—*John M. Couric, vice president for public relations, National Association of Broadcasters, Washington.*

(A picture of Edward W. Allen Jr., DuMont Labs, was used in error instead of Mr. Allen of WDOR).

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

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

MONDAY MEMO from DON LEONARD, vice president, Kudner Agency, New York

Move over computers and make room for the thinking man

It's time for agency people to involve themselves in a highly specialized war on their own kind of poverty.

The poverty lies in the area of thinking, in technique and in professionalism.

Efforts to eliminate this sort of poverty are inherent in the greater demand in advertising for its people to be "accountable."

In the agency business, as well as in business in general, accountability is the biggest new development in a growing practice of identifying cause and effect.

Along with accountability comes the natural consequence: quality both in results and in personnel.

Herein lies the future of advertising. We have gone through the period of research and we are well into the era of marketing. We now look for the result, or the combination of research and marketing. In this equation, sound research plus sound marketing equals "accountability."

As the client looks to us to account for the money we spend, and as he asks us to show him the results his money brings about, we in the agencies must be prepared to meet the challenge with quality—quality in our thinking and quality in the people we hire and work with.

Extends to All Areas ▪ We will require more quality in all areas: in our creative efforts, in marketing, promotion, packaging, public relations, etc. The larger agencies will have to set up special units to provide this, while smaller agencies may have to pool their resources. Every trend today indicates a move to qualitative, segmented analysis of the media, marketing, creative and research functions.

To be specific, in agency media and marketing departments there are many tools already available and others over the horizon for qualitative measurements. But their use is limited unless we have quality people to employ these tools. In my judgment, "people of quality" are those who are knowledgeable, experienced, conscientious practitioners of any specific agency function.

Although the computer age has arrived, it'll still take qualified people to interpret the subtleties of computer-age, and it will take brain power, not the retention power of circuitry, to arrive at logical conclusions.

The question arises as to how we can achieve a better state of professionalism. Of course, agencies and media organizations now have serious training programs. These programs are both necessary and urgent because today's advertisers demand more reasons to justify the investment of money in any particular medium.

But training programs in themselves will not solve the problem of the need in face of ever-mounting demands of advertisers for additional explanations and accurate accounting of advertising effectivenes.

Young Blood Needed ▪ For us to reach a maximum of capability in media buying and selling, we have to start at the beginning. We must attract bright young men and women into media work.

Automation, I maintain, cannot attract these people. It's my belief, moreover, that today's young people are interested primarily in exercising the minds that they have trained so carefully. These people want to think, not push buttons.

The opportunity for thinking in the media field is vast. The rewards are there for those people who want to think, and who will apply themselves and who are willing to work.

This "quality" in people has a direct relationship to quality of performance and to the satisfaction of clients as well as to the reputation of the agency business. One may even consider agency profits directly related to the quality of people employed.

It wasn't too many years ago that advertising was associated with an aura of magic. Advertisers and agencies alike knew that advertising worked, though they didn't know quite how.

Magic Gone ▪ But current demands for profits and the need in advertising to account for tremendous investments have erased the magic. We now try to replace magic with a more scientific approach to advertising.

The scientific approach involves also extensive pre-testing of creative approaches, of package designs, merchandising kits, etc.

With our business moving more to establish the direct values of advertising, we find ourselves on the threshold of a golden era for our business.

We have successfully come through such "seat of the pants" advertising techniques as the simple homily "repetition sells" which served as guideposts for the investment of millions of dollars.

Now we are moving into an era in which the quality of audience, of editorial environment and program atmosphere have much to do with what our advertising looks and sounds like.

Quality is the Key ▪ These then are the quality factors against which advertising is evaluated. Quality will be the key to the future growth of advertising as an integral part of the free enterprise system.

Our responsibilities can be successfully fulfilled if we set quality as our yardstick. The measurements of what we do and how we do it must be qualitative.

Efforts made today to attract bright and eager as well as flexible young people to advertising and our willingness to help train them will bear immediate results in the caliber of copywriters, artists, researchers, media buyers and account men we'll have tomorrow.

Our willingness to investigate the unique, to break away from a pattern of being followers, in order to set our client one step ahead of his competitors will pay off quickly in terms of our success in moving products and in terms of the size of profits we make.

Donald E. Leonard, vice president, director of media, and a member of the plans board, Kudner Agency Inc., New York, has spent almost his entire 16-year advertising career in media and marketing. He is a graduate of Columbia University and is currently active in the American Association of Advertising Agencies and the International Radio-Television Society. Mr. Leonard resides in Scarsdale, N. Y., with his wife Jane, his son Steven, and daughters Betsy Ann and Susan.

Main Lobby of our WELI Headquarters Building

QUALITY RADIO — the principle that has built WELI success with audience and advertisers throughout its 30 years.

Quality in every facet of Broadcasting — personnel, programming, equipment, technical facilities, service, merchandising — contributing to audience confidence in its reliability and integrity.

WELI today is evidence of what quality radio has done in the New Haven market — helped us build to serve and attract great numbers of listeners in our million-man market. The New New Haven market is a better buy through the quality sound of WELI.

WELI

NEW HAVEN

CONNECTICUT

5000 WATTS 960 KC.

Richard W. Davis, President, confers with Miss Anna M. Costa, Treasurer

Master control serves five studios

WELI

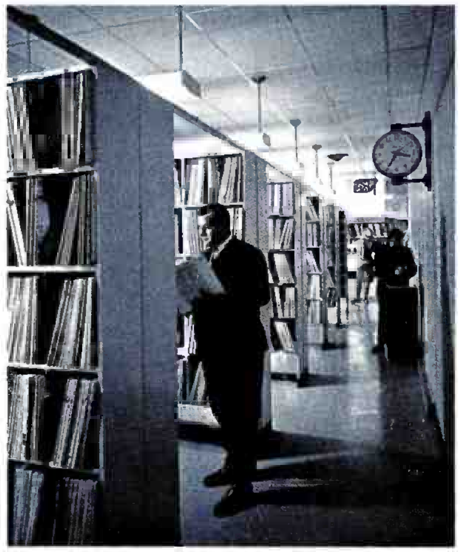
NEW HAVEN

CONNECTICUT

5000 WATTS 960 KC.

WELI Quality Sound has built the confidence of Connecticut advertisers—the one way for the national buyer to be sure he's buying right. WELI has it all over Southern Connecticut — and all over Western Long Island too — Quality Sound.

Come to Connecticut this year — put WELI's Quality Sound to work for the advantage of your quality product. Call H-R Representatives, anywhere except Boston (Geo. Eckels & Co.). WELI, The Sound of New Haven, 960 KC, 5000 Watts — New Haven, Connecticut.



Complete reco[r]d library

The finest control equipment

Combined modern offices and transmitter

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
March 1, 1965, Vol. 68, No. 9

In sight: lockup of new season

Spurt in advertising sales puts ABC and NBC ahead of last year's pace and CBS at least even; for schedules as they now stand see pages 30-31

A sharp upswing in advertising sales in next fall's network television program schedules was evident last week, signaling the beginning of the end of the juggling, jockeying and decoying that traditionally mark opening rounds of network schedule construction.

ABC-TV, CBS-TV and NBC-TV all reported heavy sales that brought them close to, or beyond, the 60% level of sales for the first 13 weeks of the season that opens next September (see chart pages 30-31). At that level the opportunities for juggling—and for the offering of decoy programs to draw out the plans of other networks—begin to become more limited.

Tobacco companies as a group lead the new season buyers, with six major cigarette manufacturers now identifiable as participants or sponsors in at least 15 programs spread among the three networks.

But the biggest one-company purchase to date came last week from Bristol-Myers—an estimated $28 million in business placed through Young & Rubicam on behalf of Bristol-Myers and its subsidiary, Clairol, all on ABC-TV.

ABC-NBC Gains ▪ Agency programing executives generally agreed that ABC and NBC are now well ahead of their pace at this time last year both in terms of firmer schedules and in terms of business placed on these lineups. CBS was moving ahead in sales at a rate comparable to last year and although its schedule seemed less certain than those of the other networks it was pointed out that this situation could change quickly.

It was noted that traditionally CBS shies from publicity while forming its new-season strategy—and that the network might be further along in program placement than would be apparent on the surface.

A canvass of agency opinion indicated advertisers so far were doing a substantial amount of buying on an alternate-half-hour basis, although participation vehicles—those carrying minute sales to a number of advertisers—are more prevalent in the 1965-66 schedule than in the current season's.

CBS-TV's nighttime schedule at the start of this season was about 25% devoted to participation or "minute sales" programs but this category is expected to rise to about 40% in 1965-66 due largely to the network's decision to program feature films, which will be sold partly if not entirely on a participation basis.

One network official called attention to a continuing tendency of sponsors to move around in programs in order to "spread the risk."

A spokesman for an agency that bills heavily in TV noted his agency's clients had "always tended to test new shows at the smallest possible risk," but said "it has not always been within our ability to do so." The tendency toward less risk-taking has increased in recent years and will get stronger, he said, but he also thought sponsors in recent years "have not really been able to find any new ways to take smaller risks when confronting a new-season schedule."

The ABC Status ▪ ABC-TV, which had written an estimated $85 million worth of business for the 1965-66 season by the end of calendar 1964, had increased that total to approximately $150 million last week.

James Duffy, sales vice president, said ABC-TV's volume for the first quarter of the new season was about 75% ahead of its level at this time last year but cautioned that this figure should be considered in light of earlier exercising of renewal options by a number of advertisers, in addition to the new business signed.

Mr. Duffy estimated that the network is at least one month ahead of last year's sales pace. The schedule in the first 13 weeks of the coming season is between 56 and 60% sold, representing both renewed business and new sponsors.

The network's Saturday-night lineup, which a number of agency men thought to be still up in the air, appeared to have come down to a firmer footing late last week. *Diamond Jim*, an hour-long production out of Selmur, had tentatively been placed in the lead-off spot (7:30-8:30) and was to be followed by

Continued on page 32

66% of shows theirs

Ten program producers, including two of the TV networks, will account for 66% of the program time produced for prime-time television in the 1965-66 season. This compilation does not include the eight hours a week that will be devoted to motion pictures. The 10 will be responsible for 42½ hours of the 65 hours of programing.

The top 10:

Universal TV	6 hrs.
20th Century-Fox	5½
CBS-TV	5½
MGM	5
Screen Gems	4½
UA-TV	3½
Filmways	3½
NBC	3
Warner Bros.	3
Four Star	3

The 11th and 12th companies will produce 2 hours and 1½ hours each. The remaining 19 hours will be produced by 24 companies: 14 responsible for 1 hour each week and 10 responsible for 30 minutes each week.

DETAILED WRAPUP OF FALL TV SCHEDULES

Here's how the television networks' prime-time (7:30-11 p.m.) schedules for 1965-66 looked last week. Some schedule shifting was no doubt still in store but for the most part programs had found their new season homes in the evening lineups and agencies had turned with a will to picking the hopeful winners for their clients.

The sponsorships listed in the accompanying chart are only those which have been confirmed. Other participating business had been written but in some instances network sales officials were unwilling to connect sponsors with programs for competitive reasons.

Agencies are shown in parenthisis; production firms in brackets. Where agencies are not shown they are unassigned or uncertain.

In all cases advertisers listed in program periods reflect sponsorship in the first quarter of the new season as now reportable in network sales offices. The duration of the purchase is not indicated. Programs new to the networks are shown in boldface.

Not shown in the chart are such network shows as *Lassie* (CBS-TV, 7-7:30 p.m., Sunday) and *Bell Telephone Hour* (NBC-TV, 6:30-7:30 p.m., Sunday). ABC-TV has tentatively set *Voyage to the Bottom of the Sea* to start at 7 p.m. on Sunday.

SUNDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Voyage to the Bottom of the Sea* (Starts at 7 p.m.) [20th Century-Fox]	*My Favorite Martian* Kellogg (Burnett) 50% available [Jack Chertok]	*Walt Disney* Ford (JWT); RCA (JWT); Eastman Kodak (JWT) [Walt Disney Prod.]
8:00	**FBI Story** Ford (JWT) 50% available [Warner Bros.]	*Ed Sullivan* Lever Bros. P. Lorillard American Home 25% available [CBS-Sullivan]	
8:30			*Branded* P&G (Burnett) [Goodson-Todman]
9:00	*Movies* Participating [20th Century-Fox]	*Perry Mason* [Paisano Prod.]	*Bonanza* Chevrolet (C-E) [NBC]
9:30			
10:00		*Candid Camera* [Candid Camera Co.]	**Wackiest Ship in the Army** Liggett & Meyers (JWT) 75% available [Screen Gems]
10:30		*What's My Line?* [CBS-Goodson-Todman]	

WEDNESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Ozzie & Harriet* [Stage Five Prod.]	*Mr. Ed* [Filmways]	*The Virginian* American Tobacco (SSCB) and other participating advertisers [Universal TV]
8:00	*Patty Duke* [UA-TV]	**Who Goes There?** [Cottage Prod.-Rod Amatu]	
8:30	**Gidget** Armstrong (BBDO) 50% available [Screen Gems]	*Beverly Hillbillies* R. J. Reynolds (Esty); Kellogg (Burnett) [Filmways]	
9:00	**Big Valley** Armstrong (BBDO) 75% available [Four Star]	**Country Cousins** Gen. Foods 75% available [Filmways]	*Chrysler Theater-Bob Hope* Chrysler (Y&R) [NBC]
9:30		*Dick Van Dyke* P. Lorillard; P&G [Calvada Prod./Danny Thomas Ent.]	
10:00	*Burke's Law* [Four Star]	*Danny Kaye* R. J. Reynolds (Esty) Time available [CBS]	**I Spy** Brown & Williamson (Post Keyes Gardner) and other participating advertisers [T&L Prod.]
10:30			

THURSDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Shindig* [Selmur-Circle Seven Prod.]	*Munsters* [Universal TV]	*Daniel Boone* Brown & Williamson (Post Keyes Gardner) and other participating advertisers [20th Century-Fox]
8:00	*Donna Reed* Campbell Soup (BBDO) 50% available [Screen Gems]	*Gilligan's Island* P&G 50% available [UA-TV]	
8:30	**Okay, Crackerby** Bristol-Myers (Y&R) 50% available [UA-TV]	*My 3 Sons* Toni; Hunt Foods [Don Fedderson]	**Laredo** L&M (JWT) and other participating advertisers [Universal TV]
9:00	*Bewitched* Quaker Oats (JWT) 50% available [Screen Gems]	**Movies** P. Lorillard and other participating advertisers [Columbia Pictures and other studios]	
9:30	*Peyton Place II* [20th Century-Fox]		**Meet Mona McClusky** R. J. Reynolds (Esty) 50% available [UA-TV]
10:00	**Long Hot Summer** Bristol-Myers (Y&R) 75% available [20th Century-Fox]		**Dean Martin** P. Lorillard (L&N) and other participating advertisers [NBC]
10:30			

MONDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*12 O'Clock High* [20th Century-Fox]	*To Tell the Truth* American Home Products 50% available [CBS-Goodson-Todman]	**Kissin' Cousins** [MGM]
8:00		*I've Got a Secret* Gen. Foods; R. J. Reynolds (Esty) [CBS-Goodson-Todman]	**Mr. & Misses** Colgate (NC&K) [Universal TV]
8:30	*Sergeants* [Warner Bros.]	*Lucy* Lever Bros.; Toni [Desilu]	*Kildare I* L&M (JWT) 75% available [MGM]
9:00	**Shenandoah Man** Nabisco 50% available [MGM]	*Andy Griffith* Gen. Foods (B&B) [Mayberry Prod.]	**Kraft Music Hall** Kraft (JWT) [Barnaby Prod.]
9:30	*Farmer's Daughter* Clairol (FC&B) 50% available [Screen Gems]	**Selena Mead** P&G; Gen. Foods [Jack Webb]	
10:00	*Ben Casey* [Bing Crosby Prod.]	*CBS Reports* [CBS]	**Run for Your Life** Brown & Williamson (Post Keyes Gardner) 75% available [Universal TV]
10:30			

TUESDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Combat* [MGM]	**Lost in Space** [Van Bernard-Irwin Allen Prod.]	**My Mother the Car** [Screen Gems]
8:00			**Please Don't Eat the Daisies** Lever Bros. (JWT) 50% available [MGM]
8:30	*McHale's Navy* [Universal TV]	*Red Skelton* Reynolds Metals American Home Alberto Culver Philip Morris [Cecil Barker Prod.]	*Kildare II* L&M (JWT) 75% available [MGM]
9:00	**F Troop** Quaker Oats (JWT) 50% available [Warner Bros.]		*Movies* American Tobacco and other participating advertisers [MGM-Paramount]
9:30	*Peyton Place I* [20th Century-Fox]	*Petticoat Junction* P&G [Filmways]	
10:00	*Fugitive* P&G (B&B) Time available [UA-TV]	**Haunted** [Villa Di Stefano/UA-TV]	
10:30			

FRIDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	*Flintstones* [Screen Gems]	**Wild West** Philip Morris and other participating advertisers [CBS]	**Camp Runamuck** [UA-TV]
8:00	*Addams Family* [Filmways]		**Hank** Bell Telephone (Ayer) 50% available [Warner Bros.]
8:30	**Jesse James** [20th Century-Fox]	**Hogan's Heroes** Gen. Foods 75% available [Bing Crosby Prod.]	**Convoy** American Tobacco (SSCB) and other participating advertisers [Universal TV]
9:00	**Honey West** [Four Star]	*Gomer Pyle* Gen. Foods (B&B) [Mayberry Prod.]	
9:30	**Peyton Place III** [20th Century-Fox]	**Smothers Bros.** Alberto-Culver (Compton) [Four Star]	**Mr. Roberts** Lever Bros. (JWT); L&M (JWT) [Warner Bros.]
10:00	*Jimmy Dean* [Ban-Dean Prod.]	**Coronet Blue** [Plautus Prod.]	*Man from U.N.C.L.E.* P. Lorillard (L&N) and other participating advertisers [MGM]
10:30			

SATURDAY

	ABC-TV	CBS-TV	NBC-TV
7:30	**Diamond Jim** [Selmur Prod.]	*Jackie Gleason* [CBS]	*Flipper* Gen. Mills and other participating advertisers [MGM]
8:00			**I Dream of Jeannie** L&M (JWT) and other participating advertisers [Screen Gems]
8:30	*Lawrence Welk* [Teleklew]	**Trials of O'Brien** [Filmways]	**Get Smart** Lever Bros. (JWT); R. J. Reynolds (Esty) [Talent Assoc.-Paramount]
9:00			*Movies* Participating [MGM-Paramount]
9:30	*Hollywood Palace* [Zodiak Prod.]	**Son of Rawhide** [CBS]	
10:00		*Gunsmoke* American Home Time available [CBS]	
10:30			

two other hour shows, *Lawrence Welk* and *Hollywood Palace.* The final Saturday half-hour (10:30-11) was still open, according to a network spokesman.

Another late development for ABC was the tentative placement of Jimmy Dean as an hour show on Fridays (10-11 p.m.). There were reports that R. J. Reynolds, through Esty, has already bought into the Dean show and also into *Jesse James,* another ABC-TV Friday-night vehicle.

ABC's 1965-66 picture has been aided by new money from American Home Products—some $15 million in the new season representing six prime-time minutes per week in addition to five quarter-hours weekly in daytime programs; from Armstrong with sponsorship in *Gidget* and *Big Valley,* and from Bristol-Myers, through the $28 million purchase announced last week.

Other large sponsors already committed to ABC-TV programs—just which programs the network would not reveal last week—are Consolidated Cigar through Papert, Koenig, Lois; Menley & James through Foote, Cone & Belding; J. B. Williams through Parkson; and American Tobacco through BBDO.

The CBS Status ▪ At CBS-TV the pickup in selling for the fall season has brought that network to a point where an estimated 64% of its nighttime schedule has advertiser commitments. CBS-TV got off to a late start this season in its advance selling, but sales now were said to be at about the level of last year at this time.

General Foods, Procter & Gamble, Philip Morris and other cigarette firms, and American Home Products, considered to be among the big anchors in the CBS schedule, are among the early advertisers set for the fall. Lever Brothers, also in that league, has moved about half of its business to NBC-TV. Armstrong Cork has defected to ABC-TV, but CBS officials indicated the network was in a solid sales position for 1965-66.

General Foods has cut back about one and a half commercial minutes weekly in the nighttime schedule for the fall, but as in the past, this advertiser has all of its network money at CBS. General Foods is more than doubling its investment in CBS's daytime schedule.

Though GF has cut back slightly in the CBS nighttime schedule, sales authorities reported that Philip Moris has increased from nine to 10½ commercial minutes weekly, and that P&G, American Home Products, P. Lorillard and Brown & Williamson have placed the same proportionate weight on the schedule as they have in the current season.

General Food's CBS business mainly is in *I've Got a Secret, Andy Griffith, Gomer Pyle,* the new *Country Cousins* and *Hogan's Heroes* and in co-sponsorship, with Campbell Soup, in the veteran *Lassie* series. P&G's sponsorships are chiefly in *Petticoat Junction, Dick Van Dyke, Gilligan's Island,* the new *Country Cousins* and *Selena Mead.* P&G was reported in other program negotiations with CBS, but authorities would not identify the shows involved.

As on the other networks, cigarette companies are substantially represented on the CBS advertiser list. They are P. Lorillard, R. J. Reynolds, Brown & Williamson, Philip Morris and American Tobacco.

The NBC Status ▪ Sales at NBC-TV were reported to be moving briskly with more than 60% of the prime-time schedule already sold for the final quarter of 1965. The past two weeks were the high points of the company's sales activities with more than $135 million in new and renewal sales completed during that period, described as a record pace for the network.

Don Durgin, vice president in charge of sales for NBC-TV, said the success to date was attributable, at least in part, to NBC-TV's having settled on its 1965-66 programing several weeks ago and then staying with it. Renewals from advertisers of long-established shows plus substantial investments in NBC-TV's new series contributed strongly to the bright sales picture, Mr. Durgin said.

Among the shows reported completely sold out are *Walt Disney* (Ford Motor Co., RCA and Eastman Kodak, all through J. Walter Thompson); *Brandea* (Procter & Gamble, through Leo Burnett); *Bonanza* (Chevrolet, through Campbell-Ewald); *Mister and Misses* (Colgate, through Norman, Craig & Kummel); *Andy Williams Show* (Kraft, through J. Walter Thompson); *Bob Hope Presents—Chrysler Theater and Comedy Specials* (Chrysler, through Young & Rubicam).

The network has signed about $42 million in tobacco business. Liggett & Myers, through J. Walter Thompson, has earmarked $12 million to NBC-TV, an increase of $3 million over last year. Other large-scale purchasers are American Tobacco, through Sullivan, Stauffer, Colwell & Bayles and BBDO; R. J. Reynolds Tobacco through William Esty; Brown & Williamson through Post-Keyes-Gardner; P. Lorrilard through Lennen & Newell.

Substantial advertising has been attracted to NBC-TV's new programs, according to Mr. Durgin. Reynolds Tobacco has bought one-half of *Meet Nora McClusky;* Lever Brothers, through J. Walter Thompson, has purchased one half of *Get Smart!;* Lever and L&M, both through JWT, have acquired one-half each of *Mr. Roberts.*

Late last week NBC-TV sold a group of six one-hour color specials to the American Gas Association through Lennen & Newell, New York, for an estimated $2.5 million. These will include two programs spotlighting Julie Andrews, one featuring Mary Martin, *Peter Pan,* and two news specials.

One possible programing change for NBC—insertion of *I Dream of Jeannie* in the Monday 7:30-8 slot in place of *Kissin' Cousins*—was reported by one agency official last week.

A sidelight to NBC-TV's sales splurge is that in non-prime-time NBC-TV reports it has sold out participations in the *Huntley-Brinkley Report* for gross billing of about $27 million. Twelve advertisers are participating in the daily network news strip during 1965-66.

Pay-off for NBC color next fall?

The ratings edge that color delivers means more as color universe grows

NBC researchers estimate that next season color alone will give NBC-TV and its advertisers the equivalent of a 1.4 rating-point advantage over the other networks in terms of average audience. Although NBC didn't say so, its estimate was based on the assumption that ABC and CBS will continue to broadcast most of their shows in black and white while NBC loads its schedule with color.

This estimate is based on preliminary findings in a study underwritten by all three TV networks and conducted by the American Research Bureau. The study compared the viewing habits of 4,600 color-set homes with those of 4,600 homes equipped only with black-and-white sets.

Preliminary findings indicated—as have similar studies in the past—that in color homes NBC color programs get ratings that average close to 80% higher than the same shows' ratings in black-and-white homes.

Currently, with about 3 million homes color-equipped, NBC researchers estimate that on a 19 average rating, color adds almost one rating point (between 0.8 and 0.9).

Next year, with color-set homes expected to reach 5 million, NBC authorities estimate that this will become a 1.4 advantage from color, or about 0.3 of a rating point per million TV sets sold.

Preliminary findings in the ARB study


PACIFIC OCEAN
MARIN COUNTY
SAUSALITO
GOLDEN GATE BRIDGE
ALCATRAZ ISLAND
SAN FRANCISCO
BAY BRIDGE TO OAKLAND
SAN FRANCISCO BAY
ACCEPTANCE...

also indicated that 14 of the 15 programs with the highest ratings in color homes are color programs. The exception was ABC-TV's *Bewitched*, which was 15th in the color-home rankings. Its 32 rating in color homes compared with a 56 for *Bonanza*, which was number one, and a 32.9 for *Jack Paar Show*, which was 14th.

Upping the Averages ▪ The average rating of all NBC color programs in the 7:30-11 p.m. period was given as 39.3 in color homes against 22.2 in black-and-white homes, an advantage of 77% for color. The median advantage, according to NBC calculations, was 82%. Other examples:

Six NBC daytime color programs averaged an 8.6 rating in color homes against 5.3 in black-and-white, a color advantage of 62%. *Tonight* averaged 12.3 in color homes, 6.5 in black-and-white, an advantage of 89%. *Wild Kingdom* on Sunday afternoon rated 115% higher in color homes, *GE College Bowl* 100% higher, *Meet the Press* 78% higher.

One NCAA football game carried in color during the study period received a 24.5 rating in color homes against a 12.8 in black-and-white homes. A National Football League doubleheader carried only in black and white received a substantially smaller advantage in the color homes—the first game of the doubleheader had an 18.5 rating in color homes and 17.9 in black-and-white homes, while the second game had a 14.1 in color homes and 11.7 in black-and-white homes.

The study covered the period Nov. 5-25, 1964.

Dissents to Report ▪ Authorities at ABC-TV and CBS-TV protested that the data was released by NBC before it was checked and that some of the figures were known to be inaccurate. NBC authorities acknowledged that some inaccuracies had been found but insisted they were not significant and did not affect the basic findings that color programing gets substantially more audience than black-and-white.

ARB, which said it delivered its reports without a final check because the networks did not want to wait, described the inaccuracies as minor.

Some authorities contended the study indicated that owners do more color-program viewing in the first months after getting a color set, then do less and less.

NBC authorities acknowledged that the averages indicate color viewing is highest among new color-set owners, but said that in many cases the reverse is true and that in any event today's new-set owners tend to be younger and growing families and thus represent some of the advertisers' best prospects, while the older set owners are older and longer-established families. Moreover, they contended, with color-set sales now beginning to move, the level of increased viewing even among just the new buyers will represent a significant plus for a long time to come.

Novelty Factor? ▪ NBC reported a 43.9 average rating for its nighttime color programs in homes having had color sets for less than eight months, a 39.9 average in those with color sets for 8 to 19 months and a 36.5 average in homes that have had color for 20 months or longer. These figures compare with a 22.2 average rating reported for the same programs in black-and-white homes.

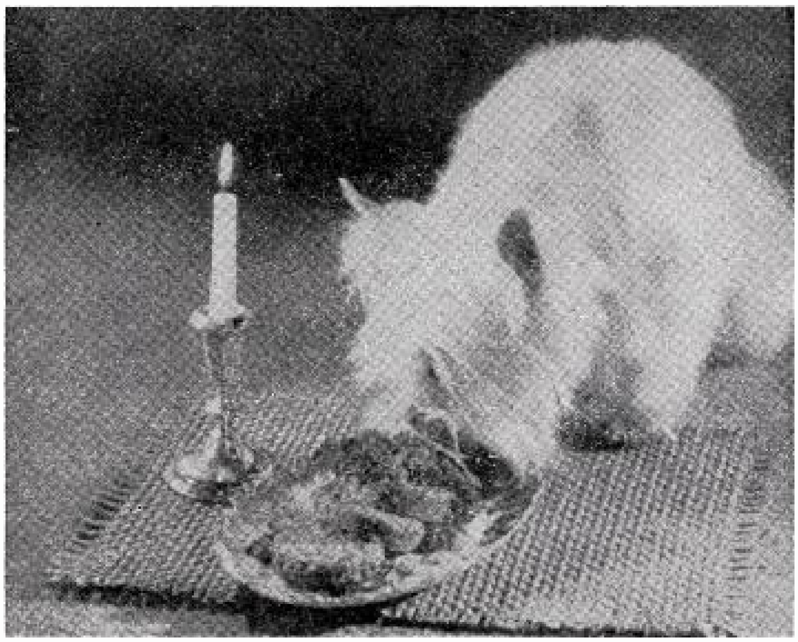
In daytime the color-program averages in "new," "medium" and "old" color homes were reported as 9.7, 8.6 and 8.1, respectively, as against 5.3 in black-and-white homes.

Jonathan Winters Show, TW3, Bell Telephone Hour and *Jack Paar Show* were among the regularly scheduled NBC programs said to have received higher ratings among "old" color homes.

The "preliminary findings" included figures on four ABC-TV programs some or all of whose episodes were carried in color during the study period. These were shown with an average rating of 17.3 in color homes against 15.8 in black-and-white homes, a 9% advantage for color.

NBC researchers speculated that these may have failed to show a color advantage comparable to NBC's for several reasons, including the possibility that many ABC affiliates did not transmit them in color and the fact that one program in the group, a special, was opposite an established color series on NBC.

ABC authorities appeared to agree that these were possible explanations but also contended that at least one ABC series listed in the "preliminary findings" as being in color was actually telecast in black and white during part of the study period.



COMMERCIAL PREVIEW: Rival Pet Foods

Rival Pet Foods, a division of Associated Products Inc., Chicago, will start a saturation spot TV campaign in early March, beginning with 35 markets in the Midwest and spreading to include about 65 more markets in the East within a few months. The agency is Grey Advertising, New York.

The campaign has been scheduled to introduce a new and expanded line of pet food products by the company. Five new canned dog foods will be introduced — mixed grille, chicken croquettes, medium rare chunks, burgers 'n' gravy, and beef and horsemeat chunks. In one sequence from a commercial, a dog is shown dining gourmet-style on Rival's mixed grille (see photo).

William C. Durkee, president of Rival, noted the enlarged line of products reflects "the many changes taking place in the market," representing "a very real, rising standard of living for the family pet."

Award-winning commercials

Hollywood international competition had entries from 16 countries with five foreign spots among the winners

A Goodyear tire commercial about a woman stranded in the rain because of tire trouble, with no man around to help, was the best television commercial produced for any advertiser any place in the world during 1964. At least, it was the best of more than 1,000 TV commercials entered in the fifth annual International Broadcasting Awards competition of the Hollywood Advertising Club in the opinion of the judges.

A musical spot, with the descriptive title "Twist," advertising Heileman's Old Style beer, was given the top spot among the IBA's 712 radio entries. Each of these sweepstakes winners received the IBA wood and metal trophy, a slender spire rising from a curved arc as a broadcasting tower rises from the earth. Two trophies, in fact, as each had already won its first trophy as the best commercial in its category before going on to take the top award.

The awards were presented last Tuesday (Feb. 23) at the annual awards banquet at the Hollywood Palladium, with top TV and radio stars making the presentations. Bob Crane, morning disk jockey at KNX Los Angeles, who has also been a regular member of the cast of the *Donna Reed Show* on ABC-TV and is starred in a pilot which may become a network series next season, was master of ceremonies. Jack McQueen, vice president of Foote, Cone & Belding, Los Angeles, was executive producer of the dinner program.

James Riddell, chief executive officer of ABC's Western Division, was general chairman of this year's IBA competition. Joseph C. Drilling, president, Crowell-Collier Broadcasting Corp., was chairman for radio; Elton Rule, general manager of KABC-TV Los Angeles, was chairman for television. Don Estey, president of Tel National Advertising, was judging chairman, and Robert Dellinger, executive vice president of Grant Advertising, Los Angeles, was in charge of the final judging. Jack O'Mara, president of the Hollywood Advertising Club, sponsor of the IBA, was general coordinator of relations between the club and this special activity.

Preliminary judges, working in London; Mexico City; Sydney, Australia, and 12 U. S. cities, selected 207 finalists in 12 TV and seven radio categories. The final judges chose the top award winners at a Monday evening session in Hollywood. Commercials from 16 countries were entered in the competition, with four foreign-produced TV spots and one radio commercial winning top awards in their respective categories.

The complete list of winners by categories follows, listing the commercial by title, with the product, company, agency and producer.

Goodyear's top TV commercial

Television

Live action, over 60 seconds: "Rolling Tire"; Gulf Cruisemaster tire; Gulf Oil Corp.; Erwin Wasey, Houston; MPO, New York.

Live action, 60 seconds: "Woman Stranded/No Man"; tires; Goodyear Tire & Rubber Co., Akron, Ohio; Young & Rubicam, San Francisco; Filmfare, Studio City, Calif.

Live action, under 60 seconds: "Cinema"; Cadbury's drinking chocolate; Cadbury Bros.; Hobson, Bates & Partners, London; Anglo-Scottish Pictures, London.

Animation, 60 seconds and over: "Winston Typewriter"; Winston cigarettes; R. J. Reynolds; William Esty, New York; Joop Geesink's "Dollywood," Amsterdam, Holland.

Animation, under 60 seconds: "Ruckwand"; Stubs-Bier; Schwabenbrau, Dusseldorf, Germany; H. McCann Comp. m.b.h. Koln/Rhein; Insel-Film GmbH, Munchen, Germany.

Combination, any length: "Bicycle"; Bri-Nylon stretch slacks; British Nylon Spinners; Notley Advertising, London; Rank Organisation-Advertising Films Division, London.

Video tape, any length: "Pork Roast"; A-1 Steak Sauce; Heublein, Fletcher-Richards; Videotape Productions of New York.

ID's, 10 seconds or less: "Moppets Western"; bread; Claussens; Cargill, Wilson & Acree, Charlotte, N. C.; Rodel Productions, Washington.

Local, any length, any technique: "Relax"; banking service; Bank of Miami; Papert, Koenig & Lois, New York; PGL Productions, New York.

Humorous, any length, any technique: "Granma"; Morton Salt Co.; Needham, Harper & Steers, Chicago; TV Graphics, New York.

Public service, any length, any technique: "Angles"; Air Force careers (general recruiting support); United States Air Force; MacManus, John & Adams, New York; Robert H. Klaeger Associates, New York.

Series any length, any technique: "Golfer, Seascape, Tree"; Kodak Film; Kodak Limited; J. Walter Thompson Co., London; James Garrett & Partners, London.

Radio

Open, any length: "How Come Chevrolet"; Chevrolet's five kinds of cars; Chevrolet Motor Division; Campbell-Ewald, Detroit.

Musical, 60 seconds and over: "Twist"; Old Style beer; G. Heileman Brewing; McCann-Erickson, Chicago; Universal Studio, Chicago.

Musical under 60 seconds: "Quiet"; Carling Black Label beer; Carling Brewing Co.; Lang, Fisher & Stashower, Cleveland; Phil Davis Musical Enterprises, New York.

Humorous any length, any technique: "Pontiac Quack"; Pontiac Motor Car; Pontiac; MacManus, John & Adams, Bloomfield Hills, Mich.

Local, any length, any technique: "Where Does the Elephant Get his Spots"; Cleveland Zoo; Cleveland Zoological Society; Griswold-Eshleman Co., Cleveland.

Public service, any length, any technique: "Morley's Ghost"; public service; Pepper Sound Studios, Memphis.

Series, any length, any technique: "F & P Series—Gen'l Line & Old World Cuisine"; canned peaches, pears and vegetables, Filice & Perrelli Canning; Botsford, Constantine & Mc Carty, San Francisco; Alan Alch, Los Angeles.

Carling adds million

The Carling Brewing Co., Cleveland, has announced that it expects to increase its advertising budget to $12 million in 1965, $1 million over last year's total. It will invest about half this sum in television. Among Carling's network plans are sponsorship in sports (CBS-TV's *Carling World Golf Championship* and regional buys in ABC-TV's *Major League Championship Baseball* package, scheduled for Saturdays during the baseball season). The Carling account is handled by several agencies.

Always a leader in sports broadcasting, NBC dominated the field this season in a manner unparalleled in network history.

Of the ten highest-rated sports programs telecast since September 1964, no fewer than ten were NBC attractions.*

When a network's sports schedule is as varied and well-planned as NBC's, a perfect batting average comes as no surprise. Consider that our roster has boasted such impressive offerings as baseball's World Series, NCAA football, the largest line-up of Bowl games, the Summer Olympics from Tokyo, championship golf and tennis – as well as the weekly NBC Sports in Action series. Consider, too, that this fall NBC will telecast – exclusively – the exciting pro action of the American Football League.

NBC's diversity in the field of sports is, of course, part of the same commitment to quality that is reflected in the network's entertainment, news and special programming. And that commitment helps explain why NBC attracts by far the largest number of adult viewers.

Across the board, it's been quite a season for NBC. What do we do for an encore? Go all out for next season, of course. Described in the following pages are three of the reasons NBC expects '65-'66 to be a great, new –

WINNING SEASON...

*SOURCE: A. C. NIELSEN. AUDIENCE AND RELATED DATA ARE BASED ON ESTIMATES PROVIDED BY THE RATING SERVICE INDICATED AND ARE SUBJECT TO THE QUALIFICATIONS ISSUED BY THIS SERVICE. COPIES OF SUCH QUALIFICATIONS AVAILABLE ON REQUEST. (NO NATIONAL RATINGS WERE AVAILABLE ON THE NFL CHAMPIONSHIP GAME. TELECAST IN NIELSEN BLACK WEEK.)

"LAREDO"

WEST ASSURED

Legend tells us that the border town of Laredo, Texas, used to be so tough even the gunfighters hired gunfighters.

We wouldn't swear to that statement, but we will venture this: NBC's "Laredo"—a new, hour-long adventure series—will be among the toughest shows to top next season in popularity.

The border town itself is, of course, only part of the picture. In pursuit of drama and top-flight action, this series will be ranging far and wide over Texas. In fact, its heroes are three Texas Rangers, played in six-fisted style by Neville Brand, Peter Brown and William Smith.

The undoubted attraction of its Western locale; the vigorous appeal of star Neville Brand and cohorts; and the guarantee of expert production from Universal combine to place these 60-minute adventures in the "sure-fire" category.

In a showdown, bet on "Laredo".


OUR CAPTAIN

"MR. ROBERTS"

HILARITY AHOY

Rumor has it that a certain U.S. Navy cargo ship participated in more fighting missions than any other vessel in World War II.

Well, rumor can keep it. Because if there's one thing The Reluctant didn't see, it's combat. Frustration? Plenty. Comedy? You bet. Romance? It was buoy, girl, buoy, girl, all the way.

Already a world-wide success as a best-selling book, a long-running Broadway play, and a smash motion picture, "Mr. Roberts" stands every chance of becoming one of the biggest TV hits on NBC this season.

To the role of Mr. Roberts, the ship's laconic lieutenant, Roger Smith (of "77 Sunset Strip" fame) brings both experience and a solid TV following.

A highly comical supporting cast, plus skilled production from Warner Brothers, round out the reasons that make "Mr. Roberts" one of the hottest-looking properties for the coming Fall.

Full steam ahead!


SCHOOL SUPPLIES
HANK'S
PAY HERE
CANDY
COMPACTS
FRUIT
PERFUME
ALL PRICES SUBJECT TO HAGGLING
DRY CLEANING
FOUNTAIN PENS
LAUNDRY SERVICE
HAM

"HANK"

THE UPROARIOUS DROP-IN

An unregistered but education-hungry youngster at Western State University will soon become famous as the nation's funniest "drop-in."

"Hank," played by likable Dick Kallman, couldn't afford to finish high school. Now—as an unmatriculated (and undiscovered) undergraduate at Western State — he knows he can never get a diploma, but it's the learning he's after.

What the college's administration is after is the unmasking of this elusive "drop-in," a fellow who manages to attend classes under an ingenious and delightful assortment of aliases.

Hank's pursuit of knowledge — and the registrar's pursuit of Hank — bid fair to make this hilarious new NBC comedy series a weekly must for matriculated and non-matriculated viewers.

There's never been a campus hero quite as funny as "Hank."

This Fall, have the time of your life with

NBC

Majors get $25 million for '65 rights

ADVERTISERS EXPECTED TO PAY $85 MILLION FOR SPONSORSHIPS

The rights to major league baseball climbed this year to $25,310,000, according to BROADCASTING's annual survey of ball clubs, stations and advertisers.

This figure includes the $5.4 million ABC-TV is paying to 18 clubs for participation in Saturday afternoon games; the $550,000 the New York Yankees will get from CBS-TV for weekend participations; and the $3,750,000 the baseball commissioner's office will receive from the All-Star Game and World Series on NBC-TV. This year's total is almost $7 million more than the combined 1964 figures (BROADCASTING, Feb. 24, 1964).

For the right to sell beer, gasoline, cigarettes, cigars and 500 other items to baseball addicts, sponsors will pay about $85 milion in 1965.

This is the year that baseball reaches the package plateau and ABC-TV will pay 18 teams $300,000 each for their participations on Saturday, whether they appear once or 10 times during the 27-game schedule. The Yankees and Philadelphia Phillies are not in the package.

