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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC gives short-term renewals for overcommercialization. p27
 ANA panelists say color's future 'great' but see some problems. p30
 McLendon seeks FM for 100% want-ad programing. p28
 Scott, Goodman move up at NBC; Kintner remains chairman. p44

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Anscochrome—courtesy of General Aniline and Film Corporati

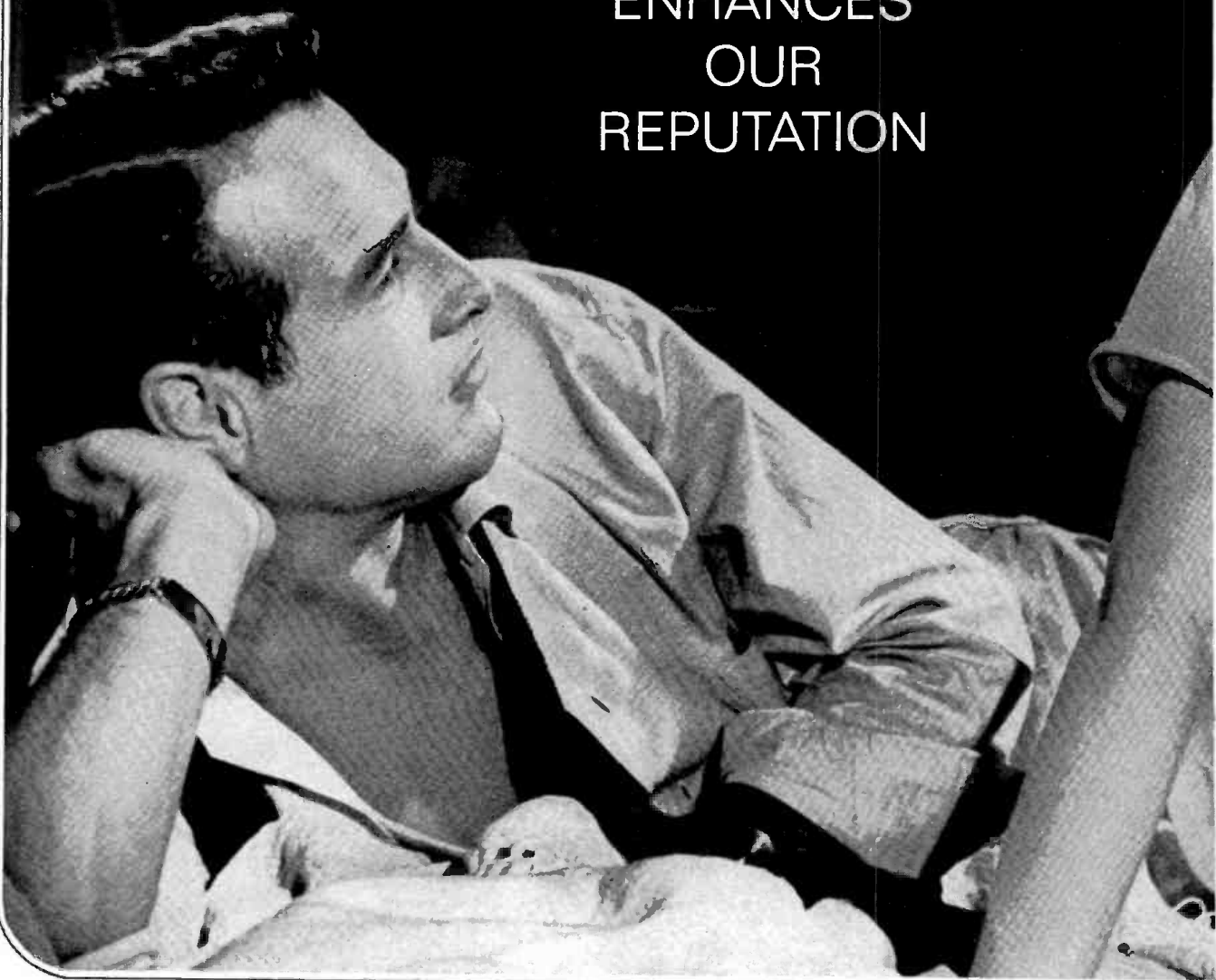
May we approach
 this season with the
 wonder of the young
 and the coming year
 with the wisdom
 of the old.

Best wishes to
 all our friends
 everywhere.

EDWARD PETRY & CO., INC.

SWEET BIRD OF YOUTH

ENHANCES
OUR
REPUTATION



FCC licensees and others doing business with commission may find commissioners and staff members refusing invitations to lunch—unless it's Dutch treat. This reaction can be expected as result of one aspect of regulations commission has adopted, subject to Civil Service Commission approval, to implement President's executive order to government officials to maintain high ethical standards and avoid conflict of interest (BROADCASTING, May 17).

Hard-and-fast guidelines haven't been blocked out, but regulations would not bar commissioners and staff from attending Federal Communications Bar Association's annual outing and dinner or socializing with longtime friends. Regulations will also require commissioners to report outside financial holdings to Civil Service Commission and top commission staff members to file similar reports with commission. Commissioners have already submitted their reports, as directed by executive order.

Feature futures

Now that custom-making of movies for TV seems to be trend (see CBS-Warner Bros. story, page 27), Hollywood producers are stressing two mandatory rules of procedure and two cautionary reminders: Product will require enormous advance planning if it's to be brought in on schedule; at least \$1 million investment will be needed for passable quality guarantee. Even granted these ingredients, most producers believe lengthy period of pure experimentation may ensue before "decent movie" is brought in, and that features-for-TV projects never will be anything more than "small" plug in ever-widening gap through which available first-run movies are disappearing. "If it becomes more than that," comments one producer, "it will be nothing more than two-hour drama produced for anthology TV series."

Beauty business

Dozen executives, half of them prominent broadcasters, are among stockholders in new company, Christine Valmy Inc. of New York, being established to train expert cosmetologists, using new methods and equipment developed in Europe. Details are being withheld pending formalization of plans, to include syndication, through King Features, of beauty-

care programs for both TV and radio.

Among broadcaster-stockholders are Jack Harris, KPRC-AM-TV Houston; John T. Murphy, Crosley Broadcasting Corp., Cincinnati; Ward L. Quaal, WGN Inc., Chicago; D. L. (Tony) Provost, Hearst Radio, New York; James M. Moroney Jr., WFAA-AM-FM-TV Dallas; Carter M. Parham, WDEF-TV Chattanooga, Tenn. Other founding stockholders include Donald W. Severn, Ted Bates & Co. Inc., New York; R. C. Crisler, Cincinnati station broker, and Arthur Gray Jr., partner, Rossmann, Gray & Co., member, New York Stock Exchange.

Mixed reviews

National Association of Broadcasters' new code board film, "Doc Buzard," is reported getting strong response among broadcasters, but its notices are not uniformly good. At least some advertiser-agency executives feel it gives—inaccurately—impression that advertiser and broadcaster attitudes toward public are considerably less than pure and that code is only thing that keeps them from taking advantage of viewers. Consequently, these critics think, it would be mistake to show film to public generally. Meanwhile, however, code authority is said to have orders from close to 150 stations seeking permission for local showings.

Network music

It's back to bargaining table for TV network and American Society of Composers, Authors and Publishers. They reached informal agreement 13 months ago on new, lower rates for use of ASCAP music on networks and their owned stations (BROADCASTING, Nov. 2, 1964), but still haven't settled on final terms. Last Friday in private session in chambers of U. S. Judge Sylvester Ryan in New York, who presides over differences involving ASCAP licenses, they explained that only holdup concerns what deductions networks may take in computing ASCAP fees. They stopped short of saying they'd reached impasse, however, and Judge Ryan's counsel was: "Keep trying."