But for all the attention given the package move and the sale of the Yankees to CBS Inc., perhaps the most important news to baseball men, stations and sponsors came from Houston, Philadelphia and Detroit. For in each of those cities, the big money is in local TV and radio operations.

Plight of the Braves ▪ And the success in these markets is even more marked when placed against the lack of success the Milwaukee—soon to be Atlanta—Braves are having in getting anybody to sponsor their games this year.

There are also those teams that aren't sold out, and exhibition broadcasts are just around the corner. In some cases the stations and sponsors are having difficulty in unloading these open portions. In other cases, the owner of the rights is sitting pat, not visibly shaken.

In Washington the past two weeks Senator Philip A. Hart (D-Mich.) has been listening to baseball men and network officials tell him that the CBS purchase of the Yankees last summer will not affect any negotiations teams or leagues could have with networks in talks for rights (BROADCASTING, Feb. 22). The senator's subcommittee also has been taking a look at just what radio-TV rights mean to a ball club and focusing more attention on the subject than ever (see page 56).

That ABC-TV Package ▪ After fail-

What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1964 figure denotes a revised estimate of rights. The figures do not include rights paid by ABC, CBS and NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

National League

Team	1965 Rights	1964 Rights	Television	Radio	Sponsors & Agencies
CHICAGO	$550,000	$550,000	WGN-TV	WGN	Hamm Brew (C-M) ⅓ TV; R. J. Reynolds (Esty) ¼ TV; Phillips Petroleum 1/6 TV; Allstate Insurance (Burnett), Dodge Dealers (BBDO), each ⅛ TV; G. Heileman Brew (M-E), Serta Mattress (Doner), Oak Park Federal (Connor Assoc.), Texaco (B&B), Rambler Dealers (Powell, Schoenbrod & Hall), all 1/6 radio; 1/6 radio open.
CINCINNATI	550,000	550,000	WLWT(TV) (3)	WCKY (60)	Burger Brew (Midland) ½ radio; Tressler Oil (Joel Friedman) ¼ radio; ¼ radio open. Hudepohl Brew (Stockton-West-Burkhart) ½ TV; Sun Oil (Esty), 1/6 TV; ⅓ TV open.
HOUSTON	1,770,000	1,600,000*	KTRK-TV (12)	KPRC (26)	Schlitz Brew Burnett). 100% radio-TV; 2/3 radio-TV is available.
LOS ANGELES	1,000,000	1,000,000	KTTV(TV)	KFI (18)	Union Oil of Calif. (Smock, Debnam & Waddell), ½ radio-TV; Security First Natl Bank (Y&R), Chevrolet Dealers (Eisaman, Johns & Laws), each ¼ radio-TV.
MILWAUKEE (ATLANTA)	 150,000	400,000*	....	KWKW	Milwaukee stations and sponsors undetermined. Sponsors for Atlanta: Pabst Brewing (K&E), Coca-Cola (M-E), each 1/3 radio-TV; 1/3 radio-TV open. Atlanta stations not set.
NEW YORK	1,000,000	1,000,000	WOR-TV (6)	WHN (9)	Rheingold Beer (DDB) 57½%, Brown & Williamson (Bates) 30%. Shell Oil (OB&M) 12½%, all radio-TV.
PHILADELPHIA	1,300,000	650,000	WFIL-TV (4)	WFIL (24)	Atlantic Refining (Ayer), Ballantine (Y&R), each ⅓ radio-TV; ⅓ open.
PITTSBURGH	450,000	450,000	KDKA-TV (5)	KDKA (27)	Pittsburgh Brew (KM&G), Atlantic Refining (Ayer), each ⅓ radio-TV; ⅓ open.
ST. LOUIS	500,000	450,000*	KSD-TV (5)	KMOX (100)	Busch Bavarian Beer (Gardner) ⅓ TV, ½ radio; General Finance (PKG), Texaco (B&B) each 1/6 radio; 1/6 radio open; Shell Oil (OB&M), R. J. Reynolds (Esty), each ⅓ TV.
SAN FRANCISCO	1,000,000	900,000*	KTVU(TV)	KSFO (16)	Hamm Brew (C-M), J. A. Folger (C-E), Std. Oil of Calif. (BBDO), each ⅓ radio-TV.
N. L. TOTALS	$8,270,000	$7,550,000			

ing to get the networks to consider a Monday night baseball package, the major league TV committee, headed by broadcaster John E. Fetzer, who owns the Detroit Tigers, succeeded in landing the *Major League Championship Baseball* package on ABC-TV. For its $5.4 million, the network gets to show 81 games on 25 Saturdays and two holidays. On each date there will be an east-midwest game, a western game and a standby game. ABC said the games are now half sold to Texaco Inc., New York, through Benton & Bowles, New York, and the Mennen Co., Morristown, N. J., through Grey Advertising, New York both nationally, and regionally to Stroh Brewing Co., Detroit, through Zimmer, Keller & Calvert, Detroit; Lone Star Brewing Co., San Antonio, Tex., through Glenn Advertising, Dallas, and Carling Brewing Co., Cleveland, through various agencies.

The network says that during the first part of the season it will carry a "representative" schedule with all teams being shown. Later it plans to show maximum-interest games as the pennant contenders become established.

Chris Schenkel will be one of six announcers, but the other five have not yet been named.

ABC-TV plans 10-minute pregame shows followed by a five-minute game introduction, the latter show a page taken from football's successful TV book. The postgame show will be an "accordion" type, with length depending on length of the game. There are no sponsors for the 10-minute pregame or postgame shows and ABC-TV hopes to sell these independently of the package. However, the introductions will be part of the package.

Production Planning ▪ A "creative" meeting was scheduled by ABC-TV last week to come up with new camera ideas for covering the games. The network has made a study of ballparks to determine what techniques it can use. Among definite plans are isolated cameras for immediate replays and stop-action, and slow-motion replays. On the probable list: split-screen action, "creepiepeepie" cameras and shotgun microphones.

At CBS-TV, where the Yankees' home games will be the lone baseball attraction on its Saturday and Sunday sports programs, the network has signed Simoniz Inc., Chicago and Falstaff Brewing Co., St. Louis, both through Dancer-Fitzgerald-Sample, Chicago. However, there is time open in the weekend schedule for baseball, pro football exhibitions, professional tennis, bowling and other sports.

Perhaps the most important facet of the CBS-TV contract with the Yankees is that this is its final year. Thus 1966 becomes the time for baseball's most consistently powerful team to take a look at what it will be offered. If it decides to join the other teams in the ABC-TV package, on which the network has an option for a second year, it would get $325,000. However, it could continue to decide to be a loner.

If the latter theory holds true and the team signs a contract with CBS, NBC or any other party, it could set back baseball's dream of high-priced, prime-time games on network TV.

At NBC-TV there is no concern

American League

Team	1965 Rights	1964 Rights	Television	Radio	Sponsors & Agencies
BALTIMORE	$700,000	$700,000*	WJZ-TV	WBAL (30)	National Brew (Doner) ⅓ radio-TV; Esskay Meats (Van Sant, Dugdale) ⅓ radio; Ctrl. Savings Bank (Doner), Pepsi-Cola Bottlers (Doner), Bayuk Cigar (Modern Merchandising), Harley Restaurants (direct), all 1/12 radio; Coca-Cola (M-E), R. J. Reynolds (Esty), General Cigar (Y&R), all 1/9 TV. ⅓ TV sold participating.
BOSTON	690,000	600,000	WHDH-TV (7)	WHDH (45)	General Cigar (Y&R), Atlantic Refining (Ayer), Narragansett Brew (DCSS), all ⅓ radio-TV.
CHICAGO	900,000	900,000	WGN-TV	WCFL (75)	Hamm Brew (C-M) ⅓ TV; R. J. Reynolds (Esty) ¼ TV; Phillips Petroleum (JWT) 1/6 TV; Allstate Insurance (Burnett), Dodge Dealers (BBDO) each ⅛ TV. General Finance (PKG) ⅓ radio; Anheuser-Busch (D'Arcy), Rambler Dealer (Powell, Schoenbrod & Hall), General Cigar (Y&R), each 1/6 radio; 1/6 radio open.
CLEVELAND	700,000	700,000	WJW-TV	WERE (18)	Carling Brew (LF&S), R. J. Reynolds (Esty) each ⅓ TV; 1/3 TV open; Duquesne Brew (Maitland) 1/3 radio; General Mills (Reevea), General Cigar (Y&R), Sun Oil (Esty), each 1/6 radio; 1/6 radio sold locally.
DETROIT	1,300,000	650,000	WJBK-TV (7)	WJR (20)	Stroh Brew (Zimmer, Keller & Calvert), ⅓ radio; Sun Oil (Esty), General Cigar (Y&R), each 1/6 radio; ⅓ radio open. TV being sold in 20 blocks, sales unannounced.
KANSAS CITY	300,000	300,000	KCMO-TV	KCMO (12)	Hamm Brew (C-M), ⅓ radio-TV; General Finance (PKG), ⅙ radio; ⅙ radio open; General Mills (Reeves) Procter & Gamble (DFS) and local buyers on spot TV basis.
LOS ANGELES	850,000	825,000	KTLA(TV)	KMPC (19)	Std Oil of Calif. (BBDO), Anheuser-Busch (Gardner), each ⅓ radio-TV; Great Western Savings (Eisaman, Johns & Laws), ⅙ radio; P. Lorillard (Lennen & Newell), ⅙ TV.
MINNESOTA	600,000	600,000	WTCN-TV (11)	WCCO (44)	Hamm Brew (C-M), Twin City Federal (Pidgeon, Savage & Lewis) each ⅓ radio-TV; Pure Oil (Burnett) 2/9 radio; General Mills (Reeves) 1/9 radio; General Foods (OB&M), Western Oil (John Forney), Northern States Power (C-M), each 1/9 TV.
NEW YORK	1,200,000	1,200,000	WPIX(TV) (8)	WCBS (40)	Ballantine (Y&R), R. J. Reynolds (Esty), each ⅓; Tidewater Oil (Grey) ⅓ in New York City; Atlantic Refining (Ayer) ⅓ outside New York City, all radio-TV.
WASHINGTON	300,000	300,000*	WTOP-TV	WTOP (7)	National Brew (Doner) ⅓ radio-TV; R. J. Reynolds (Esty) ⅓ TV; General Mills (Reeves) 1/18 radio-TV; Tasty Baking (Aitkin Kynett) 1/18 radio; remainder of radio-TV to local and participating sponsors.
A. L. TOTALS	**$7,540,000**	**$6,775,000***			
MAJOR LEAGUE TOTALS	**$15,810,000**	**$14,325,000***			

about selling out the $3.75 million All-Star Game and World Series package, which the network will be running this year in the fourth year of a five-year contract. Chrysler Corp., Detroit, through Young & Rubicam, that city, and Gillette Inc., through Maxon Inc., both New York, will be back to take half of each game.

Hops in Houston ▪ The Schlitz Brewing Co., Milwaukee moved into the Southwest this year in a big way. In order to sell more beer in a comparatively virgin territory for the brewery, it bought the rights to the renamed Houston Astros for three years. To get this prize package, which includes coverage on four 50-kw radio stations, Schlitz is paying the club $5.3 million. At the moment it has 100% of the sponsorship and it is seeking to relinquish two-thirds to other advertisers. But takers for a package this expensive are not easy to find.

The same situation prevails in Philadelphia where Atlantic Refining wanted to make sure it would keep the Phillies as its exclusive property. It paid out $3.9 million for a three-year contract and has sold one-third of the sponsorship to Ballantine. But the remaining third hasn't been sold and N. W. Ayer & Son, Atlantic's agency, apparently is trying to find some one who will take the whole third, rather than split it into participations.

In Detroit, where Mr. Fetzer decided to keep the television rights within the organization after he sold the radio rights to WJR for $300,000 a year, the approach is just the opposite. He wants participations, the more the merrier. For participations will bring in more money than bulk buyers will. So far Pabst Brewing, Milwaukee, through Kenyon & Eckhardt, has signed for three of the 20 "blocks" available in each of the 40 TV games. This new

68 national and regional sponsors buy major league baseball

In 1965, 68 national or large regional sponsors are already committed to sponsor baseball, either buying a part of the game broadcasts or pregame or postgame programs. Many of these advertisers have purchased several teams' games.

Among the notable sponsors missing from this year's compilation is the American Tobacco Co., which last year had been on with the Cardinals and Tigers, but only because it couldn't get out of those commitments before the 1964 season began.

At the top of this year's sponsor list is R. J. Reynolds, which has parts of the White Sox, Orioles, Indians, Senators, Yankees, Cardinals and Cubs. Theo Hamm Brewing Co. leads the beer sponsors with the Cubs, Giants, White Sox, Twins and Athletics.

The sponsor picture is not complete and probably won't be until it's almost time for the first game. For example, the status of the Milwaukee Braves sponsorship is still to be resolved.

Following is a list of some of the larger baseball sponsors, as reported to BROADCASTING. (Asterisk denotes pre or postgame sponsors):

Allstate Insurance (Burnett) Cubs, White Sox.

Anheuser-Busch (D'Arcy) White Sox, (Gardner) Cardinals, Angels, Braves.

Armour & Co. (Y&R) *Giants.

Atlantic Refining (Ayer) Phillies, Pirates, Red Sox, Yankees.

Avis (DDB) *Pirates.

Ballantine (Y&R) Phillies, Yankees.

Bayuk Cigars (Modern Merchandising) Orioles.

Brown & Williamson (Bates) Mets.

Burger Brewing (Midland) Reds.

Carling Brewing (LF&S) Indians, ABC games.

Carnation Co. (Wasey) *Dodgers.

Chevrolet Dealers of Southern Calif. (Eisaman, Johns & Laws) Dodgers.

Chrysler Corp. (Y&R) All-Star, World Series.

Coca-Cola (M-E) *Astros, Orioles, Braves.

Dodge Dealers (BBDO) Cubs, White Sox.

Duncan Foods (M-E) *Astros.

Duquesne Brewing (Maitland) Indians.

Esskay Meats (Van Sant, Dugdale) Orioles.

Falstaff Brewing (DFS) CBS games.

Ford Dealers (JWT) *Twins.

General Cigar (Y&R) *Tigers, Dodgers, Orioles, Red Sox, Indians, White Sox.

General Finance (PKG) White Sox, Cardinals, Athletics.

General Foods (OB&M) Twins.

General Mills (Reeves) Twins, Senators, Indians, Athletics *Orioles.

Gillette (Maxon) All-Star, World Series.

Hamm Brewing (C-M) Cubs, Giants, White Sox, Twins, Athletics.

G. Heileman Brewing (M-E) Cubs.

Household Finance (NH&S) *Orioles, *Cubs, *White Sox, Tigers, Senators.

Hudepohl Brewing (Stockton, West & Burkhart) Reds.

King Korn Stamps (Direct) *Mets.

Liberty Mutual (BBDO) *Red Sox.

Lincoln-Mercury (K&E) Cardinals.

Lone Star Brewing (Glenn) ABC games.

P. Lorillard (L&N) Angels.

Mennen Co. (Grey) ABC games.

Narragansett Brewing (DCSS) Red Sox.

National Brewing (Doner) Orioles, Senators.

Northern States Power (C-M) Twins.

Oak Park Federal (Connor-Sager) Cubs.

Ohio Bell (Marschalk) *Indians.

Pabst Brewing (K&E) *Dodgers, Tigers.

Pepsi-Cola Bottlers (Doner) Orioles.

Phillips Petroleum (JWT) White Sox, Cubs.

Pittsburgh Brewing (KM&G) Pirates.

Procter & Gamble (DFS) Athletics.

Pure Oil (Burnett) Twins.

Rambler Dealers (Various) Cubs, White Sox.

R. J. Reynolds (Esty) White Sox, Orioles, Cardinals, Indians, Yankees, Senators, Cubs.

Rheingold Beer (DDB) Mets.

Schlitz Brewing (Burnett) Astros.

Security First Nat'l Bank (Y&R) Dodgers.

Serta Mattress (Doner) Cubs.

Shell Oil (OB&M) Mets, Cardinals.

Simoniz (DFS) CBS games.

Std. Oil Calif. (BBDO) Angels, Giants,

Stewart-Warner (MacFarland, Aveyard) *Mets.

Stroh Brewing (Zimmer, Keller & Calvert) Tigers, ABC games.

Sun Oil (Esty) Indians, Tigers, Reds.

Tasty Baking (Aitken-Kynett) Senators.

Texaco (B&B) Indians, Cubs, Cardinals, ABC games.

Tidewater Oil (Grey) Yankees.

Tressler Oil (Friedman) Reds.

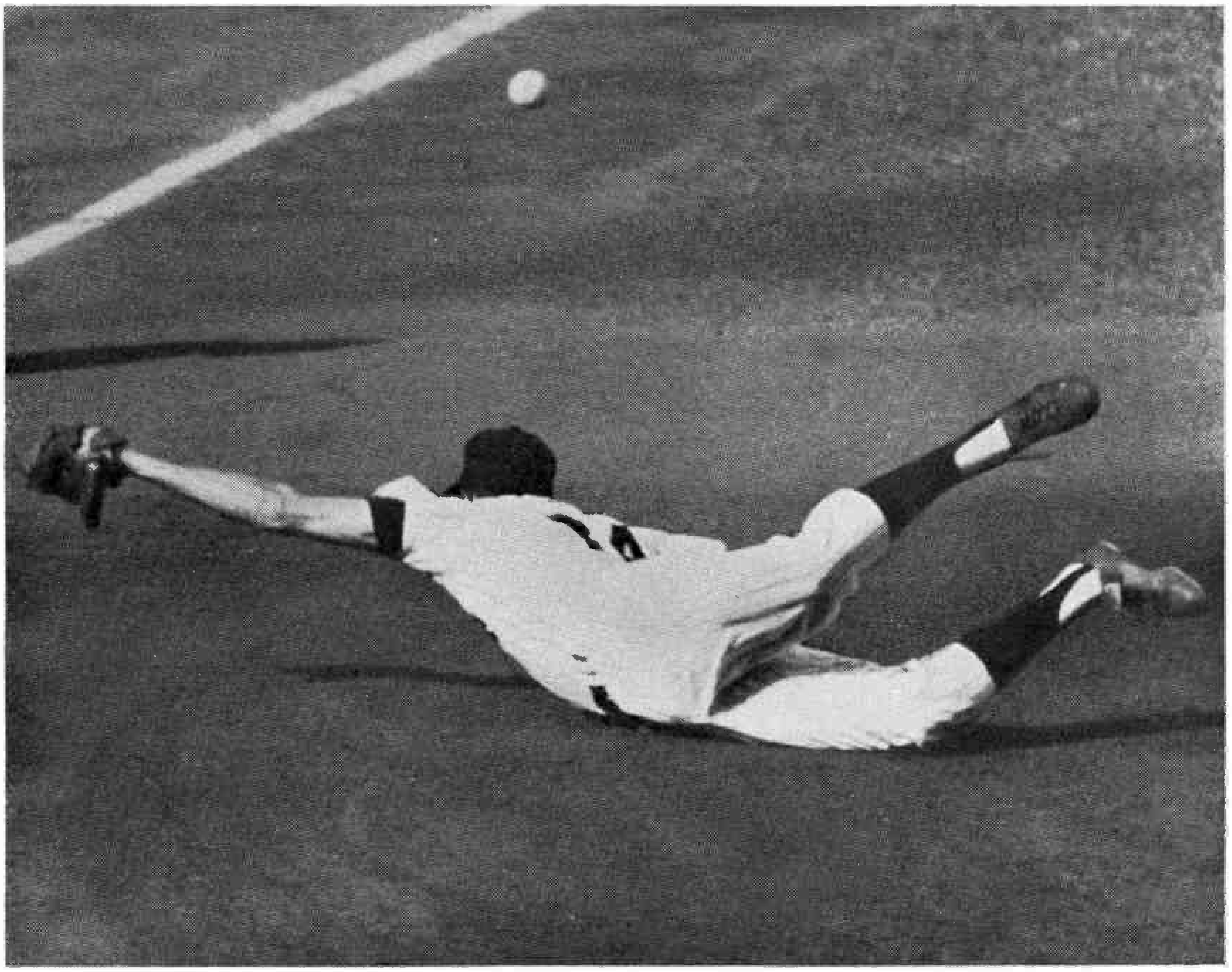
Union Oil of Calif. (Smock, Debnam & Waddell) Dodgers.

United Air Lines (Ayer) *Cubs, *White Sox.

U. S. Steel (BBDO) Cardinals, *Yankees.

Volvo (Carl Ally) *Yankees.

Western Oil (Forney) Twins.



Wherever you find great sport, you'll find Chrysler Corporation

Baseball's annual All-Star Game. World Series. NCAA football. And AFL pro games. The Rose Bowl Game. Chrysler Corporation brings you the widest possible radio and/or TV coverage of America's great sports events.

We do it, of course, to reach the right people—the action-minded men and women of America—with the latest news about Chrysler Corporation's 1965 cars. Plymouth. Dodge. Chrysler. And Imperial.

But there's another reason: we think sports help make Americans the kind of people we are—and Chrysler Corporation the kind of company it is. Vigorous. Competitive. On the move.

So we try to cover as many sports events for you as possible. What it boils down to is, if you like sports, we're your kind of people.

And, our '65's are your kind of cars.

PLYMOUTH • DODGE • CHRYSLER • IMPERIAL

CHRYSLER CORPORATION

selling approach, Mr. Fetzer feels, could bring the Tigers from $1.3-$1.4 million in rights this year, about 100% increase from 1964.

The situation in Milwaukee couldn't be any worse for selling the games. The Braves are a lame duck team. Schlitz had them last year but doesn't want them this year. The rights, which went for $525,000 in 1963, dropped to $400,000 last year and the way things look now, the figure could go for a bargain-basement price of $200,-000-$250,000.

For Future Fans ▪ However, the Braves will have radio-TV outlets in Atlanta this year, although the broadcasts will be highly limited. Two-thirds of the Atlanta games are sold off but the stations aren't picked nor are the announcers. The Braves want someone on the air to "talk" Atlanta and a good bet at this time is Mel Allen, the former voice of the Yankees.

In 1965, Sports Network Inc., New York, will do about 300 TV game feeds, working for 18 teams. SNI does not do pickups for the Dodgers or Giants. These 300 games are a considerable cutback from the 450 they reportedly covered in 1964 and part of this reduction is attributable to the ABC-TV package.

SNI will also do 1,215 radio broadcasts for 19 teams, the White Sox being the exception. For the Yankees, Cardinals, Astros and Tigers, SNI will do both home and road games.

AMERICAN LEAGUE

Baltimore Orioles ▪ There will be 47 stations on the Orioles radio network and WBAL Baltimore will originate the 162-game schedule. WJZ-TV Baltimore will televise 52 games but home and away breakdown is not set. Pregame and postgame programs are scheduled for WBAL and WJZ-TV. Chuck Thompson and Frank Messer will handle the radio-TV broadcasts.

Boston Red Sox ▪ WHDH Boston will feed a 45-station radio network all regular and some preseason games. WHDH-TV Boston will feed about 55 games to a seven-station network in Maine, Rhode Island, Connecticut and New Hampshire. Three of these stations will carry pregame and postgame shows on weekends. Curt Gowdy, Mel Parnell and Ned Martin will do radio-TV coverage.

Chicago White Sox ▪ WCFL Chicago will originate the White Sox games for a 75-station radio network in a dozen states. Bob Elson and Milo Hamilton will announce, beginning with the exhibition schedule on March 13. WGN-TV Chicago will telecast 65 games, of which 52 will be home games aired in color. Announcers are Jack Brickhouse and Vince Lloyd.

Cleveland Indians ▪ WERE Cleveland will originate Indians' games to an 18-station network beginning March 13 for preseason contests, and April 12 for the regular season. The network feed also includes pregame and postgame shows which are sold as a package on WERE and co-op on the network. Jimmy Dudley and Bob Neal will broadcast the games. WJW-TV Cleveland will carry 46 games this season, 20 at home, and has no network plans. Harry Jones and Herb Score will announce.

Detroit Tigers ▪ WJR Detroit has exclusive radio rights to the Tigers in the first year of a three-year contract. In the past WJR carried only night games with the day games on WWJ. The WJR network will have at least 20 stations. Ernie Harwell and Gene Osborn will handle the announcing. WJBK-TV Detroit will originate and be the local outlet for the 40 televised games. The Tigers will have A and B networks. The A network is being sold as a group and includes six Michigan TV stations: WJBK-TV, WJRT Flint, WKZO-TV Kalamazoo, WJIM-TV Lansing, WWTV Cadillac and WWUP-TV Sault Ste. Marie. The B network now includes WSPD-TV Toledo, Ohio, and WKJG-TV Fort Wayne, Ind. The B network stations are selling the games on their own. Ray Lane and George Kell announce for TV.

Kansas City Athletics ▪ KCMO-AM-TV Kansas City, Mo., is in the final year of a two-year contract. KCMO will originate 187 games, including 25 preseason exhibitions, for a 12-14 station network. KCMO-TV will cover 40 games, 35 on the road. Monte Moore and Red Rush will do the play-by-play and color for radio and TV.

Los Angeles Angels ▪ KMPC Los Angeles will cover the Angels' 182-games, including 20 exhibitions, and feed an 18-station network in California, Nevada and Arizona. Pregame and postgame shows are fed to the network for local sale. KTLA(TV) Los Angeles will broadcast 30 games; 20 regular season and 10 preseason. The exhibition games will be colorcasts. Buddy Blatner and Don Wells will handle the play-by-play and color on radio and TV.

Minnesota Twins ▪ WTCN-TV Minneapolis-St. Paul will feed 50 games, 46 of them on the road, to a regional network of 11 stations and 13 CATV systems. WCCO Minneapolis has increased the radio network from 30 to 44 stations and will feed them the regular 162-game schedule, plus preseason games beginning March 13. Ray Scott, Herb Carneal and Halsey Hall will do play-by-play and color on radio-TV.

New York Yankees ▪ WCBS New York will feed regular season games to a 40-station radio network and will carry 29 preseason games. WPIX(TV) New York will carry 130 games, including four exhibitions. About 50 games, mostly weekend dates, will go on an eight-station TV lineup in New York, Connecticut and Pennsylvania. Pregame and postgame 15-minute shows are also set on WPIX. Red Barber, Joe Garagiola, Phil Rizzuto and Jerry Coleman will handle the radio-TV broadcasts.

Washington Senators ▪ WTOP-AM-TV Washington has the rights in the second year of a three-year contract. WTOP will carry the 162-game schedule and some exhibition games for a 7-8 station radio network. Pregame shows are also scheduled. WTOP-TV will carry 35 games, 24 of them on the road. Dan Daniels and John MacLean will announce.

NATIONAL LEAGUE

Chicago Cubs ▪ WGN-AM-TV Chicago will originate the Cubs' games and there is no radio or TV network set. WGN will broadcast four preseason games and the regular schedule with Jack Quinlan and Lou Boudreau announcing. WGN-TV will telecast the 81 home games in color and five road games in black and white. Jack Brickhouse and Vince Lloyd will do the broadcasts.

Cincinnati Reds ▪ About 60 stations, 10 less than in 1964, will take the WCKY Cincinnati feed of the Reds' schedule including preseason games. Waite Hoyt and Claude Sullivan will broadcast the games. WLWT(TV) Cincinnati will originate 42 games to the three other Crosley TV stations: WLWD Dayton, WLWC Columbus, both Ohio, and WLWI Indianapolis. The 12 televised home games will be in color and road games,

GE clock awakens N.Y.

In what was described as an unusual purchase of radio on WQXR New York, the General Electric Co. has signed to sponsor a 26-minute segment of news, music, weather, traffic and time checks on the station each morning for 52 weeks, starting today (March 1). The sponsorship of *General Electric Time* marks the first time that an individual sponsor will be identified completely with a single service program on WQXR, a station spokesman said. The contract, placed through BBDO New York, indicates that commercials will be devoted primarily to corporate advertising.

where facilities are available, will be in color. Ed Kennedy and Frank McCormick will do play-by-play and color.

Houston Astros ▪ KPRC and KTRK-TV, both Houston, will be local outlets for the radio and television networks, which are set up by the Astros Baseball Network. There will be 26 stations on the radio network carrying all the preseason and regular league games. There will be 12 TV stations covering Texas, Louisiana, New Mexico, Arkansas and Oklahoma, that will show 14 weekend road games. Pregame and postgame shows on radio and TV are sold on the network. Gene Elston and Loel Passe will do the radio-TV broadcasts.

Los Angeles Dodgers ▪ The 192-game schedule, including 30 exhibitions, will be fed by KFI Los Angeles to an 18-station radio network in California, Arizona and Nevada. KTTV(TV) Los Angeles will carry nine games with the Giants in San Francisco and one exhibition game from Florida. Vin Scully and Jerry Doggett will do the radio and TV broadcasts. KWKW Pasadena-Los Angeles will broadcast the Dodger schedule in Spanish with Fats Garcia and Jaime Jarrin announcing.

Milwaukee (Atlanta) Braves ▪ There is trouble selling the Braves' radio and TV rights in Milwaukee this year, since the team is Atlanta-bound in 1966. In 1964, WEMP Milwaukee fed a 64-station radio network and WTMJ-TV Milwaukee fed a five-station hookup. However, in Atlanta in 1965, there will be 18 TV games, plus a few exhibitions, and 55 games on radio fed to Atlanta only. The stations and announcers are not set. In addition the Atlanta radio outlet will carry all 70 home games of the Southern League Atlanta Crackers, which the Braves now own.

New York Mets ▪ WHN New York will carry 190 games, including 28 preseason, and will feed a nine-station radio network in New York and Connecticut. WOR-TV New York, feeding six stations, will show 129 games plus three exhibitions. All home games and about 15-20 road games will be shown in color. Pregame and postgame shows are scheduled on WOR-TV. Lindsay Nelson, Ralph Kiner and Bob Murphy will handle the radio-TV broadcasts.

Philadelphia Phillies ▪ WFIL Philadelphia will feed a 23-station radio network 182 games, including 20 exhibitions. WFIL-TV Philadelphia will feed about 66 games plus two exhibitions to a four-station network. The TV schedule will include day and night road games, but only day games at home. A half-hour pregame show is set for WFIL-TV. Byrum Saam, Richie Ashburn and Bill Campbell will broadcast the games on radio and TV.

Pittsburgh Pirates ▪ KDKA Pittsburgh will feed the regular schedule and 15 exhibition games to a 27-station radio network in Pennsylvania, Ohio and West Virginia. Other stations may be added. Pregame and postgame shows on radio are sponsored locally. KDKA-TV will feed 34 regular games to a five-station network. Bob Prince, Jim Woods and Don Hoak will handle radio and TV.

St. Louis Cardinals ▪ About 100 radio stations will be on the KMOX St. Louis network. Preseason games begin March 13 and the regular season on April 12. Pregame and postgame shows will be fed to the network for local sponsorship. KSD-TV St. Louis will carry 25 road games; 13 Sunday day games and 12 night contests. A regional TV network may be set up for the Sunday games. Harry Caray and Jack Buck will cover the games on radio and television and Jerry Gross will also be on TV.

San Francisco Giants ▪ KSFO San Francisco will again originate radio coverage of the regular schedule plus 10 preseason games to a 16-station network in California and Nevada. KTVU (TV) Oakland-San Francisco will show only the nine games played with the Dodgers in Los Angeles, plus two preseason games. Russ Hodges and Lon Simmons will handle radio and TV.

Politicians' bill: $35 million

FCC report shows network campaign revenue up 25%; Scott would amend Sec. 315

The FCC reported last week that political broadcasting revenues soared to about $35 million in 1964 and that network charges were "almost 25% higher than the amount reported in 1960."

In its report of 1960 spending, the FCC said total political broadcasting costs were $14,195,278 among all political parties.

The new data were described as "preliminary and partial" by FCC Chairman E. William Henry in a presentation before the Senate Communications Subcommittee last Thursday (Feb. 25).

Senator Hugh Scott (R-Pa.), ranking Republican member of the panel, left the proceeding to introduce a bill, S 1287, that would give major political candidates preferred broadcast rates and also restrict Section 315's equal-time provisions to major candidates in cases where free time is involved.

Complete repeal of Section 315 "may be the ultimate answer, but I suggest an approach which I believe to be preferable," the senator said. Acknowledging some of Chairman Henry's arguments that retention of the section is "the only real guarantee of equality of treatment where equality is called for," Senator Scott said he had incorporated some of Mr. Henry's suggestions into his bill and said he "urges adoption of some mechanism for reducing the cost of political broadcast time."

A day earlier, Representative F. Bradford Morse (R-Mass.) introduced HR 5415 to require that "persons defamed during broadcasts by political candidates" be given an opportunity to reply. It states a person would be entitled to a broadcast reply to a candidate by whom he has been held up to ridicule, been referred to unfavorably by name or has otherwise been readily identified. The defamed person could have five minutes to reply or as much time as the candidate.

Chairman Henry's preliminary report on 1964 political broadcasting expenditures on stations and networks was obtained from an FCC survey that still is being processed. Early analysis indicates, he said, "that approximately $35 million was received by networks and stations for political broadcasts and announcements in the primary and general election campaigns of 1964." A full report will be submitted in May.

The Scott Bill ▪ Senator Scott's bill would change Section 315 in several ways.

Stations offering their facilities to be used by a candidate in paid time would be required to make equal time available on the same basis for any other candidates in his race.

It would establish special rules for major candidates and defines them as candidates for President or Vice President, the U. S. House and Senate, delegate or resident commissioner in Congress, governor of a state or commonwealth and nominees of political parties "whose candidate for such office in the

Senator Scott

preceding election" was supported by no less than 10% of the total votes cast for such office.

"If any licensee shall permit any major candidate to use a broadcasting station without charge, it shall afford equal opportunity in the use of such station to all other major candidates for the same office."

Apparently, stations could offer free time to any nonmajor candidate without incurring an obligation to make a similar offer to his opponents. But if the station sold time to such a candidate, it would be obligated to sell equal time to his opponents.

The bill provides further that charges to major candidates "shall not exceed two-thirds of the charges made for comparable use of such stations for such purposes."

Other bills introduced in the Senate this year would repeal Section 315 altogether. They are S 673 of Senator A. Willis Robertson (D-Va.) and S 1010 of Senator Vance Hartke (D-Ind.).

Sharp upturn in TV billings

First week in February much better than January, BAR estimates indicate

A sharp upturn in television business was reflected last week in estimates compiled by Broadcast Advertisers Reports on national spot, regional and local expenditures for the week ended Feb. 5.

The estimates, covering nonnetwork business on 45 stations in 14 markets, support earlier accounts of accelerating national spot sales after somewhat sluggish but modestly gaining business in January (BROADCASTING, Feb. 22).

January business is historically sluggish and normally followed by an upturn in February and March. In the 14 markets for which BAR had February estimates last week, all showed sales up from the estimates for a January week, and in many cases the gains were substantial.

The estimates are based on one week of monitoring by BAR in each market. After monitoring determines the number and length of commercial messages on the air, BAR computers apply discounted-rate data as gathered over a six-month test period and verified or adjusted in a continuing series of checks and double-checks with cooperating agencies.

The monitoring and estimating are done at the rate of from 14 or 15 to 20 markets a week. Thus in the course of a month they cover the nation's top 75 markets.

These estimates will appear weekly in BROADCASTING.

In the list below, the numeral in parentheses immediately following the market name indicates the number of stations monitored. The first dollar figure is BAR's estimate for all nonnetwork business on the air in that market during the week indicated. The dollar figure in parentheses is BAR's estimate of nonnetwork business in that market during one week (but not necessarily the comparable week) of January.

Week ended Feb. 5:

Atlanta (3)—$163,659 ($122,339); Flint-Bay City, Mich. (2)—$84,344 ($80,386); Fresno, Calif. (4)—$78,240 ($70,724); Grand Rapids-Kalamazoo, Mich. (3)—$186,518 ($169,068); Lansing-Jackson, Mich. (2) — $54,863 ($48,247); Memphis (3)—$109,472

($98,716); Milwaukee (4)—$225,262 ($199,081); New York (6)—$2,273,-753 ($2,004,433); Peoria, Ill. (3)—$48,783 ($42,257); Pittsburgh (3)—$481,250 ($350,922); Providence, R. I. (3)—$147,261 ($103,037); Shreveport, La. (3)—$67,003 ($61,322); Syracuse, N. Y. (3)—$159,435 ($158,-042); Tulsa, Okla. (3)—$89,595 ($75,-117).

Business briefly . . .

The National Biscuit Co., through Kenyon & Eckhardt, both New York, extends its current spot and network TV tie-in campaign with Walt Disney's "Mary Poppins" motion picture for seven weeks, beginning today (March 1). Campaign, which promotes Mary Poppins toys currently found in Nabisco breakfast cereal packages, is to use spots in 55 major markets as well as CBS-TV's *Sky King* (Saturdays, 12-12:30 p.m. EST).

Autolite Division of Ford Motor Co., Wixom, Mich., through BBDO, and the Institute of Life Insurance, through J. Walter Thompson, both New York, will sponsor ABC-TV's *Grand Award of Sports* special on March 10 (9:30-11 p.m. EST).

Campana Corp. (division of Purex Corp.), through Foote, Cone & Belding, Los Angeles, has bought two commercials a week for 39 weeks in *Don McNeill's Breakfast Club* on the ABC Radio, starting March 29. Campana's line of Cuticura products will be advertised. ABC put the time buy at $100,-000.

Alberto-Culver Co., Melrose Park, Ill., plans major national campaign starting in April and including both spot and network TV to introduce New Dawn holding hair spray. Product features a special hair brightener and color amplifier. Agency is J. Walter Thompson Co., Chicago.

Case-Swayne Co., packer of citrus fruits, juices, vegetables and other food products, is launching a TV campaign in Southern California starting this week and running through 1965. Bergen & Lee, Los Angeles, is placing the 60-second color spots on KHJ-TV and KNBC (TV) Los Angeles, KOGO-TV San Diego, and KERO-TV Bakersfield, Calif.

General Mills, Minneapolis, to introduce a new children's product, "Wackies," a puffed oat cereal with banana flavored marshmallow bits, plans heavy use of children's TV programs on spot basis plus newspaper schedule. Agency: Dancer-Fitzgerald-Sample, New York.

Continental Casualty Co., Chicago, plans local radio spot to support its national campaign on network TV and in newspapers for the insurance firm's "Golden 65" health and accident plan for the elderly. Agency: MacManus, John & Adams, Chicago.

Newly-signed advertisers participating in CBS Radio's *Worldwide Sports with Frank Gifford* (Mon.-Fri., 7:15-7:30 p.m. EST) are: **B. F. Goodrich Co.,** Akron, Ohio, through BBDO, New York, for 26 weeks beginning Feb. 22; **E. I. du Pont de Nemours & Co.,** Wilmington, Del., also through BBDO, in a split-schedule beginning April 5; **The Hartford Insurance Group,** Hartford, Conn., through McCann-Marschalk, New York, for 26 weeks beginning May 3, and **WTS Pharmacraft Inc.,** Rochester, N. Y., for 15 weeks beginning June 1. In addition, **The Millers Falls Co.,** Greenfield, Mass., through Remington Advertising, Springfield, Mass., has renewed its split-schedule participations in *Worldwide Sports,* beginning May 3.

Advertisers buying new participations in NBC-TV programs announced last week included **Revlon Inc.,** through Grey Advertising, both New York, in *The Rogues, The Alfred Hitchcock Hour, Hullabaloo, Wednesday Night at the Movies* and *Dr. Kildare*: **Green Giant Co.,** LeSueur, Minn., through Leo Burnett Inc., Chicago, in *The Man from U.N.C.L.E., Andy Williams Show/ Jonathan Winters Specials, Alfred Hitchcock, The Virginian, Daniel Boone* and *The Jack Paar Program;* **Eastman Kodak Co.,** Rochester, N. Y., through

The soft sell works in Austin

Insurance agent Donald B. Reynolds sold the LBJ Co. (now Texas Broadcasting Corp.) a $100,000 insurance policy on the life of then Senator Lyndon B. Johnson in 1957 only after Mr. Reynolds agreed to buy time on the firm's KTBC-TV Austin, Tex.

The details of a transaction first described by Mr. Reynolds in Senate hearings on the Bobby Baker case have been confirmed by Walter W. Jenkins, aide to Mr. Johnson for many years and a former officer of the broadcasting company owned by the Johnson family. Mr. Jenkins denied, however, that he applied any "pressure" to Mr. Reynolds.

Mr. Jenkins's version of the circumstances surrounding the controversial insurance purchase (Mr. Reynolds said he had been pressured) was made public last Tuesday (Feb. 23) by the Senate Rules and Administration Committee, which for more than a year has been examining outside business interests of present and former Senate employes.

Mr. Jenkins, a former White House aide, was permitted to submit written answers to written committee questions after his doctor said his appearance at a formal hearing would jeopardize his health.

While the insurance deal was being considered, Mr. Jenkins stated, "I received word from the LBJ Co. it would not be necessary to pursue the matter further [with Mr. Reynolds] because a local agent in Austin had become interested in selling the policies and that he not only had been an advertiser on the radio and television stations for many years, but also had always related the amount of his advertising to the amount of his business done with the station."

Word of this was relayed to Mr. Reynolds, probably through Robert G. (Bobby) Baker, then secretary of the Senate majority (when Mr. Johnson was majority leader), Mr. Jenkins recalled. Mr. Reynolds then said he "wished very much to sell the policies and would also like to purchase advertising time in the event he sold them," Mr. Jenkins told the committee.

Because of various features of the policy that Mr. Reynolds proposed "as well as Reynold's offer to meet the competition by purchasing advertising, it was decided to accept the Reynolds' offer," said Mr. Jenkins.