Ball's still bouncing

Source inside CBS says company "isn't close yet" to demands of National Football League for rights to

new television package, which both sides hope will be four-year deal. So many variables are involved, such as possible inclusion of post-season games in package and modification of black-out rule which would allow game telecasts to be imported into home territory of team playing at home (but not the home team game), that discussion of specific figure makes little sense without further explanation of conditions. However, CBS is believed to consider \$75 million figure within reason, while it's reported league wants considerably more.

Vacant rings

With retirement at year-end of FCC's chief engineer, Edward W. Allen Jr. and field engineering bureau chief, Frank M. Kratokvil, there was speculation last week as to successors. If usual patterns are followed, Mr. Allen's successor will be Ralph J. Renton, deputy chief, but prominently mentioned also is William H. Watkins, chief, Frequency Allocation and Treaty Division. John R. Evans, assistant chief of field engineering, is mentioned as Mr. Kratokvil's successor.

If radical steps are taken, speculation has centered upon appointment of Curtis B. Plummer, executive director of FCC, in one of two vacated posts, with James B. Sheridan, controversial chief of Broadcast Bureau, as new executive officer. Big question would be who would fill key Broadcast Bureau post?

Key to the vault?

Who got juiciest community antenna plum in New York City? Sterling Information and Teleprompter, which both got grants, share Manhattan. CATV Enterprises (principally owned by TV producer Theodore Granik), which had franchise granted, then held in abeyance by Mayor Wagner, got it back again late Friday. Enterprises franchise is for Riverdale section of Bronx. Enterprise's executive vice president, Ira Kamen, claims that studies show families in its area have high average income of \$13,400; area has 35,000 potential subscribers per mile and high penetration of color sets (15%). Ability of CATV system to improve color reception will be major selling point for operator limited to signals already available over air as is dictated by New York grants.

Funds Sought to Rebuild Church Destroyed by Fire



The New York Times (by Allyn Baum)

The Rev. James A. Gusweller inspects ruins of his burned-out church on West 84th Street

A drive for funds to rebuild the Episcopal Church of St. Matthew and St. Timothy gathered momentum yesterday as Fire Department inspectors searched in the stone shell for evidence of the cause of Wednesday's fire.

A spokesman for radio station WMCA, which began broadcasting an appeal for donations a few hours after the fire broke out, reported that telephone calls for information making donations

indicated a big response. Contributions may be sent to Church Fund, WMCA, Box 5700, New York 17.

The cause of the fire has not been determined, the Fire Department reported. There is no indication of arson, it said.

The Rev. James A. Gusweller, rector of the church at 26 West 84th Street, estimated that damage to the edifice totaled at least \$1 million. Father Gusweller has been active for years in a

drive to eliminate slums in the neighborhood.

The rector said that some of the walls and part of the 100-foot tower of the church had been condemned and would have to be razed.

The vestry will meet today to decide where to hold services Sunday.

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**If you can, please
send contributions to:
Church Fund, wmca
Box 5700, New York, 17**

the straus broadcasting group, 415 madison avenue, new york, n.y. 10017 (212) MU 8-5700

wmca—new york—570 kc

represented by robert c. eastman & co., inc.



BROADCASTING, December 20, 1965

WEEK IN BRIEF

Formal announcement finally made at NBC. Kintner remains chairman, sans former power; Scott, Goodman and Durgin find their room-at-top, all effective Jan. 1. Kintner settlement could reach \$1 million. See . . .

SHOE DROPS . . . 44

Rose-colored glasses through which many view color TV should be taken off. Viewers will find that from advertiser and programming point of view there are other considerations besides pretty picture. See . . .

FLECKS IN COLOR . . . 30

McLendon walks into FCC's commercial den with plan to turn L.A. FM into want-ad station exclusively. Says survey shows need for service; advertisers would not be restricted to copy deadlines. See . . .

MCLENDON'S GIMMICK . . . 28

Polaris Corp. will merge with Fuqua's Natco Corp. in \$3.8 million deal. Polaris will sell four stations so new firm can get two VHF's in top 50 markets. Would give Natco five TV's, two AM's, one FM. See . . .

POLARIS-NATCO . . . 46

Dispute over ratings in Madison, Wis., continues as WISC-TV goes before high tribunal of audience research accreditation, Broadcast Rating Council. Asks BRC to drop green light given Nielsen. See . . .

CASE TO RATING COUNCIL . . . 50

Philadelphia takes cue from New York; suggests apportioning CATV franchises in geographical areas. United Artists warns bond should be required to protect city on copyright. See . . .

PHILLY LIKES SLICING . . . 49

After two years FCC drops its second commercial shoe. Commission gives five radio stations short-term renewals because commercial performance did not match promise. Action seen as only beginning. See . . .

CRACKDOWN . . . 27

CBS-TV looking for more movies to fill network time: makes deal with Warner Bros. for two-hour features for network next year. Deal for six to 12 films could run up to \$15 million. See . . .

\$15 MILLION DEAL . . . 27

Storer stockholders approve two-for-one stock split and debentures to purchase 22 jets which will be leased to Northeast Airlines. CAB gives green light on acquisition of planes. See . . .

SPLIT OK'D . . . 68

Gen. Sarnoff tells Ad Council of future single worldwide communications system encompassing all media. He predicts developments that will enable all people of world to be reached simultaneously. See . . .

CRYSTAL BALL . . . 52

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Broadcasting

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“modern” sound in the Tri-Cities...
50,000 watts, 24 hours a day,
blanketing the 19-county
Albany-Schenectady-Troy area...
proudly appoints
H-R Representatives, Inc.
exclusive national representatives
effective now.*

Clamps put on competitive advertising

TV CODE BOARD ALSO REVISES PRIME TIME DEFINITION

National Association of Broadcasters Television Code Board Friday (Dec. 17) approved new restraints on advertising that criticizes competition, either explicitly or by inference. It passed measure to pull from code present section dealing with this subject in favor of new, more specific language.

Other changes approved by board:

- Definition of prime time, for purposes of computing commercial concentration, as minimum of three continuous evening hours daily between 6 p.m. and midnight as designated by station.

- Inclusion of all promotional material—billboards, public service announcements, promotional announcements and below-the-line credits as well as commercial copy—"commercial material" in all periods instead of just in prime time, as code now provides.

- Allow flexibility of content within station breaks (specifically designed to ease stations' job of placing piggyback commercials) by permitting three commercial announcements in allotted two minutes and 10 seconds for breaks in non-prime time. Currently code per-

mits not more than two commercial announcements plus conventional sponsored 10-second ID.

- Put outright ban on practicing hypnotism on air, phrasing replaces present "hypnosis" clause which called for "proper precautions" in presentation. Present section is only six months old, having been approved in June.

Major item on agenda during two-day New York meeting last week was derogatory advertising issue. New wording prohibits identification of specific competitive product or service by audio or video if reference is "derogatory" either overtly or by implication. "Derogatory" is defined as any reference detracting from or belittling competition.

Code changes must be approved by NAB TV board at January meeting in Palm Beach, Fla.

Code board met with Toy Manufacturers Association prior to Thursday-Friday sessions and later adopted new guideline for toy advertising meant to prevent "over glamorization" of product in children's eyes.

party on executive addresses to legislative bodies and other major pronouncements that are carried on radio-TV.

Report was prepared by task force headed by Robert Taft Jr., former congressman from Ohio.

ASCAP seeking peek at TV money records

Authority for sweeping examination of files of some 375 television stations is sought by American Society of Composers, Authors and Publishers in motion filed in U. S. Southern District Court in New York Friday (Dec. 17).

ASCAP seeks permission to see all financial reports filed with FCC and all documents relating to them; all revenue and profit records for all subsidiary or parent companies; data on broadcast time devoted to promoting products owned by stations or affiliated companies; all correspondence, studies and other data dealing with price paid or received if station has been bought or sold, or with "the value of television station ownership" if station has not changed hands; all contracts with Broadcast Music Inc. and any other music source.

Also it seeks access to all records dealing with station's computation of music-license fees; all communications to station personnel regarding music performance and program policies; all communications with other stations or with industry organizations regarding program policies and licensing, use or cost of music; all contracts for acquisition of programs or program rights, with related documents, and all network affiliation contracts.

In addition, ASCAP said, it may become "necessary" later to seek access to material "in the custody or control of one or more of the many organizations and associations controlled by [broadcasters] and through which they act collectively, such as, for example, the National Association of Broadcasters, the Institute of Broadcasting Financial Management and Broadcast Music Inc."

Hearing on ASCAP's motion was set for Dec. 28.

Motion was filed in four-year-old lawsuit brought by all-industry committee to have court determine "reasonable" rates for TV-station use of ASCAP music. It was filed after committee rejected ASCAP request to produce same

FCC grants full-term renewal to KTTV(TV)

KTTV(TV) Los Angeles was granted full three-year renewal of license despite volley of complaints from viewers about free-wheeling Joe Pyne and Louis Lomax interview programs.

But in granting renewal, FCC, in letter to KTTV made public Friday (Dec. 17), noted it has "considered" station's new program-policy statement that provides for "greater licensee control" over Pyne and Lomax shows.

Commission said it was "particularly concerned" over complaints received about Aug. 14 show during Watts riot. In that program Mr. Pyne pulled pistol from his desk, "waved it in front of the camera and made remarks . . . which might be considered inflammatory," commission said.

Commission vote was 6 to 1. Commissioner Robert T. Bartley, in dissenting, said he favored one-year renewal to afford commission early opportunity to review effectiveness of station's new program-control procedures. He said situation was same as that in case of

Pacifica Foundations, whose licenses for three California stations were renewed for one-year (see page 61).

Commissioner Kenneth A. Cox, in concurring statement, said he believes programs like Pyne and Lomax shows have "real potential" for informing public. But, he said, they should be closely supervised by management.

Republicans ask wider equal time standards

Republican Coordinating Committee Friday (Dec. 17) called for amendment of Communications Act to require equal time for candidates of two major parties only, with minor parties to be given free broadcast time in proportion to vote polled in previous election.

Report also encourages broadcasters to make free time available for (1) reports on work of each session of Congress or legislature by representatives of majority and minority party; (2) brief statements by leaders of Congress and legislatures giving sides of important legislative proposals, and (3) comments by members of minority

WEEK'S HEADLINERS



Mr. Ogilvy



Mr. Heekin

David Ogilvy, founder and chairman, Ogilvy, Benson & Mather, New York, assumes title of creative director in changes highlighted by election of **James R. Heekin Jr.** as president of agency. Mr. Heekin, chairman of plans board, senior VP and director, succeeds **E. Esty Stowell** who continues as board member handling special assignments. **John (Jock) Elliott Jr.**, senior VP, director and management supervisor, elected board chairman, post formerly held by Mr. Ogilvy who under new alignment retains chairmanship of Ogilvy & Mather, international agency effected by merger of U. S. agency with Mather & Crowley Ltd., London, year ago. **Alan Sidnam**, senior VP and

director, elected vice chairman, new post (see page 38).

Marshall Karp, sales manager of ABC-TV network sales department, eastern division, elected VP and director of sales, that division, New York. **H. Weller Kever**, account executive for ABC-TV sales since March 1962, named sales manager, eastern division, ABC-TV network sales. He will report to Mr. Karp.



Mr. Hise

1963, elected executive VP. Mr. Hise joined agency in 1949 and Mr. Mitchell in 1946. **Barton A. Cummings** continues as board chairman and chief executive officer of Compton.

John A. Hise, executive VP of Compton Advertising since 1963, elected president, effective Jan. 1, 1966. He succeeds **Wilson A. Shelton** who is resigning for reasons of health. **C. Stuart Mitchell**, senior VP since



Mr. Allen



Mr. Duram

Robert E. Allen, president of Fuller & Smith & Ross, New York, since 1954, elected chairman and chief executive officer. **Arthur E. Duram**, senior VP and manager of New York office since June, succeeds Mr. Allen as president. Mr. Duram, who joined FSR in 1952 as TV and radio director, had been national sales manager at CBS-TV. **Carl R. Giegerich**, senior VP, creative services, for past two years, elected executive VP, and **John Maddox**, head of FSR's corporate services since 1956, elected executive VP-marketing.

Clifford M. Kirtland Jr., secretary-treasurer for Cox Broadcasting Corp., Atlanta, named VP.

For other personnel changes of the week see FATES & FORTUNES

material voluntarily (BROADCASTING, Dec. 13).

Committee early this year won court approval of similar motion for access to ASCAP files, but on more limited basis than it had sought.

Missouri stations sold

Sale of two TV stations and one radio station in Missouri was announced Friday (Dec. 17).

Sold by William H. Weldon and wife were KCRG-TV and KWOS-TV Sedalia; buyer is Kansas City Southern Industries, Inc. (railroads) which is headed by W. N. Doremus III. Price: in excess of \$3 million.

KCRG, on channel 13, is affiliated with CBS and ABC. KMOS-TV is on channel 6 with CBS affiliation. Full-time KWOS, founded in 1937, operates on 1240 kc with 1 kw days, 250 w nights.

Wolf in sheep's clothing?

Ever-increasing number of imported televisions being marketed here under U.S. brand names is shown in figures being released today (Dec. 20) by

Electronic Industries Association. EIA figures also show 1960 was last year when U.S.-made radio sales exceeded sales for imports.

According to EIA, 7.1 million TV sets were sold in 1962 and of this figure, 6.9 million were domestic-made. Of 159,000 imported, only 21,000 were sold under U.S. brand names. By 1964, total sales had jumped to 9.7 million sets with 715,000 imported and 383,000 of this number sold under U.S. brands. For first half of 1965, 257,000 of 411,000 imported sets carried U.S. brand names.

CBS deal with publisher off

CBS reported Friday (Dec. 17) that it had abandoned announced plans to acquire Allyn & Bacon, textbook publisher.

Acquisition of publisher was to have been accomplished through exchange of stock valued at \$4 million (BROADCASTING, Oct. 4). CBS spokesman gave no reason for inability to reach final agreement with Allyn & Bacon. Spokesman also denied that CBS is holding negotiations looking to any other acquisition or merger at present.

City weighing two WCAM bids

Camden, N. J., city council was still debating two offers for purchase of WCAM Camden Friday (Dec. 17).

Bidding deadline of Dec. 13 yielded proposals from Jerry Wolman, owner of Philadelphia Eagles, and from L & P Broadcasting Corp., owner of WHFC (FM) Chicago and WVON Cicero, Ill.

According to WCAM sources L & P offered \$1.45 million over three-year period, Wolman proposed \$1.3 million cash.

City business administrator is weighing both offers. Selection is expected Dec. 23 after council meeting.

ETV stations find 'angel'

Non-commercial TV stations in New York (WNBT-TV) and in Boston (WGBH-TV) and in seven other cities are telecasting weekly hockey matches in exchange for courtesy credits to New England Mutual Life Insurance Co., Boston, which is picking up tab for production, it was disclosed Friday (Dec. 17).

WNBT-TV scheduled two-hour tape of Boston College vs. Boston University hockey game at 10:30 p.m. Friday.

ever gives you a bad time.