Of Mr. Reynold's timebuying Mr. Jenkins said: "Certainly I did not 'pressure' him to do so." But Mr. Jenkins added: "I did know Mr. Reynolds planned to purchase advertising time, and I have never asserted to the contrary."

Mr. Reynolds, whose business is in the Washington area, had told the committee that Mr. Jenkins "persuaded" him to buy the TV advertising in Austin. Mr. Reynolds bought $1,208 in time on KTBC-TV. He arranged for a neighbor in the housewares field to use the time in his stead, Mr. Reynolds testified.

During this period, Mr. Jenkins said, he was a stockholder in the LBJ Co. (slightly more than 3½%), a member of the board of directors and treasurer of the company.

The Johnson family's broadcast stock has been placed in trust.

J. Walter Thompson, New York, in *Alfred Hitchcock, Mr. Novak, The Rogues,* and *Man from U.N.C.L.E.*, and the **Procter & Gamble Co.**, Cincinnati, through Compton Advertising, New York, in *Karen, Man from U.N.C.L.E., Alfred Hitchcock, Mr. Novak, Daniel Boone, International Showtime* and *Hullabaloo.*

Mail Pouch Tobacco Co., Wheeling, W. Va., (for its Kentucky Club Tobacco), through Warwick & Legler, New York, has renewed for 39 weeks its sponsorship of ABC Radio's Howard Cossell weekday and weekend sports commentaries.

Oldsmobile Division of General Motors Corp. has signed with NBC-TV for sponsorship of an hour color special, *Round of Champions*, to be aired live on National Golf Day, May 31, at 5 p.m., from Laurel Valley Golf Club, Ligonier, Pa. The contest will feature top golf stars. The show is packaged by Walter Schwimmer Inc., Chicago. Agency: D. P. Brother & Co., Detroit.

Illinois State Medical Society is spending $250,000 through E. H. Russell, McCloskey & Co., Chicago, for a campaign on selected TV stations, 27 radio stations and in some 100 newspapers in the state to fight Medicare and win support for an alternative plan called "Eldercare." Eldercare is a proposal of the American Medical Association.

Successful test

A six-week saturation test of television in Indianapolis and Fort Wayne, Ind., proved to the Haag Drug Co., Indianapolis, that TV can be both effective and efficient.

Through its agency, Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis, Haag recently concluded a test campaign centering around the theme that Haag stocks approximately 25,000 different items. Three 20-second commercials, produced by The Film-Makers, Chicago, stressed this theme.

An advertiser reaction test commissioned at the conclusion of the campaign showed that 30 persons per 100 homes were able to recall a specific portion of the TV advertising campaign, compared with the more usual figure of 12 per 100 homes, according to a spokesman for the agency. In addition, the cost per 1,000 home impression approximated 86 cents, less than half of the "going rate" for advertisers. Haag intends to resume its TV effort at a future date.

Regimen case continues after mistrial actions

The federal government's attempt to convict the Kastor, Hilton, Chesley, Clifford & Atherton agency of intent to defraud the public in advertising it prepared for Regimen diet pills was underway again last week in district court in New York after a mistrial necessitated selection of a new jury.

District Court Judge John Bartels granted a mistrial motion by the defendants after Assistant U. S. Attorney Martin Pollner cited criticism and condemnation of the product (Regimen) by a congressional committee between 1957 and the 1960's.

Judge Bartels accepted the defendants' contention that the statement was "prejudicial" and no part of the case in question. A week earlier Kastor, Hilton had been fined $3,500 in Manhattan criminal court after being convicted of disseminating fraudulant advertising for Regimen (BROADCASTING, Feb. 22). In the New York case proof of "intent to defraud" was not necessary for conviction as it is in the federal proceeding.

Prime-time spots called versatile, effective

The appeal and audience delivery of spot television in prime time—representing an estimated $253.8 million in gross billing in 1963—are documented in a new presentation of CBS Television Stations National Sales.

The presentation, "Build a Better Reach and Frequency House," defines prime time (7:30-11 p.m., Sunday through Saturday), explains its appeal to "everybody," its "big audience" delivery, extent of advertising coverage, the more precise audience delivery and the speed with which a prime spot TV schedule will work for an advertiser.

Along with the flip-card presentation CTSNS is showing 10-second and 20-second filmed commercials emphasizing the quantity and variety of sales points which an advertiser can make. CTSNS represents CBS's owned TV stations.

The presentation points out that on a weekly basis prime-time TV represents, in the number of hours, 18% of the total program schedule, 41% of total viewing and 60% of total viewing by the "light viewer."

The documentation stresses the extensive audience available to advertisers through announcements scheduled on stations carrying network programing.

Specific examples of how an advertiser can build an unduplicated audience with the use of scatter plans (prime 20-second spots) over a period from one to four weeks are compared with one-minute announcements used in the same market but in fringe time. Noted a CTSNS spokesman: the cost per thousand has been on the way down for "prime 20's" as compared to "fringe 60's" (one-minute announcements).

Mattell plans bigger use of TV advertising

Mattell Inc., Hawthorne, Calif., toymaker, has budgeted $12 million for advertising during 1965. Mattel claims this is a record both for it and for the toy industry. Television continues to be the major Mattel medium. The company will co-sponsor children's shows on all three TV networks on a "wall-to-wall" basis, Saturday mornings between 10 a.m. and 1 p.m., 52 weeks, for the third consecutive year.

Mattel will also increase its use of local TV programs in the top 100 markets in the afternoon children's program period, 4:30-6:30 p.m., six days a week, also year-round. The toy firm will add participating sponsorship of family type shows on the TV networks in the 7:30-8:30 p.m. period nightly during the pre-Christmas season.

Many of these commercials will be made and shown in color. Color ads in magazines and newspaper comic sections will augment the TV campaign. Four nationwide promotions linking in-store product promotions to the TV and print advertising are also part of the overall advertising program planned by Carson/Roberts, Los Angeles, Mattel's agency.

SG sells Cellomatic

Sam Sugarman, formerly TV producer at Screen Gems; Doug Abrams, New York businessman, and Joseph Naas, formerly general sales manager at Screen Gems' Cellomatic division, have purchased Cellomatic from Screen Gems and will continue operating at 1546 Broadway, New York as Cellomatic Productions Corp. Mr. Sugarman is president, Mr. Abrams, secretary-treasurer, and Mr. Naas, vice president of the audio visual and TV service organization which produces TV film commercials. Phone: PLaza 7-7895.

U.S. Steel to use spot TV

First corporate use of spot has goal of reaching adult males who influence industrial purchases

In its first corporate use of spot television, the United States Steel Corp., Pittsburgh, is investing an estimated $2.5 million in a 30-market campaign starting this week to advance the theme: "U. S. Steel . . . Where The Big Idea Is Innovation." The agency is BBDO, Pittsburgh.

The extensive spot TV effort marks a departure for U. S. Steel. In the past, the company used network TV to expose its institutional and product messages on a corporate basis. The company has used spot TV from time to time limited for specific products.

The campaign will be run on 71 stations in the top steel markets. The one-minute commercials have been produced in color. The objective is to reach the male adult population, particularly those who influence the industrial buying of products, such as managers, executives and professional and technical personnel.

The main thrust of the campaign will be through participations in and adjacencies to news programs and sports events. WPIX(TV) New York, for example, revealed last week that U. S. Steel has bought a one-minute commercial to rotate between the pre- and post-game baseball telecasts of the New York Yankees, starting March 21 and ending Oct. 3.

Among the markets to be used are New York, Chicago, Los Angeles, Pittsburgh, San Francisco, Atlanta, Baltimore, Boston, Cleveland, Tulsa, Dallas, Detroit, Washington, St. Louis and Houston.

A BBDO official said the task of lining up the proper availabilities was "very difficult," but he praised the "wonderful cooperation" received from station officials and representatives.

NAB tightens rules on beer-wine ads

An "implicit" prohibition against drinking beer and wine in television commercials became an official ban last week when the National Association of Broadcasters code authority came out with an "interpretation" of the TV code.

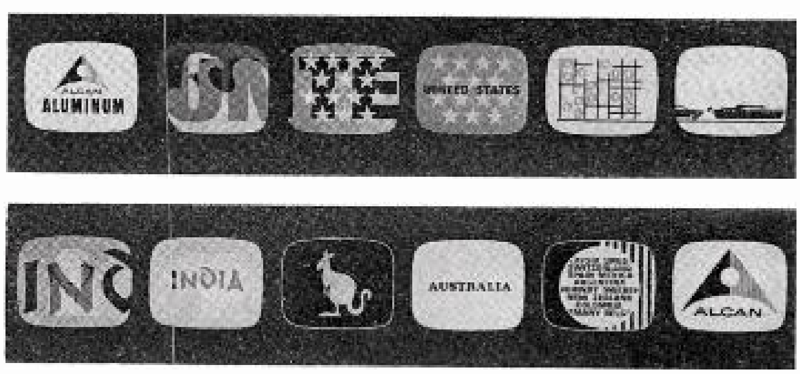
The interpretation not only says drinking these liquids is prohibited, but it describes several techniques which are also "unacceptable."

Howard H. Bell, code director, said the interpretation follows "increasing efforts to portray drinking" in these commercials. Although these techniques have been "implicitly prohibited" under the "good taste and discretion" provisions of the code, Mr. Bell said, the clarification will make the code "abundantly clear on this point."

The interpretation requires "that commercials involving beer and wine avoid any representation of on-camera drinking as well as representations which convey the impression of excessive drinking. It further requires that copy language, devices or props which are primarily associated with hard liquor or which relate to the strength of the product advertised be avoided."

Among examples cited by Mr. Bell as "unacceptable" techniques: "The tilting of a beer vessel such as glasses, mugs, cans or bottles, off camera; the tilting or holding of such a vessel close to the lips; the wiping, smacking or pursing of lips and the swallowing motion of the Adam's apple or similar actions. This list of techniques is not all inclusive."

The interpretation and clarifying remarks are being incorporated into the code's alcoholic beverage advertising guidelines.



Color used in black-and-white commercial

The restrained use of color highlights a predominantly black-and-white commercial produced for Aluminum Ltd. (Alcan), Montreal. The commercial uses animated graphics to describe the international activities of Alcan (see above). Color is incorporated to point up key elements of each country's representative symbol. NBC-TV's *Profiles in Courage*—a black-and-white production—is being used to introduce the spot which is transmitted in both black-and-white and color "to give it added impact on color sets," according to Alcan's New York agency, J. Walter Thomson. Arnold Stone of Drew Lawrence Productions, New York, produced the commercial with JWT.

Also in advertising . . .

New acquisition ▪ Aunt Nellie's Foods Inc., Clyman, Wis., has been acquired by Beatrice Foods Co., Chicago. Both are broadcast advertisers. It was announced that Aunt Nellie's use of radio-TV and other promotion probably will be expanded through its regular agency, Knox Reeves Advertising. Chicago.

New office ▪ Ball & Davidson of Denver and Campbell-Roy Associates, Pueblo, Colo., affiliated advertising and public relations agencies. have opened a new office in Colorado Springs at 716 N. Weber St.

Population boom ▪ ABC-TV Research Marketing Services has issued a report entitled "Younger Households: Their Role in Tomorrow's Markets," based on government and other published demographic data, and describing the changing effect that younger people will have on the nation's economy in the next 25 years.

Agency appointments . . .

▪ Alberto-Culver Co., Melrose Park, Ill., moves its Rinse-Away products from J. Walter Thompson Co. to Campbell-Ewald Co., both Chicago. JWT keeps other products and adds some new ones, A-C explained.

▪ Palestine Kosher Sausage Manufacturing Corp., Chicago, has named Presba-Muench Inc. that city.

TV code board has busy meeting agenda

Motion pictures, toys and politics are at the top of the agenda for the Tuesday-Wednesday (March 3-4) meeting of the National Association of Broadcasters television code board in Scottsdale, Ariz.

The board will get a report from Howard Bell, code director, who met in Los Angeles with representatives of motion picture trade associations last week. The problem of motion picture commercials that are often more suggestive of sex than the actual films, has been one of growing concern and Mr. Bell is determined that the code will move towards firmer regulation of these commercials, with or without cooperation of the film industry.

However, he said, "responsible movie people" feel that cooperation between the code and the motion picture business is the best way to attack the problem. But, he added, "we're not talking through our hat; we're going to police these commercials."

Mr. Bell was also to talk with film representatives on an agreement that would allow the code to prescreen theatrical films. Although the code says there is nothing wrong with these pictures when they are shown in theaters, some of them may need editing before they can be shown under the code's provisions of good taste.

Charge ▪ The recent flood of war toys on the market and in commercials that add too much glamour to the toy and war is causing the code to take a harder look at the spots. The code authority and toy manufacturers have been cooperating on commercial content for several years and this is the first time since the two groups got together that any difficulties have arisen.

Political campaigns were brought up at the TV code board's December meeting in Washington when it decided to study the advisability of drawing up rigid sponsor identification standards and requiring that political dramatizations be labeled as such (BROADCASTING, Dec. 14).

Although no committee was named to make such a study at that time, it is believed the board will appoint a group this week.

Candy maker plans spot drive

Krupnick & Associates, St. Louis agency which recently acquired the national candy bar account of Hollywood Brands Inc., Centralia, Ill., disclosed last week that the new strategy for the firm's line of nickel and dime candies will include saturation buys of spot TV and radio on a market-by-market basis. Hollywood in recent years has spent over $3 million annually, chiefly for network TV. Test market results of using spot radio-TV jumped Hollywood sales by 25% to 50%, according to the agency.

Senate smoking hearing

The Senate Commerce Committee is expected to announce this week that it will conduct a hearing on smoking and health late this month, probably in the week of March 22.

The hearing would run about six days with Senator Warren G. Magnuson (D-Wash.), chairman, presiding.

Network harmony on baseball

ABC, NBC raise no squawk about CBS's buying Yankees; Senate now turns to other sports in antitrust hearing

The CBS Inc. purchase of the New York Yankees doesn't bother either ABC or NBC—as long as those other two broadcasting companies are permitted to buy teams if they want to.

That was the gist of testimony from CBS's competitors during a Senate Antitrust and Monopoly Subcommittee hearing last week on implications of the Yankee deal that might affect pending legislation to bring business aspects of baseball under the antitrust laws.

Neither ABC-TV President Thomas W. Moore nor NBC News Vice President Julian Goodman expressed concern that CBS Inc. ownership of the Yankees would give either ABC or NBC a disadvantage in competing for broadcast rights to Yankee games.

Mr. Goodman

Of the two American League club owners who voted against the Yankee deal and who testified before the subcommittee, only Charles O. Finley of the Kansas City Athletics said he remained "unalterably" opposed to it.

A. C. Allyn Jr., owner of the Chicago White Sox, said steps the team owners have taken since their consideration of the transaction have removed his doubts, and he thinks there has been "a very real change . . . among owners." The Yankees, he added, no longer control the destiny of the American League, and he thinks the problems raised by the CBS Inc. deal produced this change.

He Believes ▪ Senator Philip A. Hart (D-Mich.), subcommittee chairman, concluded that the deal adds a factor to baseball "which could—not will, but could—reduce competition. We have been assured by Dr. [Frank] Stanton, president of CBS, that no such activity is intended and I know by his statement he is sincere."

Two other congressmen raised questions about the deal, but their main concern was that it was lucrative broadcast revenues that lured the Milwaukee Braves to Atlanta (where the Braves begin playing next year).

Senator William Proxmire (D-Wis.) urged the subcommittee to amend its sports antitrust exemption measure to require baseball clubs to pool all their broadcast revenues and remove the incentive for team owners to move their franchises.

Dr. Stanton commented two weeks ago that the proposal seemed unfair (BROADCASTING, Feb. 25). Messrs. Moore and Goodman weren't asked about the pooling proposal and offered no comment on it; Mr. Finley liked it but he and Mr. Allyn thought it would be difficult to work out. (All major league teams but the Yankees and the Philadelphia Phillies are in a package of Saturday games to be broadcast by ABC-TV that will pay each of the 18 teams $300,000.)

Representative Clement J. Zablocki (D-Wis.) filed a statement with the subcommittee urging it to examine the Milwaukee Braves shift and charging that television revenues have essentially changed the nature of baseball.

More Sports ▪ The subcommittee is preparing to hear other witnesses on S. 950, Senator Hart's sports antitrust bill, affecting professional baseball, football, basketball and ice hockey. All but baseball are under the antitrust laws now; the bill would put them on an equal footing by exempting their sports activities from the antitrust laws.

In their testimony Messrs. Goodman and Moore said they felt assured that CBS Inc. wouldn't use its position of being on both sides of the bargaining table to gain an advantage over other broadcasters seeking Yankee rights. Both also surprised the subcommittee with their testimony that baseball isn't the attractive network programing product it is widely believed to be.

Mr. Moore mentioned difficulties the Major League Television Committee had in finding a network interested in its proposal of a game of the week to be played in prime network time on Mondays (the package that was finally sold for Saturday afternoons on ABC-TV). Nighttime problems for sports "are the same for all of us," he continued, adding that sports are not successful enough to pre-empt other night programing.

Mr. Goodman explained NBC-owned stations had never carried local baseball because it would interrupt what NBC considers its best programing service. He said CBS Inc.'s ownership of the Yankees wouldn't increase NBC's reluctance to carry baseball.

Source of Interest ▪ If either ABC or NBC were to buy a sports team, the network witnesses said, they'd probably do it for the reasons given by CBS—a good investment in a field they already know something about, entertainment.

Mr. Moore

The baseball, broadcasting and congressional witnesses agreed that broadcasting has become a major factor in sports, but all didn't go as far as Mr. Finley's statement that broadcasting revenues have become the difference between profit and loss for almost all baseball teams. "It's getting almost impossible for clubs like mine to compete with clubs having such large TV and radio contracts," Mr. Finley said.

According to BROADCASTING's annual

baseball survey, the average team's local broadcast revenues (as distinct from revenues from the ABC-TV package) will exceed $800,000 this year; Kansas City is getting $300,000 (see page 44).

'Blackened character' sues for $3 million

Comedian Jackie Mason last week filed a $3 million suit against Ed Sullivan and Robert Precht, producer of Mr. Sullivan's CBS-TV show, charging Mr. Sullivan with "maliciously and wickedly contriving to injure, blacken and defame . . . [his] character, profession and calling."

Mr. Mason contended that after he appeared on Mr. Sullivan's show last Oct. 18, Mr. Sullivan, within hearing of others, accused him of "having made obscene gestures" and of having engaged in "offensive conduct." The suit was filed in New York state supreme court.

According the complaint, Mr. Sullivan said the comedian should be "run out of the entertainment business" and threatened to "destroy" him in show business.

A statement issued by Bernard Stabel of Rubin, Baum and Levin, New York, lawyers for Mr. Sullivan, along with Arnold Grant, New York, contended that Mr. Mason "has kept the matter in the public eye by continual reference to it," and "may have felt that the resulting publicity would be of some benefit to him and of some injury to the Sullivan show and those connected with it." The statement also "welcomed the opportunity to show in court what millions of Americans families saw on the *Ed Sullivan Show*."

ACLU wants hearings on Jackson TV stations

The American Civil Liberties Union has asked the FCC to hold hearings in Jackson, Miss., on the license-renewal applications of two Jackson television stations, WLBT and WJTV. The ACLU request was in connection with petitions filed earlier by the United Church of Christ and the Mississippi AFL-CIO.

The United Church of Christ, along with Mississippi Negro civil rights leaders Aaron Henry and Robert L. C. Smith, opposed the license-renewal applications on the ground the stations discriminate against Negroes in their programing (BROADCASTING, April 20, 1964). The union opposed WLBT's renewal application in June, alleging that the station aired anti-union views without affording organized labor a chance to reply (BROADCASTING, June 8, 1964).

The FCC staff has recommended a hearing on the applications of WLBT and its affiliated station, WJDX. These are two of seven stations whose programing has been under FCC staff investigation in connection with the riots at the University of Mississippi campus in September 1962.

The remaining five stations, including WJTV, would get license renewals without a hearing, under the staff recommendation (BROADCASTING, Feb. 22).

ACLU, in its letter to the commission, said it was not passing on the accuracy of the allegations in the petitions. But it said it was "deeply concerned" because the charges "deal directly with the spirit of the constitutional guarantees of freedom of expression and equality of treatment."

Consequently, the ACLU said, hearings should be held to determine the accuracy of the complaints. It added that the hearings should be held in Jackson to enable local Negroes "to present a detailed account of their complaint." The ACLU letter was signed by John de J. Pemberton Jr., executive director.

The two Jackson TV stations, meanwhile, have covered the Civil Rights Commission hearings in Jackson. WJTV covered live much of the five days of hearings, which produced testimony by Negroes of beatings by whites and of discrimination in law enforcement and in voting privileges. WLBT taped portions of the hearing for a documentary.

Satellite news unit is set up by NBC

Formation of a special NBC News unit to develop programing for trans-Atlantic relay by the planned Earlybird satellite was announced last week by William R. McAndrew, executive vice president in charge of NBC News. NBC News producers Daniel O'Connor and Daniel Karasik will be fulltime members in New York and Washington, respectively, and a third member will be chosen to be stationed in Europe.

The Earlybird, due to be launched next month, is designed to remain in a fixed position over the Atlantic and thus be the first available for trans-Atlantic relays on a continuous basis.

Mr. McAndrew and Fred Friendly, president of CBS News, and Donald G. Coe, director of operations of ABC News, were in London last Thursday to discuss with British and European officials how Earlybird should be used during its opening six-week "experimental" period, before it is turned over to the Communications Satellite Corp. (Comsat) for commercial use.

A lasting problem left by Frankfurter

Retired U. S. Supreme Court Justice Felix Frankfurter, 82, who died last Monday (Feb. 22) in Washington, held a place in the history of broadcasting jurisprudence among many other significant decisions in which he participated during his 23 years on the court.

He was author of the Supreme Court's decision in 1943 in the chain broadcasting case which upheld the FCC's right to impose restrictions on contracts between stations and networks. These denied then current network practices of requiring exclusivity of programs and territory, unrestricted option time provisions and network affiliation agreements, that licensees accept network programs without right to pre-empt, and refusing to permit affiliates carrying programs of any other network, dual ownership of stations in same market, and ownership by NBC of two networks, Red and Blue—all encompassed in what is now known as chain broadcasting rules.

A caustic critic of radio and television programs, even while on the bench, Justice Frankfurter enunciated in his 1943 opinion the now controversial dictum that FCC has authority to look at programing.

This phrase reads: "The [Communications] Act itself establishes that the commission's powers are not limited to the engineering and technical aspects of radio communication. Yet we are asked to regard the commission as a kind of traffic officer, policing the wavelengths to prevent stations from interfering with each other. But the Act does not restrict the commission merely to supervision of the traffic. It puts upon the commission the burden of determining the composition of that traffic. Methods must be devised for choosing from among the many who apply. And since Congress itself could not do this, it committed the task to the commission."

News source bill has short life in California

Prompt action by California radio and TV stations and newspapers last week killed a proposal to destroy the right of newsmen to protect their sources of information. Identical bills, introduced in the California senate and assembly, would have authorized any judge to order a newsman to disclose the source of a news story and hold him in contempt if he refused.

The news media immediately started an editorial attack on the proposal. Editorialists, on the air and in print, stressed the point that "the right to keep a source confidential is not a license to print or broadcast wild rumors" and that there are "stringent laws of libel" to check irresponsible reporting. They noted that the assurance of anonymity is often needed to obtain essential facts from individuals afraid to speak out in public.

The California senate judiciary committee last week voted down the proposal. Similar action by the assembly judiciary committee is expected this week.

Friendly warns against too many interruptions

A warning against "indiscriminate" interruption of regularly scheduled programs for news bulletins was issued to the CBS News staff last week by Fred Friendly, president of CBS News.

Referring particularly to the continuing Vietnam crisis, Mr. Friendly noted in his memo that bulletins should be used with judgment and discretion, and that "indiscriminate use for competitive reasons or for promoting one's own image as a news organization is a disservice to listeners and viewers."

Mr. Friendly added that bulletins should interrupt programs only when the news is of national importance or when a "special situation" might affect viewers and listeners. "We are in the news, not the panic business," he said.

Author sues UA-TV, ABC

A suit seeking $500,000 in damages was filed on Feb. 19 in the U. S. District Court for the Southern District of New York by author David Goodis against United Artists Television and ABC.

Mr. Goodis charged that *The Fugitive* on ABC-TV (Tues., 10-11 p.m.), had resulted in the appropriation and infringement of copyright of his novel, *Dark Passage*.

It's still neck and neck

The virtual dead heat of the three TV networks in average ratings for their nighttime schedules continued last week with the reporting of the Nielsen Television Index (NTI) for the two weeks ended Feb. 7. NBC-TV and ABC-TV were tied with an average rating of 20.4 for the 7:30-11 p.m. periods. CBS-TV had 20.3, one-tenth of a rating point off the pace.

Westinghouse plans new late-night show

Westinghouse Broadcasting Co. will present the new 90-minute *Merv Griffin Show* on its five TV stations, starting in April, and will offer it for syndication in other markets, it was announced last week by Donald H. McGannon, WBC president.

Mr. Griffin

The Monday-through-Friday series is intended for late-night viewing and will be an entertainment-variety program starring Mr. Griffin. Previously he had been host on daytime shows on NBC-TV.

Westinghouse also announced that it is terminating its current late-night series, *That Regis Philbin Show*, with the program of March 5.

Radio series sales . . .

The Sealed Book (Charles Michelson): KMOX St. Louis.

Famous Jury Trials (Charles Michelson): WPON Pontiac, Mich.

Dangerous Assignment (Charles Michelson): KFQD Anchorage, Alaska.

The Hidden Truth (Charles Michelson): Radio Trinidad, Port-of-Spain, Trinidad.

The Clock (Charles Michelson): KPRB Redmond, Ore.

The Shadow (Charles Michelson): WXKW Troy, N. Y.

The Green Hornet (Charles Michelson): KMRE Anderson, Calif.

The First Christmas (Woroner Productions): WMAJ State College, Pa.; CKPC-AM-FM Brantford, Ont.; KLOS Albuquerque, N. M.; WDRK(FM) Greenville, Ohio, and KLOU Lake Charles, La.

July 4, 1776 (Woroner Productions): WKLZ Kalamazoo, Mich.; WDAD Indiana, Pa.; WMAJ State College, Pa.; WCPA Clearfield, Pa.; WSPD-AM-FM Toledo, Ohio; KLOS Albuquerque, N. M.; WDRK(FM) Greenville, Ohio, and WNUS Chicago.

Tips on Tots (Woroner Productions): WDAD Indiana, Pa.; WCPA Clearfield, Pa.; WMNI-AM-FM Columbus, Ohio, and KLOS Albuquerque, N. M.

Points on Pets and *Your Green Garden* (Woroner Productions): WMNI-AM-FM Columbus, Ohio, and KLOS Albuquerque, N. M.

Almanac (Almanac Productions): WIOK Normal, WIZZ Streator, WLDS-AM-FM Jacksonville, WKEI Kewanee, WVLN and WSEI(FM) Olney, and WGGH Marion, all Illinois.

Film sales . . .

Loretta Young Theatre (NBC Enterprises): WUSN-TV Charleston, S. C.; WPTV(TV) West Palm Beach, Fla.; WGN-TV Chicago; KREX-TV Grand Junction, Colo., and WAST(TV) Albany.

Volume 9 (Seven Arts): KERO-TV Bakersfield, Calif.; WTIC-TV Hartford, Conn.; KATC(TV) Lafayette, La., and KONO-TV San Antonio, Tex.

Volume 8 (Seven Arts): WTIC-TV Hartford, Conn.; KONO-TV San Antonio, Tex., and KERO-TV Bakersfield, Calif.

Volume 7 (Seven Arts): KBAK-TV Bakersfield, Calif., and WEWS(TV) Cleveland.

Volumes 4 and 5 (Seven Arts): KIFI-TV Idaho Falls, Idaho.

Churchill, The Man (Seven Arts): KROD-TV El Paso; WLAC-TV Nashville; WAFB-TV Baton Rouge, and KVKM-TV Monahans, Tex.

Porky Pig cartoons (Seven Arts): WICU-TV Erie, Pa., and WVEC-TV Norfolk, Va.

En France (Seven Arts): WGTV(TV) Athens, Ga., and KNTV(TV) San Jose, Calif.

Boston Symphony Orchestra (Seven Arts): WGTV(TV) Athens, Ga.

Special Features (Seven Arts): WAFB-TV Baton Rouge, La., and KNTV(TV) San Jose, Calif.

1963-1964 auto race coverage (Triangle): WZZM-TV Grand Rapids, Mich., and KHFI(TV) Austin, Tex.

Parachuting Championship specials (Triangle): WKBD-TV Detroit.

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ABC-TV drops Les Crane for rotating hosts

ABC-TV is shuffling its late-night schedule, dropping *The Les Crane Show* and substituting a new program, *ABC's Nightlife* (Monday-Friday, 11:15 p.m.-1 a.m.), starting today (March 1). The program will have a policy of rotating star hosts.

In announcing the change last week, Edgar J. Scherick, vice president in charge of ABC-TV, said Mr. Crane will be used as a future star host on the program. No reason was given for cancelling the Crane program but it is known that the show did not attract a sufficient audience in competition with NBC-TV's Johnny Carson Show and late-night features on CBS-TV and independent stations.

Comedian-actor Shelley Berman will be the host of the first week of *ABC's Nightlife*.

Program notes . . .

Lip in baseball series ▪ Leo Durocher is featured in a new series of five-minute radio programs being offered stations and sponsors during the coming baseball season by Sight & Sound Library, Chicago. Daily tape program will feature anecdotes and commentary by Mr. Durocher who for the past 40 years has been a player and later manager of the Yankees, Cardinals, Dodgers and Giants baseball teams.

A brotherhood songfest ▪ A 45-minute program titled *Blowin' in The Wind: A Progress Report on Brotherhood* was carried on all of the RKO General radio stations last week. The program traced the growth of brotherhood through the use of folk songs and statements of principle from U. S. Presidents. The program was written and produced by Martin Weldon, director of public affairs for RKO General Broadcasting.

Ideas ▪ Broadcast Music Inc. is considering discontinuation of its "newsletter," a compilation of program ideas distributed to stations 10 times a year. BMI said this type of service is now being handled by other seemingly more appropriate organizations, including the Broadcasters Promotion Association and the Radio Advertising Bureau, so that the gap the "newsletter" was originally designed to fill has now been effectively eliminated. The National Association of Broadcasters said that it is hopeful it can publish a compilation of programing ideas that will be produced by its six radio program clinics scheduled for May and June.

Clay play ▪ By arrangement with Sports-vision Inc. of New York, Telstar Productions and Publications Inc., Westport, Conn., will produce and syndicate two 15-minute interviews, one with Cassius Clay, world's heavyweight boxing champion, and the other with ex-champion Sonny Liston, who meets the champion in May. Format calls for a 15-second opening and close and two one-minute commercial breaks within each interview. The programs will be sold on an exclusive basis.

Film sale ▪ The purchase by WXYZ-TV Detroit of 102 Universal post-1952 features from MCA TV was announced last week by the station. The sales price was almost $1 million, according to a WXYZ spokesman. Sixty of the films are in color.

Boone in color ▪ Adventure series, *Daniel Boone*, on NBC-TV's schedule in black and white this season, will continue in color next fall. The show, NBC said last week, will continue in its same time period, Thurs., 7:30-8:30 p.m. EST.

New celebrity show ▪ In its first move in TV program syndication field, Henry Jaffee Enterprises, Hollywood and New York, announced it will produce and distribute to stations a half-hour celebrity interview program, the *William B. Williams Show*. The filmed show will feature Mr. Williams, a WNEW New York personality.

New offices ▪ National Telefilm Associates has moved its New York sales offices to 750 Third Ave. Telephone number is 867-2290.

People and occupations ▪ Realistic Radio Sales, Eustis, Fla., is offering a radio series, *So You're Here Today*, featuring Harold McWhorter who talks about various aspects of life and individuals according to occupation. For further information contact Realistic Radio Sales, Box 102, Eustis.

Animal films ▪ Little Corral Enterprises, Box 230, Big Horn, Wyo., is offering three-minute, 16 mm color films of animals for use as inserts in children's shows. Scripts are furnished to accompany films and all segments have story lines (e.g., bunnies eating with napkins under chins, mother hen moving chicks into minature house, etc.). Material is prepared by Charles Fifield, former forest ranger, and Mrs. Fifield.

Hearing planned on free press v. fair trial

Senator Sam J. Ervin Jr. (D-N. C.), chairman of the Senate Constitutional Rights Subcommittee, announced last week that his subcommittee is preparing a background study of guarantees of freedom for news media and fair trial. When completed, the senator said, the study would be used as a basis for expected hearing "to determine the extent of the conflict and the need for legislation in the area of free press and fair trial."

"There is no provision in the First Amendment that would allow us to bridle the few irresponsible newsmen while leaving the rest of the press—which constitutes the great majority—unfettered," Senator Ervin said. But, he added, "this does not necessarily mean that the Constitution precludes any improvement in the present situation."

DPA plans screening

Screening of a dozen programs under consideration by Development Program Associates, which has been formed by a number of major station interests, has been set for Los Angeles March 8-9. The screening, to be held at KTLA(TV), will be open to all broadcasters. Head of DPA is Richard Shively, former Polaris station group executive, now operating out of the Blair building, 645 Michigan Avenue, Chicago.

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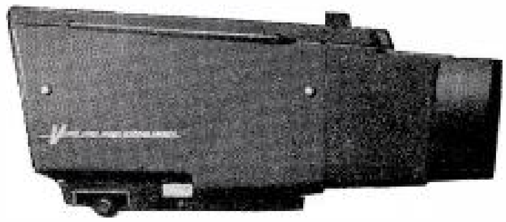

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

CATV case taken to court

Microwave challenges constitutionality of FCC conditions on grant

A common carrier and the community antenna television system it serves have started a court test of the constitutionality of the conditions imposed by the FCC on grants of microwaves to serve CATV's.

Idaho Microwave Inc. and Cable View of Burley (Idaho) Inc., the CATV, assert in a pleading before the U. S. Court of Appeals for the District of Columbia that the 15-day nonduplication condition attached to microwave grants violates constitutional and Communications Act prohibitions against censorship.

This question has often been argued in pleadings before the commission, but it has never been ruled on by the courts. Thus, the case could have far-reaching implications for the commission, which is in the midst of devising policy for all CATV's—those that do not use microwaves as well as those that do.

Lawyers last week pointed out, however, that the constitutional question may not be reached in the case. They note that courts try to avoid such issues if a case can be decided on other grounds.

Idaho and Cable View are appealing jointly from a commission decision attaching to the license it granted Idaho on Oct. 28, 1964, the conditions normally attached to all microwave construction permits. These require Cable View, which relays signals of four Salt Lake City stations, to refrain from transmitting programs for 15 days before and after they are carried by the local station KMVT (TV) Twin Falls, Idaho, and to carry the station's signals on its cable.

Unconditional CP ▪ Idaho had been granted a construction permit on July 8, 1963, five months before the commission began attaching conditions to such grants as an interim measure pending a final decision in rule makings to require CATV's to protect local stations. The conditions were attached to the license as a result of petitions for reconsideration that KMVT and KIFI-TV Idaho Falls had filed in connection with the grant of the CP.

Idaho refused to accept the license with the conditions, and it has since been placed by the commission in a pending status, to await the outcome of the CATV rulemakings. The commission has permitted the common carrier to continue operating on program test authority provided the protectionist conditions are observed by the CATV (BROADCASTING, Feb. 8).

Idaho and Burley last week asked the court to stay the effectiveness of that order until it hands down a decision in the case. The plaintiffs, who have been operating unconditionally since October 1963, say they will suffer "irreparable and substantial" financial injury if they are required to abide by the "unlawful restraint."

They say that "prior restraint" on the distribution of "constitutionally protected material . . . constitutes an abridgement of First Amendment [freedom of speech] rights." And they note that the "sole purpose" of the challenged nonduplication condition "is to restrain distribution and thus deny the public's right to receive and view certain television programs."

The commission dismissed similar arguments by Idaho and Cable View, contending that the agency's authority was upheld in the benchmark Carter Mountain decision, that held that the commission has authority to protect local television from CATV competition through its licensing jurisdiction over microwaves (BROADCASTING, May 27, 1963).

New Issue ▪ Idaho and Cable View however say that the nonduplication question was not before the court. Furthermore, they add that the court said it was not passing on the censorship question since the CATV benefiting from the microwave service wasn't a

Changing hands

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

▪ WYGO Corbin, Ky.: Sold to Beckham Garland, Floyd Sowders and Mrs. Clarence T. Sams to James C. Vernon for $80,000. Mr. Vernon was formerly associated with WMTS-AM-FM Murfreesboro, Tenn. WYGO is 5 kw daytimer on 1330 kc. Broker: Chapman Co.

▪ WKLE Washington, Ga.: Sold by J. S. Carter to Bradley L. Williamson, Ott G. Stephens and associates for $50,000. Mr. Williamson is president and general manager of WPEH Louis-party to the case.

Idaho and Cable View make a distinction between simultaneous and 15-day nonduplication. They concede the former might be constitutional, since the public is not deprived of programs, as it most definitely is under the 15-day before-and-after restraint . . ."

They assert that if a viewer misses a program when it is carried by a local station, and if that program is made available by the CATV system at a later date but within the 15-day restricted period, the viewer's "right to receive the program is restrained."

In addition to the constitutional question, Idaho and Cable View say the commission's action violates a Communications Act requirement that a license be granted in conformance with the permit to construct. They say that no new facts came to the commission's attention after the unconditional construction permit was issued to warrant the attachment of the conditions to the license.

NAB code deletions, additions announced

The code authority of the National Association of Broadcasters last week announced the first list of stations that had been deleted as radio code members. The code reported that 18 AM and FM stations had joined the code between Dec. 15, 1964, and Jan. 15, and that 12 stations were deleted during the period.

Stations added: KGPC Grafton N. D.; KRNY Kearney, Neb.; WJPW Rockford, WOOD-FM Grand Rapids, WERX Wyoming and WKMF Flint, all Michigan; WBZB Selma, WFVG Fuquay and WWOK Charlotte, all North Carolina; WATV Birmingham, Ala.; WTRW Two Rivers, Wis.; WCAZ Carthage, WSEI (FM) Olney and WINU Highland, all Illinois; KAHR Redding and KNEZ Lompoc, both California; KGIW Alamosa, Colo., and KLEA Lovington, N. M.

Stations deleted: WMPP Chicago Heights, Ill.; WFAS-AM-FM White Plains, N. Y.; KCOW Alliance, Neb.; KSIR Wichita, Kan.; WJRZ-AM-FM Newark, N. J.; KARY Prosser, Wash.; KSEN Shelby, Mont.; WKNA-FM Charleston, W. Va., and WNES-AM-FM Central City, Ky. The NAB did not break down the list as to those withdrawing of their own volition.

Reeves adding Pa. to CATV holdings

Reeves Broadcasting Corp., Charleston, S. C., recent purchasers of three community antenna television systems in Maine, acknowledged last week that it also was putting together a CATV complex in southwest Pennsylvania and is "pressing the construction of systems in Enid, Okla., and in Aiken, Manning and Bennettsville, S. C."

Reeves systems now serve about 7,500 subscribers and the firm plans to be serving about 30,000 within five years.

The company acquired existing systems for an undisclosed sum from local owners in Caribou, Oring Air Force Base, Limeston and Presque Isle, all Maine, on Feb. 16.

The company plans to spend about $500,000 to expand the potential of these Maine systems from 5,000 to 9,500 homes by adding 60 miles of plant to the present 52, said J. Drayton Hastie, Reeves president.

It has contracted to buy Telco Corp.'s franchise for Uniontown, Pa., which would be the center of a system serving Mount Pleasant, Scottsdale and South Connellsville and requiring investment of $300,000 for 72 miles of plant in front of about 7,000 Uniontown homes. When completed, the complex would be in front of 20,000 homes in the area and plans are to achieve about 60% saturation.

The firm also operates systems in Gadsden and Opelika, Ala., and Grundy, Richlands and Tazewell, Va. The firm is licensee of WUSN-TV Charleston, S. C., and WHTN-TV Huntington, W. Va.

New TV stations

As of Feb. 25 there were 106 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 57 were commercial UHF's, 6 were educational VHF's, and 23 were educational UHF's.

ville, Ga., while Mr. Stephens is station manager and news director of that station. WKLE is 1 kw daytimer on 1370 kc. Broker: Chapman Co.

APPROVED ▪ *The following transfer of station interests was among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page* 85).

▪ WLOB-AM-FM Portland, Me.: Sold by Sherwood J. Tarlow and Melvin L. Stone to Atlantic States Industries Inc., Robert Price, president, for $263,000. Atlantic States owns WTSA Brattleboro, Vt., and WNVY Pensacola, Fla. WLOB is 5 kw fulltime on 1310 kc while WLOB-FM is on 97.9 mc with 3 kw.

FCC given hot foot on CATV

Pastore told decisions will be made in a month, but differences of opinion on method and extent of regulation seem to be growing, not shrinking

Pressure on the FCC to develop policy for regulating community antenna television increased last week, but so did the differences within the commission and among the private industries that the policy will affect.

The added pressure was applied by Senator John O. Pastore (D-R. I.), chairman of the Senate Communications Subcommittee, who extracted from Chairman E. William Henry an estimate of "one month" as the time limit within which the commission will reach fundamental decisions on policy.

Meanwhile, a debate has developed within the commission on whether commission regulation of CATV should apply to systems in cities with more than three TV stations. The debate was sparked by the report of Dr. Martin Seiden, the consultant hired by the commission to do an analysis of the CATV industry, who is said to feel that CATV's have a relatively insignificant effect on the fate of UHF stations in large cities—a view sharply disputed by some FCC staff members and commissioners.