2:35	3:00-3:10	3:30-3:35	4:00-4:10	4:30-4:35	5:00-5:10	5:30-5:35	6:45-6:55	6:55-7:00	7:00-7:15	7:15-7:30	7:30-7:35
by's rner		<i>Personal Close-up</i>									<i>The Reasoner Report</i>
by's rner		<i>Personal Close-up</i>									<i>The Reasoner Report</i>
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NSION rd Kirby	NEWS Ned Calmer	DIMENSION Mike Wallace	NEWS Reid Collins	DIMENSION Walter Cronkite	NEWS Douglas Edwards	DIMENSION Alexander Kendrick	LOWELL THOMAS	SPORTS TIME Phil Rizzuto	NEWS Douglas Edwards	FRANK GIFFORD	DIMENSION Harry Reasoner

11-1:10	1:10-1:15
NEWS Drees Sports	JACK DREES ON SPORTS
5-8:00	8:00-8:10
JACK DREES ON SPORTS	NEWS Neil Strawser

This is the CBS Radio Network program schedule.

It shows you what you can expect if you plan a commercial schedule at any time in our broadcast week.

You expect every moment to have high listener interest.

You expect excellence in programs and personalities.

You expect a climate of authority and believability for your commercial message that's second to none in broadcasting.

You expect to reach an audience that listens, not just hears.

And that's what you get.

These are the reasons why the CBS Radio Network attracts more advertisers than any other radio network every year.

If you'd like to buy into the most rewarding schedule in radio, one of our representatives would be glad to drop by.

He's bound to give you a good time.



The CBS Radio Network



Adam Young Speaks...

**For surgery, follow
scalpel directions enclosed!**

We agree wholeheartedly with the FTC when they insist that all research be honest. We are also in complete agreement with the FTC when they insist that the promotion of survey results be honest. Naturally, we have no quarrel with either premise.

When it comes to labeling all competent research to indicate its limitations, that is another matter. Here we disagree violently. To begin with, the only intelligent labeling would have to be in book form for the novice.

Let us appreciate that rating services are used by expert buyers and research people to buy time. If they don't understand the methods and limitations of surveys regularly used and approved by the rating council, there is only one conclusion to be drawn—they are not qualified to do their jobs. Such a conviction, it appears to us, is indisputable.

To label surveys as has been suggested, we believe, is exactly like selling scalpels for surgeons with enclosed instructions on how to use them for an operation.

All of the foregoing may be summed up in the following few sentences: It must be pointed out to the government agencies that we all agree that research must be conducted by firms that are both competent and honest. Let us also agree that this research should not be used by novices. And, there is nothing that can be added to a station presentation that will qualify a novice to use the figures.



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DETROIT • LOS ANGELES • ST. LOUIS • SAN FRANCISCO

DATEBOOK

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

■ Indicates first or revised listing.

Dec. 31—Deadline for reply comments on notice of FCC's inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Dec. 31—Deadline for reply comments on FCC inquiry into question of who, besides the international common carriers, is an authorized user of the satellite systems under the Communications Satellite Act of 1962. Former deadline was Dec. 1.

Dec. 31—Deadline for reply comments on FCC rulemaking relating to network programs not made available to certain television stations. Former deadline was Dec. 3.

JANUARY

Jan. 5—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Nov. 15.

■Jan. 5—Further hearing by Federal Trade Commission on whether electronic consumer products (TV, radios, phonographs and tape recorders) should be labeled to identify imported components. FTC hearing room, Washington.

Jan. 10—Closing date for 1965 entries for George Foster Peabody Radio and Television awards. Radio and TV entries will be considered in the following categories: news; entertainment, education, youth or children's programs, promotion of international understanding and public service. They should be sent to Dean John E. Drewry, Henry W. Grady School of Journalism, University of Georgia, Athens.

Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.

■Jan. 11—Broadcast Advertising Club of Chicago luncheon meeting with speaker Fred Friendly, president, CBS News. Sheraton-Chicago, Chicago.

Jan. 14—Annual banquet, Federal Communications Bar Association. Washington Hilton hotel, Washington.

Jan. 14—Winter meeting of Colorado Broadcasters Association. Albany hotel, Denver.

Jan. 14—First annual general meeting of the Florida CATV Association. Quality Motel Court, Orlando, Fla.

Jan. 15—Deadline for entries in the 1965 Pictures of the Year Newsfilm Competition sponsored by the National Press Photographers Association and the University of Oklahoma. Entry blanks and rules are available from Edward Sanders, School of Journalism, University of Oklahoma, Norman.

■Jan. 15-16—Retail Advertising Conference which will include department store TV success story reports. Water Tower Inn, Chicago.

Jan. 17—Deadline for comments on FCC's proposed rulemaking to allow remote control operation of VHF stations. Former deadline was Oct. 22.

Jan. 20-21—Midwinter meeting of Florida Association of Broadcasters. Ramada Inn, Cocoa Beach.

Jan. 23-29 — Winter meeting of National Association of Broadcasters joint boards.

Colonnades Beach hotel, Palm Beach Shores, Fla.

Jan. 25—Annual meeting of the Utah-Idaho AP Broadcasters. Owyhee Motor Inn, Boise.

Jan. 25-27 — Annual winter meeting of Georgia Association of Broadcasters. University of Georgia, Athens.

Jan. 25-27 — 21st annual Georgia Radio-Television Institute of Georgia Association of Broadcasters and Henry W. Grady School of Journalism. Speakers include Fred Friendly, president of CBS News; John Chancellor, director of Voice of America, and FCC Commissioner James J. Wadsworth, University of Georgia, Athens.

Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

Jan. 27—Financial seminar sponsored by National Community Television Association. Among speakers: E. William Henry, FCC chairman, and Gordon Thayer, AT&T. Committee is headed by George Green, Ameco Inc., Phoenix. Statler Hilton hotel, New York.

Jan. 27-29 — Annual winter convention and election of officers of South Carolina Broadcasters Association. Francis Marion hotel, Charleston.

Jan. 28-30—Advertising Association of the West midwinter conference. Rickey's, Palo Alto, Calif.

Jan. 31—Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Oct. 21.

Jan. 31—Deadline for nominations for annual Russell L. Cecil Awards (\$500 national award and \$100 regional awards) for outstanding scripts on arthritis by the Arthritis Foundation. Submit entries to: 1212 Avenue of the Americas, New York 10036.

FEBRUARY

Feb. 1—Entry deadline for annual Sigma Delta Chi awards for distinguished service in journalism. Submit entries to: 35 East Wacker Drive, Suite 856, Chicago 60601.

Feb. 1—Deadline for reply comments on FCC's proposed rulemaking to allow remote control operation of VHF stations.

■Feb. 1—Deadline for entries in the George Polk Memorial Awards competition for outstanding achievement in journalism sponsored by Long Island University. Entries should be sent to Professor Jacob H. Jaffe, George Polk Memorial Awards, Long Island University, Zeckendorf Campus, Brooklyn, N. Y. 11201.

■Feb. 1—Board of Broadcast Governors public hearing. Cathedral Hall, 425 Sparks Street, Ottawa.

Feb. 1-4—1966 Western Radio and Television Conference. Speakers include William Harley, president of the National Association of Educational Broadcasters, who will talk on "The Challenge of Broadcast Communications in Tomorrow's World." Jack Tar hotel, San Francisco.

Feb. 2-4 — Institute of Electrical and Electronics Engineers annual winter convention on Aerospace & Electronic Systems, formerly convention on Military Electronics. International hotel, Los Angeles.

Feb. 4 — Western States Advertising Agencies Association "Man of the Year" award luncheon. Ambassador hotel, Los Angeles.

Feb. 8-9 — Eighth annual mid-winter conference on Advertising/Government relations, jointly sponsored by Advertising Federation of America and Advertising Association of the West. Frederick Baker,

The Fulfillment of a WISH. "This building," said owner John Hay Whitney at the September dedication of the new WISH-TV studios in Indianapolis, "may not be the realization of a dream, but it is the fulfillment of a WISH."

And in a way it was... a wish and a determination to build into a single television structure a creative environment, production efficiency and architectural distinction.

Located only five minutes from the heart of Indianapolis, this building reflects the new vitality of the entire central Indiana area where agriculture and industry combine to make the nation's *fifteenth* television market—a market where both advertisers and viewers are best served by WISH-TV.