In addition the National Association of Broadcasters and the National Community Television Association remained unable to resolve the remaining differences preventing them from agreeing on a joint recommendation to the commission on CATV legislation.

Thursday Appearance ▪ It was against the background of these and other differences that the commission appeared before the Senate Communications Subcommittee Thursday for a progress report on its activities in CATV and other critical areas (see page 65).

Senator Pastore, who earlier accused the commission of "vacillation" in dealing with important policy matters, warned the commissioners that the time has arisen to make decisions for dealing with the rapidly proliferating CATV industry.

Chairman Henry said the matter has top priority at the commission. And, in response to questions from Senator Pastore, he said, the commission would decide "in a month" whether it has jurisdiction under existing law over all CATV's—those not using microwaves as well as those that do—and whether it should assert it, or whether it will seek additional legislative authority from Congress.

In response to another question he gave the same time estimate on when the commission will decide whether or not to propose barring TV licensees from owning community antenna television systems. A notice of inquiry on this was initiated last April.

But the major question before the commission, the chairman said, is whether it should take a different approach to large-market and small-market CATV. He noted that some hold that while a CATV may succeed in a large three-VHF market, it will account for only a relatively small percentage of the homes. As a result, this school maintains, it will not have much if any effect on the fate of UHF's there.

Other View ▪ On the other hand, the chairman continued, some argue that UHF's in large cities are "marginal" at best and that a CATV having "a 20% penetration would put them out of business."

The former view is known to be that of Dr. Seiden, who is said to believe that the commission should not assert the power of the federal government to guarantee a UHF a relative handful of viewers. He reportedly feels that good programing at reasonable cost is the single most important factor in the survival of an independent UHF station in competition with three network-affiliated outlets. He is said to put all-channel set penetration second and CATV a distant third.

He concedes, however, that CATV's have a relatively more important impact on UHF's in small markets, where VHF competition is not as much of a problem (BROADCASTING, Feb. 22). His report, which was to have been released this week, was held back for revisions.

The view with which his clashes is being put forth by James Sheridan, head of the commission's Broadcast Bureau, and Joel Rosenbloom, special assistant to Chairman Henry. The chairman and Commissioners Kenneth A. Cox and Robert E. Lee also appeared to support it in their appearance before the subcommittee. They cited the commission's responsibility for expanding free TV service.

Pastore's View ▪ Senator Pastore, however, indicated agreement with the Seiden thesis in a discussion of the situation in Philadelphia, where a number

Explanations were the order of business as the FCC commissioners appeared before the Senate Communications Subcommittee last week. Chairman E. William Henry (l) was principal FCC spokesman. With him here are Commissioners Bartley and Cox.

of applicants are seeking CATV franchises and three UHF's (WIBF-TV, WPHL-TV and WKBS[TV] Bloomington, N. J.-Philadelphia) are scheduled to go on the air this year. If the UHF's, which provide a free service, he said, "can do as well as the independents in New York [which the Philadelphia CATV hopefuls plan to bring in], CATV will flop. It's all a matter of programing."

But at another point, the senator expressed complete pessimism regarding the fate of UHF's in Philadelphia, with or without CATV. "UHF won't survive in Philadelphia unless it is all-UHF," he said. "It can't compete with

Senator John O. Pastore (D-R.I.), chairman of the Communications Subcommittee, asked the commission to explain its position on CATV—and many other things.

VHF." He remains a prime advocate of a plan—since rejected by the commision—that would have dropped into six markets VHF's at short spacing to satisfy television needs.

Commissioners Cox and Lee were quick to disagree. Commissioner Cox said that, with the passage of the all-channel receiver legislation, "most of the homes in Philadelphia will have UHF receivers by 1970. By that time, it will be a matter of whether UHF can present programing to get the audience."

Commissioner Lee said that UHF's operating in Chicago [WCIU], Boston [WIHS-TV] and Los Angeles [KMEX-TV] "are in the black" and the new Detroit UHF, WKBD, has gotten off to an encouraging start.

Chairman Henry said he foresaw the possibility of a fourth network through the utilization of UHF's now unused. "But if UHF's are not going to amount to much," he said, "we are wasting a lot of frequency space."

The commission appeared before the subcommittee two days after meeting in closed session for a full day with representatives of the NAB and NCTA to receive a report on their efforts to conclude an agreement on legislative recommendations. The commission and staff members have also been briefed in detail by representatives of the Association of Maximum Service Telecasters on the tough proposal that association has made for regulating CATV (BROADCASTING, Feb. 8).

The major stumbling block preventing agreement between NAB and CATV legislation remains the amount of protection CATV's should be required to afford local TV. NCTA has held out for simultaneous-only, while NAB is insisting on 15-day protection.

A compromise proposal has been broached by the NCTA negotiating subcommittee, that would provide for more than simultaneous nonduplication (not necessarily as much as 15 days) between 6 o'clock and midnight in one-station markets. But in return NCTA would want some relaxation of present proposals requiring protection for stations putting grade B signals in a market.

The NAB subcommittee, however, has rejected the proposal, contending that extended nonduplication must be afforded "at least" in two-station markets in order to protect a UHF that would follow the establishment of a VHF station.

Another sticking point apparently developing involves program origination by CATVs. NAB representatives indicated they understood that the agreement previously reached with NCTA would limit such programing to time and weather announcements. NCTA officials, however, say CATV's should also be allowed to originate other programing, subject to the same rules applicable to broadcasters.

NCTA also feels CATV's should be permitted to sell time to advertisers to recover the costs of programing. NAB has opposed this.

NAB and NCTA representatives will continue their meetings, and the FCC will continue its series of special sessions on CATV. Another meeting is tentatively scheduled for this week. The commission also plans to meet with other industry groups.

Those meeting with the FCC last week were: for the NAB, Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich., chairman; Vincent Wasilewski, president; Douglas Anello, general counsel; Dwight Martin, chairman of the Future of Broadcasting Committee; Willard Walbridge, KTRK Houston, a member of the Future of Broadcasting Committee, and NCTA, Frederick W. Ford, president; Bruce Merrill, KIVA(TV) Yuma, Ariz., chairman; Robert D. L'Heureux, general counsel; E. Stratford Smith, counsel; Fred Stevenson, former chairman.

FCC policy criticized

Senators question Henry critically on freeze of top-50 market transfers

The FCC and its plans for 1965 were put under the glare of a congressional spotlight last week, as the commission submitted a "progress report" to the Senate Communications Subcommittee.

The light played over the whole range of commission activities, but it lingered so long over community antenna television, multiple ownership questions and political broadcasting, that what had been scheduled as a one-day session, on Thursday, spilled over into Friday.

Competitive network television service, network television programing, implementation of the all-channel television receiver legislation and educational television were other broadcasting items scheduled for the second day (see page 9).

CATV, which Senator John O. Pastore (D-R. I.), chairman of the subcommittee, labeled "one of the biggest responsibilities we'll have to face in this session of Congress," appeared to rank highest in importance to the subcomittee Thursday (see page 64).

But it was the multiple-ownership question—specifically the commission's Dec. 18 notice imposing a virtual freeze on the sale of top-50 market VHF stations to persons already owning VHF's in those markets, that came in for particularly critical attention. Under the notice, applications for such sales will automatically be set for hearing (BROADCASTING, Dec. 21).

The Defense ▪ Chairman E. William Henry defended the action as an interim measure designed to prevent what the commission regards as a continuing trend to concentration of control in the major markets pending the formulation of specific rules on multiple ownership. He was accompanied by Commissioners Robert T. Bartley, Rosel H. Hyde, Kenneth A. Cox and Robert E. Lee.

But Senator Pastore termed the policy a "harassment" and said it seems to raise the question as to whether the commission is according broadcasters due process. "Why insist on a full-fledged hearing to make a determination [on public interest] you have made before without one?" he asked.

He also attacked the logic of the proposal, declaring it would protect existing major broadcast station owners from new competition. "One way to compete with giants is to be a giant," he said.

"What are we trying to accomplish that's in the public interest if we don't change the situation as it is today?" he asked. The commission vote was 5-1, with Commissioner Hyde dissenting.

The senator, who has received a number of complaints from large multiple owners, plans to offer them a hearing as a forum to air their side of the controversy. He announced that broadcasters wishing to participate should contact counsel Nicholas Zapple.

Short Lived ▪ Chairman Henry, who acknowledged that the interim policy was "restrictive," confirmed earlier reports that it would be withdrawn (CLOSED CIRCUIT, Feb. 8), possibly within two months. He said the commission hopes to issue by that time a notice of proposed rulemaking to amend the multiple-ownership rules. And these proposals, he said, will be substituted for the top-50 market statements as an interim policy.

Chairman Henry said the notice was adopted as a means of warning potential applicants who would be affected by it that they faced a hearing. He said the commission could have set the same policy simply by designating for hearing the applications of multiple owners seeking a top-50 market VHF.

Another possible choice — doing nothing while the multiple ownership rules were being considered—was rejected, he said, "as not being in the public interest because it would have permitted the trend to continue."

No Trend ▪ Senator Vance Hartke (D-Ind.), however, challenged the commission's assertion that a "trend" toward multiple ownership is underway. He said his information was that there were no more multiple owners in the top 50 markets today then there were in 1956—90. He also said the number of newspapers owning stations in those markets declined and the number of UHF's had increased.

Senator Hartke also questioned whether single station owners present better programing than multiple owners. "We're not sure," said Chairman Henry. "But we feel undue concentration of control is not in the public interest."

"What's undue?" asked the senator. He asked for evidence on whether single or multiple-station owners produce better service and more diversity of views. Chairman Henry and Commissioner Cox said there was no indication that multiple-station owners are doing a better job than single-station owners.

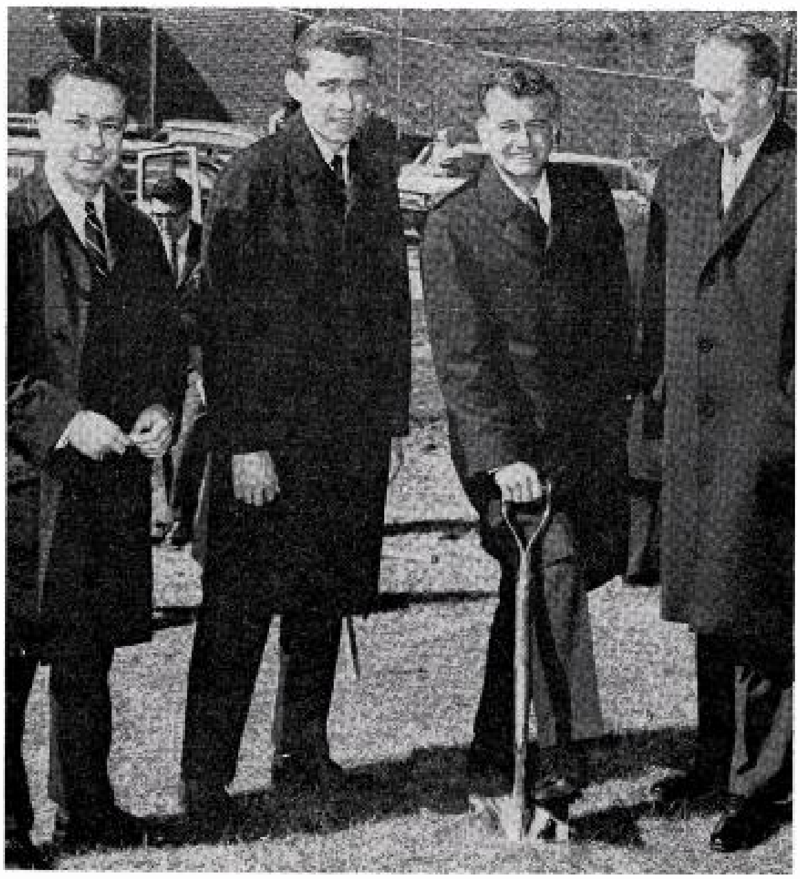
Section 315 ▪ The review of the political broadcasting matters dealt mainly with the question of repeal of the equal-time law. Senator Hartke, the author of a bill (S 1010) to repeal the law, said Congress should act on it now, and not "in the heat of battle" during an election year.

But Chairman Henry said the commission does not plan to recommend repeal of the bill. The commission has taken no position on repeal, but Commissioner Cox noted that repeal would pose some problems—it would mean elimination of provisions prohibiting broadcasters from censoring candidates and from charging them more than advertisers for time.

And Chairman Henry said the commission would be faced with "an impossible task" of refereeing countless disputes growing out of complaints against broadcasters under the fairness doctrine.

Chairman Henry has suggested amending the law to remove splinter parties from its protection and to require broadcasters to give major party candidates free time equal to the amount they buy (BROADCASTING, Jan. 18).

Senator Hartke said broadcasters should be trusted to treat candidates fairly—and that if they didn't, he noted,



Storer begins work on Atlanta facilities

With an assist from George B. Storer Jr. (second from r), president, work gets underway on Storer Broadcasting's new home for WAGA-TV Atlanta. The new, $1-million facility on Briarcliff Road will contain 44,000 square feet of space, including two studios capable of being combined by movable partitions into one 60 by 123 foot sound stage. Looking on are (l to r) Paul Raymon, WAGA-TV station manager; H. W. (Buddy) Ray, station general manager; David Williams, eastern manager, affiliate relations, CBS television network. Ceremony took place Feb. 19.

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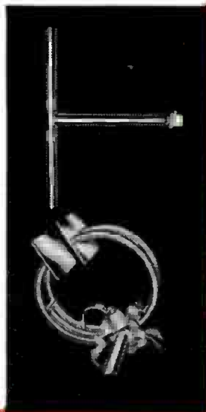

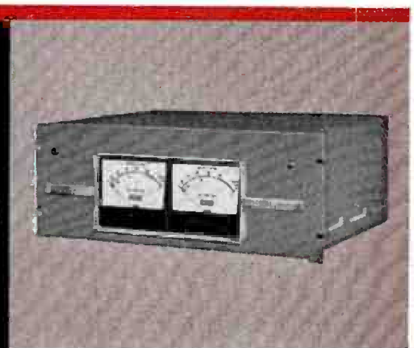

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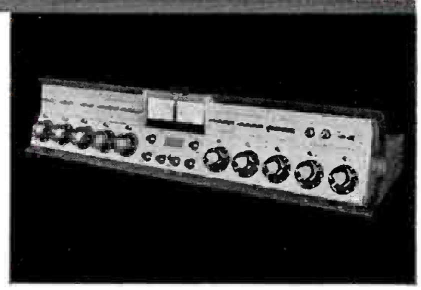

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Council furor brings demand NAB board member resign

City council restrictions on audio and video recording of council proceedings have evolved into requests from four Scranton-Wilkes-Barre, Pa., stations that Cecil Woodland resign as a member of the National Association of Broadcasters radio board.

Mr. Woodland

Mr. Woodland, general manager of WEJL Scranton, has just been re-elected to his second board term (BROADCASTING, Feb. 22).

At its regular Wednesday meeting on Feb. 17, the Scranton city council put a ban on all sound-on-film or audio recording of the council sessions unless the stations would play them back in full. This action kicked off protests by area stations, saying the council's action was an attack on broadcasters' freedom of access.

Following his initial protest against the ban, Mr. Woodland said he felt the council should clarify its position and meet with radio-television representatives to iron out the difficulties.

In taking this new position, Mr. Woodland was quoted in the *Scranton Times*, owner of WEJL, as saying that the area TV stations had been "spreading vicious misconceptions" about the council's ruling. The second statement and newspaper article produced on-air editorials by WDAU-TV and WARM, Scranton-Wilkes-Barre stations, that Mr. Woodland was "apologizing for the council" and that he should either go back to his original stand against the ban, or resign as an NAB board member.

WBRE-TV and WNEP-TV later gave their support to the position taken by WARM and WDAU-TV, and the four stations told NAB President Vincent Wasilewski that they disagreed with Mr. Woodland's position and felt something should be done. There were suggestions that NAB intercede and have another association member plead the broadcasters' case on the council problem and that Mr. Woodland's resignation should be called for by NAB.

Mr. Wasilewski said last week that the NAB was staying out of the Scranton furor.

Letter to Council ▪ On Thursday (Feb. 25), Mr. Woodland, in a letter to the city council president, said his previous impression that the ban did not mean coverage of the

they would be putting their license on the line. But Chairman Henry said it would be "undesirable" for the commission "to be faced with very many situations in which a station's license worth millions of dollars was to be revoked because the station was not being fair."

Senator Pastore didn't give his colleague much help. He said that complete repeal would put candidates "at the mercy of broadcasters." He also said that the "temperament of Congress" is to retain the equal-time law.

He recalled that he introduced legislation in the past to exempt top offices from the equal-time law, but it never "got off dead center." The incumbents, he said, like the law as it is. He said they are not interested in legislation that would make it easier for their opponents to obtain free time. Chairman Henry's report showed that political broadcasting revenues totaled $35 million in 1964 (see story page 50).

Court upholds sale of KPAS Banning

The U. S. Court of Appeals for the District of Columbia has upheld an FCC decision issued last July which granted assignment of license of KPAS Banning, Calif., from Stevens Broadcasting Inc., controlled by C. A. Jasspon, to Banning Broadcasting Co., owned by Fred P. D'Angelo.

The decision was appealed by James and Darwin Parr. They questioned the commission's authority to grant the transfer after the station's license had expired and before the renewal application had been granted.

The Parrs, who filed an application for the facility on July 17, 1964, two days after the FCC approved the transfer, also argued that the commission's grant "illegally deprived" them of the right to a comparative hearing with Stevens' renewal application, which was received by the commission on Nov. 30, 1962, one day before the license was to expire.

KPAS, however, had been off the air since February 1962 because of financial difficulties and the ill health of Mr. Jasspon, president and principal stockholder of Stevens.

In its decision issued Thursday (Feb. 18), the court affirmed the commission's findings that the Parrs had no standing in the proceeding because of their late filed application. The court noted that the "essence" of the applicants' complaint was that they wanted to engage in a comparative hearing with Mr. Jasspon, because of his financial situation, rather than with the financially capable Banning Broadcasting.

The court also pointed out that if the Parrs were "aggrieved," it was not by anything the commission had done, but rather by their own delay in filing their application.

Consolidation sought on CATV

The National Community Television Association has joined Westinghouse Broadcasting Co. in urging the FCC to consolidate proceedings dealing with community antenna television matters. But the NCTA, in a filing at the FCC, also called on the commission to conclude that it does not possess the authority to regulate CATV directly.

Also urging the commission to expedite its CATV activity and, unlike NCTA, recommending that the FCC assert its authority over all CATV's, was the Association for Competitive Television (ACT).

Westinghouse's policy statement, filed two weeks ago, urged the commission to assert its jurisdiction over all CATV's, those not using microwaves as well as those that do (BROADCASTING, Feb. 15). Only the former are now under commission jurisdiction — and those through the agency's licensing authority over microwaves.

The proceedings that NCTA says should be consolidated involve a proposal to require microwave-fed CATV's to protect local TV stations, an inquiry into whether TV licensees should be allowed to own CATV's, a proposal to shift CATV microwaves into another frequency band and an ABC suggestion to limit the distance a station's sigentire council proceeding was in error. "As general manager of WEJL," he said, "we don't oppose the requirement that the entire proceedings be broadcast. However, as director of the NAB and past president of the Pennsylvania Association of Broadcasters and Pennsylvania AP Broadcasters Association, we strongly protest the requirement."

During all this interbroadcaster feuding, the city council continued the ban and set March 4 as a date for the council to meet with media representatives for a solution to the problem.

In the background of the uproar, but unmentioned in this case, are competing applications for community antenna television systems in Scranton. Among the four applicants are: Total Television Cable Inc. and Semit Cable TV Co.

Total Television is a joint venture of WDAU-TV, WBRE-TV and WNEP-TV. Semit is owned by WEJL and Mr. Woodland is acting manager.

nals may be carried by a CATV.

In its petition last week, NCTA said the commission should consolidate all proceedings which raise the question of FCC jurisdiction over CATV "and to decide, as the commission has done heretofore, and as it has repeatedly informed the Congress, that it does not have the authority to regulate CATV systems directly."

ACT, which is headed by William L. Putnam, president and general manager of Springfield (Mass.) Television Broadcasting Corp., pointed out that "if the FCC has the authority indirectly" to regulate the networks, "it most assuredly" has the authority through this same licensing power to regulate cables. No cable operation will carry a station's signals," ACT said, "if the station seriously endeavors to prevent it."

Nine chosen for House subcommittee

Representative Walter Rogers (D-Tex.) was named chairman of the House Communications Subcommittee last week as the parent Commerce Committee completed its organization for the 89th Congress, received its operating funds and established five standing subcommittees.

Representative Rogers, who was chairman of the communications panel in the 88th Congress, heads a nine-member group with six Democrats and three Republicans (reflecting the two-to-one Democratic majority in the House).

Representative J. Arthur Younger (R-Calif.) is the senior Republican on the panel and also one of three Californians on it.

The lineup (asterisk denotes new member): Representative Rogers, chairman; Representatives John E. Moss (D-Calif.), Horace R. Kornegay (D-N. C.), *Lionel Van Deerlin (D-Calif.), Fred B. Rooney (D-Pa.), *John M. Murphy (D-N. Y.), Younger, James T. Broyhill (R-N. C.) and *James Harvey (R-Mich.).

Representative Rogers has said he expects to resume a hearing on the FCC's fairness doctrine sometime this spring, perhaps this month.

The House voted last Wednesday (Feb. 24) to give the commerce panel $262,000 for operations through Jan. 31, 1966, a sum in addition to a legislative appropriation of around $240,000 for the same period.

In the organization announced Thursday (Feb. 25), Representative Oren Harris (D-Ark.), chairman of the full committee, also is chairman of its Public Health and Welfare Subcommittee and the Special Subcommittee on Investigations. He headed the latter group in 1963 and 1964 when it was primarily concerned with broadcast ratings. While that panel still has a report to make on the ratings probe, it is expected to move into other areas this year.

Membership of the investigations subcommittee (asterisk denotes new member): Representatives Harris, *Samuel N. Friedel (D-Md.), Paul G. Rogers (D-Fla.), *Lionel Van Deerlin (D-Calif.), *J. Oliva Huot (D-N. H.), *John Bell Williams (D-Miss.), Younger, *Willard S. Curtin (R-Pa.) and *James Harvey (R-Mich.). Representative Moss is no longer on the subcommittee.

Representatives Harris and William L. Springer (R-Ill.), who are respectively senior Democrat and Republican on the full committee, are automatically members of each subcommittee and have voting privileges.

The Commerce Committee has set aside the week of March 8 to move into its new quarters in the Rayburn House Office building.

One of the first topics the committee is expected to consider in its new hearing room will be smoking and health. Proposals to require health warnings on cigarette packages and in advertising are pending before the House panel and its Senate counterpart, and the Senate group is expected to begin its hearing March 22.

NAB sets more of convention lineup

The participants for FM Day, a Tuesday panel and luncheon speaker for the National Association of Broadcasters annual convention in Washington, March 21-24, were announced last week.

The FM day session, Sunday, March 21, will be presided over by Harold R. Krelstein, WMPS-FM Memphis. Three panel discussions and two reports are on the day's agenda.

The panels and participants are:

"FM: Class? Mass? Mass-Class?"—Harold I. Tanner, WLDM(FM) Detroit, moderator; Everett Dillard, WASH(FM) Washington; David Polinger, WGLI-FM Babylon, N. Y., and Fred Rabell, KITT-(FM) San Diego.

"Is Separate FM Programing Good or Bad for the Public?"—N. L. (Larry) Bentson, WLOL-FM Minneapolis, moderator; FCC Commissioner Kenneth A. Cox; Oliver J. Keller, WTAX-FM Springfield, Ill., and Ben Strouse, of WWDC-FM Washington and chairman of NAB's FM Radio Committee.

"Measuring the FM Audience"—Howard Mandel, NAB vice president for research, moderator; Sidney Roslow, The Pulse Inc.; George Dick, American Research Bureau, and Frank Stisser, C. E. Hooper Co.

Reports will be given by Mr. Strouse on the FM broadcasting industry and by George W. Bartlett, manager of the NAB engineering department, on "Vertical Polarization."

The National Association of FM Broadcasters will handle the FM Day morning program.

On Tuesday morning, March 23, there will be a two-hour discussion of the "Future of Television Conference '65." John F. Dille Jr., Communicana Stations and vice chairman of the NAB television board and co-chairman of the convention committee, will moderate. Panelists are:

Julius Barnathan, ABC-TV; Dwight W. Martin, WDSU-TV New Orleans and chairman of NAB's Future of Broadcasting Committee; Frederick W. Ford, National Community Television Association; FCC Commissioner Robert E. Lee; Beardsley Graham, Spindletop Research, Louisville, Ky.; Theodore Pierson, Washington attorney, and W. Walter Watts, RCA.

The Wednesday program for the NAB's Broadcast Engineering Conference includes a luncheon address by General B. A. Schriever, commander of the Air Force Systems Command, which is responsible for all research, development, procurement and production to make an aerospace system operational.

Grand Rapids agreement not fully itemized

The FCC's Broadcast Bureau has advised the commission that the agreement submitted by the four parties in the channel 13 Grand Rapids, Mich., proceeding lacks sufficient information to determine whether the "amount or value of payment" being made justifies approval under existing rules.

The document was jointly submitted Feb. 1 by West Michigan Telecasters Inc., winning applicant for the Grand Rapids VHF channel, and the three unsuccessful parties—Grand Broadcasting Co., MKO Broadcasting Corp. and Peninsular Broadcasting Co.

The agreement provides for payment by West Michigan of either $120,000 or $130,000 to each of the three losing applicants in return for dismissal of their appeals currently pending before the U. S. Court of Appeals for the District of Columbia (BROADCASTING, Dec. 14, 1964).

In the event the parties agree to the $130,000 payment, half to be paid upon FCC approval and half within five years, the agreement itemizes $55,000 as the sum each applicant spent for legal expenses, and the balance, $75,000, as each applicant's equity in the station (BROADCASTING, Jan. 18).

Channel 13 has been operated as WZZM-TV under an interim operation by the four parties since November 1962.

The bureau points out that assuming $55,000 is the legitimate sum incurred by each of the three losing applicants for legal expenses, and $20,000 is for a promissory note the interim corporation owes each party; and $17,500 is for equipment reimbursement after depreciation, there still remains $37,500 which is now unaccountable.

The bureau noted that this amount "may well be" assets in the station, but has not been sufficiently itemized as required. For this reason, the bureau urged the commission not to approve the agreement until "a sufficient showing" is made by the parties.

Court upholds TBC on pension appeal

A Texas appeals court last week upheld a lower court ruling which dismissed a suit by former employes of the Texas Broadcasting Co. seeking payments from a pension fund.

The 39 former employes, all of whom worked for KRGV-TV Weslaco, Tex., maintained that the trust fund owed them from $50,000 to $75,000 after they lost their jobs when the Weslaco station was sold in 1961 to Kenco Enterprises (which last year resold the station). Trustees for the pension fund claimed the employes were offered jobs at TBC's home station, KTBC-TV Austin, but that they refused.

An Austin district judge dismissed the suit (BROADCASTING, April 20, 1964) and last week the state court of civil appeals voted 2-1 to uphold the lower court's ruling. TBC is owned by the family of President Johnson, with the ownership shares in trusts.

Losers seek re-opening because of law suit

A law suit filed by the state of New York charging two of the principals of the winning applicant for channel 9 Syracuse with "conspiracy, price-fixing and anticompetitive" practices, has prompted appeals from six of the losing applicants urging the FCC to rescind its grant and reopen the record.

Syracuse TV Inc., Onandaga Broadcasting Inc., WAGE Inc., Syracuse Civic Television Association, Six Nations TV Corp. and George P. Hollinbery also asked the commission to remand the proceeding to a hearing examiner for further evidentiary hearings.

In both individual and joint petitions, they urged the commission to vacate its Jan. 22 award of the VHF channel to W. R. G. Baker Radio & Television Corp. (BROADCASTING, Jan. 25).

The parties based their action on the recent discovery that T. Frank Dolan Jr. and Leonard P. Markert, president and vice president, respectively, of W. R. G. Baker company, are among seven defendents in a complaint filed Dec. 31, 1964, in the New York Supreme Court by the state's attorney general.

Messrs. Dolan and Markert also own (each 50%) the Edward Joy Co., a plumbing supply company. The Joy company was charged in the suit with "entering agreements and engaging in conspiracies to restrain and eliminate free competition" in the building construction industry to the detriment of New York's school and university construction program.

The six losing applicants noted that Baker failed to notify the commission, as FCC rules require, of the pending law suit. They urged the commission to reopen the record to determine if Messrs. Dolan and Markert engaged in anticompetitive practices which reflect on their qualifications as a licensee and to determine the circumstances surrounding Baker's failure to inform the FCC of the pending suit.

Channel 9 has been operated since September 1962 as WNYS(TV) under an interim agreement among the nine original applicants for the facility. Last month the commission awarded the channel to Baker.

The other two applicants are Salt City Broadcasting Corp. and Veterans Broadcasting Inc. The latter company has withdrawn from the interim operation as a result of its sale of WROC-AM-FM-TV Rochester, N. Y., to Rust Craft Broadcasting Co. (BROADCASTING, Feb. 15).

Two more stations notified of fines

The FCC has notified Arthur C. Schofield, licensee of WKYX-AM-FM Paducah, Ky., that he was subject to a $500 fine for failing to report a change in station assignment and an illegal transfer of stock.

The commission found that Nationwide Stations Inc. operated WKYX from mid-1962 to the fall of 1964 without FCC approval. The commission also noted that a contract for the transfer of 20% interest to Raymond F. Damgen also was not reported.

In a similar action the FCC notified the Moab Broadcasting & Television Corp. that it has incurred a $500 fine for violations of its station KURA Moab, Utah, for failure to keep a maintenance log and failure to reduce power at sunset as required by its license.

More colleges offer radio-TV courses

A National Association of Broadcasters survey of colleges and universities offering radio and television courses, shows that there are more schools offering degrees to more students than in the 1963-1964 survey.

This 1964-65 report, prepared by Dr. Harold Niven, assistant to the NAB president, shows 126 schools offer a bachelor's degree in radio-television, 15 more than last year. A master's degree is offered by 60 schools, one more than the previous report and 17 schools offer a doctorate, two more than did so last year.

The survey reported that of the 4,480 students seeking degrees, 3,257 are juniors and seniors working on their bachelors, 773 are seeking masters, and 180 are studying for their doctorates.

The previous study showed 2,994 working on bachelor degrees, 593 studying for masters and 132 candidates for doctorates.

Of the schools reporting this year, there are 320 fulltime instructors in radio and TV courses and 331 who cover some phase of broadcasting. Comparable figures for the 1963-64 report are 292 fulltime and 267 parttime teachers.

Consulting firm formed in Boston

Austin A. Harrison, general manager of WIHS-TV Boston, and Roy V. Whisnand, president of the Whisnand Management Co., have announced the formation of a broadcasting management consulting and marketing service organization in Boston.

The new firm, Austin A. Harrison Co., will engage in the ownership and operation of TV stations and offer services in finance, investment, advertising and marketing with special attention given to the broadcasting industry.

Harrison Co. has obtained permission to use the facilities of educational-commercial WIHS-TV to develop general programing as a part of its services. WIHS-TV, licensed to the Boston Catholic TV Center Inc., is owned by the Archdiocese of Boston and operates as an educational station from 9 a.m. to 3 p.m., at which time it becomes a commercial facility.

'Victim of conspiracy' to get new hearing

A federal appeals court told the FCC last week to reopen the record in the case of a broadcaster whose renewal for one station was denied, and whose license for another was revoked.

Stressing that the "interests of justice require a supplemental record, the U. S. Court of Appeals in Washington told the FCC to hear the testimony of two witnesses who claim that Edwin H. Estes was framed by a local competitor into sending false program logs to the FCC with his application for renewal of WMOZ Mobile, Ala.

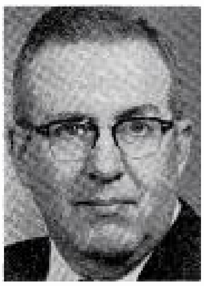
The FCC ruled last year that Mr. Estes had falsified the program logs submitted with WMOZ's renewal application. It also found he therefore lacked the proper qualifications to be the licensee of WPFA Pensacola, Fla. (BROADCASTING, Feb. 10, 1964). The four-commissioner decision upheld the findings of a hearing examiner who recommended the same penalties.

In March last year, Mr. Estes asked for a rehearing, offering the affadavits of two employes who would, he said, back up his contention that he was the victim of a conspiracy. The commission denied these petitions last June.

In issuing its unsigned ruling last week the court said it was making no judgment on how the FCC should decide the case, but felt that "public interest" considerations require a supplemental record.

Sanders named chairman of NAB selection group

Ben B. Sanders, KICD Spencer, Iowa, has been chosen chairman of the National Association of Broadcasters selection committee. Mr. Sanders was named last Thursday (Feb. 25) at the committee's first meeting in Washington.


Mr. Sanders

The committee's job is to find someone to replace Willard Schroeder, NAB board chairman, when his term expires in June. Other members of the committee are: James D. Russell, KKTV(TV) Colorado Springs; Robert F. Wright, WTOK-TV Meridian, Miss.; Ray Johnson, KMED Medford, Ore.; Ben Strouse, WWDC-FM Washington, and Carleton D. Brown, WTVL Waterville, Me.

All, except Messrs. Strouse and Brown were present last week. The committee plans another meeting in Washington before the NAB convention later this month.

KBZY seeks denial of revocation petition

KBZY Salem, Ore., has asked the FCC to deny the petition for revocation directed against the station by W. Gordon Allen, former owner of KGAY Salem and presently, according to the commission's records, a 25% stockholder in KBZY.

Mr. Allen's petition, filed with the commission Jan. 29, alleged that C. O. Fisher, president of Salem Broadcasting Co., KBZY licensee, and B. Loring Schmidt, former licensee of KBZY (then KOCO), "willfully concealed" from the commission in 1956 the existence of three contracts which effected the station's transfer.

The petition also charged that the two principals submitted a false assignment application to the commission which referred to the transaction as only being an "oral" agreement (BROADCASTING, Feb. 8).

In its opposition, KBZY said that the action sought by Mr. Allen is totally unsupported and is the "latest in a long series of attacks" on the principals of Salem Broadcasting going back to 1953.

The company also noted that the commission last month, in the channel 3 Salem TV proceeding, reviewed the same accusations and found that there was "no attempted misrepresentation or failure to disclose pertinent information."

The issue of the contracts developed in the channel 3 Salem proceeding since Nancy Fisher Harrison, who owns 50% of Salem Television Co., the winning applicant, also is secretary and 25% owner of Salem Broadcasting.

The losing applicant in the TV proceeding, Salem Channel 3 Telecasters Inc., was disqualified, according to the commission, because of "the submission of a false statement under oath . . . crowned by lack of candor and deliberate evasion." The examiner in the proceeding also discovered that Mr. Allen's wife was a financial backer of the disqualified applicant, Salem Channel 3.

KBZY notes that by the time elements involved in executing and obtaining

Financial firms help KCBC get own ratings

Claire E. Grant, vice president and general manager of KCBC Des Moines, Iowa, was annoyed when the rating services failed to give what he felt was a true picture of his station's audience. But unlike some other managers who have been in a similar situation, Mr. Grant turned from annoyance to action.

It began 15 years ago. KCBC believed it had "built a responsive adult audience with a format of relaxed radio, consisting of album music and local headline news on the hour. But the rating service showed us sixth in a six-station market. We felt this was far from a true picture and we began looking for a believable sales tool," he said.

Mr. Grant went to the largest savings and loan association in Des Moines, got it to enclose a return postcard with its next monthly mailing to 10,000 home owners. The card asked "What radio station do you listen to most?" It listed the six Des Moines radio stations by call letters, position on the dial and description of program format. The home owner was asked to list his first, second and third choices by checking boxes opposite call letters.

The cards were returned to the savings and loan association—and with no premium or other inducement to respond, there was a 17% return. The tabulation, also done by the savings and loan firm, showed that KCBC stood second among the stations for home listening, first for car listening, Mr. Grant said.

In presenting the study to local businessmen, KCBC salesmen made these points: The people reached by mail were permitted to give their answers at their own convenience, with time to think things over; they were expressing their opinions to a local financial institution they trusted and respected, so it would be reasonable to assume that their answers would be more reliable than those made to an unidentified interviewer on the telephone; and the results were tabulated by local people beyond reproach and held in high esteem in the community.

The survey "resulted in substantial business for KCBC," Mr. Grant reported. In fact, it worked so well that it has been repeated each year since, and in duplicate, with a bank and a savings and loan company sending out the same cards at the same time. More important, the cards received back from the holders of checking accounts at the bank or mortgages from the savings and loan association have, year after

signatures on the assignment application and mailing it to the commission through the station's attorneys in Portland, the first agreement, dated Nov. 13, 1956, could not logically have been in existence when the application was executed. The commission had stated earlier that it received the application by Nov. 15.

The station said that since the commission has already resolved the charges in favor of the Salem Broadcasting principals, the agency must either deny or dismiss with prejudice the revocation action.

Media reports ...

Expansion ▪ Mullins Broadcasting Co. (KBTV[TV] and KBTR Denver) has purchased the Alden Outdoor Advertising Co., Denver, as the first step in a diversification program. John C. Mullins, MBC president, will also become president of the outdoor advertising firm, which will be a wholly owned subsidiary of MBC.

Co-operative program ▪ A broadcasting internship program arranged between the Department of Radio, Television and Motion Pictures of the University of North Carolina, Chapel Hill, and WWOK Charlotte, has been started. Under the program, each intern selected by the university, four a year, will spend a semester at the station receiving on-the-job training while being paid a salary by WWOK.

Agency appointed ▪ WONE Dayton, Ohio, has appointed Willis/Case/Harwood, that city, to handle the station's advertising, publicity, promotion and related efforts. The agency will work mainly around the theme of WONE's new programing and will assist in the creation, interpretation and exploitation of this concept.

Big boost ▪ WBIE Marietta, Ga., became a 10 kw daytimer on 1080 kc on Feb. 13, after nine years as a 500 w daytimer on 1050 kc. The increased power comes from a new RCA transmitter and a three-tower directional pattern. WBIE is licensed to Marietta Broadcasting Co. James M. Wilder is president and general manager.

Station names agency ▪ WJBK-TV Detroit has named Zimmer, Keller & Calvert, that city, as its advertising agency. WJBK-TV is owned by Storer Broadcasting Co.

New affiliate ▪ KVOX Moorhead, Minn., Fargo, N. D. will become a CBS affiliate, effective March 7. The station is owned by Central Minnesota Television Co.

FCC, FTC budgets ▪ The FCC and the Federal Trade Commission are tentatively scheduled to present justifications of fiscal 1966 budget requests before the House Independent Offices Appropriations Subcommittee. The FCC, seeking $17.5 million, up about $1 million over the current fiscal year appropriation is to testify at a closed hearing March 8. The FTC, asking $13.8 million, about $1.1 million above fiscal 1965's budget, is to appear March 22, also at a closed session.

year, shown virtually identical results, he said.

KCBC pays for the printing and postage and the financial institutions (six now cooperate) donate the tabulation time and effort for the information they get from the study.

The survey results are readily accepted by Des Moines businessmen who know and trust the financial institutions which cooperate with KCBC in making the studies, Mr. Grant declared. But he added that for some unaccountable reason, advertising agency timebuyers don't go along with this reasoning. "They seem to feel that because it is made locally it is subject to suspicion. However, I can assure you that it is impossible to get the six largest financial institutions in Des Moines to rig the results of a study circulated with their name attached."

Cox drops plans for Ohio microwave system

Cox Broadcasting Corp. has abandoned plans for a microwave system that was to relay programs of WGN-TV Chicago and several Ohio stations to community antenna television systems in Ohio.

The FCC, at the request of Video Service Co., of Dayton, Ohio, a Cox subsidiary, dismissed the company's 11 applications for construction permits for microwave relay stations in Indiana and Ohio.

The action was almost concurrent with—and was related in part to—the commission's approval of the sale of a microwave system in Indiana to Video Service (BROADCASTING, Feb. 22).

When filed in February 1964, the applications gave rise to speculation that Cox was planning a microwave system that would extend from Chicago to New York, serving CATV's along the way. This was based on applications, filed earlier, for microwaves to relay the signals of independent New York and Philadelphia stations to CATV's in Chambersburg and Tyrone, both Pennsylvania. Those applications are still pending.

William Sims, counsel for Cox, said last week that speculation lacked "substance."

He added that the Chicago-Ohio microwave applications were dismissed because "they had been pending for a long time" and because the other applications were granted. He referred to the commission approval of the purchase by Video Service from Jerrold Corp. of the Indiana microwave system, which relays five channels of service to a CATV in Logansport, two to one in Peru and four to one in Lafayette, all Indiana. The commission also granted another Cox subsidiary, The Dalles (Wash.) TV Co., microwave authorizations to serve a Cox-owned CATV with signals of six stations.

The Chicago-Ohio system would have served CATV's in Lima, Findlay, Fostoria and Tiffin, all Ohio, with signals from one or more of six Ohio stations, in addition to the programing of WGN-TV.

ABC Radio to have revue at NAB convention

ABC Radio said last week it will present a musical revue, "My Son, the Affiliates," at the network's second annual reception and show for affiliates attending the National Association of Broadcasters' convention. The event will be held on March 21, a day before the convention's official opening in Washington.

The musical revue, set for 11:30 a.m. in the Park theater at the Sheraton-Park hotel, will emphasize the network's goals and will pay tribute to the affiliates. A buffet lunch fellows at the Park room. In the Ambassador suite on March 20 affiliates will be welcomed at an open house at 4 p.m. A reception will be held March 21 at 10:30 a.m. in the Continental room.

William MacCallum, ABC Radio midwest regional program director, will produce the revue and Warren Sommerville of *Theater Five* will direct.

The network also plans to send the 24-man cast of *Breakfast Club* from Chicago, with the show originating March 22-24 from Washington's Mayflower hotel.

Revisions of bylaws up for approval

Changes in the bylaws of the National Association of Broadcasters were sent to the membership last week for approval. The changes were approved by the NAB joint board at its meeting in Palm Springs, Calif., in January (BROADCASTING, Feb. 1).

The proposed amendments redefine terms of service of the board chairman and create a vacancy if a board member changes status.

One amendment would delete the stipulation that no board chairman "shall serve more than two successive one-year terms in this office."

NBC-TV affiliates plan annual meeting

TV stations affiliated with NBC will hold their annual convention on March 17-18 in New York, highlighted by a TV network presentation and a luncheon address by NBC Board Chairman Robert W. Sarnoff.

Both events will be held on Thursday (March 18) at the Waldorf-Astoria. A closed session is slated for the preceding day, according to Tom Knode, vice president, NBC station relations, who said last week that advance registration indicates record attendance by affiliates.

A reception and dinner will be held Thursday evening with NBC-TV stars providing entertainment. Key network executives, led by Mr. Sarnoff and Robert E. Kintner, NBC's president, will represent NBC-TV.

The affiliates, it is being announced today (March 1) will present comedian Bop Hope with an award, the first of its kind made by the stations. He'll receive a citation, which salutes him as the most distinguished entertainer ever to appear on stations affiliated with NBC, as a highlight of the entertainment portion of the convention proceedings.

ASCAP's income up 6.3% in '64

The American Society of Composers Authors and Publishers had a gross income of $40,182,307 in 1964, 6.3% better than the 1963 gross of $37,798,908, according to a treasurer's report read Wednesday (Feb. 24) to a West Coast membership meeting of the music rights licensing society. Of the total, $39,494,024 came from fees paid by broadcasters and other licensees. Interest on investments accounted for $503,791 and membership dues for $157,492. Salaries and other operating expenses amounted to $7,937,378, leaving $32,244,929 available for distribution to ASCAP's writer and publisher members.

Not included in those figures is $414,200, paid to ASCAP by the four national radio networks but held in escrow pending the settlement of the dispute over radio rates either through negotiation or in the courts. Stanley Adams, ASCAP president, told the West Coast members that network radio, which used to account for more than half of ASCAP's radio revenues, now contributes only 5% of the radio total. Most radio money now comes from independent radio stations, which play albums of works written and published by ASCAP members.

ASCAP membership is growing "by leaps and bounds," Mr. Adams reported, with 250 active writer members and 101 publisher members added within the last six months. There are now 7,756 writer members and 2,521 publisher members for a total membership of 10,277, he stated.

Ampex Corp. up 8% in third quarter

Ampex Corp., Redwood City, Calif., has reported record sales and net earnings in fiscal 1965 for both the third quarter and nine months ended Jan. 30. Third quarter sales totaled $38,356,000, up 8% over last year and net earnings were $2,008,000, or 22 cents a share, up 10%. Comparable nine-month figures were up 6% and 7%, respectively, over the same period in fiscal 1964.

Nine months ended Jan. 30:

	1965	1964
Earnings per share	$0.57	$0.53
Sales	$107,338,000	$101,625,000
Net earnings	5,234,000	4,884,000
Shares outstanding	9,250,418	9,214,031

Four Star shows profit in first-half report

Four Star Television showed a "substantial improvement" in both sales and earnings for the first half of the current fiscal year over the like period of the previous year, according to an interim report to stockholders. Both of the company's network programs, *The Rogues* on NBC-TV and *Burke's Law* on ABC-TV, have been renewed for the balance of the 1964-65 season. The half-hour children's show, *Shenanigans* on ABC-TV, has been extended for 13 weeks, the report states. A wholly owned subsidiary, Four Star Distribution Corp., now has 11 filmed TV series in syndication on 254 stations in 186 U. S. cities and is enlarging its initial library of motion pictures.

26 weeks ended:

	Dec. 26, 1964	Dec. 28, 1963
Earnings per share*	$0.25	($0.51)†
Income		
Film rental and live television	8,631,927	5,638,398
Other	267,028	124,061
Total	8,898,955	5,762,459
Costs and expanses	8,732,357	6,102,213
Net income	166,598	(339,754)

*Based on 665,950 shares outstanding
†(loss)

Rollins revenues jump up 325%

Rollins Inc., Wilmington, Del., last week reported record revenues, earnings and cash flow for the nine months ended Jan. 31, 1965.

Revenues were up 325% to $26,890,038 compared with $6,328,508 for the comparable period last year. Net earnings increased 82% to $1,205,109, or 40 cents per share.

Rollins Inc. operates eleven radio and TV stations and has diversified chemical, service, advertising and agricultural interests.

Nine months ended Jan. 31:

	1965	1964
Earnings per share	$0.40	$0.22
Revenues	26,890,038	6,328,508
Net earnings	1,205,109	644,361

IRS lifts tax exemption after group uses TV

A ruling by the Internal Revenue Service taking away the tax exemption of the American Plywood Association, because among other things it went heavily into TV in 1961, will be fought in court.

The association, formerly known as the Douglas Fir Plywood Association (DFPA), said: "Obviously, it will be necessary to test the new IRS position in court, which probably will be a long, tedious and expensive process."

According to material released by the organization on Feb. 11, the Seattle IRS district director informed the APA on Jan. 27 that its tax exemption as a trade association was being revoked as of Jan. 1, 1961. This was based, the district director said, on the fact that commencing in 1961 APA "substantially increased your advertisement of the DFPA trademark which principally benefitted the products of your members rather than the products of the industry as a whole."

The only significant change in its activities beginning in 1961, the association said, was the use for a two-year period, of television as a national advertising medium (*David Brinkley's Journal* on NBC). Before 1961, the APA said, consumer campaigns had been directed to readers of national magazines. It has enjoyed tax exemption since 1938, the organization said.

The IRS document said that in 1962 total disbursements were $7,369,191, of which $2,029,916 was for television.

"It may be an oversimplification to say," APA commented, "that IRS has decided that exposure of a message on television carries much greater weight than exposure of the same message in national print media, but it does appear that this is the case. If this approach prevails many other business factors could obviously be judged unilaterally by the government, and an enterprise could conceivably be taxed on how well an enterprise could have conducted its affairs, in the opinion of IRS, and not on how well it did, in fact, conduct its affairs."

Time Inc. net income up 87% for 1964

Time Inc. last week reported a gain of 87% in net income for 1964, a year in which revenues climbed 16% to $413 million. The margin of net income after taxes rose to 6.4% from 4% in 1963.

The company's year end statement noted "an upswing in revenues, audience and programing activities . . ." for Time-Life Broadcast. It also described continuing exploration for new opportunities in broadcasting including community antenna television.

Year ended Dec. 31:

	1964	1963
Earned per share	$3.99	$2.18
Revenues	412,507,000	356,999,000
Operating income	43,700,000	24,300,000

National General up 50%

National General Corp. had a 50% increase in net operating income for the first quarter of fiscal 1965, 13-week period ending Dec. 29, 1964, in comparison with the like period a year ago. The company owns 216 theaters and is becoming active in closed circuit theater television.

First quarter:

	1965	1965
Earnings per share	$0.18	$0.12
Gross income	$17,781,666	$16,765,859
Net operating income	644,833	434,143
Shares outstanding	3,593,973	3,590,443

Storer sells Standard Tube

Storer Broadcasting Co. last week announced an agreement to sell its 334,601 shares of class "B" Standard Tube Co. stock to Michigan Seamless Tube Co. for $11 a share. Total purchase price is $3,680,611 which, according to George B. Storer Jr., president, will result in an after-tax profit of $1,527,000 for the broadcasting firm.

Standard Tube has 658,191 shares outstanding, 50.84% of them owned by Storer. Michigan Seamless will offer all Standard shareholders the same price per share between March 1-16.

Another grab at the TV spectrum

Mobile radio users firm up campaign to get more frequencies, and they're getting solid help from manufacturers, engineers—maybe the government

The growing swarms of mobile communications users are picking up powerful support in their quest for more frequencies. They are taking dead aim at some of the spectrum space that television now occupies.

The pressure for expansion has been building up for some time as more and more private radio communications systems were installed by taxi fleets, trucking operators, police, fire and other government services and all kinds of enterprises that operate vehicles with which they wish to communicate. In recent weeks, however, the land mobile users have been given a hand by prestigious helpers whose word cannot be ignored.

▪ A special study group appointed by the Joint Technical Advisory Committee, which represents engineers and manufacturers, has been quietly working on a plan to shoehorn mobile circuits into the VHF television band in major cities, where land mobile users are heavily concentrated.

▪ In an official study of spectrum use the JTAC has recommended that television channel widths be narrowed to make room for more land mobile frequencies.

▪ The FCC has appointed a Land Mobile Advisory Committee including engineers and representatives of private industry. Broadcasting is only lightly represented on the full committee and is represented not at all on the 26-member executive committee which last week was notified to meet April 22-23 in Los Angeles where it will inspect land mobile services. Only executive committee members have votes.

The JTAC's shoehorn group is expected to issue a report soon, perhaps within the month. It has been studying the feasibility of putting land mobile circuits on VHF television channels that are unused by local stations. In New York, for example, where channels 2, 4, 5, 7, 9, 11 and 13 are occupied by broadcast stations, the land mobile services would use one or more of channels 3, 6, 8, 10 and 12 which are not assigned to New York. The JTAC group is reported to be nearing what it regards as a method to insert the mobile services without interference to the TV stations in New York or to those in other cities.

This committee is headed by Dr. John A. Pierce of Harvard University. The vice chairmen are Frank Marx, president of ABC Engineers, and Waldo A. Shipman, of Columbia Gas System Service Corp.

Throwing the Book ▪ The proposal by JTAC that television band widths be narrowed was made in a book, *Radio Spectrum Utilization,* newly published under the auspices of the JTAC. In the book the JTAC suggests that a compression of television channels would provide more space for land mobile services. It doesn't indicate how much narrower TV channels should be, but it is implied by some of those who helped in writing the book that TV channels under today's "state of the art," could be halved.

"The most pressing need in the VHF and UHF bands," the book states, "is the provision of sufficient space for the land mobile services." Not only have the needs for land mobile service expanded in recent years, it says, but the users have virtually exhausted their efforts to use the present channels at their most efficient capabilities. Added efficiently, JTAC says, can come from the use of computers which would aid in making geographical allocations and which could result in "a few more usable channels in crowded areas," and more stringent system standards which might make for more efficiency in use.

But, the book adds, these measures are only a partial solution. The need is for additional frequencies.

"One step in this direction," the re-

JTAC has some suggestions for radio, too

In the new study by the Joint Technical Advisory Committee, *Radio Spectrum Utilization,* with its pointed recommendations on television and the land mobile services (see page 76), a second recommendation involving broadcasting is made. This relates to radio and suggests that all local radio broadcasting be moved out of the AM band to FM, and that the remaining regional and clear channel stations in the standard band be permitted to go to higher power to cover larger areas.

Recommended also is the expansion of the AM band below 500 kc, so that standard broadcasting may get greater ground service.

The maritime services, the JTAC report states, should be moved out of the 500 kc area to higher frequencies (they now occupy 415 kc to 510 kc), to permit AM broadcasting to expand downward to provide "better service and greater coverage." The move of maritime radio to higher frequencies would benefit that service, too, the book says.

"The present broadcasting band," the report states, "would then be used for long-distance broadcast reception via clear channels at sufficiently high power to provide regional or national coverage to reach sparsely populated areas. The FM band could provide top quality, interference-free local service. Both the urban and the rural populations would benefit from this change."

The JTAC report continues: "The FM broadcasting service . . . is ideally located in the vicinity of 100 mc. As the public becomes more intolerant of the jammed conditions in the AM broadcast band, the trend to the reception of FM in the home, car or by portable receivers has now attained an accelerating pace. In the future, FM could supplant AM for local service "because it offers superior technical characteristics, more consistent coverage, and better interference protection. Its further improvement and acceptance should be explored, perhaps by making it more attractive to the listeners in automobiles through the use of vertical antenna polarization."

port says, "would be a complete review of the spectrum utilization standards for television to develop more rigid standards, freeing some spectrum space now allocated to television broadcasting, for the mobile services. Even a small reduction in the required channel bandwidth would result in substantial relief."

Homogeneous TV ▪ Because the broadcasting services occupy over 50% of the spectrum from 30 mc to 1,000 mc (FM and TV), JTAC declares, "it is quite natural that searching questions be asked as to determination of the need for the size of TV allocations and as to the possibility of improved spectrum utilization in TV channel assignments. The former question is beyond the scope of this book. As for efficient spectrum utilization, the present distribution of TV frequencies makes the job inherently difficult." This is a reference to the three distinct television bands in the VHF-UHF portion of the spectrum—from 54 mc to 72 mc (channels 2-6), from 174 mc to 216 mc (channels 7-13), and from 470 mc to 890 mc (channels 14-83).

The report continues: "There is no doubt that a single relatively compact TV allocation would lead to more even distribution of utilization and to economies in equipment construction that could then be 'reinvested' in improved technical performance. Hardly any change has been made over the past 15 years in the spectrum utilization standards of TV systems. Studies of what improved receiver performance, or improved antenna sytems might offer toward providing the required potential number of TV stations within a more limited total allocation should also be thoroughly explored in the laboratory and field.

"Work on the evaluation of the need and toward improving utilization efficiency should go on even though at the outset it would appear that existing investments in stations and receivers might dictate perpetual maintenance of the status quo. The situation in the 30-1,000 mc band is definitely too far out of balance to freeze earlier decisions without continual investigation and field trials of many different technical approaches."

Formed in '48 ▪ JTAC was formed in 1948 by the Institute of Radio Engineers (now the Institute of Electrical & Electronic Engineers) and the Radio Manufacturers Association (now the Electronic Industries Association). It was established at the request of the late Wayne Coy, then chairman of the FCC, to provide "unbiased" technical advice to the commission.

The new book, which also contains recommendations for AM and FM broadcasting (see page 76), is the work of over 30 engineers representing industry and government. None, however, represents broadcasting.

Dorman D. Israel, Emerson Radio & Phonograph Corp., who is the current JTAC chairman, emphasizes that "the book wasn't written for today; it was written from a long-term viewpoint. We feel that these are the things that must be done in order to best use the radio spectrum."

Philip F. Siling, chairman of the group which put the book together and also of the subcommittee which presented its analysis of the services using the spectrum, stressed that the recommendations apply to many services and point the way to better use of the spectrum and to the improvement for the services using the radio bands.

"Everybody knows that TV channels can be narrowed today. You could get the same TV services you have now in about 3 mc," he said. "The average receiver today," he noted, "doesn't accept the full 6 mc anyway; it ranges from 3.5 mc to 4.5 mc."

The analysis of present allocations in various portions of the radio spectrum, and the recommendations for long-term changes, were the product of a special group headed by Mr. Siling, frequency allocation expert and retired RCA Frequency Bureau chief.

Others on the committee: Wilfred Dean, U.S. Navy; Grant Ericson, AT&T; Herman Garlan, FCC; Richard P. Gifford, General Electric; George Jacobs, U.S. Information Agency; Paul D. Miles, Office of Emergency Planning; James E. Ogle, FCC; Francis M. Ryan, AT&T (retired); Andrew Vadasz, GE; James P. Veatch, RCA, and William H. Watkins, FCC.

The FCC's Advisors ▪ The recent appointment by the FCC of the Land Mobile Advisory Committee was another indication of heightening interest in expansion of the mobile services. The FCC first announced its intention to appoint such a committee two years ago as part of a broad inquiry prompted by the filing by the National Association of Manufacturers of a petition seeking for land mobile use the UHF television channels 14 and 15.

After one postponement, the deadline for comments on the NAM's proposal

FCC pinpoints FM's interference to TV

The FCC has prepared an information bulletin which examines and explains interference to TV reception caused by extraneous radiation from FM stations.

The bulletin notes that the TV interference can be experienced anywhere in the U. S. but is limited to reception on channels 7 through 13.

The interference is of two types: (1) that caused by the direct second harmonic radiation of the FM signal falling within the TV receiver bandpass, (2) the generation of second harmonic signals within the individual TV receivers which become overloaded due to the strong "fundamental" signal from the FM station.

The severity and extent of this type of interference, according to the commission, will depend upon the distance between the TV and FM stations involved; the relative strengths of the two signals; the exact relationship of the FM harmonic (the undesirable foreign frequency) to the TV station's picture and aural carriers, and the orientation of receiving antennas.

Reception of a distant TV signal, when an FM station is in operation close to the TV receiver reportedly will cause the greatest interference to the TV signal.

The FCC pointed out, however, that these two types of interference "cannot be cured" at the FM station and "should not be blamed" on the FM licensee.

The commission also noted that the problem basically stems from the design of the TV receiver, since the receiver does not have sufficient selectivity to reject an FM signal which is far removed from the TV signal frequency.

Sound-equipped hat

A radio-equipped football fans' headgear was previewed by the Hat Corp. of America last week. The New York hat firm's creation is made of imitation Persian lambs wool with an earphone connected to a seven transistor radio by a flesh-colored wire. The hat, which sells for $20, is designed so the wearer can listen to one game while watching another.

was put at next April 1 with reply comments due May 18.

Chairman of the FCC's advisory committee is Commissioner Kenneth A. Cox. Vice chairmen are James E. Barr, chief of the FCC's Special Radio Services Bureau, and Allen Cordon, legal assistant to commissioner Cox.

FCC told to revisit 770 kc

The FCC's clear channel case may have to be reopened in part as the result of last week's decision of the U. S. Court of Appeals in the 25-year-old 770 kc case.

The court, in a unanimous, three-judge decision, told the FCC it had not played fair with ABC when it decided that the network-owned WABC New York would have to share 770 kc with KOB Albuquerque, N. M.

This made both sttations class 1-B stations, the court said, while WCBS New York, owned by CBS, and WNBC New York, owned by NBC, retained their class 1-A status, although the CBS station was ordered to share its 880 kc with a new class II-A station in Wyoming. The NBC station, which already had a class II station in Alaska on its 660-kc frequency, was not required to accept another class II station on that frequency.

A class II station is required to directionalize at night to protect the dominant clear channel station on its frequency. Class 1-B stations on the same frequency must both directionalize at night.

Circuit Judge George T. Washington, writing for himself and Judges David L. Bazelon and Wilbur K. Miller, virtually told the FCC that perhaps Albuquerque did not need a class 1-B station; that KOB could very well be a class II station. If not, he said, the commission ought to review its decisions for 880 kc (WCBS) and 660 kc (WNBC) in order to put all three network "flagships" on an equitable basis.

"The history of this dispute does not reflect credit on the commission," the decision reads. "Its response to this court's orders [the case has been up to the appeals court three times] has not in final result been to alleviate in any substantial sense the very real grievances which we consider ABC to have suffered over the years. . . . We recognize also that it is not our function to decide what is in the public interest. But we can state that compelling public interest reasons must be given for not giving equitable channel treatment to WABC. We do not find those reasons here. We think that, as the matter now stands, ABC has not received equitable channel treatment on a comparative basis, taking into account the situation in its current aspect."

The same court upheld the FCC's decision to hold in abeyance the application of Hubbard Broadcasting Co., licensee of KOB, for 770 kc in New York. Hubbard had appealed from what it called the FCC's delay in acting on its application.

How It Happened ▪ The case goes back to 1941 when the then WJZ New York (now WABC) was shifted from 760 kc to 770 kc as a class 1-A clear channel station, and KOB Albuquerque was shifted from 1180 kc to 1030 kc (with 10 kw) but given special authority to use 770 kc with 50 kw. The moves were necessary because 760 kc and 1180 kc were removed from U. S. use under the terms of the new North American Regional Broadcasting Agreement. Ever since, ABC has sought to remove KOB from operating on 770 kc.

The clear channel case, which began in 1945, was concluded in 1961. The FCC decided to break down 13 class 1-A frequencies (out of 25 existing) by placing class II stations on the same frequencies in other parts of the country. The other 12 class 1-A frequencies were reserved for subsequent action, including possibly higher power.

Court upholds edict against Jerrold Corp.

A federal appeals court has affirmed a $325,000 treble damage antitrust verdict won by KPQ Wenatchee, Wash., against Jerrold Electronics Corp, Philadelphia. A Seattle federal district court jury last year awarded this sum to KPQ in a civil antitrust suit against Jerrold. Jerrold appealed, and on Feb. 9, the U. S. Court of Appeals in San Francisco affirmed the verdict.

KPQ claimed that it was forced to sell its CATV system to a Jerrold-Whitney combination in 1954 after Jerrold refused to sell it equipment. Suit charged

FANFARE

ABC owned stations plan big promotion

TV and radio will figure prominently in a promotion drive to be conducted early this month by ABC-owned television stations in behalf of current programing. TV will be used heavily on the five owned TV outlets and radio advertising will support the promotion on the radio affiliated stations as well as on other stations in the markets. Emphasis will be divided equally on local and network programing.

Plans formulated at a meeting held early last month in New York call for all five TV stations to participate in the campaign that's regarded as probably secondary only in scope to the promotional drive put behind the new season in the fall. All other promotion "facilities," such as newspapers, magazines, outdoor advertising and supplements, will be used in the markets.

During the meeting, station advertising-promotion directors also attended an ABC-TV presentation on programing for the fall season and met with Leonard Goldenson, president of American Broadcasting-Paramount Theaters.

Drumbeats . . .

Membership jump ▪ Charles Dross of WROM Rome, Ga., and president of the Georgia Association of Broadcasters will receive the National Association of Broadcasters Code Authority annual Award of Merit for the GAB's "Crusade for the Code." The award, to be given March 23 at the NAB's Washington convention, is being presented for its drive which increased the number of Georgia radio code members from 40 (23% of stations) to 93 (52%). The campaign began last September (BROADCASTING, Sept. 21).

Profiles ▪ WBIG Greensboro, N. C., to introduce its personnel to the public, has compiled a booklet with pictures and biographical sketches of the administrative, programing, sales and engineering staffs.

In retrospect ▪ In its recently distributed booklet, "Year of Achievement," WPRO-TV Providence, R. I., recounts and illustrates the many various types of special programs it produced in 1964.

Promotion for Westinghouse ▪ Westinghouse Broadcasting Co. has retained Klein/Barzman, Los Angeles, as its promotion agency. The agency will develop promotions for all of Westinghouse's radio and TV stations and its syndicated properties. The group, formed in 1960, is headed by Bob Klein and Alan Barzrestraint of trade. The Jerrold-Whitney CATV in Wenatchee was subsequently sold to H&B American.

The Department of Justice brought an antitrust suit against Jerrold in 1957 charging that Jerrold imposed tie-in-promises from its customers on equipment and service. Jerrold was found partially guilty in 1960 and agreed to stop the questioned practices.

NAB: remote control for VHF transmitters

For the third time in 13 years the National Association of Broadcasters is asking the FCC to amend its rules regarding remote control operation of transmitters. The attempts in 1952 and 1956 were successful.

Last week the NAB asked that the commission allow VHF stations to operate transmitters through either a DC wire-line system or a multiplex off-air system. AM and UHF stations are now allowed to have remote operations using the wire-line system, and FM stations are permitted to operate remote control through multiplex.

George W. Bartlett, manager of the NAB engineering department, said the proposal would make the philosophy now used for FM applicable to all television, VHF and UHF. If the FCC goes along with the requested rule change, he said, it would "bring about a more efficient utilization of existing manpower."

The NAB filing, based on two-and-a-half years of tests of both systems at four stations, states that "only one valid conclusion" may be drawn; that if remote control operation is extended to VHF stations, there is "assurance that there will be no degradation of the commission's technical standards."

The off-air multiplex system was tested at KKTV(TV) Colorado Springs-Pueblo, Colo., and KFMB-TV San Diego. The wire-line system was tested at WABI-TV Bangor, Me., and WGEM-TV Quincy, Ill.

NAB said the commission had already found remote control operation of AM, FM and UHF stations to be in the public interest and had not permitted such operation by VHF's because of a "lack of technical proof" that standards would not be degraded. The test results, NAB noted, produce the evidence that had been lacking.

If at first you don't succeed

Jack W. Lee, vice president and general manager of WSAZ-AM-FM-TV Huntington, W. Va., is making another try for that $10,000 offered by Bill Daniels, Denver CATV broker. Mr. Daniels offered the cash to anyone who could prove that a community antenna TV purposely degraded or deleted a TV station's signals.

Mr. Lee has charged that Durfee's TV Cable Co., Parkersburg, W. Va., had deleted WSAZ-TV's commercials. Mr. Daniels rejected the charge saying that WTAP-TV Parkersburg was responsible, not the CATV (BROADCASTING, Feb. 15).

Now, Mr. Lee wants a panel of three engineers—one named by the National Association of Broadcasters, one by the National Community Television Association and one by Mr. Lee himself—to judge the issue.

Duplication granted on WMAQ's clear

The FCC last week gave permission to KBOI Boise, Idaho, to change from 950 kc, with 5 kw fulltime to 670 kc, with 50 kw day, 25 kw night. The new frequency is a clear channel which is occupied by WMAQ Chicago with 50 kw fulltime.

The commission decided in 1961 to duplicate 13 of the 25 clear channels, to provide first local nighttime service to underserved areas while keeping to a minimum the loss of service by the duplicated clear.

The only similar grant made was last July when the commission authorized John A. Barnett, who owns KSWS-TV Roswell, N. M., to construct a 50 kw station on 1020 kc, with 10 kw nighttime power. KDKA Pittsburgh operates on 1020 kw, with 50 kw fulltime (BROADCASTING, July 20, 1964).

The KBOI grant is conditioned to prevent presunrise operation with daytime facilities, and to protect WMAQ's signal.

The commission also dismissed a petition to deny filed by NBC, licensee of WMAQ, and denied petitions by Gem State Broadcasting Corp. and Mesabi Western Corp., which had objected for economic and competitive reasons.

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man, and has represented such clients as California Governor Edmond G. (Pat) Brown in the 1962 gubernational campaign.

Color TV explained ▪ WGN-TV Chicago has produced a special half-hour color video-tape presentation to help correct public misunderstanding of certain technical aspects of color television. For use by trade, manufacturing and set service groups, the presentation seeks to correct common errors being made at both the point of sale and point of service and installation of the color receiver. Titled "Diplomatically Speaking," the video tape features humorous dramatic sequences.

Trophy nice; victory kiss nicer ▪ Eight WSB-AM-FM Atlanta air personalities competed for a trophy during a special skating preliminary at the Atlanta Municipal Auditorium. Public affairs editor

Aubrey Morris is shown receiving his trophy from "Holiday on Ice" performer Adri Verzell.

Up in the air ▪ Arthur Godfrey is promoting a Fly-Along-with Godfrey contest for the Thomas Organ Co. on his CBS Radio show through February and March. He will pilot the winner and 12 friends on a five-day historical tour of Philadelphia, Gettysburg, Baltimore, Williamsburg and Washington in a Ford tri-motor furnished by American Airlines.

Boston business ▪ A 14-page quarterly report on Boston business, produced by the WBZ Boston research department, has been published. Included among other features: economic indicators in the greater Boston area; a summary and index of business activity in the market and a report on the area's "outer rim" covering Connecticut.

At long last—Bolshoi ▪ WABC-TV New York reports it has acquired the rights to a video-taped production of the Bolshoi Ballet. The station presented a 90-minute program, *The Best of The Bolshoi* on Feb. 21 and plans another this month on a date still to be selected. The production originally was made by the late Matthew H. Fox of Skiatron of America Inc. in 1959 for a closed-circuit showing, but the tapes, according to WABC-TV, have been presented only on Hartford pay television.

No stamps? ▪ A gift of $5,000 from the Sperry & Hutchinson Co. will enable the Oregon State System of Higher Education to equip the state capitol's radio-TV studio in Salem for emergency service. The gift provides for a power line from the governor's emergency command center, a "news actuality code-a-phone," three TV monitors and other broadcast equipment.

Mark Century offers new promotion-game

Mark Century Corp., New York, this week is announcing a new radio contest promotion called "Squzzle" or "square puzzle." The radio production-programing company is testing the promotion with KFWB Los Angeles.

Key to the promotion, as explained by Milton Herson, Mark Century Corp. president, is the reading on the air of numbers which correspond to puzzle boxes. When enough boxes are filled in, a pattern is established that represents an identifiable person or picture. The first listener to identify the picture is the winner.

The broadcaster, who contracts for the game, works with an advertiser on locating points where the contest blanks can be picked up—a store or other retail outlet, gas station, dealership etc. The station and/or the advertiser decides on prizes. The game permits the advertiser to promote his product in the on-the-air announcements.

Mark Century, which has worldwide syndicated rights to Squzzle, will provide a promotional package of teasers, audio announcements and other promos. About 25-35 games will be sent to the subscribing station, the size of the package depending on the market.

Mr. Herson said last week that Mark Century, which last year formed the Mark Century Sales Corp., now provides its programing services to about 500 stations.

Mark Century intends to introduce the package at the National Association of Broadcasters Washington Convention this month.

FATES & FORTUNES

BROADCAST ADVERTISING


Mr. Sweeney

James Pat Sweeney, VP and account supervisor, Campbell-Mithun, Chicago, promoted to assistant to Robert Burton, executive VP and manager of Chicago office.

Paul Ingvaldson, TV producer with Campbell-Mithun, New York, transfers to Chicago as manager of broadcast department there. In New York he is succeeded by **Ed Abbott,** formerly with Leo Burnett Co.

Donald M. Colman, formerly VP and account supervisor at Rosenbloom, Elias & Associates, Chicago, joins E. H. Russell, McCloskey & Co., there, as VP and head of new department for introduction and testing of new products.

Richard E. Forbes, who joined Chrysler Corp., Detroit, in 1956 as director of corporate advertising, named director of advertising for Chrysler Corp. This new corporate advertising post was formed by consolidation of former corporate advertising department with advertising, sales promotion and merchandising services of firm's automotive sales group into one organization.


Mr. Sprague

Jeremy D. Sprague, group media director for Cunningham & Walsh, New York, joins Foote, Cone & Belding, that city, as associate media director on Menley & James Laboratories, manufacturers of "Contac" for colds and hay fever, account and Kool-Aid products of General Foods.

Will O. Trucksis, director of sales promotion for Nationwide Insurance Companies, Columbus, Ohio, named director of advertising and promotion and will coordinate Nationwide's multi-million-dollar advertising program both nationally and locally.


Mr. Kahn

Bernard D. Kahn, VP and creative director for Grey Advertising, New York, elected executive VP, sharing responsibilities in this department with **Ben Alcock,** who also is executive VP. He has been with Grey since 1958 and earlier had been with Biow Co. and Lennen & Newell, both New York.


Mr. White


Mr. Dilcher

William T. White, manager of Atlanta branch of Advertising Time Sales, appointed manager of Atlanta office of Blair Radio. He succeeds **Charles Dilcher,** who retires after 28 years with Blair.

R. H. Stewart Mitchell Jr., account supervisor for Tracy-Locke Co., Dallas, named VP.

Raymond J. Lahvic, account executive in Chicago office of Young & Rubicam, named senior account executive, there.

William F. Dohrmann and **Lawrence C. Russell** join Needham, Harper & Steers, Chicago, as account executives. Mr. Dohrmann was with Tatham-Laird and Mr. Russell had been with Dow

Corning Corp. and Procter & Gamble. **Robert Watson,** formerly with BBDO, Minneapolis, joins NH&S as art director. **Mary Ellen Campbell,** formerly with MacManus, John & Adams, Detroit, joins NH&S as writer. **Dr. Jane Farley** moves from Edward H. Weiss & Co. to NH&S as research associate.

James Jarvis, formerly with CBS-TV Stations National Sales, Chicago, named account executive in New York office.

John Nelson Carpender, senior account executive at Grey Advertising, New York, named account executive at Fuller & Smith & Ross, same city.

Ken Firnstahl, with KEVE Golden Valley, Minn., named sales manager of KTCR Minneapolis-St. Paul.

John Urice, account supervisor at D'Arcy Advertising, Chicago, promoted to VP.

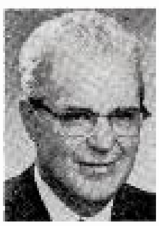
Marvin Gold, with J. Walter Thompson Co., Chicago, as TV writer, promoted to TV writer-producer.

George R. Frerichs, who joined Earle Ludgin & Co., Chicago, in 1963 as director of research and who became VP last year, has been promoted into account work. **Carl R. Hansen,** formerly with Market Research Corp. of America, joins Ludgin as VP and research director.

James T. Brown joins account management staff of Doyle Dane Bernbach, Chicago. He had been with Edward H. Weiss & Co., there.

Eugene H. Bohi, account executive, NBC-TV Spot Sales, Chicago, moves to New York office in similar capacity.

Terrence S. Ford, with promotion department of WFAA-AM-FM Dallas, transfers to local sales staff.



Mr. Rennie

Orville Rennie, president of Ball & Davidson, Denver, has purchased agency from Robert Acomb who heads his own agency in Cincinnati. Mr. Rennie continues as president of B&D, Mr. Acomb becomes management consultant to firm.

John Mackey, sports director at WEBB Baltimore and member of National Football League's Baltimore Colts, named to sales staff of station.

Tony Bell, previously with WBEN Buffalo and WHLD Niagara Falls, named account executive at WGHQ Kingston, all New York.

Jack Waite, VP at Grey Advertising, New York, named VP and account supervisor with Street & Finney, that city, on Colgate-Palmolive Co. accounts, replacing **Charles F. Bennett,** who becomes VP at agency.

Jack Arnold, director of advertising at Transogram, New York, named advertising manager at Remco Industries, also toy manufacturing firm in New York.

Samuel Feinberg, account executive at WFIL Philadelphia, named regional sales manager for WPHL-TV, that city, scheduled to start broadcasting in late summer.

Weldon Donaldson, account executive for KELP-TV El Paso, Tex., named commercial manager of station.

John D. White Jr., staff marketing coordinator in International Division, named brand manager for Q-Tips brand products, New York.

Frank J. Kennen, senior marketing supervisor at Doyle Dane Bernbach, New York, named general sales manager of Chemway Corp., Wayne, N. J., manufacturer and distributor of cosmetics, toothbrushes, ethical and proprietary pharmaceuticals.

Mr. Megroz

Pierre R. Megroz, account executive for past 10 years with Henry I. Christal Co., radio representative firm, named New York sales manager for that organization.

Don Belding, who retired eight years ago as chairman of executive committee of Foote, Cone & Belding to devote himself to public service, elected chairman of executive committee of Eversharp Inc. **Patrick J. Frawley Jr.,** president and board chairman, had held executive committee chairmanship himself.

Jack Davenport, with Ralston Purina and N. W. Ayer & Son, both St. Louis, named account executive at KTVI(TV), that city.

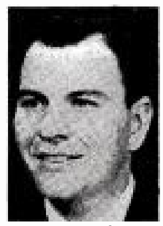
Robert Hayes, formerly with BBDO, Minneapolis, joins Knox Reeves Advertising there as account executive for major food accounts.

Don Barton, public relations and promotion director for WIS-TV Columbia, S. C., forms Don Barton & Associates, advertising and public relations firm, at 1224 Pickens Street, Columbia.

Robert S. Herzog, with Edward H. Weiss Advertising, Chicago, named account executive at John W. Shaw, that city.

Bill Victor, salesman and air personality at WITL Lansing, Mich., named regional sales manager for WTAC Flint in Saginaw office, both Michigan.

John Corne, with Dr. Pepper Co., Dallas, Fountain Sales Division, named cooperative advertising manager in that office. Replacing him is **Benny Horn,** accountant with company's Dallas headquarters.



Mr. Fitzgibbons

Richard Fitzgibbons, local sales manager at WSPD-TV Toledo, Ohio, named to sales staff of Storer Television Sales Inc., New York.

Allan Eisenberg, account executive at WFUN South Miami, and WLCY St. Petersburg, Fla., named sales manager for WDAE-AM-FM Tampa, Fla.

Doug Crutchfield, account executive for 10 years at WSUN St. Petersburg, named account executive at WDAE-AM-FM Tampa.

Richard B. Smith, formerly with Lea Associates, Ambler, Pa., pharmaceutical firm, and **Glen H. Miller,** group product manager in Colgate-Palmolive Co.'s International Division in South Africa and New York, join N. W. Ayer, Philadelphia, in plans and marketing department. **C. Stewart Johnson,** marketing research specialist in House wares Division of General Electric, joins Ayer copy department.

Herbert T. Green, closed-circuit television sales and production executive with General Television, Sterling Movies and ITV, named sales manager of WNJU-TV Linden-Newark, N. J., scheduled to go on air this spring.

Arthur Kugelman, art supervisor, appointed creative supervisor at Young & Rubicam, New York.

Marshall Dickman, with Data Division of Standard Rate and Data Service, New York, named research group manager of Erwin Wasey, that city.

Hannibal (Andy) Coscia, director of sales development for Television Industries Inc., New York, named director of research and promotion at Advertising Time Sales, same city.

Arthur Robert Schwalb, editor of *Chain Store Age Drug Editions,* named supervisor of drug merchandising at Foote, Cone & Belding, New York.

Robert B. Masson, radio-TV public relations representative of Goodyear Tire & Rubber Co., New York, named manager of public relations for western region, Los Angeles. **George M. Rogers Jr.,** TV producer at Erwin Wasey, New York, succeeds Mr. Masson.

Art Sakelson, for past three years president of FM Group Sales, New York, resigns.

Gerry Schoenfeld, VP and associate creative director at Cunningham & Walsh, New York, joins Marschalk Co., there, in similar post.

Frederick H. Harrison, account executive at Young & Rubicam, Chicago, named senior account executive at Y&R.

Dallas Corser and **John Johnson,** both account supervisors, elected VP's at Benton & Bowles, New York.

Gerald Weinman, associate creative director, elected VP of Pritchard, Wood, New York. **Ron Brello,** art director, promoted to senior art director.

Grace Fuld, formerly with Radio Advertising Bureau, New York, named librarian at Television Bureau of Advertising. **Ann Berk,** writer at Concert Network, joins TVB, both New York, in creative department.

THE MEDIA

Cecil Trigg, president of Trigg-Vaughn stations (KHOW Denver; KRNO San Bernardino, Calif.; KOSA-AM-TV Odessa, KROD-AM-TV El Paso, KITE Terrell Hills [San Antonio], all Texas), becomes general manager, of KOSA-AM-TV replacing **Larry Daniels,** who resigns. **Sheldon K. Turner Jr.,** named assistant general manager of KOSA-AM-TV in addition to present duties of sales manager.

W. Robert McKinzie, former executive VP of Atlanta Telemeter Inc., pay-TV firm in Atlanta, not yet in operation, named president replacing **W. H. Murray,** who resigns because of press of other responsibilities to become member of board of directors.

Curgie Pratt, formerly with Elizabeth Arden Sales Corp., New York, elected president of Maricopa County Broadcasters Inc., Mesa, Ariz. (KALF).

Mr. Buckmaster

Robert Buckmaster, secretary of Blackhawk Broadcasting Co., Waterloo, Iowa, elected president succeeding late **Ralph J. McElroy,** who died Feb. 16 (BROADCASTING, Feb. 22). Mr. Buckmaster has been secretary for past 10 years and has been with company since its formation in 1947. Blackhawk operates KWWL-AM-TV Waterloo; KAUS and KMMT(TV) Austin, Minn., and KLWW in Cedar Rapids, Iowa.

B. Russell Hirsch, general manager of WNVY Pensacola, Fla., named VP of Pensacola Broadcasting Corp., licensee of WNVY.

Robert H. Pick, assistant general counsel, labor relations, at Metromedia, New York, joins RKO General Broadcasting, same city, as director of labor relations. **Adolph Opfinger,** labor relations coordinator at RKO and with firm since 1931, retires Nov. 1.

Robert J. Rock, with KEVE Golden Valley, Minn., named general manager of KTCR Minneapolis-St. Paul.

Lee Gilbert, formerly staff announcer at WMVA Martinsville, Va., named general manager of WMVA-AM-FM and VP of licensee Martinsville Broadcasting Co.

Bert Briller, promotion director at Richard K. Manoff, New York, named executive editor of Television Information Office ,there.

Ted Low, representative for national music concern in Jacksonville, Fla., and former station manager of WIVY, that city, named VP and general manager of WIVY.

Rod M. Smith, chief financial officer for Central California Communications Corp. in Salinas, named controller of KHJ-AM-FM-TV Los Angeles, replacing **Hugh F. Del Regno,** promoted to executive assistant of RKO General's radio division in New York.

A. G. deSherbinin, certified public accountant for RCA for past 10 years, New York, named director of accounting for NBC, that city.

Bill Weaver, former VP and general manager of KROY Sacramento, Calif., named general manager for KWIZ Santa Ana, Calif.

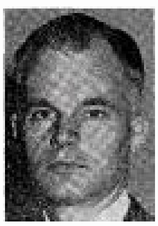

Mr. Peterson

Dale Peterson, former general sales manager of KGBS Los Angeles, named general manager, succeeding **Wendell B. Campbell,** whose reassignment to western radio sales manager was announced in January. Mr. Peterson was general sales manager of KGBS from 1959 until 1962 when he joined Lee-Jeffreys, Los Angeles, as partner in broadcast consultant firm.

Bill Swanson, general manager of KTUL-TV Tulsa, Okla., and VP of Griffin-Leake TV Inc. (KWTV[TV] Oklahoma City; KATV[TV] Little Rock, Ark., and KTUL-TV), elected president of Oklahoma Television Association.