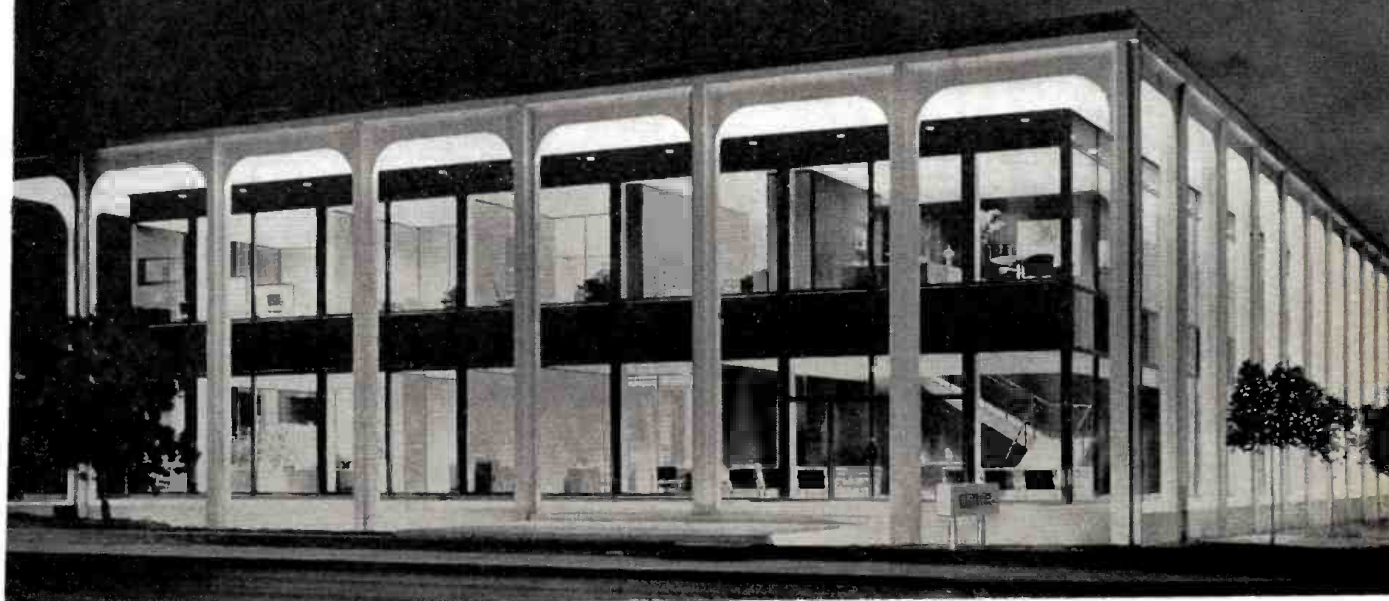
Represented by H-R

Responsibility in Broadcasting

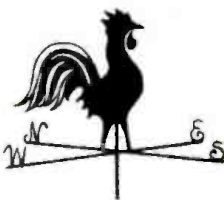
CORINTHIAN



© KXTV, Sacramento—KHOU-TV, Houston—WISH-TV, Indianapolis—WANE-TV, Fort Wayne—KOTV, Tulsa



WAPI



PERSONALITY PORTRAIT



CLANCY LAKE

Clancy Lake, former City Editor of The Birmingham News and ace reporter of The Miami Herald is "Mr. News" to WAPI listeners. From the Alabama Senate floor or from a plane in the eye of a hurricane, from a disaster area, or the scene of crime . . . if the news is breaking, Clancy finds a way to bring WAPI listeners a direct on-the-spot report. Not only are WAPI listeners the best informed people in Alabama, but WAPI is the only station in the country to have its own "great Lake."

WAPI-RADIO

**50,000 WATTS
BIRMINGHAM, ALABAMA**

WAPI radio represented by Henry I. Christal Company, Inc.

president of Frederick E. Baker Advertising, Seattle, is general chairman. Shoreham hotel, Washington.

Feb. 9-10—Annual winter meeting of Michigan Association of Broadcasters. Jack Tar hotel, Lansing.

Feb. 14-17—Broadcasting workshop seminar sponsored by Rho Tau Delta, honorary professional radio-TV-drama fraternity at the University of Cincinnati. The theme will be "Radio and Television's Challenge of Tomorrow." Student Union building, University of Cincinnati.

Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Sheraton-Park, Washington.

Feb. 24—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Park Manor Inn, Madison.

MARCH

March 1—Annual winter meeting and election of officers of New York State Broadcasters Association. Ten Eyck hotel, Albany.

March 3-6—Annual Hollywood Festival of World Television. Seminars are scheduled on color television, labor and finance, and programing and sales. Holiday Inn, Palm Springs, Calif.

March 10—Second annual stockholders meeting, Cox Broadcasting Corp. Atlanta.

March 13-16—Board meeting, National Community Television Association. Del Monte Lodge, Carmel, Calif.

March 15—International Broadcasting Awards banquet and presentation of trophies to the advertisers, agencies and producers responsible for the best radio and TV commercials broadcast during 1965. Hollywood Palladium.

March 15—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Dec. 15.

March 16-23—1966 International Television Programme Market to be held in Cannes, France. For information contact Christopher Cross in New York at (212) PLaza 1-5858.

March 18-19—Annual spring meeting of Arkansas Broadcasters Association. Albert Pike hotel, Little Rock.

March 21-25—Institute of Electrical and Electronics Engineers Inc. 1966 International Convention and Exhibition. Hilton hotel, New York.

March 23—18th annual awards dinner of Writers Guild of America, Beverly Hills, Calif.

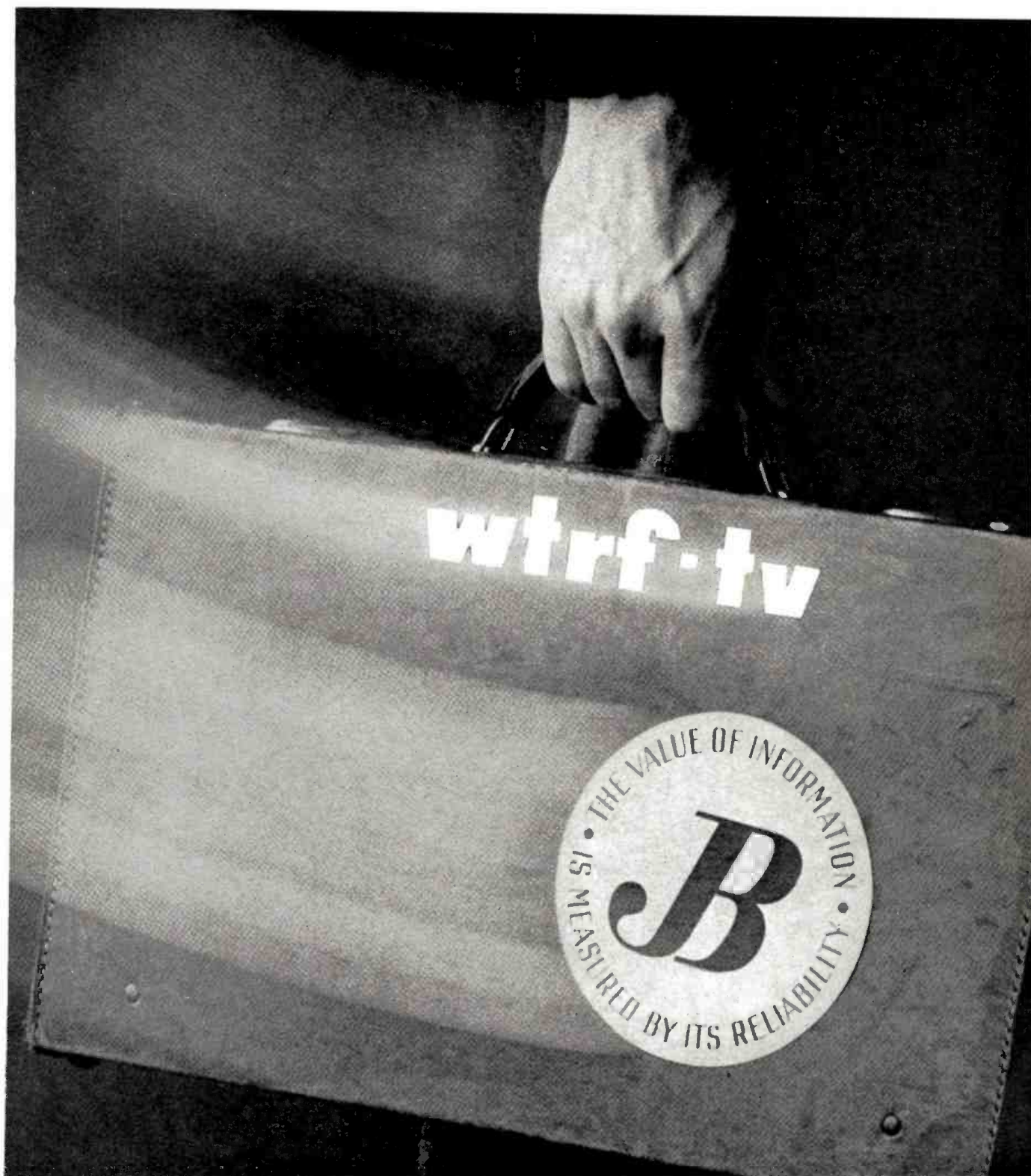
March 25-27—Annual convention of the National Association of FM Broadcasters. Conrad Hilton hotel, Chicago.

March 27-30—44th annual convention of National Association of Broadcasters and 20th annual NAB Broadcast Engineering Conference. Conrad Hilton, Chicago.

March 31—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band. Former deadline was Dec. 31.

March 31—Deadline for reply comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programing between 6 and 11 p.m., or to two hours of nonnews programing in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Dec. 1.

■Indicates first or revised listing.



Going places WTRF-TV, Wheeling, W. Va., joins America's most dynamic television stations. Robert Ferguson, Executive Vice President and General Manager, announces the appointment of Blair Television as exclusive national representative, effective immediately!



© MCMXII
Trans-Lux Television Corporation

**THE MIGHTY
HERCULES**

DELIVERS

96.9%

**SHARE OF
CHILDREN VIEWERS
IN BOSTON, MASS.**

ARB 10CT. 1965 IN "BOONTOWN" WBZ-TV

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7

**MOVIE
IS BACK!**

**11:30 PM/MONDAY
THRU FRIDAY**

A powerful lineup of titles and stars—many in Natural Color—20th Century Fox Volumes 1 and 11, Seven Arts Volume 7 and others.

Participations available
Contact: Harrington, Righter & Parsons

wmal-tv abc
WASHINGTON, D. C.

APRIL

April 1—Deadline for comments on FCC's proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was Oct. 1.

■April 14-15—1966 College Conference of the International Radio and Television Society. Hotel Roosevelt, New York.

April 15-16—Spring meeting of West Virginia Broadcasters Association. Wilson Lodge, Wheeling.

April 21-23 — Annual spring meeting of Oregon Association of Broadcasters. Salishan Lodge, Gleneden Beach.

■April 24-25—Annual spring convention of Texas Association of Broadcasters. Fairways hotel, McAllen.

■April 25-28—13th annual convention of the Audio Engineering Society. Hollywood

Roosevelt hotel, Los Angeles.

April 27-30 — Annual spring meeting and election of officers of Kansas Association of Radio Broadcasters. Bessee hotel, Pittsburg.

April 28-May 1—Annual spring meeting and election of officers of Mississippi Broadcasters Association. Broadwater Beach motel, Biloxi.

MAY

May 2—Deadline for reply comments on proposed rulemaking limiting to three, number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets. Former deadline was Nov. 1.

■May 6—Canadian Film Awards Presentation, sponsored by the Association of Motion Picture Producers and Laboratories of Canada. Further information can be obtained from the association at 17862 Carling Avenue, Ottawa 13. Queen Elizabeth hotel, Montreal.

OPEN MIKE®

IRTS is glad he served

EDITOR: In your story of Bruce Robertson's retirement [BROADCASTING, Dec. 6] . . . [we would like to add] that he at one time served as member of the board of this organization when it was called the Radio and Television Executives Society. More than that, he was an active member ready to serve when called upon and his name appears over the years on a number of committees and frequently as chairman.

All of us who served with him when he was in New York remember those times with a warm glow. To the good wishes all of the society sent to him collectively are those of each of us individually. He rates high on the list of our friends.—*Claude Barrere, executive director, International Radio and Television Society Inc., New York.*

(Bruce Robertson, senior editor of BROADCASTING's Hollywood office, retires Dec. 31 after 31 years with the magazine.)

Ready to roll

EDITOR: Please send two copies of the 1966 BROADCASTING YEARBOOK.—*Robert N. Wolds, vice president and manager, N. W. Ayer & Son, Los Angeles.*

EDITOR: Please reserve two 1966 BROADCASTING YEARBOOKS for me.—*Robert D. Crompton, director-press relations, The Atlantic Refining Co., Philadelphia.*

EDITOR: Would appreciate receiving the new YEARBOOK. Have always found the YEARBOOK to be of great assistance in the past.—*Senator Edward V. Long (D-Mo.).*

EDITOR: We need one 1966 YEARBOOK.—*H. A. Hampton, Lazarus division,*

Federated Department Stores Inc., Columbus, Ohio.

EDITOR: . . . Reserve a copy of the 1966 BROADCASTING YEARBOOK—*Lorin S. Myers, director of media, Carter Products, New York.*

(Subscriber copies and advance-ordered copies of the 1966 YEARBOOK will be mailed during the last week of December. This (the 31st consecutive issue of the YEARBOOK) contains 576 pages of information on the facilities of television and radio, equipment, FCC Rules, National Association of Broadcasters codes, lists of program producers and services, and lists of advertising agencies, reps and networks. Copies of the YEARBOOK can be obtained at \$5 each from the Circulation Department, BROADCASTING Magazine, 1735 DeSales Street N.W., Washington, D. C. 20036.)

'News Channel' is its name

EDITOR: We are grateful for the recognition given Telemation's News Channel during the past several months. It strengthens our belief that this is the most significant supplementary service ever developed for community antenna television. We are deeply concerned, however, that the name News Channel, which we coined for the device, is being used in a generic sense.

The words, News Channel, describe the machine developed by Telemation as an interface between news wires and home television receivers. The Associated Press, with whom we have contracted to supply this equipment, uses the words News Channel, with our permission, to describe the service which they lease to CATV operators, however, Telemation retains sole rights to the name and the equipment design features.

We would be most appreciative if you would, in future stories, provide Telemation with credit for the name, News Channel, as well as for the equipment and the development of the service.

We would also appreciate the same consideration for the name Weather Channel, Telemation's name for its time



JEAN DAUGHERTY
WHEN-TV
Robert E. Eastman Award



DUFFY DAUGHERTY
Michigan State Spartans
Rose Bowl Bound

Roses for the Daugherty Bunch

Duffy Daugherty's Michigan State University squad is Rose Bowl bound, and his sister Jean Daugherty has just been presented the Robert E. Eastman award for being the Northeast's outstanding woman in broadcasting. She was chosen by the American Women in Radio and Television from candidates representing the New England, New York City, Capitol district, Western and Central New York Chapters. The Daugherty family has plenty to cheer about. So do we. Jean's our public service director. She's an enthusiastic and dedicated producer and performer. And we're proud to have her at WHEN-TV.