James Loper, director of educational services of KCET(TV) Los Angeles noncommercial station, elected president of Western Radio-Television Association, organization to foster better relations between educational and commercial broadcasters. He succeeds **James Day,** general manager of KQED(TV) San Francisco non-commercial station. Other new WRTA officers: **Dr. Kenneth A. Harwood,** University of Southern California, VP; **Ralph Steetle,** Oregon System of Education, VP, and **Mrs. Rose Blyth,** California Institute of Technology, secretary-treasurer.

EQUIPMENT & ENGINEERING


Mr. Button

Robert E. Button, former director, Voice of America, and before that account executive with NBC, New York, named executive assistant to **Leo D. Welch,** chairman and chief executive officer of Communications Satellite Corp., Washington. During past six years, Mr. Button has been counselor of U. S. Regional Mission to North Atlantic Treaty Organization and to Organization for Economic Cooperation & Development.

Robert A. Matthews, on sales staff of Reeves Soundcraft, Copy Products Division, Danbury, Conn., named sales specialist for Sound Recording, professional and video tape products, New York.

Charles S. Blair, assistant chief engineer at WJZ-TV Baltimore, named chief engineer. He succeeds **Glenn H. Lahman,** who becomes chief engineer at WBZ-TV Boston. Both are Westinghouse Broadcasting Co. stations.

John M. Kinn, manager of technical information and liaison services on corporate staff of International Business Machines, New York, named to newly created post responsible for staff activities in education and information, Institute of Electrical and Electronics Engineers, New York.


Mr. Unrath

Ray M. Unrath, previously with McMartin Industries, NBC, Admiral Corp., and Delco Radio, joins Moseley Associates Inc., Santa Barbara, Calif., as marketing manager.

Glenn A. Brown, transmitter engineer at WBBM-TV Chicago, promoted to operations engineer succeeding **Arne Lassila,** who moves to New York as staff engineer with CBS-TV.

C. Gordon Murphy, VP, program management, Data Systems Division of Litton Industries, Beverly Hills, Calif., named president of division. He succeeds **John J. Connolly,** who was advanced to VP of Litton Industries in charge of components group. **Harry J. Gray,** senior VP, who has headed up components group, moves to senior VP, finance and administration of Litton Industries.

PROGRAMING

Perry Lafferty, producer of CBS-TV's *Danny Kaye Show*, will resign post after taping of season's final show April 24. Mr. Lafferty plans to open independent production company.

Ken C. Banes, head of Jerry Fairbanks studio in Hollywood, named VP-production at Alexander Film Co., Denver. **William B. Uhlhorn,** general sales manager of Tennessee Gas and Oil Co., Denver, named VP-sales of Alexander Film Co., that city.

Aram Boyajian signed by Wolper Productions, Hollywood, to produce and direct *To a New Land*, first of series of hour-long TV specials Wolper will produce in conjunction with American Heritage. **Eugene S. Jones,** for past 14 years producer-director of major NBC-TV documentaries, joins Wolper as producer with first assignment being *This Is Man*, hour-long documentary for ABC-TV in December. **George Fenneman,** formerly on *You Bet Your*

Bartley gets award

FCC Commissioner **Robert T. Bartley** has been awarded Marconi Memorial Gold Medal of Achievement by Veteran Wireless Operators Association. Award, given in New York Feb. 20, was in recognition of his "valuable contribution in the field of radio regulation." Also honored by association were TV pioneer **Allen B. DuMont,** who received DeForest Audion award, and RCA Communications Manager **Leslie H. Strong,** who was presented Marconi Gold Medal of Achievement.

Life, named by Wolper to host-emcee *The Imposters,* company's live-TV comedy series. **Richard Basehart** named to narrate Wolper's *Let My People Go.* **Ralph Riskin** joins Wolper and becomes associate producer on two live-TV series, *The Imposters* and *Miss Television U. S. A.*

Alan Harris, TV director for Thomas Organ Co., appointed director of advertising, promotion and publicity for National Telefilm Associates, with headquarters in NTA's office in Beverly Hills, Calif.

Charles Dubin, director of ABC-TV's Dinah Shore-Harry Belafonte salute to Peace Corps and CBS-TV's *The Hollow Crown* and *Cinderella,* named producer-director of ABC-TV's *The Grand Award of Sports.* (March 10, 9:30-11 EST.)

Eileen Garrish has joined Goledo Production Co., New York, as head of sales and promotion.

Willis Crenshaw, National Football League player for St. Louis Cardinals, named sports announcer for KATZ St. Louis.

Jerry Cunning, with KEVE Golden Valley, Minn., named program manager at KTCR Minneapolis-St. Paul.

Inez Gottlieb, producer at WCAU-TV Philadelphia, named acting director of station's department of community programs, new name of department of public affairs, replacing **George Dessart,** named executive producer of WCBS-TV New York.

Reb Foster, program director at KRLA Pasadena, Calif., joins KFWB Los Angeles as disk jockey. He replaces **Rog Christian** who takes leave of absence for other business interests.

Bill Baker, with WTIX New Orleans and WPDQ and WMBR, both Jacksonville, Fla., named program director at WIVY, Jacksonville.

Bernard Donnenfeld, assistant to president on production activities for Paramount Pictures Corp., named to newly-created post of associate head of company's studio activities, Hollywood.

H. Gale Henley, program director for WEET Richmond, Va., joins WROV Roanoke, Va., as daytime personality.

Roy West, formerly with WLW Cincinnati, joins WIND Chicago as disk jockey using air name of "Kassidy." He succeeds **Dick Williamson** who resigns.

NEWS

Art Kent, news director of KUTV(TV) Salt Lake City, elected president of Utah-Idaho Associated Press Broadcasters, succeeding **Dick Eardley,** news director of KBOI-AM-TV Boise, Idaho.

M. Richard Applegate, formerly Hong Kong correspondent for NBC News, named news director for Yankee Network and WNAC, both operated by RKO General Broadcasting, Boston.

Gil Heard, sports director and salesman at WMIQ Iron Mountain, Mich., named sports information director at Northern Michigan University, Marquette.

Bob Mayfield, with KBCA-FM Los Angeles, joins KPPC-FM Pasadena, Calif., as news director.


Mr. Smith

Alan B. Smith, producer, writer and host of WAGA-TV Atlanta nightly newscast, joins WJZ-TV Baltimore, as anchorman of evening news program and co-host of night newscast.

Bob Anderson, news announcer for KABC Los Angeles morning *News Watch,* named anchorman and on-air editor-in-chief of afternoon-evening edition of station's *News Watch.*

Richard M. Chamberlain, news bureau manager for Martin Co. at Cape Kennedy, Fla., and **Raymond Patterson,** with WILO Franklin, Ind., join news staff of WIRE Indianapolis.

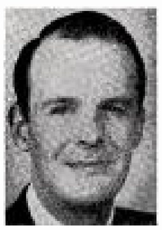
Morley Safer, CBS News' correspondent in London, has been reassigned to Saigon, South Viet Nam, in order to free **Peter Kalischer** and **Bernard Kalb** (now in South Viet Nam) to cover other news in Southeast Asia. **Charles Kuralt,** CBS News correspondent in London, named to anchor Gemini-Titan shot coverage on CBS Radio from Cape Kennedy, Fla.

Gary Park, with KCRA-AM-TV Sacramento, Calif., and **James Ruddle,** formerly with WTVT(TV) Tampa-St. Petersburg, Fla., join WGN-TV Chicago, as on-air news team.

ALLIED FIELDS


Mr. Owens


Mr. Braun


Mr. Wallace

Robert Owens, VP of North Dakota KX Television Network, Fargo, named midwest station sales manager for American Research Bureau, Chicago. **Clay Braun,** ARB account executive in Los Angeles, named assistant manager, western sales, that city, and **Graham Wallace,** research director at KGO-TV San Francisco, becomes ARB's radio sales coordinator at firm's national headquarters in Beltsville, Md.

Jay H. Smolin, in advertising-sales at

WNBC-TV New York, named VP of Olcott, Levine & Co., New York sales development firm.

John R. Vrba, president of The Fourth Network, sports program syndication firm, and formerly vice president in charge of sales at KTTV(TV) Los Angeles, joins *Media, Agencies, Clients,* West Coast advertising trade paper, as advertising manager.

FANFARE

Robert E. McCumber, corporate information manager for 3M, St. Paul, moves to New York as public relations representative for 3M, Mutual and Videotape Productions. He will have headquarters in 3M's corporate office in Manhattan.

Paul R. Wachsmith, with WMAL-AM-FM-TV Washington, since 1962, joins staff of WMAL-TV's promotion department.

Jane Phillips, former lobbyist in Washington, named to promotion department of KLZ-AM-FM Denver.

INTERNATIONAL

Charles C. Hoffman, president of Radio Sales Bureau, Toronto, resigns, effective at annual RSB meeting to be held in Vancouver, B. C., in conjunction with annual meeting of Canadian Association of Broadcasters March 29-31.

Richard M. Karp, copy group head at Grey Advertising Inc., New York, named creative director of Dorland & Grey S. A., Grey's partner agency in Paris.

Robert A. Leslie, formerly station representative at Toronto, named national sales manager of CKSL London, Ont.

Wes Armstrong, sales director, and **Allan Slaight,** director of programing and operations, of CHUM-AM-FM Toronto, elected VP's and to board of directors of company.

Bob Slater, former newspaper correspondent-columnist, sales representative, named lieutenant of sales at Trans-Atlantic Entertainment Corp., New York sales-programing representative of Radio Caroline, British offshore commercial radio station. **Rita Daley,** formerly with Los Angeles record company, joins TAEC as publicity director.

Eugenie Kaufman, American representative in New York of Rank Film Sales, elected sales manager and secretary, with office continuing in that city.

DEATHS

Wilson Flohr, 46, controller, Dancer-Fitzgerald-Sample Inc., New York, died Feb. 19, in Hackensack hospital, Hackensack, N. J., of heart attack. He is survived by his wife, Dorothy, two sons, and daughter.

Francis Clem Morgan, 58, owner and manager of KWSK Pratt, Kan., until retirement in September 1964, died Feb. 18 in St. Francis hospital, Wichita, Kan., following surgery. Mr. Morgan began his broadcasting in 1923 at KFH Wichita. He later managed stations in Hays, Garden City and Great Bend before purchasing KWSK.


Mr. Callos

George Callos, 55, president of Klau-Van-Pietersom-Dunlap, Milwaukee, died Feb. 18 following cerebral hemorrage Feb. 17. He joined KVPD in 1945, was elected president in 1957. When KVPD came to Polaris in 1962, Mr. Callos became member of board when he sold stock to Polaris and at time of his death, he was administrative assistant to Polaris' president, F. Shepard Cornell.

George E. Diskant, 58, director of photography for *The Rogues,* produced at Four Star for NBC-TV, died Feb. 22 at his home in North Hollywood following heart attack. Survivors are his wife, Nedra, and son and daughter.

Joseph L. Allabough, 62, radio announcer-director at KNX Los Angeles, until retirement in 1960, died Feb. 19 at Culver City (Calif.) Memorial hospital. He leaves his wife, Jessie, and daughter.

Lewis E. Ryan, 87, died following heart attack at his home in Panama City, Fla. Mr. Ryan founded Lewis E. Ryan advertising agency, Washington, in 1925, continued with it until 1958 when he retired. He had earlier been partner of Ryan & Tuberman in Wilkes-Barre, Pa. He is survived by his wife, Martha.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 18 through Feb. 24 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

ACTION BY FCC

Oklahoma City—KLPR-TV Inc. Granted CP for new TV on UHF ch. 19 (500-506 mc); 32.1 kw vis., 16.1 kw aur. Ant. height above average terrain 435 ft. Estimated construction cost $108,201; first year operating cost $345,600; revenue $365,565. P.O. address c/o Lovelle Morris Beasley, Box 4248, Oklahoma City. Studio location & trans. location both Oklahoma City. Geographic coordinates 35° 27' 58" N. Lat., 97° 31' 03" W. Long. Type trans. ITA TVU-1A; type ant. Alford 1044S.

Legal counsel W. Howard Payne, Washington; consulting engineer Commercial Radio Equipment Co., same city. Principals: Lovelle Morris Beasley, Omer Carl Thompson and William Toombs Richardson (each 25%), Leon C. Nance (20%), and Mark H. Webb (5%). Messrs. Nance, Beasley and Thompson are stockholders in KTCS Fort Smith, Ark. Action Feb. 24.

APPLICATIONS

Phoenix—Spanish Language Television of Arizona Inc. UHF channel 14 (470-476 mc); ERP 19.85 kw vis., 3.96 kw aur. Ant. height above average terrain 1,540 feet, above ground 92 feet. P.O. address 2873 Sky Harbor Boulevard, Phoenix. Estimated construction cost $165,600; first year operating cost $145,000; revenue $275,000. Studio and trans. locations both Phoenix. Geographic coordinates 33° 20' 03" north latitude, 112° 03' 42.5" west longitude. Type trans. RCA TTU-1B, type ant. RCA TFU-30J. Legal counsel Philipson, Lyon & Chase; consulting engineer Jansky & Bailey, both Washington. Principals: E Pluribus Unum Enterprises Inc. (16.67%), Donald B. Thomson (13.89%), George W. Soderquist (16.67%), Arnold R. Sabel (8.33%), T. Richard Gregory (8.33%), Leonard M. Calderon Jr. (13.89%), Harvey M. Ross (8.33%), Edward Panosian (5.55%), Elmer Green (5.55%) and Herb Linder (2.79%). Mr. Thomson owns E Pluribus Unum Enterprises, Phoenix advertising agency. Mr. Lindner is Phoenix city councilman and others have business interests in Phoenix and vicinity. Ann. Feb. 15.

Kansas City, Mo.—L. P. Television Corp. UHF channel 25 (536-542 mc); ERP 1,500 kw vis.. 150 kw aur. Ant. height above average terrain 528 feet. above ground 560.5 feet. P. O. address 1004 Baltimore Avenue, Kansas City. Estimated construction cost $375,640; first year operating cost $598,300; revenue $297,500. Studio and trans. locations both Kansas City. Geographic coordinates 39° 05' 51" north latitude, 94° 35' 05" west longitude. Type trans. GE TT-24A, type ant. Co-EL 33SW. Legal counsel Martin Firestone, Washington; consulting engineer Townsend Associates, Springfield, Mass. Principals: Springfield Television Broadcasting Co., owned by Roger L. Putnam (23.65%), William L. Putnam (4.98%), Joseph J. DeLiso Sr. (6.85%) and others. Springfield Broadcasting owns WKEF-TV Dayton, Ohio; WWLP(TV) Springfield; WJZB-TV Worcester; WRLP(TV) Greenfield, all Massachusetts, and has application for new TV in Toledo, Ohio. Ann. Feb. 17.

New AM stations

ACTION BY FCC

Kaukauna, Wis.—Fox River Communications Inc. Granted CP for new AM on 1050 kc, 1 kw-DA. P.O. address Box 29, Wausau, Wis. Estimated construction cost $49,360; first year operating cost $50,000; revenue $60,000. Principals: Clifford G. Ferris (90.4%), Grace A. Ferris (3.3%), Russell G. Ferris, Richard K. Ferris and Mary Ellen Ferris (each 2.1%). Mr. Ferris has 57.33% of Rhinelander Publishing Co., publisher of *Rhinelander Daily News*, Rhinelander, Wis., which has interest in WSAU-TV, WLIN and WSAU Wausau, Wis., through Wisconsin Valley TV Corp. Action Feb. 11.

APPLICATION

Huntsville, Ala.—Tennessee Valley Broadcasting Inc. 1000 kc, 10 kw, D. P.O. address 815 Franklin Street, S. E., Huntsville. Estimated construction cost $72,995; first year operating cost $108,000; revenue $132,000. Principals: Vance J. Thornton, Charles W. Anderson and Tom G. Thrasher (each 33⅓%). Mr. Thornton has real estate interests in Huntsville and vicinity. Mr. Anderson owns motel and auto dealership. Mr. Thrasher has interest in real estate and has 80% interest in oil distributor. Ann. Feb. 18.

Existing AM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission granted in part petition by WROK Inc. (WROK), Rockford, Ill., for reconsideration of Nov. 19, 1964 action which granted application of McLean County Broadcasting Inc. to change operation of WIOK Normal, Ill., from D to unl. with 500 w-N and change from DA to DA-2, continued operation on 1440 kc, with 1 kw-LS, to extent of requiring additional field intensity measurements by WIOK to provide more satisfactory assurance of protection to WROK. Action Feb. 24.

■ By memorandum opinion and order, commission (1) granted application Boise Valley Broadcasters Inc. to change facilities of KBOI Boise, Idaho, from 950 kc, 5 kw, DA-N, unl., to 670 kc, 25 kw-N, 50 kw-LS, DA-N; conditions include no pre-sunrise operation with daytime facilities pending decision in Doc. 14419; and (2) dismissed opposition by National Broadcasting Co. (WMAQ), Chicago, and denied oppositions of Gem State Broadcasting Corp. (KGEM) and Mesabi Western Corp. (KIDO), both Boise. Commissioner Lee not participating. Action Feb. 24.

■ Commission addressed letter to Arlington-Fairfax Broadcasting Inc. concerning guessing contest conducted by WEAM Arlington, Va. Action Feb. 24.

■ By memorandum opinion and order, commission (1) granted petition by WEOK Broadcasting Corp. for leave to amend application to reflect assignment of license of WEOK Poughkeepsie, N. Y., from Hudson Valley Broadcasting Corp. to WEOK Broadcasting Corp., which was granted by commission Nov. 25, 1964, but (2) denied applicant's petition for reconsideration and rehearing of Nov. 5, 1964 memorandum opinion and order which denied application to relocate trans. site of WEOK and to continue operation on 1390 kc from new site with present daytime directional operation with 5 kw and operate nighttime directionalized with 1 kw. Commissioners Hyde and Bartley dissented; Commissioner Cox not participating. Action Feb. 17.

WBAT Marion, Ind.—Waived Sec. 1.571 of rules and accepted for filing application to change trans. site and ant. system. Action Feb. 17.

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from March 7 to May 2. Action Feb. 17.

New FM stations

ACTION BY FCC

Morehead, Ky. — Morehead Broadcasting Co. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain minus 19.6 feet. P.O. address Box 59, Morehead. Estimated construction cost $9,235; first year operating cost $7,500; revenue $11,500. Principals: Joe J. Mauk (25%), J. Earl McBrayer (18.83%), Tommy Combs (18.75%), William M. Whitaker (21.31%), Earl S. Young (9.94%) and Pauline M. Ellington (6.17%). Morehead Broadcasting is licensee of WMOR Morehead, and applicant's stockholders have interest in application for new FM in Pikeville, Ky. Action Feb. 24.

APPLICATION

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: Clifford A. Trotter (43.8%), Earl Calvert (27.5%) and others. Application was published previously reflecting incorrect ownership. Lompoc Broadcasting is licensee of KLOM Lompoc. Ann. Feb. 2.

*Torrance, Calif.—Torrance Unified School District. 88.7 mc, channel 204, 9.1 w. Ant. height above mean sea level 159.5 feet. P.O. address 3620 West 182nd Street, Torrance. Estimated construction cost $2,400; first year operating cost $600. Ann. Feb. 18.

Des Plaines, Ill. — Maine Township FM Inc. 106.7 mc, channel 294, 50 kw. Ant. height above average terrain 215 feet. P.O. address 10 North Clark Street, Chicago. Estimated construction cost $66,804; first year operating cost $65,000; revenue $70,000. Principals: H. L. Atlass Jr. (60%), Howard R. Conant (10%), and others. Mr. Conant has nonbroadcast business interests in Chicago area and is president of Interstate Steel Co., Des Plaines. Mr. Atlass is representative for Shearson, Hammill & Co., Chicago security brokers. Ann. Feb. 17.

Smithville, Tenn.—Center Hill Broadcasting Corp. 102.3 mc, channel 272A, kw. Ant. height above average terrain 148 feet. P.O. address Smithville. Estimated construction cost $10,495; first year operating cost $4,200; revenue $8,500. Principals: W. E. Vanatta (16.67%), Dr. C. H. Cope (16.67%), Aaron Durham (33.33%) and Herman Spivey (33.33%). Center Hill is licensee of WJLE Smithville. Ann. Feb. 18.

Existing FM stations

ACTIONS BY FCC

■ By memorandum opinion and order, commission denied request by Mount Wilson FM Broadcasters Inc., licensee of KBCA(FM) Los Angeles, to rescind call letters KBSA assigned Broadcasting Service of America for its new TV in Guasti, Calif. Action Feb. 24.

WNBF-FM Binghamton, N. Y. — Waived Sec. 73.213(a) of rules and granted CP to change operation on channel 251 (98.1 mc) from ERP 4.6 kw, ant. height 950 feet. to ERP 10 kw, ant. height 960 feet; conditions include that grant of application does not preclude WAZL-FM Hazleton, Pa., being granted authority to operate with ERP of 50 kw at ant. height above average terrain of 500 feet. Commissioner Cox dissented. Action Feb. 17.

KDVR(FM) Sioux City, Iowa—Waived Sec. 1.534(b) of rules and accepted for filing and granted application for reinstatement of expired permit to increase ERP from 3 kw to 38 kw, and reduce ant. height from 300 feet to 280 feet. Action Feb. 17.

Ownership changes

ACTIONS BY FCC

WBRC-AM-FM-TV Birmingham, Ala.; WDAF-AM-FM-TV Kansas City, Mo.; WGR-AM-FM-TV Buffalo, N. Y.; WKRC-AM-FM-TV Cincinnati; WTVN-AM-FM-TV Columbus, Ohio; WKYT-TV Lexington, Ky., and WNEP-TV Scranton, Pa.—Granted relinquishment of positive control of licensee corporation, Taft Broadcasting Co., by Ingalls and Taft families, through sale of stock of licensee corporation (10.72%) to general public. Families at present control 54.56% of licensee, following sale, would have 43.84% interest. Next largest stockholder owns less than 3.5% and eight other shareholders have more than 1% individually (BROADCASTING, Feb. 15). Action Feb. 19.

WFMQ(FM) Chicago—Granted assignment of license from WFMQ Inc., owned by Lester Vihon (100%), to McLendon Corp., owned by Gordon and B. R. McLendon (99.9%) and others. Consideration $400,000. Messrs. McLendon have controlling interest in KABL Oakland, Calif.; WNUS Chicago; KLIF-AM-FM Dallas; KILT and KOST(FM) Houston; KTSA San Antonio, Tex., and WYSL-AM-FM Buffalo, N. Y. Action Feb. 10.

WNPS New Orleans—Granted assignment of license from Orleans Parish School Board to Greater New Orleans Educational Foundation. No financial consideration. Greater New Orleans Educational TV is licensee of WYES-TV New Orleans. Action Feb. 17.

WSAR Fall River, Mass.—Granted assignment of license from K&M Publishing Inc., to Quality Radio Corp., owned by Norman Knight. Consideration $250,000. Mr. Knight owns WEIM Fitchburg, and WSRS(FM) Worcester, both Massachusetts. WTSL Hanover, WTSV-AM-FM Claremont, WHEB-AM-FM Portsmouth, and WGIR-AM-FM Manchester, all New Hampshire. Action Feb. 17.

WPOW New York—Granted relinquishment of negative control of licensee corporation, WPOW Inc., by John M. and Ruth S. Camp (each 50%) before, through transfer of stock to five Camp children (each 6% after), John M. (32% after) and Ruth S. Camp (38% after). No financial consideration. Action Feb. 23.

WROC-AM-FM-TV Rochester, N. Y. — Granted assignment of license from Veterans Broadcasting Co. Inc., owned by Rust Craft Broadcasting of New York Inc., to Rust Craft Broadcasting of New York Inc. No consideration involved. Application is contingent upon grant of application for transfer of control of Veterans Broadcasting from original stockholders to Rust Craft Broadcasting of New York Inc. Rust Craft stations include WSTV-AM-FM-TV Steubenville, Ohio; WRCB-TV Chattanooga, Tenn.; WROW-TV Augusta, Ga.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; WVUE(TV) New Orleans (40%); WWOL-AM-FM Buffalo, N. Y., and WJKS-TV Jacksonville, Fla. Action Feb. 19.

KUTT Fargo, N. D.—Granted assignment of license from Music Broadcasters, owned by D. Gene Williams and Delbert Berthold (each 50%), to Midwest Radio Co., owned by Larry D. Lakoduk (18.68%), Harold I. Miller (3.42%), Henry Patzner (35%) and others. Consideration $160,000. Mr. Lakoduk is announcer for KTHI-TV Fargo. Messrs. Miller and Patzner own farms. Action Feb. 18.

KYW-AM-FM-TV Cleveland—Granted assignment of license from Westinghouse Broadcasting Inc. to National Broadcasting Inc. See WRCV-AM-TV Philadelphia. Action Feb. 17.

WRCV-AM-TV Philadelphia—Granted assignment of license from National Broadcasting Inc., owned by Radio Corp. of America which is publicly owned corporation, Robert E. Kintner, president, to Westinghouse Broadcasting Inc., owned by Westinghouse Electric Corp., which is publicly owned corporation, Donald H. McGannon, president. Consideration $150,000 to Westinghouse from NBC for excess of net additions made by Westinghouse in KYW-AM-FM-TV facilities: over net additions made by NBC in WRCV-AM-TV facilities. NBC will offer Westinghouse TV affiliation for WRCV-TV. Assignment result of FCC decision of July 29 which specified switch in station ownership. Action Feb. 17.

WMCH Church Hill, Tenn.—Granted assignment of license from Lola B. Wallace, executrix of estate of Thales E. Wallace, to Lola B. Wallace. No financial consideration; settlement of estate. Action Feb. 18.

WGOE Richmond, Va.—Granted 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. Action Feb. 17.

APPLICATIONS

KIVA(TV) Yuma, Ariz.—Seeks assignment of license from Valley Telecasting Co., owned by Bruce Merrill, to Bruce Merrill. Mr. Merrill is president of Ameco Inc., Phoenix, major community antenna television firm. No financial consideration; transaction of asset transfer. Ann. Feb. 16.

KFOX-FM Long Beach, Calif.—Seeks assignment of license from KFOX Inc., owned by WOPA Inc. which is owned by Richard Goodman (55%), Mason A. Loundy (20%) and Egmont Sonderling (25%), to John Hill. Consideration $30,000. Mr. Hill owns funeral home, automobile dealership and property leasing firm. Ann. Feb. 17.

KOLR Sterling, Colo.—Seeks assignment of license from Sterling Broadcasting Corp., owned by Kermit B. Kath (46%), Robert D. Kath (26%), Bessie M. Kath (18%) and Delores M. Kath (10%), to United Broadcasting Co., owned by Jack W. Rogers (75%) and John R. Catron (25%). Consideration $44,000. Mr. Rogers is attorney. Mr. Catron is employed by KIOA Des Moines. Ann. Feb. 17.

WKMK Blountstown, Fla.—Seeks relinquishment of control of licensee corporation, Apalachicola Valley Broadcasting Co., by Roy Thomas and Robert D. Sidwell (each 15.8% before, none after), through sale of stock to W. L. Bailey (27% before, 33⅓% after), Joe F. Durham (28% before, 33⅓% after) and E. H. Strickland (28% before, 33⅓% after). Financial consideration not listed. Ann. Feb. 15.

WORT New Smyrna Beach, Fla.—Seeks assignment of license from Radio New Symrna Inc., owned by John C. Dent, Edward I. Cutler, Robert Wasdon and Leon Hall (each 25%), to Carroll-Bate Inc., owned by Robert J. Carroll, Richard B. Bate, Kay E. Carroll and Helen Jane Bate (each 25%). Consideration $50,000. Mr. Bate is news correspondent for American Broadcasting-Paramount Theaters, New York. Mr. Carroll owns Bob Carroll Advertising, Melbourne-Eau Gallie, both Florida. Ann. Feb. 9.

KFMG(FM) Des Moines—Seeks transfer of control of licensee corporation, Iowa Fine Music Broadcasting Corp., from Herbert Burton (70% before, none after) through sale of stock to William N. Plymat (30% before, 50% after) and Ruth C. Plymat (none before, 50% after). Consideration $10,000. Mr. Plymat has interest in West Des Moines State Bank, West Des Moines. Ann. Feb. 15.

KDEF-AM-FM Albuquerque — Seeks assignment of license from John C. O'Brien, receiver, to Television Properties Inc., owned by Jack C. Vaughn (47.88%), Grady H. Vaughn Jr. (47.87%) and Cecil L. Trigg (4.25%). Consideration $100,000. Mr. Trigg has 80% interest in KOSA Odessa, and 20.27% interest in KOSA-TV Odessa; KROD-AM-TV El Paso, and KRNO San Bernardino, Calif., and is vice president and director of KHOW Denver, and KITE San Antonio, Tex. Mr. J. C. Vaughn has 30.62% interest in KOSA-TV, KROD-AM-TV and KRNO; he also is vice president and director of KHOW and KITE. Mr. G. H. Vaughn Jr. has 30.61% interest in KOSA-TV, KROD-AM-TV and KRNO. Ann. Feb. 18.

KKIT Taos, N. M.—Seeks assignment of CP from Art Capitol Broadcasting Co., owned by Jack W. Hawkins (75%), Louise Hawkins (10%) and others, to SAM Inc., owned by Stephen A. and Barbara C. Machcinski Jr. (each 50%). Consideration $125,000. Mr. Machcinski had interest in Adam Young Inc., New York based station representative. Ann. Feb. 16.

WOHP Bellefontaine, Ohio—Seeks assignment of licensee from Hi-Point Broadcasting Co., owned by D. L. Rike and Co. which is owned by John J. and Virginia C. Cote (each 8.33%), David L. and Catharine C. Rike Jr. (each 25%) and others, to Hi-Point Broadcasting Co., owned by Cote Reality Co. which is owned by estate of Joseph J. Cote Jr. (26.1%), Mrs. Carolyn C. Avirett (10%), John J. Cote (12.3%), Edward T. Cote (13.2%), Joseph L. Cote III (9.2%) and others. Consideration $200,000. Mr. J. J. Cote has interest in WOHP; WKLC St. Albans, W. Va.; KTUC and KFMM(FM) Tucson, Ariz. Joe L. Cote III has interest in KTUC and KFMM(FM). Cote Reality is presently seeking assignment of license KOY Phoenix, through KOY Broadcasting Co.

WBYM Bayamon, P. R.—Seeks assignment of license from Sergio Martinez Caraballo, to Carlos and Manuel Pirallo Lopez (each 50%). Consideration $74,000. Carlos Pirallo Lopez has 37.5% interest in WRAI Rio Piedras and WMIA Arecibo, has 10% interest in WAEL Mayaguez, and 14.5% interest in WISO Ponce, all Puerto Rico. Manuel Pirallo Lopez has 37.5% interest in WRAI and WMIA. Ann. Feb. 9.

KWBA Baytown, Tex.—Seeks assignment of license from Iva Lea Worley, administratrix of estate of David R. Worley, deceased, to John M. Camp. Consideration $240,000. Mr. Camp has 32% interest in WPOW New York, and has 98% interest in J. M. Camp and Co., Wheaton, Ill., advertising agency. Ann. Feb. 1.

KTXN-FM Victoria, Tex.—Seeks assignment of CP from John J. (66⅔%) and Phillip J. Tibiletti (33⅓%) d/b as Cosmopolitan Enterprises, to Cosmopolitan Enterprises of Victoria Inc., owned by same individuals with same percentages. No financial consideration, transaction of incorporation. Ann. Feb. 10.

KLOG Kelso, Wash.—Seeks transfer of control of licensee corporation, K-L Broadcasters Inc., from C. V. McIntyre, Ralph J. Forsberg and Ella Zutz, to Jess S. and Barbara M. Holman (100% jointly after). Consideration $50,000. Mr. Holman is manager of KLOG. Ann. Feb. 15.

Hearing cases

DESIGNATED FOR HEARING

WINA Charlottesville, Va., and WBXM Broadcasting Inc., Springfield, Va.—Designated for consolidated hearing applications by WINA to change operation from 1400 kc, 250 w-N, 1 kw-LS, to 1070 kc, 5 kw, DA-N, Unl. and WBXM for AM on 1070 kc, 5 kw, D; made WKOK Sunbury, Pa., party to proceeding. Action Feb. 24.

5 KW Inc. and Marietta Broadcasting Co., Marietta, Ohio—Designated for consolidated hearing applications for new FM on channel 232 (94.3 mc)—5 kw with 1.8 kw, ant. height 374 feet, and Marietta with 1.17 kw, ant. height 452 feet. Chairman Henry and Commissioner Cox concurred. Action Feb. 17.

Chapman Radio and Television Co. and Anniston Broadcasting Co., Anniston, Ala.—Designated for consolidated hearing applications for new TV on channel 70. Chairman Henry issued concurring statement; Commissioner Hyde issued statement concurring in part and dissenting in part; Commissioner Lee concurred in result; Commissioner Loevinger issued dissenting statement. Action Feb. 17.

OTHER ACTIONS

Boise Valley Broadcasters Inc., McCall and New Meadows, Idaho—Waived Sec. 74.732(e)(1) of rules and granted CP for new VHF-TV translator on channel 10 to rebroadcast programs of KBOI-TV (ch. 2) Boise. Commissioners Bartley and Lee dissented. Action Feb. 24.

KTVB Inc., McCall and New Meadows, Idaho—Waived Sec. 74.732(e)(1) of rules and granted CP for new VHF-TV translator on channel 12 to rebroadcast programs of KTVB (ch. 7) Boise. Commissioners Bartley and Lee dissented. Action Feb. 24.

■ By order, commission (1) dismissed for noncompliance with Sec. 73.35(a) of multiple ownership rules application of Oak Ridge Broadcasting Co. for new daytime AM on 1520 kc, 1 kw, in Oak Ridge, Tenn., and (2) dismissed as moot opposition by Radio-Active Broadcasting Inc. (WATO), Oak Ridge. Commissioner Hyde dissented. Action Feb. 24.

■ Commission denied request by Yadkin Broadcasting Inc. for waiver of Sec. 1.569 (clear channel) of rules and returned as unacceptable for filing application for new daytime AM on 1130 kc 1 kw, in Yadkinville, N. C.; without prejudice to any subsequent request for waiver of rule, provided it is accompanied by sufficient supporting data to demonstrate that proposal would not materially affect future consideration of class I-A channel 1160 kc. Commissioner Lee not participating. Action Feb. 24.

■ By order, commission denied application by respondent Kate F. Fite (WERH), Hamilton, Ala., for review of Nov. 24, 1964 decision of review board which granted application of John Self for a new AM on 1300 kc, 500 w, D, in Winfield, Ala. Action Feb. 24.

KCRS Midland, Tex.—Waived Sec. 73.37 (a) of overlap rules and accepted for filing application to change trans. site and make minor changes in directional radiation patterns. Action Feb. 24.

■ Commission proposed to amend TV translator rules to permit licensing, to regular TV's, and others upon special showing, translators using up to 100 w power output on unoccupied VHF and UHF channels now assigned to communities in TV table of assignments. Comments are invited by March 15, 1965. Proposal is made because, although 90 to 95% of people are estimated to be able to get at least one TV service and about 75% to get two or more signals, there are many small communities still without regular TV broadcast service. Commission believes that TV service can be brought to isolated towns and rural areas by means of such translators, without adverse effect on regular TV service. 100-watt UHF translator costs about $6,000 and such VHF translator somewhat more. Translators would have opportunity to covert later to regular TV's. Action Feb. 17.

■ Commission scheduled following proceedings for oral argument on April 2: AM applications of Newton Broadcasting Co., Newton, and Transcript Press Inc., Dedham, both Massachusetts. Commissioner Cox not participating. Action Feb. 17.

■ Commission invited comments to notice of proposed rulemaking looking toward amending FM table of assignments, based on petition by Kenneth E. Kunze, d/b as Community Service Broadcasters, to reassign channel 232A from Goshen to Plymouth,

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 24

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	CP's	for new stations
AM	4,004	53	71	401
FM	1,232	71	222	282
TV	550[1]	41	97	202

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 24

	VHF	UHF	TV
Commercial	509[2]	163	672
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 news 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.

Ind. Action Feb. 17.

■ By order, on petitions by Electronic Industries Association and Philco Corp., commission granted extension of time to Oct. 22 to file comments and to Nov. 8 for replies in inquiry to determine whether stereophonic sound should be used in TV broadcasting. EIA requested nine-month extension to collect and correlate technical information. Action Feb. 17.

■ By memorandum opinion and order, commission dismissed petitions by WLIL Inc. (WLIL), Lenoir City, Tenn., for stay and reconsideration of Oct. 21, 1964 action which granted application of Alvin B. Corum Jr. for new daytime AM on 1360 kc, 1 kw, in Lenoir City. Commissioner Bartley not participating. Action Feb. 17.

■ By memorandum opinion and order, commission designated for oral argument before review board in Washington at time to be specified by subsequent order, application by Hartford County Broadcasting Corp. for additional time to construct WRYM-FM New Britain, Conn., to determine whether reasons advanced by permittee in support of application warrant further extension of outstanding CP. Hartford County was granted CP on Dec. 8, 1961 for operation on channel 263 (100.5 mc); ERP 20 kw; ant. height 130 feet, and time to construct was last extended to June 15, 1964. This is fifth request for extension. Action Feb. 17.

■ By memorandum opinion and order, commission denied petition by Peoples Broadcasting Corp. (KVTV, ch. 9), Sioux City, Iowa, for reconsideration of Nov. 18, 1964 action which granted application of Meredith WOW Inc., for new UHF-TV translator on channel 70 to serve Norfolk, Neb., by rebroadcasting programs of WOW-TV (ch. 6) Omaha, and which denied oppositions by Peoples. Action Feb. 17.

■ By memorandum opinion and order, commission granted applications for (1) assignment of licenses of WRCV and WRCV-TV (ch. 13) Philadelphia, from National Broadcasting Inc., to Westinghouse Broadcasting Inc., and (2) assignment of licenses and CP of KYW, KYW-FM and KYW-TV (ch. 3) Cleveland, from Westinghouse to NBC. NBC will pay Westinghouse $150,000, which represents value of improvements or additions made by Westinghouse at KYW over and above value of any improvements made by NBC in Philadelphia since companies exchanged properties in 1956. Assignment grants are expressly subject to appeal of RKO General Inc. in U. S. Court of Appeals for District of Columbia Circuit. Memorandum opinion dismissed petition by RKO General Inc. to deny assignment applications, and denied petition by Cleveland Local No. 27, International Association of Theatrical Stage Employees, seeking protection of pension rights at KYW-TV. July 29, 1964 decision of commission granted applications of NBC for renewal of licenses of WRCV and WRCV-TV in Philadelphia on condition that subject exchange-of-property applications be filed and granted. Commission's determination to make conditional grant to NBC was based upon finding that NBC asquired licenses of WRCV and WRCV-TV through coercive use of power to grant or withhold network affiliations. In so finding, commission referred to 1956 transaction by which NBC acquired licenses of Philadelphia stations from Westinghouse in exchange for NBC stations in Cleveland. It held that NBC obtained Westinghouse's agreement to exchange, in substantial part, through exertion of power to grant or withhold network affiliations for TV's in Boston, Pittsburgh and other communities. Action Feb. 17.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15751 et al., (1) granted in part petition by Pasadena Broadcasting Co. to enlarge issues with respect to application of Charles W. Jobbins and (2) amended Dec. 31, 1964 memorandum opinion and order to add issues to determine what efforts Jobbins has made with respect to programing needs of area he proposes to serve and manner in which he proposes to meet such needs, and whether staff proposed by Jobbins would be adequate to operate proposed station. Member Nelson not participating; Member Kessler concurring in result. Action Feb. 23.

■ Members Nelson, Pincock and Slone adopted decision which (1) dismissed application by South Eastern Alaska Broadcasters Inc. for additional time to construct KECH Ketchikan, Alaska; (2) cancelled CP granted Jan. 23, 1963 on 620 kc, 1 kw-LS, 500 w-N; and (3) terminated proceeding in Doc. 15777. Applicant at Feb. 11 oral argument before board requested withdrawal of extension application and cancellation of CP. Action Feb. 17.

ACTIONS ON MOTIONS

By commission

■ Commission granted petition by Insurance Securities Inc. to extent of extending time from Feb. 23 to April 26 to file comments and from March 23 to May 26 for replies in matter of amendment of Sec. 73.35, 73.240 and 73.636 of rules relating to multiple ownership of AM's, FM's and TV's; it invited parties to submit any factual data and statistics concerning ownership of broadcast facilities by mutual funds and other trust type entities as soon as such data is available. Action Feb. 19.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Herbert Sharfman to serve as presiding officer in proceeding on applications of Chapman Radio and Television Co. and Anniston Broadcasting Co. for new TV on channel 70 in Anniston, Ala., in Doc. 15856-7; scheduled prehearing conference for March 19 and hearing for April 28. Action Feb. 23.

■ Designated Examiner Basil P. Cooper to serve as presiding officer in proceeding on applications of 5 kw Inc. and Marietta Broadcasting Co. for new FM in Marietta, Ohio, in Doc. 15854-5; scheduled prehearing conference for March 17 and hearing for April 19. Action Feb. 23.

■ On own motion, reconsidered and affirmed Feb. 15 action which authorized change in place of hearing from Washington to Barbourville, Ky., in proceeding on applications of Brown Radio & Television Co. for renewal of license of WBVL Barbourville-Community Broadcasting Co. for new AM in that city; dismissed Brown Radio's opposition to Barbourville-Community petition for field hearing. Action Feb. 23.