**one of the
Meredith
bunch**

WHEN-TV  **5** SYRACUSE, NEW YORK

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;



PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

Only
JERROLD
offers you **15**
years of
catv
experience

GO FIRST-CLASS WITH THE LEADER
IN EQUIPMENT AND SERVICES



CATV SYSTEMS DIVISION
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15th & Lehigh Avenue
Philadelphia, Pa. 19132

**MAD.
& 52
BAR
BERRY
REST.**

Famed decorators have just done us over in their best high styling and our new Chef has redone our menus. You'll find the varieties of food more attractive and appetizing than ever. Won't you come for luncheon or dinner today?

cocktails and supper also
piano moods at dinner

BARBERRY RESTAURANT
BERKSHIRE HOTEL
52nd Street and Madison Ave.
Reservations: 753-5800

and weather televising apparatus. Application for copyright protection of both of these names is now in process.—Lyle O. Keys, president, Telemation Inc., Salt Lake City.

Will merger upgrade shows?

EDITOR: In your editorial regarding the ABC-International Telephone and Telegraph merger [BROADCASTING, Dec. 13], you stated that, "On the surface the merger promises to add competition. . . . For that reason alone it is in the public interest."

It might be that according to the legal interpretation the merger (for the purpose of increasing competition) will be in the public interest. But I think the real question surrounding the merger is whether it will cause ABC to program in the public interest. Not that I have come to a definition of public interest, but I hope the merger will enable the network to program not only for the mass television audience, but also for significant minorities of viewers who have been sadly neglected by most of present-day television fare.

I hope that the merger will motivate ABC to capitalize on new financial resources and to expand its attempts at culturally-up-lifting programing. This contribution alone will more than serve the public interest.—John J. Tiernan, University of Pennsylvania, Philadelphia.

BOOK NOTE

"Common Sense in Advertising" by Charles F. Adams, McGraw-Hill, New York. 200 pp., \$5.95.

Having written over \$200 million worth of advertising copy in his agency career, Mr. Adams, executive vice president of MacManus, John & Adams, Bloomfield Hills, Mich., finds his experience sufficient justification to prick many balloons of fuzzy ideas about the business (see page 85). His terse treatment typically translates: "Too much advertising consists of mass waste instead of mass communications."

Also: "The essence of good advertising is not to inspire hope, but to create greed." And: "Today's advertising practitioners may well be disseminating the most ignored messages in the history of human communications."

His compact volume thereupon sets forth to eliminate the waste by outlining the deadly creative sins of advertising and what can be done to turn ad men into saints instead. He strikes hard at advertising's unnecessary practice of awards, noting 227 groups now present them. It's time the business got over its obvious inferiority complex, he suggests.

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TELECASTING® was introduced in 1946.

*Reg. U. S. Patent Office
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BROADCASTING, December 20, 1965

HOW DOES NBC COLOR THE NEWS?

Superbly.

On Nov. 15 "The Huntley-Brinkley Report" became network television's first weekday nighttime news program to be presented in color.

A few days later, the new "Scherer-MacNeil Report"—already distinguishing itself as network television's first half-hour Saturday evening news program—made a similar switch to color.

That's only part of the story. With "Today" and Sunday's "Frank McGee Report" also in color, NBC News now has brought color to *all* of its major, regularly scheduled network programs seven



days a week. What's more, at least 80 per cent of NBC News' planned *specials* this season will be colorcasts.

For over a decade, the NBC Television Network alone presented an expanding volume of color programming year after year. Now, as the Full Color Network,

NBC is far ahead of the field in color experience and facilities.

As broadcasting's leader in both color *and* news for so many seasons, it was eminently logical for NBC to add color to its responsible reporting, interpretation and analysis of the world around us.

It is, to be sure, a turbulent world that might be more cheerfully viewed through rose-colored glasses than the unsparing eye of the color camera. But NBC News has never shied from the realities; and that—in reality—is a major reason for its status as the most honored organization in broadcast journalism.

NBC NEWS

QUALITY-DIVERSITY-POPULARITY...ALL THIS AND COLOR, TOO

Daitch finds a new voice is needed for the new megalopolis

In 1965, American industry will produce approximately eight million new automobiles. In 1965, American parenthood will give birth to about four million new babies. Aside from stopping to ask oneself whether this means we are to become a nation of headlights instead of eyes, horsepower instead of people, the facts are significant to Daitch-Shopwell for the following reasons: (1) more mouths to feed, and that is our business, and (2) more wheels to travel with, and that is our concern.

The nation grows apace. It spreads out even as it increases its concentration. The urban areas become more dense, new suburbs are spawned and become, in time, an integral part of the urban complex which is our market.

Interestingly, or perhaps I should say, lamentably, in this market which—by those aware of traffic snarls, population density, and urban planning or the lack of it—has been called “megalopolis,” we required a new voice. If, historically, newspaper advertising had been profitable for us, now we would seek similar benefits through use of the air waves.

Two Approaches ■ We use two different techniques in our radio advertising, each working toward its own end, and, yet, both working toward one common goal. We have radio commercials announcing individual daily specials at all our stores, and we have institutional spots to further enhance our corporate image. I feel the institutional advertising has been, and will continue to be, a most beneficial part of our overall advertising program.

The continued growth of the nation, the concentration of its population and that population's entertainment requirements, along with the opportunity to project our corporate image, are a few of the reasons why we have decided to use radio to supplement our regular newspaper advertising.

I believe that it is of great importance for retail operations to get as much public exposure as possible. Whether this exposure is channeled through radio, TV or newspapers, or other media must be determined by the character of the operation and budget. The goals, however, are generally the same: increase sales, and stimulate favorable consumer interest in one's company. Because of the heterogeneous nature of retailing, the method chosen varies from one business to another.

Daitch-Shopwell employs a dual advertising arrangement of radio and newspapers. I believe that each serves a specific need, and moreover, together form an audio-visual coalition of significant value to Daitch-Shopwell.

We have looked into various facets of our recreational and entertainment choices or requirements. We know that essentially the newspaper is a means to inform the public about its world. It also provides advertisers with a daily forum for their messages.

But neither the public nor the advertiser (to say nothing of the fourth estate itself) considers the newspaper a medium of entertainment. The housewife lingering over her coffee is a target for a story on missiles or an advertisement on meat; yet, when she begins her household chores, car-pooling the children, going to the shopping plaza, she sets aside the newspaper. Now she tunes in the kitchen radio or the one in the car. And when she takes inventory on the pantry, the newspaper is on the table, but the radio, either soothing or suggesting, accompanies her to the refrigerator.

Leisure on the Go ■ The U. S. is heading towards an avalanche of leisure. We have shorter hours of work than our fathers, and our sons will probably halve what we work. With more leisure time, we can, and do, head with greater frequency and for greater duration toward the great outdoors. And even though there's a hot-dog stand at Walden Pond, and hamburger drive-ins litter the land, it is to the vastness we go—to golf, to fish, to camp out, even to the college reunion.

Always on the move, we are spending more and more on devices and equipment to enhance our holidays and

our travel, our sea shore days and backyard barbecues. In all of this, the newspaper is playing a constant part, but not a growing one. There are fewer newspapers in the nation than a decade ago, and if people are reading more, we find the evidence at the bookstore rather than the newspaper stand.

Daitch-Shopwell intends to solicit the eye even as it reaches for the ear. We recognize that the newspaper is the basic forum for shopping news and breadbasket advertising. We doubt that this will change. Indeed, we hope it will not, for that would mean many great newspapers would have to go the way of so many others that have merged or perished for want of circulation. We will continue our considerable newspaper advertising, hoping even to expand it. But we will be mindful, all the while, that the function of the newspaper is to inform; of radio, principally, as it has developed and remained, to entertain.