■ Designated Examiner Thomas H. Donahue to serve as presiding officer in remand proceedings on applications of Wide Water Broadcasting Inc. and Radio Voice of Central New York Inc. for new AM's in East Syracuse and Syracuse, N. Y., and Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn.; scheduled prehearing conference for March 15 and hearing for April 5. Action Feb. 18.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM in Prattsville, Ala., in Doc. 14878-9, granted Walker's petition for leave to amend application to reflect up-to-date financial status. Action Feb. 19.

By Hearing Examiner Thomas H. Donahue

■ In San Francisco, TV channel 26 proceeding in Doc. 15780-1, granted motion by Television San Francisco to continue Feb. 17 prehearing conference to Feb. 24. Action Feb. 17.

By Hearing Examiner Charles J. Frederick

■ On own motion, reopened record in proceeding on applications of Nelson Broadcasting Co. and Ubiquitous Frequency Modulation Inc., for new FM in Kingston and Hyde Park, N. Y., respectively, to receive in evidence Hyde Park exhibit No. 18 (inadvertently omitted from transcript), and reclosed record. Action Feb. 18.

■ As result of Feb. 18 prehearing conference in proceeding on AM application of Havens & Martin Inc. (WMBG), Richmond, Va., scheduled certain procedural dates and rescheduled March 29 hearing for April 27. Action Feb. 18.

By Hearing Examiner Walther W. Guenther

■ Granted petition and supplement by Hubbard Broadcasting Inc. for leave to amend application for new FM on channel 233 (94.5 mc) to, among other things, specify St. Paul in lieu of Minneapolis as location. Action Feb. 18.

By Hearing Examiner Isadore A. Honig

■ Formalized by order certain rulings made at Feb. 17 hearing conference in proceeding on application of Midwest Television Inc. for new TV on channel 26 in Springfield, Ill., in Doc. 15450, and scheduled certain procedural dates, scheduled hearings for March 18 on issue 4 and for April 27 on issues 2 and 5; and by separate memorandum formalized oral ruling made at Feb. 17 conference and dismissed, on examiner's own motion, pleading entitled "Statement to Hearing Examiner Honig and Contingent Request for Alternative Relief"

PROFESSIONAL CARDS

filed by applicant. Action Feb. 17.

By Hearing Examiner H. Gifford Irion

■ On own motion, rescheduled Feb. 24 prehearing conference for Feb. 26 in proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasting Inc. (KYSS), Missoula, both Montana. Action Feb. 18.

By Hearing Examiner Jay A. Kyle

■ Scheduled hearing conference for March 31, in proceeding on application of Chronicle Publishing Co. to increase ant. height of KRON-TV San Francisco. Action Feb. 23.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In Chicago, TV channel 38 proceeding in Doc. 15668 et al., on own motion, cancelled Feb. 23 date scheduled for taking of depositions in Chicago by Chicagoland TV Co. and scheduled further prehearing conference for Feb. 24. Action Feb. 17.

By Hearing Examiner Sol Schildhause

■ Agreements having tentatively been reached at Feb. 23 prehearing conference in proceeding on application of United Broadcasting Inc. for renewal of license of WOOK Washington, rescheduled March 22 hearing for April 30 and scheduled further prehearing conference for March 23 to consider such matters as have developed from informal exchange of material between parties and to make further procedural arrangements. Action Feb. 23.

■ On own motion, rescheduled Feb. 19 prehearing conference for March 5 in proceeding on applications of Robert J. Martin and Talton Broadcasting Co., for new FM in Selma, Ala. Action Feb. 18.

By office of opinions and review

■ In proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc., for new AM in Matawan, Somerville and Elizabeth, N. J., respectively, in Doc. 14755-7, granted Jupiter Associates petition to extend time to March 1 to file application for review of review board's Jan. 25 decision. Action Feb. 24.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Feb. 23

KRUX Glendale, Ariz.—Granted CP to install new auxiliary daytime and alternate main nighttime trans. at main trans. site.

KZFM(FM) Corpus Christi, Tex.—Granted CP to increase ERP to 17.5 kw.

WDEF-FM Chattanooga—Granted CP to increase ERP to 100 kw.

WHIS-FM Bluefield, W. Va.—Granted CP to install new ant., and make engineering changes.

WDOV-FM Dover, Del.—Granted mod. of CP to change type trans.

■ Granted licenses covering increase in daytime power and installation of new trans. for following: WNEL Caguas, P. R., specify type daytime trans. and studio location same as trans. location; KDRO Sedalia, Mo.

KROS-FM Clinton, Iowa—Granted CP to change operation on channel 241 (96.1 mc) from ERP 13 kw, ant. height 400 feet to ERP 100 kw, ant. height 360 feet, and install new trans. and new ant.; remote control permitted; conditions.

KHFI-FM Austin, Tex.—Granted CP to change operation on channel 252 (98.3 mc) from ERP 1 kw, ant. height 136 feet to ERP 1.3 kw. ant. height 420 feet; change ant.-trans. and studio locations; install new trans. and new ant., and make engineering changes; remote control permitted.

KFMG(FM) Des Moines, Iowa—Granted SCA on sub-carrier frequency of 67 kc.

KGWA Enid, Okla.—Remote control permitted; conditions.

WLOK Memphis—Granted CP to install new alternate main nighttime and auxiliary daytime trans.; remote control permitted.

KCLN Clinton, Iowa—Granted CP to install auxiliary trans. at main trans. location.

Actions of Feb. 19

WTHI-FM Terre Haute, Ind.—Remote control permitted.

WLVP(FM) Franklin, N. J.—Granted mod. of CP to change type trans. and type ant., and make engineering changes.

Actions of Feb. 18

K70AR, K74AQ, K78AA Orangeville, Ferron, Castle Dale and Huntington, Utah — Granted licenses covering changes for UHF-TV translators.

*WFMU(FM) East Orange, N. J.—Granted CP to replace expired permit to make changes in ERP, ant. height and transmission line, and install new trans.

KRSI-FM St. Louis Park, Minn.—Granted CP to increase ERP to 30 kw.

WVNO-FM Mansfield, Ohio—Granted CP to increase ERP to 41 kw.

WNEW-FM New York—Granted CP to increase ERP to 4.1 kw, and install new trans.

KSPI-FM Stillwater, Okla.—Granted CP to install new ant.

Actions of Feb. 17

WAIA College Park, Ga.—Waived provisions of Sec. 73.30(a) of rules to permit establishment of main studio outside corporate limits of College Park; remote control permitted.

■ Granted change in remote control authority for following: WAVA-AM-FM Arlington, Va.; WWIN Baltimore; KNIC Winfield, Kan.

■ Remote control permitted for following: WEAV-FM Plattsburgh, N. Y.; WWTC Minneapolis, while using non-DA ant.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KBIZ Ottumwa, Iowa; KHAK-FM and SCA Cedar Rapids, Iowa; WFFF Columbia, Miss.; WGMM Millington, Tenn.; WGOH Grayson, Ky.; WKYE Bristol, Tenn.; WMKE(FM) Milwaukee.

KCRV Caruthersville, Mo. — Granted change in remote control authority.

WPBS(FM) Philadelphia—Granted mod. of CP to change type ant. and make engineering changes.

WNRG-FM Grundy, Va.—Waived provisions of Sec. 73.210(a)(2) of rules to permit main studio to be located 1.4 miles northwest of Grundy, and granted mod. of CP to change type trans. and type ant., decrease ERP to 950 w, and make engineering changes; remote control permitted; conditions.

WAYL(FM) Minneapolis—Approved engineering technical data submitted pursuant to commission's June 3, 1964 order in Doc. 15440, to modify CP of WAYL and specify operation on channel 229 (93.7 mc); ERP 53 kw; ant. height 420 feet.

WCAX-TV Burlington, Vt.—Granted license covering changes in TV.

WTOA(FM) Trenton, N. J.—Waived provisions of Sec. 73.210(a) of rules to extent of permitting relocation of main studio beyond corporate limits of Trenton at Pennington Road, ¼ mile west of Carter Road, Hopewell Township, N. J., effective upon notification to commission that operation has commenced from new studio location. (Trenton identification to be continued.)

WKJB Mayaguez, P. R.—Waived provisions of Sec. 73.30(a) of rules to extent of permitting relocation of main studio beyond corporate limits of Mayaguez at KM 189.5, Route #2, Municipio de Mayaguez; effective upon notification to commission that operation has been commenced from new studio location. (Mayaguez identification to be continued.)

WAVY-TV Portsmouth, Va.—Granted mod. of license to reduce aur. ERP 63.1 kw.

■ Following were granted extensions of completion dates as shown: W81AE, W79AJ, Connecticut Television Inc., Willimantic and Norwich, Conn., to Aug. 17; K73BI, K78BH, Texas Television Improvement Co., Pearsall and Cotulla, Tex., to Aug. 17; K71BI, K72CF, University of Utah, Escalante and Myton, Utah, to Aug. 17; WOKJ Jackson, Miss., to June 15; WVQM(FM) Huntington, W. Va., to Aug. 17; WOLA(FM) San Juan, P. R., to July 1; WFSO Pinellas Park, Fla., to Aug. 1; WCER-FM Charlotte, Mich., to Sept. 1; WLNH-FM Laconia, N. H., to Aug. 10; WGBS Miami, to June 10; KBPI(FM) Denver, to Aug. 21; WPIK Alexandria, Va., to Aug. 1; WFRL-FM Freeport, Ill., to May 11; WETU Wetumpka, Ala., to April 1, and WFTN Franklin, N. H., to Aug. 24.

WLLI Brookneal, Va.—Granted mod. of CP to change studio ant.-trans. location and reduce ant. height; conditions.

WWOG(FM) Boca Raton, Fla.—Granted mod. of CP to move ant.-trans. and studio location, delete remote control operation, change type trans. and ant.

Action of Feb. 12

KWOC Poplar Bluff, Mo.—Granted request to continue pre-sunrise operation with non-DA and reduced power of 500 w 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.

Action of Feb. 10

■ Granted change in remote control authority for WSMA Smyrna, Ga.

Fines

■ Commission notified Arthur C. Schofield, licensee of WKYX-AM-FM Paducah, Ky., that he has incurred apparent liability of $500 for effecting assignment of license without applying for or obtaining commission consent and failing to notify commission of another transaction relating to ownership. Investigation indicated that stations were operated by corporation, Nationwide Stations Inc., from mid-1962 to fall of 1964 without commission authorization, and that contract for transfer of 20% interest to Raymond F. Damgen was not reported. Licensee has 30 days to contest or pay forfeiture. Action Feb. 17.

■ Commission notified Moab Broadcasting Corp., that it has incurred apparent liability of $500 for willful or repeated technical violations by KURA Moab, Utah, ranging from failure to keep maintenance log to failure to reduce power at sunset as required by its license. Licensee has 30 days to contest or pay forfeiture. Action Feb. 17.

Call letter changes requested

■ WOGO-TV Chicago—Television Chicago, a joint venture. Requests WFLD(TV).

■ Cochran, Ga.—Georgia State Board of Education, Requests WDCO-TV.

■ Terre Haute, Ill.—Illiana Telecasting Corp. Requests WTWO(TV).

■ Monticello, Fla.—Radio Monticello. Requests WWSD.

■ Valparaiso, Ind.—Northwestern Indiana Radio Inc. Requests WNWI.

■ Springfield, Ill.—Capital Broadcasting Co. Requests WFMB(FM).

■ WTOL-AM-FM Toledo, Ohio — Reams Broadcasting Corp. Requests WCWA-AM-FM.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WPAY-FM Portsmouth, Ohio—Radio Station WPAY Inc. Requests amendment of rules to delete channel 282 (104.3 mc) from Cincinnati. Received Feb. 12.

■ WESR Tasley, Va.—Accomack-Northampton Broadcasting Co. Requests amendment of rules to assign channel 277 (103.3 mc) to Tasley. Received Feb. 15.

■ WCOV-TV Montgomery, Ala.—WCOV Inc. Requests amendment of rules to make following changes in TV table of channel assignments and issue show cause order to Selma Television Inc. WSLA-TV Selma, Ala., informing why operation should not

Continued on page 97

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

Southern New York—Experienced manager with sales experience—top salary & benefits—send photo & full particulars. Box B-185, BROADCASTING.

Aggressive manager for South Carolina station. Send background. Box B-263, BROADCASTING.

Expansion into CATV and FM has created opening for aggressive station manager strong on sales. Texas-Oklahoma area native preferred. Box B-266, BROADCASTING.

Small market Ohio station offers great opportunity for ambitious young man who is ready for management responsibility. Strong sales experience required. Box C-51, BROADCASTING.

Join and grow with successful small market group. Immediate opening for selling, sober manager. Outstanding incentive plan. Professional and credit references required. Contact Ralph Hooks, Dixie Stations, P.O. Box 46, DeRidder, Louisiana. Phone 9080.

Sales

Experienced salesman for highly rated Southeastern New York station. Excellent opportunity. Mail complete story to Box B-187, BROADCASTING.

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box B-214, BROADCASTING

Want a permanent position? Metropolitan two station market, South Plains, has opening for salesman. Desire a good strong personality who can keep accounts serviced and sold. No uphill sales job, station is recognized and respected. Manager needs more free time. Salary, commission, expenses. Box B-305, BROADCASTING.

Radio salesman. One of the largest stations in growing Southeastern New England metro area. Proven sales, plus commission. Incentive plans. Send resume Box C-10. BROADCASTING.

Salesman for central Florida 1 kw daytimer. Young family man preferred. No hot shots . . . small market . . . low pressure. If you think you fit in. Write background. Box C-41, BROADCASTING.

We swamp the competition in this market, a beautiful medium sized community where our top professional people enjoy selling and enjoy living. A good salesman can live well here, recognized, appreciated, and making money. Box C-80, BROADCASTING.

Major Midwest 7 station chain operation has immediate opening for trained, aggressive salesman. Protected active account list assures immediate earning potential. Salary plus commission arrangement. Paid vacation, hospitalization and insurance program, retirement plan as fringe benefits. Send complete resume and photo to WGEE, 4800 East Raymond St., Indianapolis, Indiana.

Saleswoman for station featuring women's programs, WOMN, Salary (open) and commission. Write to Suite 426, Decatur Federal Building, Decatur, Georgia.

Announcers

First phone combination man, mid-Atlantic metropolitan market. Good starting salary. Excellent working conditions. Box A-53, BROADCASTING.

Announcers—(Cont'd)

Desire sales experience? If you want an opportunity to develop in sales and are willing to learn, Southwest metropolitan station has an opening for you. Must have previous radio experience. Write Box B-306, BROADCASTING.

Good mature voice for good music format—must have first phone, excellent pay. Send tape and particulars immediately. Box B-310, BROADCASTING.

Newsman, qualified through experience or schooling, wanted for long established full-time kilowatter, strong in news coverage. 3 newsmen on staff, new mobile unit in operation. Pleasant, prosperous, Illinois city. Better than average situation as to pay, working conditions, extra benefits and opportunity. Give details of experience, training, references to Box B-327, BROADCASTING.

Immediate opening for experienced announcer to work at long established Penna. station. Must have good news background and board experience. Send salary requirements, news & dj audition tape and references in initial correspondence. Box B-329, BROADCASTING.

DJ with third class ticket, good sound, and a taste for good music. Security and salary for daylight station. Experienced in remote work and production. Send tape, resume to Box C-19, BROADCASTING.

Sun, fun and the Gulf of Mexico. Florida calls. One of Florida's most beautiful resort cities needs 3 top notch personality, format radio announcers. No screamers, but fast paced men who like popular music, and are strong on production. The best in wokring conditions, jingles, and equipment. Send air check, resume, picture and salary requirements to Box C-29, BROADCASTING.

Urgent that I locate James Slusser (Jim Jay). Please reply to Box C-46, BROADCASTING.

Country music announcer with sales ambition. Excellent opportunity metropolitan 5 kw Southeast. Send tape, background, references to Box C-47, BROADCASTING.

Young, ambitious announcer-salesman for small single station market. Up state New York. Must be reliable and willing to work. No stars or prima donnas. Box C-56, BROADCASTING.

Talent - talent - talent; if you've got it, we want you. Top personality station, great future. Box C-81, BROADCASTING.

Help one of America's most imaginative stations fill its not-so-good shift with one pretty good talented personality. We'll make up for the shift by offering a talented staff of personable pros to work with, fairly good salary, confidence-building atmosphere to work in nationally-known top rated station in beautiful medium-sized city. Any takers? Box C-82, BROADCASTING.

Experienced announcer. Housing for single or married couple without children. If you are now in New Mexico or adjoining state airmail information to KRSN, KRSN-FM stereo, Los Alamos, New Mexico.

Immediate opening for young single announcer with third class license, experienced or with training. KVWM AM & FM, Showlow, Arizona.

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.

Announcers—(Cont'd)

Opening for mature, experienced announcer on 5 kw regional station. Middle road format. 3rd class ticket with endorsement required. Stable job in Northern Michigan vacation country. Send tape, photo, resume to H. Brege, WHAK, Rogers City, Michigan.

Announcer, live singing personality, top 40 operation, WHSL Wilmington, N.C.

Country music station wants good, friendly personality, not cornball, to announce also sell. Contact James Dick, WIVK, Box 10207, Knoxville, Tennessee.

Wanted: Double threat happy personality for middle music station opportunity to double in sales. Solid station in two station 150,000 market. Al Bishop, WJJL, Niagara Falls, New York.

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.

Wanted: Announcer—first ticket necessary. Immediate opening in growing market within 100 miles of Washington, D. C. Excellent opportunity in summer resort area. WPTX, Lexington Park, Maryland.

Wanted: Negro deejays, and operations manager capable writing good selling copy and doing outstanding production for top 40 format station. Send complete resume, references, photo, min. expected starting salary, and copy samples and 7½ips audition tape with first letter. Jack Garrison, WRAP, Box 598, Norfolk, Va.

Top 40 dj with first phone for swinging all night show Contact Jim Smith, WSAI, Cincinnati.

Experienced man for sign-on shift. The more tricks you have in your bag the more we can pay you. Write all to WTWA, Thomson, Georgia.

First phone combination man. Good music, religious emphasis format. Immediate opening. WVOC, Box 17, Battle Creek, Michigan.

Announcer—some experience immediately. WVOS. Liberty, New York.

Looking for Negro jock with dual-market voice and appeal. Someone young. Prefer top forty to straight R&B experience. 3rd phone. $725.00 month. Tape, resume to 1111 Market Street, San Francisco.

Announcers, newscasters! Prepare now for more profitable broadcasting! Develop technique rapidly! Personalized, taped instruction, also beginners. Hal Fisher, Broadcasting Consultant, 678 Medford, Patchogue, Long Island, 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

Chief engineer experienced for Southeastern New York station—excellent pay—send information immediately. Box B-186, BROADCASTING.

Chief engineer for top New England station. Permanent position—Excellent pay. Send resume and date available. Box C-15, BROADCASTING.

Technical—(Cont'd)

Chief engineer-announcer fulltime station in central Florida. Ability and character references required. Send resume, tape and photo to Box C-35, BROADCASTING.

1st phone man for transmitter watch. Opportunity for announcing later on . . . depending on ability. Station WAMD, Aberdeen, Md.

NEWS

New York City suburban station needs combo man with heavy accent on news. Must have first phone. Resumes quickly please to Box C-70, BROADCASTING.

Young, ambitious newsman with dedication to truth and willingness to dig-for leg and research work and as on-air substitute for crusading commentator based in Wisconsin's capitol city. Send biography, photo, references, salary required to P.O. Box 3097, Madison, Wisconsin. Phone (608)-244-1394.

Production—Programing, Others

Program director to take over all programing for dominant community station in three-station Minnesota market. Need imaginative, creative, detail man who can implement station programing policies, supervise announcing staff, copy and traffic, organize promotions, and work with management on improvement of all phases of station sound. Selected air work. Applicants will be checked carefully. Will talk salary when you show what you will do for me. Box B-299, BROADCASTING.

Agriculture program producer to program farm shows, sell rural areas, Southern Michigan fulltime AM and FM. Box C-3, BROADCASTING.

New York area news oriented, non-top forty station wants astute program director. Must know logging, FCC requirements. Will pull part time air shift. Great opportunity with growing chain. Immediate opening. Rush replies to Box C-71, BROADCASTING.

Wanted: Professional news administrator. To operate five man news department in market of 13,000. Big station. Beautiful facilities. Talk format. Four station owned news cruisers. FX lines. You must be familiar with weather, sports, and farming, and experienced managing other newsmen gathering local and area news. This is a big job for good pay. Dale Low, KWIX, Moberly, Missouri.

Production—Virginia's leading Top 40 operation wants an experienced production man well versed in format promotions and capable of turning out above average work for an above average salary. Don't telephone, but send non-returnable tape and resume to Roger Clark, Program Director, WGH, Norfolk, Virginia.

Newsman to gather, edit and voice news only for news minded station. Send tape and resume to WOMN, Suite 426, Decatur Federal Bldg., Decatur, Georgia.

Women's director and traffic. Send sample scripts and tape to WOMN, Suite 426, Decatur Federal Building, Decatur, Georgia.

Two Wisconsin stations seeking several employees; two news directors, experienced salesman, continuity writer, and two combination announcer-engineers. No floaters, please. Send complete resume, and tape to WMIR, Lake Geneva, or WSWW, Platteville.

Situations Wanted—Management

Opportunity desired to become manager or assistant to owner(s) of a good operation with growth potential. Background of radio-TV announcing-public relations-merchandising-sales & station promotions—market research-plus direct sales experience. All replies will receive careful consideration—Salary negotiable—Married—age 31. Box C-9, BROADCASTING.

Young, aggressive, broadcast veteran with 13 years successful program and sales experience, including NYC's leading stations, seeks challenge in management. Prefer medium market in Northeast. Box C-30, BROADCASTING.

Management—(Cont'd)

Mr. Manager or owner. Rid yourself of time-consuming details. Put a mature, experienced No. 2 man in your station who can take orders and give orders. Thrives on responsibility and details. Will sell extra billing in 90 days to cost you nothing. Box C-43, BROADCASTING.

Twenty years experience in small, medium and large radio markets . . . the last ten in management. Strong local and national sales background. Have thorough knowledge of good music and popular music operations. Would like permanent management position with growing concern. Can profide excellent local and national references. Family man—age 38. Box C-48, BROADCASTING.

Major market GM 13 years experience. National and local sales expert. Best references NYC to La. Former talent and programing. Box C-52, BROADCASTING.

Top 40 GM major market 9 years. Broadcast pioneer at age 39. Proven record sales and programing. Ten years national sales. Best references. Box C-53, BROADCASTING.

"Dedicated.' "Professional." "Capable." . . . these are adjatives used to describe me. Age 31, college graduate with 1st phone experience in all phases through General Management. If you need a General Manager or assistant General Manager write Box C-58, BROADCASTING.

Young Florida manager with excellent record desires change due to new ownership. Box C-68, BROADCASTING.

Attention Midwest station owners - mature - aggressive - reliable - small market manager desires greater challenge. Proven sales and profit record. Family man—first phone—best reference. Box C-75, BROADCASTING.

Let's take a hard look at your cost versus revenue problem. Seasoned manager and/or sales manager available soon. Prefer West, Southwest, or Florida. Box C-77, BROADCASTING.

Able-competent broadcast veteran desires opportunity to manage small to medium market outlet. Presently active administrator. Desire modern progressive station with eventual option to buy in. Young. Married. Aggressive. Box C-78, BROADCASTING.

Nine years of solid experience. All phases. Seeking administrative position. Let's talk! Box C-79, BROADCASTING.

Station manager, small station, Eastern Oklahoma. Seventeen years as Program director, announcer, sales and manager. Strong in civic affairs. Personal interview please. Amarillo, Texas. FL 5-3929.

Sales

Salesman with many years experience open on notice. Prefer Southeast. Sober, reliable. Can give and take orders. Box B-81, BROADCASTING.

Experienced sales manager, southeast only. Strictly pro. Mature, top references, no problems, financially responsible, presently employed of course. Station with reasonable current advantages, congenial atmosphere. Box C-23, BROADCASTING.

Announcers

Newsman who can gather and write—dj—first phone—production—currently employed will move for right offer—family man—resume, sample copy and tape. Box B-268, BROADCASTING.

Top man, top chain in top Southwest market wants to come back to Midwest. Versatile and stable. Can handle all formats—radio or television. Box B-269, BROADCASTING.

Announcer/newsman — authoritative — dj — bright sound—experienced—tape—married—relocate. Box B-270, BROADCASTING.

Major cities. Potential wasted. Adult music. Excellent ratings. Authoritative news. Write and rewrite. College. Possible television. Box B-281, BROADCASTING.

DJ—wants to swing. Two years middle of road experience. Single. Box B-297, BROADCASTING.

Announcers—(Cont'd)

Top announcer for Canadian network desires to live in better climate. Knowledgeable in all periods of serious music; also swing and jazz. 15 consecutive years of own deejay programs. Experienced newscaster. Southwest or Florida preferred. Will fly down for personal interview. Box B-317, BROADCASTING.

Announcer, broadcasting school graduate. Midwest. Endorsement. Some experience, hard worker. Box B-322, BROADCASTING.

Sincere warm announcer, not a floater or prima donna, family man. Box B-335, BROADCASTING.

Employed 300,000 market! Vet., 7 years experience all phases. Married, dependable. Box B-340, BROADCASTING.

DJ, 3rd FCC, good voice quality. Broadcasting school, eager. 20, immediate start, Box C-5, BROADCASTING.

Thoroughly experienced in announcing, news, programing, writing. Married. Seeking permanent position with future. Would not plan to move but guessed wrong. Present station is folding. College graduate. 40. Box C-6, BROADCASTING.

Creative beginner seeks job. School graduate. Some college. Box C-12, BROADCASTING.

Announcer-newscaster married, dependable, run tight board, will relocate. Personable. Sales experience. Box C-13, BROADCASTING.

DJ, announcer-newscaster. Married, dependable, operate tight board, willing to relocate. Personable, not a prima donna or floater. Box C-14, BROADCASTING.

Young announcer, 1 year experience in small market seeking medium market, will relocate. Box C-16, BROADCASTING.

Middle of the road morning man, experienced, tight board, married, not a floater will relocate, experienced in local news and sports coverage. Box C-17, BROADCASTING.

Experience: Negro dj announcer, distinctive sound, newscaster. Married man willing to travel. 3rd class license. Box C-20, BROADCASTING.

Available immediately! Experienced first phone personality announcer, extremely versatile; minimum $100. Box C-21, BROADCASTING.

DJ-newscaster, bright, mature sound, experienced, willing to travel, 3rd class. Box C-28, BROADCASTING.

Middle Atlantic states: young, versatile conscientious, dedicated announcer with program director experience in metropolitan market, excellent production ability and smooth, intelligent delivery seeks immediate position. Excellent references. Phone Bill Gordon, Philadelphia 215-455-4625 or Box C-32, BROADCASTING.

Announcer, good voice, tight board, five years experience, college graduate. Pennsylvania, Jersey preferred, 215-452-6635 or Box C-44, BROADCASTING.

County disc jockey, first phone. Available, experienced. Box C-45, BROADCASTING.

Attention Jersey, Penn., Del., Md., New York. Swinging jockey-news, First phone experienced, employed. Box C-49, BROADCASTING.

Announcer, good voice and delivery, married, no problems. Want permanent position with professional staff. Best of references. Box C-54, BROADCASTING.

DJ/announcer, tight board, good news, commercials, sound. Box C-63, BROADCASTING.

Announcer seeks start. Endorsement, college, speech background. Ambitious, hard worker, good voice. Box C-64, BROADCASTING.

Experienced top 40, No. 1 in prime-time 100,000 market, 3rd phone, tight board, production, news, play-by-play. Want to rock in nice market, good time spot. Will travel. Tape, resume. Box C-65, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Radio-TV announcer: four years experience, deep, full voice, mature, flexible, professional, selling delivery, good appearance, good interviewer, enthusiastic and sincere, highly recommended, married, father of two. Presently earning $6,000 desiring salary increase and more opportunities. Box C-74, BROADCASTING.

DJ/announcer. Professional. Building audiences and keep sponsors happy in 500M plus market. Box C-84, BROADCASTING.

Gal dj/announcer, sales, newsgathering, clerical, car, dependents. Unemployed. Please call 677-4465, or Write Apt. 308, 501 East 2nd St., Oil City, Penna.

Experienced, dependable, ambitious. Primarily top forty or good music. I like SW Ohio—but for right price, you can tell me where to go. Reply Bill Burkett, 4 Lylburn Rd., Middletown, Ohio. 513-422-1660.

Experienced dj-newsman with 1st phone. Good top 40 production and dependable. Can take on PD or assistant duties. Prefer Midwest. Phone 515-843-4221. 10 a.m.-5 p.m.

Talented jock wants work in Southern California. Write: Guy Newman, 838 National Road, Wheeling, W.Va.

Experienced dj/newsman with first phone. Good top-forty production and dependable. Can take on PD or assistants duties. Prefer Midwest. Phone 515-843-4221. 10 am to 5 pm.

Professional. Finest background. Eleven years, solid references veteran with college. Formula and standard radio. Third ticket. Present employer, best references. Contact Rex Wilder, Y.M.C.A., Cedar Rapids, Iowa.

Available announcer with first phone. Blind. Graduated Cambridge Broadcasting School. Tom Dimeo, 135 Valley Street, Lewiston, Penna. Phone 248-3489.

Radio/TV announcer, news, dj, production. AFRTS Broadschool graduate. 2 years experience. Family man, 26, want to settle, work and learn. Available 1 May. Reply (airmail) C. Balthaser, Box 693, APO N.Y., 09665.

Live, swinging top 40. First phone. Kentuckiana preferred. John Bowles, 502-447-2779.

Young man desires first full time announcers job. Don Martin trained, slightly experienced part time FM combo news. Good voice, 3rd phone endorsed. Ambitious, dependable, single, relocate. Mike Kittredge, 5348 Newcastle Ave., Encino, Calif. Phone 213-881-3541.

Situations Wanted—Technical

Presently chief engineer 50 kw directional. Thirteen years radio and TV. Mature first phone. Particularly qualified in maintenance and personnel supervision. Desire supervisory opportunity in Northern Florida. No announcing. Box B-315, BROADCASTING.

1st phone inexperienced interested in learning technical end of broadcasting in Washington, D. C. area. Box B-325, BROADCASTING.

Engineer, experienced in construction, directionals, automation. Family, stable. No announcing. South, East. Box C-61, BROADCASTING.

Exceptional broadcast technician, ten years experience all phases operation and maintenance, first class phone, commercial pilot's license, also experienced in aviation electronics. Versatile, confident, reliable, and responsible. John Dale, Jr. 160 Greentree Rd., Tonawanda, N. Y. 14151. 716 - NX 3-6775.

First phone ten years wide experience radio television operation maintenance. C. W. Simpson, 815 North Fourth Street, Sunbury, Pennsylvania 17801. Phone 717-286-2388.

NEWS

Top news harvester in medium Florida market desires perpendicular move. 7 years experience all facets. Write Box B-121, BROADCASTING.

News—(Cont'd)

News director . . . twelve years radio. Strong, authoritative delivery. College degree. Seeking large market, major operation. Box C-7, BROADCASTING.

Current cutback leaves topflite in depth newsman with sports background available. Rocker and good music stations. Presently employed in 14 station market. "You can call my boss". Family, steady, and wants to work. Box C-37, BROADCASTING.

Showmanship news. Mature professional. Major market background. Writer, legman, authoritative delivery. Box C-40, BROADCASTING.

News in a nutshell! Broke, hungry, five bills in debt! Tried to quit radio news, didn't work! 55 year old newsman with first phone available. Married. Interested? Can't afford telephone so wire or write Dean Rhodes, 122 Washington St., Marblehead, Mass. All replies answered.

Production—Programing, Others

Mature Virginia broadcaster desiring program—station operations directorship. Married, 29, 12 years experience. Programer, morningman, newsman, award winning newscaster, continuity, limited sales, and television. References excellent. Box B-125, BROADCASTING.

Assistant Program Director, 50,000 watt clear-channel outlet seeking 1st position. 15 years experience all phases radio programing. Consider opportunity above location. Box B-165, BROADCASTING.

Farm directors position wanted. Member NATRFD. Experienced radio & TV. Box B-180, BROADCASTING.

Need creativity? Double your measure, double your money. Hire two heads for the same price as one, satirist—personality wants location with major responsible organization. 15 years experience. Send for tape, resume. All replies answered if potential stated. Box B-274, BROADCASTING.

Veteran newsman — sportscaster! Gather, write, air! Strong play-by-play! Box B-309, BROADCASTING.

Director-producer. 6 years experience. ETV & commercial. Degree. Box C-1, BROADCASTING.

Program director, jock. Top ratings. Ohio or neighboring states. I know and love this business. Prefer live audition. Box C-22, BROADCASTING.

Producer-director, 10 years same station. need change for future. Family, good credit. best reference. Write Box C-34, BROADCASTING.

Production man/dj, good middle-of-road air man with experience as production director at medium market station. Presently straight dj in major Southern market and want to get back into combo or production and dj work. Box C-38, BROADCASTING.

Top personality in large Penna. market desires program directorship with a company or station that wants to be number one. Married. Will relocate. Box C-55, BROADCASTING.

Young, experienced reliable Florida announcer with 5 years in radio & TV desires opportunity to join your staff as a newsman or program director. Want chance to display creativeness in programing and news coverage. Tapes available to all Southeast & Southwest stations. All replies answered. Box C-57, BROADCASTING.

Five minute woman's program (female voice). Fashion, food, homemaking. Exclusive availability. Box C-60, BROADCASTING.

Spring special! Economical - enthusiastic Florida family man with college and know how now available for programing . . . Production . . . jock . . . now! Box C-69, BROADCASTING.

Experienced radio/TV personality desires position with progressive organization as program director. Excellent character and professional references. Will relocate. Box C-83, BROADCASTING.

Production—Programing, Others

Continued

Young man. European experience, desires position in programing and production. Box C-67, BROADCASTING.

Married man needs position in production, Clemens Kuhlig, 2811 W. 27th Ave., Denver. Colorado.

Sports station: Would like start in sports. Short on experience but long on ability. J. C. Emery, 75 Dearborn Ave., Hampton, New Hampshire.

TELEVISION

Help Wanted—Sales

Account executive. Experienced television salesman major market. Top opportunity and remuneration. Complete resume to Box B-283, BROADCASTING.

Announcers

TV announcer-personality. Experienced man with good voice and pleasing appearance to fill staff announcer slot at top-ranking network affiliate in midwest medium market. You will handle TV staff announcing plus some FM radio work at first, but you should be prepared to step into TV personality assignment within a short time. Please rush resume and photo to Box C-27, BROADCASTING.

Staff announcer wanted: Experienced television announcer for KENS TV, San Antonio, Texas. Send tape, resume to Al Dullnig, KENS-TV.

WSBT-TV respected leader in the area has attractive staff opening for young man with some experience wanting to establish his career with good music, prestige station. Prefer man in Indiana or neighboring states with no military obligation. Consider working with professional staff, excellent insurance, health care and pension benefits. Send resume, tape and photo to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Technical

Engineering supervisor, major Midwest TV station. Requires exceptional individual to operate modern, unionized shop. Technical knowledge and supervisory experience essential. Starting salary $10,000. Box B-289, BROADCASTING.

Transmitter supervisor/assistant chief-strong on GE transmitter, high band VHF. Texas Gulf coast market. Excellent opportunity for advancement and benefits. Airmail complete resume to Box B-330, BROADCASTNIG.

First class engineers (3 needed) for exceptional opportunity to work and grow in all phases of television, FM and FM stereo broadcasting at top-ranking, network affiliated station in the Midwest. Your family will thrive in this medium market community with the "metropoltan" air. They will enjoy the finest of schools, churches, shopping and fine homes plus wonderful recreational facilities at nearby lake regions. You will be given an opportunity to broaden your own experience and advance with a solid broadcast group operation which believes in promoting from within. This is a career opportunity for an ambitious, experienced and enthusiastic engineering "pro" who is not a floater. Please rush your resume to Box C-25, BROADCASTING.

Television transmitter maintenance and program switching. Colorado station needs capable, reliable first phone. Box C-31, BROADCASTING.

Have opening for first class engineer—TV transmitter work—no announcing. Michigan station. Box C-72, BROADCASTING.

NEWS

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. Box C-36, BROADCASTING.

Production—Programing, Others

Film editor also opportunity to work into Television cameraman position. Include full details with wage required in original application. Box B-307, BROADCASTING.

Large Eastern VHF has immediate opening for creative TV copy writer. Thorough background in television production, knowledge of still photography and 16mm helpful. Send resume, picture, copy sample to Box C-24, BROADCASTING.

Production manager-director for top-ranking network affiliate in midwest medium market. Must be "shirtsleeves" type with solid background in all phases of TV production. You will be working with the latest types of solid state switcher, special effects generator and all-new studio cameras. The man we need must be strongly creative with the ability to produce and direct programs and commercial spots himself while, at the same time, assuming the complete supervision and development of others on his staff. This is a challenging opportunity with a group TV-radio operation with room for advancement and solid fringe benefits. Tell us all about yourself, detailing experience, in first letter. Box B-26, BROADCASTING.

Wanted: Experienced TV sports-announcer must have good booth announcing voice. Send resume & tape to Al Rowe, P. D., WRBL TV, Columbus, Ga.

Graphic Arts and set designer for educational television installation. Salary around $5000.00. Apply William Freed, Personnel Officer ,Ball Stete Teachers College, Muncie, Indiana. 317-285-1834.

Situations Wanted—Management

Major market TV account executive with network affiliate and independent experience seeks General Manager or Sales manager position. Excellent knowledge of business. 16 years in communications. Box C-59. BROADCASTING.

Announcers

Experienced radio-TV weatherman & news-caster available for the metropolitan areas of Washington-Northern Va., and Baltimore. Interviews arranged. Married—age 31. Box C-8, BROADCASTING.

Technical

Chief engineer experienced in construction of VHF-UHF desires to relocate. College graduate, management capabilities. Box B-320, BROADCASTING.

Transmitter engineer, experience, VHF, UHF. South, East. Box C-62, BROADCASTING.

Engineering supervisor, first phone, 14 years TV experience; network TV remote supervisory, design, construction, maintenance, operations, administration. Desires responsible position. Box C-66, BROADCASTING.

NEWS

TV/radio newsman desires challenge. Family man, middle 30's. Five figure salary required. Box C-4. BROADCASTING.

Newsman—experienced all phases TV news. Good writer, excellent photographer, administrative whiz. Looking for spot with future. Box C-33, BROADCASTING.

Production—Programing, Others

A creative director-announcer who likes hard work? Impossible! Well, not quite. Call 319-652-3144.

WANTED TO BUY—Equipment

Need immediately a used 15 kw natural gas or diesel generator. Contact Jim Bonnette—874-7956, Toledo, Ohio or write WMGS Rt. 1, Perrysburg. Ohio.

Need 10 kw FM amplified on west coast. Any condition considered. Box B-296, Broadcasting.

Wanted: Hysteresis synchronous drive motor for model 400 Ampex recorder. Contact Larry Myers, WBRV Radio, Boonville, N.Y.

WANTED TO BUY

Continued

Will swap RCA studio camera chains for RCA field chains, send details and availability to Box C-11, BROADCASTING.

Equipment wanted: A general radio Type 1213 C or D unit calibrator. Box C-76, BROADCASTING.

College station needs board—accessories—mikes—(any condition). Limited funds. 453 Francisca, Youngstown 4, Ohio.

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 Industries, N. G. Cohen, 301-772-7720, 8421 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 January 1, 1965, KCOM Commanche, Texas.

FJ 14-channel multiplex equipment. Nordberg diesel stand-by 120-volt AC power. Full particulars available from R.N, Patrick Manager—Purchasing Department. Plantation Pipe Line Company, P.O. Box 18616, Atlanta, Georgia.

RCA FM superturnstile BM-18-A tunes 88 to 97 mc. Power gain 12 times. Complete, Excellent. William Bruring, 518 State, LaCrosse, Wisconsin.

New and reconditioned remote pick up (aural) equipment, Fire & Police receivers, FM 2-way radios, World Wide Co., Phone 817-594-5172, Box 43, Weatherford, Texas.

Good used 250 watt Raytheon AM transmitter Excellent main or standby use. $600. Contact R. H. Morgan, WTTR, Westminster, Md.

For Sale. Schafer model 1200 automation. Includes 2 Schafer model LU-3 Seeburg units and 3 racks. Rack A includes 3 tape playback units (Ampex) including all electronics. Rack B includes all automation electronics and controls. Rack C includes program preparation for unit. It can also be used as playback unit. All plug-in cables are furnished. Bought originally for night operation. Due to change in station programing no need for it now. The unit has been used less than 25 hours. In perfect condition. Contact Radio WSM, Nashville, Tennessee.

Complete FM and background music package. RCA BTF-3B 3 kw transmitter, MI-7016 exciter, FME-50 Harkins multiplex exciter, SCT-2 Harkins 67 kc sub-carrier generator, 335-B Hewlett-Packard frequency-modulation monitor. 2 Harmonic filters, 100 feet 1⅝" coax, spare parts and tubes. Now on 103.7 mc. Excellent condition. Package $4850. Can be seen operating smoothly before we install maximum power equipment. Ken Freeman, WBBQ-FM, Augusta, Ga. 803-824-5441.

150 feet, 16 gauge, 3 inch wide copper ground strap. New $125.00 FOB. KFAM, Saint Cloud, Minnesota.

Gates FM 10A 10 kw transmitter with stereo generator operating 98.7 mc, utility type 480 guyed 300 ft. tower complete with 8 bay Jamoro antenna system and coaxial line, yard console with monitor amplifier, (3) monitor speakers, studio microphone, Fairchild turntable. Ampex 601, tape recorder. Equipment 3 yrs. old—proof of performance guaranteed. $19,500 FOB Detroit area site and subject to prior sale. Reply WBFG-FM, Box 855, Detroit, Michigan.

New and used towers for sale. Also tower erection and maintenance. Southern States Tank & Tower Co., Phone 1321, Central City, Kentucky.

FOR SALE

Equipment—(Cont'd)

For Sale—Complete One kilowatt two tower AM radio station. All Collins equipment, practically new, for immediate delivery. For further information reply Box C-5, BROADCASTING.

Buy, sell or trade towers—Second-hand $4.00 per foot, new $5.00 and up. Bill Angle, P.O.B. 55, Greenville, North Carolina, Telephone PL 2-7611.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company, Box 96, Temple, Texas.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

The complete source of used broadcast equipment. . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas, $2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . . $5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

Free star interviews! Record from telephone! For phone number, write: PO. Box 907, Beverly Hills, California.

Giant Easter Bunnies! Beautiful pastel colors —Plush—45" tall—Do Christmas business now! FOB $15.00-each—SOS—270 Northcrest —Chattanooga, Tennessee—998-3346.

Good news . . . World News Features grab audiences. Ask for free weekly script. Box 207, Olympia Fields, Illinois.

"The Weekly Prompter" Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script.

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.

INSTRUCTIONS—(Cont'd)

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting March 10, June 16, August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition $295.00—Rooms $10.00 per week—Classes begin March 16-April 20-May 25-June 29 & Aug. 3. 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.

Door Opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans,

RADIO—Help Wanted

Management

OFFICE MANAGER

Broadcasting to $8500

Paid Relocation to Boston Area

Need bright, capable, industrous person. Opportunity to progress to key management position. Must have experience in General Office Management, Personnel & Purchasing. Include experience, education & past earnings to:

Box C-18, BROADCASTING

Sales

WANTED:

Sales manager for Negro programed station serving over 600,000 from Raleigh, North Carolina, salary and commission open.

Reply to WLLE
Box 190, Raleigh, N. C.
Attn: General Manager,
Paul VonHagel

Announcers

SAN FRANCISCO

good music station needs a strong masculine voice with a First Class license. Close to $12,000.00 per year, five day week. Send tape and background notes to

Box B-291, BROADCASTING

Announcers—(Cont'd)

WANTED

Articulate British Top 40 disc jockey with definite British or Welsh dialect and manner.

Box B-290, BROADCASTING

ONE OF NATION'S GREAT RADIO STATIONS NEEDS:

MAJOR TALENT
FOR MAJOR MARKET
FOR MAJOR SALARY

Have Drivetime Open For Swinging Music PERSONALITY For Current #1 Radio Station

(Please, no beginners . . . No time-temps . . . Only professionals. Your reply kept in strictest confidence. Tapes returned upon request. But, the need it now!)

Box C-50, BROADCASTING

Technical

THE UNIVERSITY OF MICHIGAN

has an immediate opening for a

RADIO STUDIO ENGINEER

Applicants should be experienced in maintenance and operation of studio equipment. Knowledge of music desirable. FCC license preferred. Opportunity to enroll in University course work. Starting salary of $5200 to $6000 depending on education and experience. Liberal fringe benefit program. Send resumes to Chris A. Evangelides, Personnel Office, The University of Michigan, 1020 Administration Building, Ann Arbor, Michigan.

An Equal Opportunity Employer

STRIKE IN EXISTANCE

ENGINEERS WANTED

Permanent positions first class licenses:

Contact:

Richard Anderson
Chief Engineer
KLAC
Los Angeles 36, Calif.

Production—Programing, Others

Program Director/Air Personality

Top 40 personality station in major market East coast. Must have large or medium market Program Director experience. Unusual opportunity, excellent salary and fringe benefits. Send tape and information to

Box C-42, BROADCASTING

News

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

Promotion

ARE YOU A PROMOTER?

If so, one of the nation's outstanding stations in a top major market needs you! Only an experienced, aggressive BROADCAST AUDIENCE PROMOTION man need apply. This is your opportunity for an unlimited future. All replies strictly confidential.

Box B-253, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Production—Programing, Others

PROGRAM DIRECTOR IN MAJOR MARKET WITH MAJOR STATION WITH MAJOR GROUP

Looking for Challenge with vital progressive management

I believe in Radio!
I believe in ratings!
I believe in adults as well as teens!
I believe in professional talent and mature, but exciting-informed sound!
I believe one of radios greatest assets is it's deversity and, that "all talk", "good music" or "rock and roll" do not preclude either rating or financial success!
I believe you know of my station's success already!
I would like to talk with you . . . the talk may do us both a world of good!

(Replies held in strictest confidence)

Box C-73, BROADCASTING

TELEVISION—Help Wanted

Technical

CHIEF ENGINEER WANTED

Outstanding opportunity for chief engineer at one of the nation's great TV stations. Midwest location in one of the nation's top 15 markets. Must be experienced administrator as well as having knowledge of latest broadcasting developments, such as color, video tape, etc. Applicant must be management oriented.

Box B-93, BROADCASTING

Production—Programing, Continued

MARKET RESEARCH ANALYST

wanted by major West Coast television station. Knowledge of broadcasting helpful, but not essential. Write giving full details:

General Manager, KPIX
2655 Van Ness Ave.
San Francisco, Calif.

EMPLOYMENT SERVICE

NATIONWIDE BROADCAST SERVICES

Immediate openings nationwide for qualified, dependable announcers; disc jockeys; newsmen/engineers; salesmen; copywriters; and traffic girls. Also, Program Director, Sales Manager, and General Manager positions in key markets. Here is your opportunity to move up to a better, higher paying job in radio or TV. Write for application.

NATIONWIDE BROADCAST SERVICES
925 Federal
Denver 4, Colorado

Note: Station Inquiries For Personnel Invited.

ANNOUNCERS - ENGINEERS

Immediate openings for Announcers 1st and experienced Engineers. Also Sales and Management needed. Write now—right now!

Call or Write:

C.B.I. Placements
641 Equitable Bldg. Denver, Colorado 80202
Phone 303 - 534-0688

STATION OWNERS · MANAGERS IN THE WEST

Your personnel problems are over THE AMPS AGENCY has hundreds of excellent applicants in all job categories. Let us fill that next opening on your staff. All applicants thoroughly qualified and reference checked. Call or write now:

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"All Media Placement Service"
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Beverly Hills, California 90211

BY BROADCASTERS—FOR BROADCASTERS

INSTRUCTIONS

EMERSON COLLEGE

Accredited liberal arts college. Specialization in radio. TV, theatre arts, speech, speech and hearing therapy. B.A., B.S., M.A., M.S. degrees. Day, evening, summer sessions. Broadcasting, announcing, writing, radio and TV production. Electronic production studio, theatre, FM radio station, speech and hearing clinic. Outstanding opportunities for achieving professional competence in acting, directing, and script writing for radio and TV. Coed 85th year. For catalog write: Director of Admissions.

EMERSON COLLEGE
303 Berkeley St., Boston 16

RADIO
TV
SPEECH
THEATRE

FOR SALE

Equipment

FOR SALE

RCA TF6BM 6-section
Superturnstile TV Antenna
Channel 4, 5

on the ground, may be inspected

BARGAIN

Contact.
Rupert Bogan, Director of Engineering
WBAP-TV
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Texas 76101
Phone: Area code 817
JE 6-1981

FOR SALE

1,028' Truscon TV Tower
40 lb. wind load
for sale as stands

for further information contact:
Rupert Bogan, Director of Engineering
WBAP-TV
P.O: Box 1780, Fort Worth
Texas 76101
Phone: Area code 817
JE 6-1981

TELEVISION TOWER FOR SALE

WHAS tower located in Louisville, Kentucky. 600 feet overall height. Blaw-Knox H-40 tower. G.E. TY - 14 H antenna. 15 years old, good condition. Available to dismantle May 1, 1965 or earlier.

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Continued from page 90

be modified to one of alternative plans: (all cities in Alabama) Selma: delete channel 8; Tuscaloosa-Birmingham: add channel 8; or Birmingham: add channel 8; Selma delete channel 8. Received Feb. 9.

Processing line

■ Application listed is mutually exclusive with application, file No. BR-4080, of licensee of WIGL Superior, Wis., for renewal of license. Proposal is for identical facilities of class III's except that different ant. site is compliance with note to Sec. 1.571 of rules proposed. Since data submitted indicates we have acecpted application for filing. Similarly, we will accept any other applications for consolidation which meet requirements of our rules which govern acceptance of applications. WAKX Superior, Wis., Quality Radio Inc. Has: 1320 kc, 1 kw, D. Requests: 970 kc, 500 w, D. Accordingly, notice is hereby given that above application is accepted for filing and that on April 2 application will be considered as ready and available for processing, and pursuant to Sec. 1.227(b)(1) and Sec. 1.591(b) of commission's rules, application, in order to be considered with application, or with any other application on file by close of business on April 1 which involves conflict necessitating hearing with application, must be substantially complete and tendered for filing at offices of commission in Washington, by whichever date is earlier: (a) close of business on April 1, or (b) earlier effective cut-off date which application or any other conflicting application may have by virtue of conflicts necessitating a hearing with applications appearing on previous lists. Attention of any party in interest desiring to file pleadings concerning above application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.580(i) of commission's rules for provision governing time of filing and other requirements relating to such pleadings. Ann. Feb. 17.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Feb. 24. 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.

Corte Madera, Calif.—Tele-Vue Systems of Marin, Calif., Linsey H. Spight, president, posted a $50,000 performance bond and won a 10-year franchise. Clear View Cable Inc. was the rival firm. The franchise requires free service to public places. Tele-Vue is also competing with Clear View and Cable Television of Marin for a franchise in Larkspur, Calif.

Glendale, Calif. — National Trans-Video Inc., Dallas, has been selected over two competing franchise applicants with a $35,000 bid. The 15-year franchise requires a $25,000 performance bond, 2% of gross to the city and use of existing poles and public facilities wherever possible in distributing cables. The rival firms were H&B Communications Corp., Beverly Hills, and United Community Television of Burbank, both California.

Marysville, Calif.—Midvalley Cable TV of Marysville and Oroville Communications of Oroville, both California, have applied for a franchise. Each firm proposes to charge $25 installation and $5 a month.

San Juan Capistrano, Calif.—Tel-I-Clear, Laguna Beach, Calif., has applied for a franchise.

Grand Junction, Colo. — Home-Owned Cable TV Inc., which had proposed to serve the community for $6 per home per month, has been denied a permit by referendum vote. The citizenry also has turned down Cable Television of Colorado and Wentronics Inc., Casper, Wyo.

Palisade, Colo.—Wentronics Inc., Casper, Wyo., multiple owner of CATV systems in the Rocky Mountain states, has applied for a franchise

DeKalb, Ill.—DeKalb-Ogle Telephone Co. has received permission from the Illinois Commerce Commission to purchase 6,000 of the 20,000 authorized shares of Allied Video Transmission Corp., granted a CATV franchise by the city Dec. 21, 1964. Allied Video plans to establish a $450,000 system receiving 9 TV channels and one FM signal. Price to subscribers will be $5 installation and $5 a month; 50 cents a month extra for each extra connection.

Fairfield, Ill.—Flora TV Cable Co., owned by Douglas L. Phillips, has applied for a franchise. The film also holds a franchise in Flora, Ill.

Freeport, Ill.—The Television Transmission Co. has applied for a franchise. In addition to time, weather and background music services, the firm would offer the signals of WREX-TV, WTVO(TV) both Rockford, Ill.; WISC-TV Madison, Wis.; WHBF-TV Rock Island, Ill.; WOC-TV Davenport, Iowa; WQAD-TV Moline, Ill., and WXXW (TV) noncommercial, WGN-TV and WCIU (TV), all Chicago. The company also operates CATV systems in Peru, LaSalle and Spring Valley, all Illinois.

Johnson City, Ill.—Egyptian Cablevision Corp. of Nashville has been granted a 25-year franchise. The firm owned by LIN Broadcasting Stations (WMAK Nashville, Tenn.; WAKY Louisville, Ky.; KEEL Shreveport, La., and KAAY Little Rock, Ark.), also holds franchises for Herrin (BROADCASTING, Feb. 17) and Marion (BROADCASTING, Dec. 21, 1964), both Illinois. Cost to subscribers will be $60 a year. Egyptian Cablevision plans to serve Johnson City, Marion and Herrin with one tower and is constructing a system in West Frankfort, Ill.

Shelbyville, Ill.—Jack Owens of Charleston, Ill., and Friendly Broadcasters Inc. (WEIC Charleston) have applied for a CATV franchise.

Covington, Ind. — The Covington Cable Television Corp., headed by Louis Henderson and Tom McGurk, has proposed a $125,000 to $150,000 CATV system for Covington. Signals would include: WICD(TV) Danville, Ill.; WCIA(TV) Champaign, Ill.; WTTV(TV) Bloomington, Ind.; WFBM-TV, WISH-TV, WLWI(TV) all Indianapolis; WGN-TV Chicago; WTHI-TV Terre Haute and WFAM-TV Lafayette, both Indiana. Construction will begin if 400 or more persons indicate an interest.

Kokomo, Ind.—A fifth firm has applied for a franchise. Modern Communications Inc. is composed of businessmen from Marion and Hartford City, both Indiana. Earlier applicants: Telesystems Inc., Glenside, Pa.; Kokomo TV Cable Co., Booth Corp. (Booth Stations) and Multi-Cable Co. (BROADCASTING, Dec. 7, 1964).

Marion, Ind. — Marion Cable Television Inc., a new corporation, has been formed in a merger of four earlier applicants: Central Broadcasting Co., Richmond, Ind. (licensee of WBAT Marion); William N. Udell, major stockholder of WTAF-TV Marion; Time-Life Broadcast Inc., New York, and Anton Hulman, a Terre Haute, Ind., businessman. A fifth application has been filed by Booth Broadcasting Co. The city council has decided it will grant a franchise to only one of the five applicants.

Tell City, Ind.—Kentucky Cable TV Inc. has been granted a franchise. Installation charge will be $25 and $4.75 monthly. Kentucky Cable TV Inc. will pay the city 2% of its gross revenue. An agreement worked out with the Tell City Electric Department calls for an annual utility pole rental of $1.50 a pole.

Arkansas City, Kan.—City Cablevision Inc. has applied for a franchise. The company would pay the city 3% of gross or $1,000 annually, whichever is greater. Maximum rates are to be $5 monthly, $7.50 installation.

Fort Scott, Kan.—Two of three applicants for a CATV franchise have consolidated. G. W. Marble, publisher of the *Fort Scott Tribune*, and Chet Borg, owner of two local theaters, are making a joint proposal. Included in the consolidated group is Larry Hudson, president of Iola (Kan.) Cable TV Inc. The second applicant is Jim McKenney, manager of KMDO Fort Scott.

Catlettsburg, Ky.—Coaxial Cable of Portsmouth, Ohio, has applied for a franchise. The system would offer for a $5 monthly fee the programs of 10 TV stations, including two ETV's.

Harrodsburg, Ky.—The board of city commissioners has granted a 20-year franchise to RV Cablevision, Harrodsburg, Ky. The franchise calls for one-time payment of $7,000 to the city and 3% of annual gross. RV Cablevision's bid topped that of Gregg Cablevision Co., Nashville ($6,800) (BROADCASTING, Feb. 22). RV is owned by Curtis J. Votaw and C. B. Rowland, both Harrodsburg.

Hopkinsville, Ky.—Hopkinsville TV Cable Co., formed by Charles Erickson of Parkersburg, W. Va., has been granted a franchise. Target date for the system is September. Monthly fee will be $4.95. A 10-day free trial hook-up will be offered when the system goes into operation.

Rockland, Me. — Kennebec Telecasting (WRKD Rockland) has applied for a franchise. Other applicants are Telstar-State Enterprises, Madison, Mass., and Young's Community Television Corp., which operates a CATV in Springfield, Vt.

Skowhegan, Me.—Applications have been filed for an exclusive franchise by Kennebec Telecasting Co., Waterville, Me., and Telstar-State Enterprises, Madison, Mass.

Fall River, Mass.—An application has been filed by George L. Sisson, Jr., doing business as Vision-Cable of Massachusetts in Fall River.

Gardner, Mass.—An application is pending from Eastern Cable Vision Inc.

Ipswich, Mass.—National Franchise Association of Binghamton, N. Y., has been granted a franchise. According to the proposal, subscriber costs will not exceed $5 monthly. The company proposes to pay the city $5 per pole rental per year.

Wilbraham, Mass.—Two applications are pending: Seemore Transmission Corp. of Springfield, Mass. (Francis Scott-Smith of Wilbraham, president) and the L. P. Television Cable Co. of Springfield, a wholly owned subsidiary of the Springfield Television Broadcasting Co. (WWLP[TV] Springfield).

Albion, Mich.—Triad Stations Inc. (WALM Albion) has been granted a 10-year nonexclusive franchise.

Jackson, Mich. — Triad Stations Inc. (WALM Albion, Mich.), and Gross Telecasting Inc. (WJIM-AM-TV Lansing, Mich.) have applied for a franchise. They bring the number of applicants to five, all broadcasting companies. Earlier applicants are: Jackson Television Cable Co. (Knorr Broadcasting, WKHM Jackson); Wright & Maltz Inc. (WTTF-AM-FM Tiffin, Ohio; WERB Garden City and WBRB-AM-FM Mount Clemens, both Michigan), and WIBM Jackson (Booth stations) (BROADCASTING, Jan. 25).

Mount Pleasant, Mich.—Salamonica Television Cable Corp. and Hardy & Park TV Cable Co., both New York, have applied for a franchise.

Port Huron, Mich.—Harry G. Kipke and the *Port Huron Times-Herald*, both Port Huron, plan to seek franchises.

Blue Earth, Minn.—Clearview TV Inc., Fairmont, Minn., has applied for a franchise. Installation charge would be up to $10 and $5 monthly fee.

Hibbing, Minn.—North Central Video Inc., Ely, Minn.; Range Television Cable Co. and All Channel Cable Vision Inc. have applied for nonexclusive franchises. Hibbing village council granted a nonexclusive franchise to Ralph Demgen of Hibbing about one year ago.

North Platte, Neb.—Colorado Televents, Denver, and Meredith-Avco Inc., both multiple owners of CATV systems, have applied for a franchise.

Ogallala, Neb.—Meredith-Avco Corp., Des Moines, and Colorado Televents Inc., both multiple owners of CATV systems; have been granted nonexclusive franchises. Ogallala Community TV also has been granted a franchise (BROADCASTING, Feb. 22).

Egg Harbor Township, N. J.—Alpine Geophysical Associates has been granted a franchise for ten years. Alpine will provide free service to all public buildings and schools in addition to giving the township 4% of its gross revenue.

Northfield, N. J.—Alpine Geophysical Associates is applying for a franchise. Mainland Community TV Cable Co., Atlantic City, holds a franchise there.

Baldwinsville, N. Y.—Three companies have applied for a franchise: Meredith-Avco Inc. (Meredith is licensee of WHEN-TV Syracuse, N. Y.), Newhouse Broadcasting Corp. (WSYR-TV Syracuse), and Onondaga Video Inc., Syracuse.

Cicero, N. Y.—Four companies have applied for a franchise: Onondaga Video Inc., Newhouse Broadcasting Corp. and General Electric Cablevision Inc., all Syracuse, N. Y., and Upstate Community Antenna Inc.

Fishkill, N. Y.—Better TV of Dutchess County has applied for a franchise.

Fulton, N. Y.—Newhouse Broadcasting Co., Syracuse, N. Y., has applied for a franchise.

Glens Falls, N. Y.—The city council has revoked a franchise it granted earlier to Newhouse Broadcasting Corp. (BROADCASTING, Feb. 15) Mohican TV Cable Corp. remains the sole company granted a franchise by the city. Mohican has announced it is nearing an agreement with the New York Telephone Co. for use of its poles to string CATV cable.

Goshen, N. Y.—Better TV Inc., Waynesboro, Pa., has applied for a franchise. Better TV for Orange County Inc., Monroe, N. Y., had applied earlier (BROADCASTING, Jan. 18).

Homer, N. Y.—Cortland Video Inc., Cortland, N. Y., has applied for a 30-year franchise.

Jamestown, N. Y.—Jamestown Cablevision Inc. (WJTN-AM-FM Jamestown) has been granted a 15-year nonexclusive franchise. Rates are not to exceed $30 for installation and $4.90 monthly. The CATV will pay the city $500 the first year, with yearly increases through the fifth year. The last ten years provide for payment of $4,500 annually or 2% of gross receipts, whichever is higher.

Maybrook, N. Y.—Better TV of Orange County Inc., Monroe, N. Y., has applied for a franchise. Proposed installation charge is $20, monthly fee $5.

Saratoga Springs, N. Y.—Better TV Inc., Burlington, Vt., has applied for a franchise. Saratoga Cable Inc. (*The Saratogan* and WKAJ Saratoga Springs) and Unicable Inc. of Utica (Richard Conde), have already applied (BROADCASTING, Feb. 8). The city council has set a deadline of March 15 for further applications.

Skaneateles, N. Y.—Three companies have applied for a franchise: Newhouse Broadcasting (WSYR-TV Syracuse, N. Y.), Onondaga Video Co., Syracuse, and General Electric Cablevision, Syracuse.

Southampton, N. Y.—Patchogue Broadcasting WSYR-TV Syracuse, N. Y., Ononapplied for a franchise. Long Island Cablevision Corp. was granted a nonexclusive franchise two years ago. Its system is not yet in operation.

Whitestown, N. Y.—Mohawk Valley Community Antenna Television, Utica, N. Y. (WKTV[TV] Utica), has been granted a franchise.

North Carolina—The Statesville Broadcasting Co. (WSIC-Statesville) has filed for a franchise in Taylorsville, Statesville, Moorsville, Wilkesboro, North Wilkesboro and Mocksville.

Concord, N. C.—The Concord-Kannapolis Broadcasting Co. (WEGO-AM-FM Concord) has applied for a franchise. The proposed system would carry signals of WSJS-TV Winston-Salem, WFMY-TV Greensboro, WGHP-TV High Point, WUNC-TV Chapel Hill, WLOS-TV Asheville, WBTV(TV), WSOC-TV and WCCB-TV, all Charlotte, WRAL-TV Raleigh and WTVD Durham, all North Carolina. Fees for the subscriber include $7.50 for installation and $5.75 monthly.

Lumberton, N. C.—The city council has announced it plans to cancel the franchise of Cable Television Inc., Wilmington, N. C. The company had received a one-year franchise at no cost in 1962 and a one-year extension in 1963 and again in 1964.

Stanley, N. C.—Cablevision Inc. is seeking a franchise. Don Curtis is executive vice president and Don Voight is chief engineer of Cablevision.

Valdese, N. C.—Burke County Broadcasting Co. has requested a franchise.

Bismark, N. D.—A request of KXMB Inc. (KXMB-TV Bismarck) that the city repeal a franchise granted to Bismark Able Cable has been vetoed. KXMB Inc. asked the city board to repeal the franchise, restrict and control programing to protect the station's interests, limit cable TV from going into effect for 12 months, or waive the time limitation and allow KXMB to petition for a referral of the ordinance to the people. Myron H. Atkinson Jr., assistant general manager of Meyer Broadcasting Co., licensee of KFYR-TV Bismarck, is a partner in Bismark Able Cable.

Dickinson, N. D.—Dickinson Radio Association, Dickinson Able Cable and Community Television Inc., Bozeman, Mont., have applied for franchises. Community Television would carry: KUTV(TV) KCPX-TV and KUED(TV), all Salt Lake City; KDIX-TV Dickinson, N. Dak. CXCK Regina, Sask.; KFYR-TV and KXMB-TV, both Bismark, N. D. Its installation fee would be between $10 and $20 with a monthly fee of $5.98.

Ohio — Tri-County Television Viewing Corp. of Barberton, Ohio, has filed for franchises in Akron, Barberton, Cuyahoga Falls, Canton, Medina, Kent and Wadsworth, all Ohio. The system would provide eight TV signals, including signals from Columbus and Toledo, both Ohio, Detroit and Pittsburgh. President of the firm is Don R. Luffman of Akron.

Beachwood, Ohio — Telerama Inc. of Cleveland has applied for a five-year franchise, offering the city 3% of its revenue.

Cleveland, Ohio—Applicants for franchises in the greater Cleveland area now include Cleveland Area TV Inc. (Cox Cablevision Corp. and the *Cleveland Plain Dealer*), Scripps-Howard Broadcasting Co. (licensee of WEWS(TV) Cleveland and other broadcasting stations), Westinghouse Corp. (licensee of KYW-AM-FM-TV Cleveland and other radio and TV stations) and Telerama Inc. of Cleveland. Telerama also has applications pending in Akron, Cuyahoga Falls, Barberton, Norton, Tallmadge, Elyria, Lorain, Painesville, Shaker Heights, Warrensville Heights, University Heights and Parma, all Ohio.

Crestline, Ohio—Crestline Cable Co. has applied for a franchise.

Dennison, Ohio—The village council has accepted on first reading an ordinance that would grant a 40-year franchise to TV Antenna System Inc. Estimated cost of the operation is $250,000.

Galion, Ohio—For the second time Mayor Jay F. Nichols has vetoed a measure passed by the city council that would have granted a 20-year franchise to Multi-Channel Cable Co. of Galion, an arm of Multi-Channel Cable Co., Portsmouth, Ohio.

Martins Ferry, Ohio—The Neptune Broadcasting Co. of Steubenville, Ohio (Rust Craft stations), granted a franchise in January, has started preliminary work toward the construction of a CATV system. The agreement calls for payment of 1.5% of gross receipts to the city annually. Fees include $4.50 for installation and $4.50 monthly.

Newark, Ohio—Tower Antenna Inc. of Coshocton, a multiple CATV owner, has applied for a franchise.

Uhrichsville, Ohio—TV Antenna System Inc. has applied for a franchise.

Boverstown Borough, Pa.—Triangle Publications Inc., Philadelphia, is an applicant for a franchise. A Triangle spokesman said the company will pay $625 per year to the town or 5% of gross income, whichever is greater. Triangle estimates its installation costs at $88,000.

Clairton, Pa.—Frank Chido is seeking a franchise. Monthly fee would be $4.25 for eight channels. Mr. Chido estimates his installation cost at $200,000.

Ellwood City, Pa.—Rego Industries Inc., Hoboken, N. J., is seeking a franchise. Monthly charge would be $4.

Hatfield, Pa.—Triangle Publications Inc., Philadelphia, is seeking a franchise. The system would carry New York City TV signals presently unavailable in Hatfield. The Hatfield borough would receive 2% of gross receipts.

Luzerne, Pa.—A contract with Universal Cable Television System Inc., Mahanoy City, Pa., was rescinded when no representative of the firm attended a Luzerne borough council meeting. Total Television Cable Inc., Wilkes-Barre—Scranton, Pa., also is seeking a franchise.

New Castle, Pa.—Phillip Canfora, New Castle, and Rego Industries Inc., Hoboken, N. J., have applied for franchises.

New Kensington, Pa.—Gateway Broadcasting Inc. has applied for a franchise and will pay the city 1% of receipts after taxes. Armstrong Utilities Inc., Kittanning, Pa., already has a franchise there. Gateway Broadcasting is licensee of WKPA and WYDD(FM) New Kensington.

Scranton, Pa.—Proposals of three CATV applicants: Semit Cable TV Co. (WEJL Scranton): no installation charge, no more than $5 monthly, with 2% of gross paid to the city on first $200,000, and 3% of each $100,000 gross above that. Total Television Cable Inc. (WNEP-TV, WDAU-TV, WBRE-TV, all Scranton-Wilkes-Barre area): to pay 3% of its gross to the city. Scranton Community Antenna Corp. (W. Bradford and William B. Harrison, Dryden, N. Y.; William A. McCracken, Thomas J. Jones, Dr. D. J. Maldonato and Samuel Dinner, all Scranton): guarantees $10,000 to the city immediately and envisions payments up to $75,000 annually based on 5% of gross income and would charge $5 installation

Shoemakersville, Pa. — Shoemakersville borough council has announced that it will raise no objections to Hamburg Community Cable Co. constructing a system there.

Tarentum, Pa.—Gateway Broadcasting Inc. has applied for a franchise. They will pay Tarentum borough 1% of receipts after taxes. Gateway is licensee of WKPA and WYDD(FM) New Kensington, Pa.

Washington, Pa. — Direct Channel Inc., Stow, Ohio, has been granted preliminary approval for a franchise. Investment is estimated at $250,000. Installation fees will be $10 and monthly charge of $4.50 to $4.95. Nine TV channels plus a weather service will be provided.

Clover, S. C.—Jerrold Electronics Corp., Philadelphia, has applied for a franchise.

Knoxville, Tenn.—Knoxville CATV Inc. (WROL Knoxville) has applied for a franchise. Proposed rates: $30 installation; $4.90 monthly. A city councilman has proposed that the city operate its own CATV system.

Paris, Tenn. — Tennessee Television & Cable Co., Nashville, has applied for a franchise. The proposed monthly rate is $5.95. The company would pay the city 4% of gross revenues.

Sullivan county, Tenn.—County court has voted to allow CATV companies to use county road rights-of-way for cable service.

Wartburg, Tenn.—Community Cablevision Co., LaFayette, Tenn., has applied for a franchise. Installation charge would be $50, monthly charge $5.

Brownsville, Tex.—A referendum will be held to determine whether Southwestern CATV of Brownsville Inc. will be granted a 20-year franchise. An ordinance granting the franchise was passed by the city commission but a petition was filed requesting the referendum.

Mission, Tex.—Southwestern CATV of Houston has been granted a franchise.

Pharr, Tex. — Southwestern CATV of Houston has been granted a franchise.

Weslaco, Tex.—Three applications are pending: Southwestern CATV of Houston, Alice Cable Television and Valley Microwave.

Hampton, Va.—Peninsula Broadcasting Co. (WVEC-AM-FM-TV Hampton) has been granted a franchise. Fees will be $10 for installation and $5 monthly. The firm will pay to the city $1,000 or 4.51% of the gross earnings annually, whichever is greater. The only other applicant, Rollins Broadcasting Inc. of Wilmington, Del., was turned down.

Roanoke, Va.—Owners of three TV stations that compete in the Roanoke area have applied jointly for a franchise. They are the Times-World Corp. (WDBJ-TV Roanoke), Lynchburg Broadcasting Corp. (WLVA-TV Lynchburg) and Shenandoah Life Stations Inc. (WSLS-TV Roanoke). Applications previously received are from Communi-Cable TV Inc., owned by Kermit W. Salyer; Bob Jones of Roanoke County; and Neptune Broadcasting Corp. of Steubenville, Ohio (Rust Craft stations).

Centralia, Wash.—Applications from two firms are now pending: KELA Centralia-Chehalis and Telecable Inc. of Seattle.

Grandview, Wash.—Columbia TV Inc. of Kennewick has been granted a franchise.

Fairmont, W. Va.—Clear View Cable Co. has applied for a 15-year nonexclusive franchise. At present Fairmont is receiving CATV service from the Fairmont TV Cable Co.

No stopping a dynamo set in motion

WEEK'S PROFILE

BY MOST standards John Masterson would be reckoned a busy man. As vice president of MacManus, John & Adams and general manager of its Los Angeles operations, he is responsible for seeing that the 23 clients served by MJ&A's L.A. organization are pleased with the service they are getting, particularly the Pontiac Dealers Association of Southern California, whose account he personally supervises. He needs to be an agressive new business getter. In the year he has been in his present position the billings of MJ&A, L.A., have more than doubled, from about $1.5 million to some $3.25 million annually.

He needs to be a good administrator, too, to encourage, persuade and cajole his creative staff (grown from 25 to 36 in the past year) to devote its full creative powers to producing the best possible advertising for the agency's clients. Yes, he has a more than fulltime job, by any ordinary yardstick.

But ordinary yardsticks don't apply to John Masterson. "A human dynamo," is how one associate describes him. He complains about never having enough time for golf or tennis and he eats and drinks whatever he pleases, to the annoyance of his calorie-counting friends, yet he tips the scales at 170, which is low for his height (exactly six feet) and just about what it was 30 years ago, when he was a student at Gonzaga University in his native Spokane, Wash.

A Triple Threat ▪ It was then that John first displayed his ability to do a number of jobs at once—and to do them all creditably. He was president of his class in each of his college years and president of the student body his senior year. He edited the weekly *Gonzaga Bulletin*. As a sophomore, he got himself appointed publicity director of the university, which had previously been a fulltime job for a graduate. That year and the next, he held down another fulltime job as a radio newswriter, working for the Wasmer stations in Spokane, at that time both KHQ and KGA.

In his senior year he turned the newswriting job over to his roommate, John Reddy, to become a deputy sheriff. ("I'd managed the campaign of a local hardware dealer for sheriff and when he was elected he made me a deputy," Mr. Masterson recalls, "and from then on I did my studying at the county jail—on salary.")

For a year after his graduation, John stayed on in Spokane as deputy sheriff and publicity head for Gonzaga. Then John Reddy went to work for Transradio Press (radio's first independent news service) in New York and it was not long afterwards that John Masterson became a member of Transradio's San Francisco bureau. He soon learned his way around the Bay City and in short order he had left his newswriting job for a better-paying post as assistant manager of the San Francisco Convention and Visitors' Bureau. One job was still not enough to keep him occupied, so he created a weekly program, *Today's Football*, which he wrote and produced with co-star John Nelson, San Francisco announcer, each Saturday at KFRC. From 1938 to 1941, he also was publicity director of the Shrine East-West football game.

John Anthony Masterson—VP and gen. mgr., MacManus, John & Adams, Los Angeles; b. Sept. 11, 1914, Spokane, Wash. BA in English, Gonzaga U., 1935; pub. dir., Gonzaga U., 1932-35; newswriter at KHQ and KGA Spokane, 1932-34; deputy sheriff, Spokane County, 1934-36; newswriter, Transradio Press, San Francisco, 1936-37; asst. mgr., San Francisco Convention and Visitors' Bureau, 1937-40; pub. dir., Shrine East-West Game, 1938-41; writer-producer, 'Today's Football' on KFRC San Francisco, 1937-39; creator-producer 'Breakfast in Hollywood,' 1941-48; president Masterson, Reddy & Nelson, program packager, 1945-56; manager, Tatham-Laird, New York, 1956-60; VP, MacManus, John & Adams, New York, 1960-63; VP and L.A. manager, MJ&A, 1964; m: Mary Stuart Macdonald, 1957; children: Mary Stuart (Tucky), 6; Sean, 2; Michael (by former marriage) 18; hobbies—swimming, tennis, golf, watching pro football; organizations: Lambs Club (New York), Hollywood Advertising Club, Los Angeles Advertising Club, Academy of Television Arts & Sciences.

A Hollywood Producer ▪ In 1941 John Masterson moved to Hollywood as co-owner and manager of a program he helped to create, a five-a-week daytime show, *Breakfast in Hollywood*, with Tom Breneman as MC. "It ran for eight years with the same sponsors all the way—Procter & Gamble and Kellogg—and it might be running yet if Tom hadn't had his fatal heart attack in 1948," Mr. Masterson observes.

Midway through that period, he and John Reddy had joined forces with John Nelson to form a program packaging firm. Masterson, Reddy & Nelson (shortly dubbed "The Three Johns" and seldom afterwards called anything else in the broadcasting-advertising world). In addition to *Breakfast in Hollywood*, MR&N introduced another weekday network daytime show, *Bride and Groom*, which ran until the late 1950's, first in radio, then in television.

Jack Paar made his TV debut in an MR&N program, *Lucky Stars*. And there were many others before, in 1956, the three Johns split up to go their separate ways.

An Agency Executive ▪ Mr. Masterson entered the advertising agency field as head of the New York office of Tatham-Laird, Chicago-based agency. After four years, he became a New York office vice president of another agency with midwestern headquarters, MacManus, John & Adams, which has its home office in the Detroit suburb of Bloomfield Hills. Four more years and on Jan. 1, 1964, he moved back to the West Coast as head of the MJ&A Los Angeles office.

With a background in radio such as his, Mr. Masterson is naturally enthusiastic about this medium and he puts it to good use for the Pontiac dealers of Southern California, an association of 33 automobile agencies who put most of their advertising budget (of about $350,000 a year) into saturation radio. It's real saturation, too, with 18 stations plastering the market with 580 Pontiac commercials a week.

Speaking both as one who has personally created and produced successful network radio and television series and as an agency executive, Mr. Masterson voices two major objections to the way TV networks are operating today.

"First, almost without exception the top echelon of all three networks, the men who decide which programs go on and which go off, never created or produced anything. Second, I think the manner in which the networks have virtually excluded any real agency or sponsor participation in program development or selection is incredibly shortsighted and unwise."

EDITORIALS

Short count

ALL kinds of mischief may be expected to flow from the continuing poll of readers' attitudes toward television that a number of newspapers around the country are now carrying. Results of the first poll, as reported in BROADCASTING last week, were, to no surprise, unfavorable to television and were, again to no surprise, given prominent display in subscribing papers.

The principal mischief that has already been caused by this newspaper feature is the wholly incorrect assumption that responses can be projected to the entire viewing audience. It is not so much that the questions and their presentation are loaded to induce anti-television results—although both conditions are inherent in the feature. The big defect is that readers who are unfavorably disposed toward television are far more likely to fill out ballots and mail them in than readers who like television. By no juggling of statistics can the responses justifiably be taken to represent the attitudes of the general population.

Yet erroneous projections are already being made. In last Monday's Washington *Evening Star*, the results of the first poll were presented under a two-column headline at the top of a page. Accompanying the main story and a new ballot seeking reactions to TV commercials was another story reporting that the results of this poll were in "direct contradiction" to the 1962 study of viewer attitudes done for CBS by the Bureau of Applied Social Research of Columbia University. The Columbia study, as reported in a book, *The People Look at Television*, "concluded that on the whole the average American viewer considers the programs good—'somewhat better than satisfactory,'" the *Star* said.

The *Star* should know better (and maybe it does) than to match the newspaper poll with the Columbia study which was carried out under the highest standards of contemporary research (BROADCASTING, Feb. 18, 1963). The Columbia information was obtained from personal interviews conducted by trained researchers among respondents who were carefullly selected to constitute a sample of the adult population. What the Columbia study discovered could with confidence be projected as a reflection of the attitudes of all American adults. What the newspaper poll is discovering is applicable to nobody but the voters in the poll.

The Bell-McClure syndicate which is distributing the newspaper feature has placed it in some 20 papers and hopes eventually to sell it to 150. Television broadcasters had better start taking measures to distribute true facts about the audience as fast as the newspapers spread the slanted word they are being given by their syndicate.

Liberal vs. conservative fantasy

GAMESMANSHIP between liberals and conservatives might have slowed down since the elections last November, but it didn't go into limbo. The most disturbing aspect is that free broadcasting is being made the new battleground.

Democrats, whatever their coloration, are generally defined as the liberals who are after the "radical right" users of paid broadcasts. They have complained to the FCC on "fairness" grounds and are mounting a full-scale investigation to be directed by Senator John O. Pastore (D-R.I.), peppery chairman of the Senate Commerce Subcommittee.

The Republicans—particularly that segment that calls itself Goldwater conservative—make no bones about their determination to infiltrate the major news media, particularly network television. The target of at least one small section is to seize control, if possible, or at least sufficient stock interest in CBS to influence its editorial policies. It described CBS as "the most influential single media in the United States" while saying unkind things about its news orientation.

It is recalled that at the Republican convention in San Francisco last summer, Donald E. (Buz) Lukens, national chairman of the Young Republicans, advocated a 10-year project to work Republicans into positions of responsibility in broadcast news operations and thus establish beachheads that could influence or control the electorate.

This philosophy, as well as the harassment of the media by the liberals, is so much claptrap. It displays an appalling ignorance of the journalistic function.

Let's dissect the scheme to grab control of a network. If a network attempted to control, suppress or slant the news (which is something that happens and is not contrived or invented), it would soon find that many of its affiliates would refuse to carry such schedules. It then would cease to be a network.

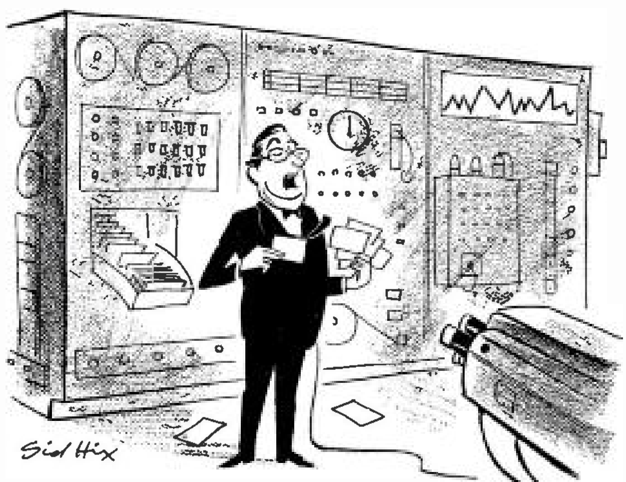
Broadcasters may be flattered by the special attention of the politicians, who recognize their public acceptance as the foremost mass media. But they soon would lose that cherished acceptance if they knuckled under to any of the special interests.

A case of access

AS reported in some detail elsewhere in this issue, the FCC last week conducted an off-the-record conference with representatives of the National Community Television Association and the National Association of Broadcasters to exchange suggestions on how CATV ought to be regulated. The legality of such a meeting may not be questionable, but the propriety of it is.

What the government eventually does about CATV is a matter of very great significance to the American public. Although public hearings will undoubtedly at some time be held before government policy is established, the secrecy surrounding meetings of the FCC and elements representing strong self-interests at this stage of the proceedings can only raise doubts about the influences that are being brought to bear.

This is no way to conduct the preliminaries in the formation of government policy. The public is entitled to know what is being fed to the government agency that is supposed to be its representative.



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