Selectivity Afforded ■ We are sensitive to change and willing to experiment where others have succeeded with other products or services. On radio, we know we can literally keep up with our rapidly growing, fast moving population, at home, at office, in the auto, at the beach. With radio, we have a great degree of selectivity. We can surround a particular program or commentator with a following. We can go with music or news. We can, for a reasonable sum, choose our audience with precision placement afforded us by the medium and our advertising agency. And, with relative ease, we can make late changes in time or text.

Thus, while ever thankful for the invention of Mergenthaler, we also do homage to Marconi.



Lawrence J. Daitch is a member of the management team of Daitch-Shopwell, a regional supermarket chain with more than 100 stores in New York and Connecticut. Mr. Daitch, a graduate of Syracuse University, is in charge of special projects including private label packaging and design. He serves as advertising and public relations liaison with Mogul, Baker, Byrne, Weiss Inc., and Sydney S. Paron Public Relations Corp. Currently he has been working on Daitch's new catering service.

Crackdown on commercialization

Commission gives short-term renewals to five stations that carried more advertising than they proposed in the statements of intent that were originally filed

Tucked away in last week's batch of FCC public notices was a brief announcement that five radio stations had been granted one-year license renewals. The reason for the sanctions: "substantial departures from their proposed commercial policies."

It was in that routine fashion that the commission announced a significant first—the first penalties to be imposed in the agency's two-year-old case-by-case campaign against overcommercialization.

There was every indication it won't be the last such announcement. The commission staff not only has its instructions for looking into commercial practices, it now has precedent on which to build. And Chairman E. William Henry, who has been pushing the campaign, has the votes to implement it.

"This action," said Chairman Henry, "shows that broadcasters are going to have to state their commercial policies with clarity, that the commission considers policy statements as serious representations, and that we won't countenance substantial variations."

Close Vote ■ The vote on the five cases was 4-3, with Commissioners Kenneth A. Cox, Robert E. Lee, and James J. Wadsworth joining the chairman. Commissioners Lee Loevinger, Rosel H. Hyde and Robert T. Bartley voted for regular three-year renewals.

The stations involved and the extent to which—according to commission statistics—they varied from their proposals are:

WIL-AM-FM, St. Louis. It exceeded its proposed limit of 15 minutes and 40 seconds in any one hour in 31% of hours examined.

KIRT, Mission, Tex. It exceeded its maximum proposal of five minutes per quarter hour in some 23% of the quarter hours analyzed. Excesses over the five-minute limit ran as high as five minutes.

KCOH, Houston. It exceeded its proposal of 4½ commercial minutes per quarter hour 31% of the time. It also broadcast more than a proposed limit of five commercial spots per quarter hour in 34% of the time.

KBWD, Brownwood, Tex. It exceeded its commercial policy of 4½ minutes per quarter hour in 22% of the total quarter hours checked. Excesses ran up to 4½ minutes.

KLIN, Lincoln, Neb. It said it would abide by the commercial time standards

of National Association of Broadcasters radio code. But the commission said the station exceeded the limit of 5 minutes of commercials per quarter hour in 11% of the daytime quarter hours reviewed. The station exceeded the maximum of 18 minutes per 60 minutes in four instances.

In letters being prepared for the stations, the commission says the short-term renewals will afford the agency an early opportunity to review their records.

Need for Rules ■ Chairman Henry

\$15-million CBS-Warner deal for features

The surging demand for feature films on TV has resulted in a major production agreement between CBS-TV and Warner Bros. Pictures. If all options are exercised the film maker will produce as many as 12 two-hour features for showing on the network in the 1966-67 season. If only minimal options are exercised, six movies will be produced. Involved is a production investment that may run as high as \$15 million.

It's the third deal for exclusive production of features for TV to be negotiated since last spring. Now all three TV networks have film companies under contract producing two-hour features specifically for their respective movie programs.

Reportedly, producer-director William Conrad, who earlier in the week was named executive in charge of production of a new film unit at Warner Bros., will have responsibility for delivering the CBS-TV package. Each picture will be budgeted at \$1.5 million. In comparison, when MCA Inc. collaborated with NBC in 1963 and produced the first two features ever to be made es-

pecially for TV, the cost for each ran between \$750,000 and \$1 million.

It's believed that CBS-TV plans to show Warner's pictures on a 2d program of feature film presentations to start in the fall of 1966. CBS already is showing movies on Thursday nights and that program will be retained. Besides being shown on the network, the plan is to distribute them to theaters overseas.

The deal apparently was worked out among Warner's President Jack L. Warner and Executive Vice President Ben Kalmenson on one side and CBS-TV President John A. Schneider and programing head Mike Dann on the other. CBS Inc. Board Chairman William S. Paley also is believed to have taken a part in the negotiations which lasted several weeks and which were held on both coasts.

In addition to the new CBS-Warner relationship, MGM-TV has a deal to produce six features for ABC-TV and Universal-TV, reportedly, will turn out an unspecified number of two-hour movies for NBC-TV.

McLendon's new gimmick: all ads, no programs at all

If the FCC thinks it has had sticky problems of commercialism in the past, it ain't seen nothing yet.

Gordon McLendon, president of the McLendon Corp., is asking the FCC to transfer the license of KGLA (FM) Los Angeles to him so he can run classified ads on the station for 112 hours a week. Aside from public service and promotional announcements and station identification, the only material which would be heard on the station from 6 a.m. to 10 p.m. daily would be want ads.

He also is seeking to get the call letters changed to KADS(FM), to be pronounced on the air, at other times than station identification time, as 'KAY-ADS'."

KGLA was founded in 1957 and operates on 103.5 mc with 12.5 kw.

In a transfer of license request to be filed with the FCC today (Dec. 20), Mr. McLendon said the move to "radio's first want-ad page of the air" follows three "extensive surveys" of the Los Angeles area to determine the type of programing that would best "serve the needs, tastes and desires of that city." The want-ad format is result of those surveys.

The sale of KGLA from Edward Jacobson to the McLendon Pacific Corp. for \$400,000 was announced in August (BROADCASTING, Aug. 23, 1965). But it wasn't until recently that Mr. McLendon felt he had found the format and was ready to file the transfer application with the commission.

He is basing the application on the fact that Los Angeles now has 12 AM and 20 FM signals in the city plus "many outside signals . . . clearly receivable [and] providing a plethora of varied radio services."

He is to tell the commission he had considered an all-news operation such as the one on his WNUS-AM-FM Chicago but that the cost to do this on FM-only in the Los Angeles

market made it prohibitive. The operating losses would be "enormous" he notes, and feels such an operation could not be successful until "some new techniques of all-news operation could be found and proved practicable." Mr. McLendon is U.S. sales agent for XTRA, an AM station in Tijuana, Mexico, which broadcasts an all-news format to Southern California.

An Alternative ■ He reports he also decided against KGLA's present format of moderate popular music since it was being offered by other stations. Even making format alterations did not seem to be the answer.

So in November, he considered the want-ad concept, conducted another survey to determine if individuals, civic and eleemosynary institutions which use the classified sections of newspapers were interested in such a plan. The interviews, conducted by Richard McGrath, a Los Angeles advertising man, showed an overwhelming liking for the concept.

Mr. McLendon is to tell the commission that "while the present KGLA programing answers a type of community need, it is our opinion that a change to a want-ad format would better serve the public needs, tastes and desires in Los Angeles, and represents an experiment which we are prepared to undertake for a minimum of one year and which we are prepared and able to sustain during whatever period we determine that such programing represents our best practical opportunity to serve the needs, tastes and desires of the Los Angeles community."

Mr. McLendon, who was a pioneer of the top-40 format and a pioneer in baseball-game re-creations when he formed the Liberty Radio Network, says his proposal "would provide a service of enormous potential value. The public could uti-



Gordon McLendon

lize this service without the necessity of facing onerously long newspaper copy deadlines. Furthermore, with the advantage of radio's electronic economy, the public could be provided with classified advertising at but a fraction of the cost of this advertising in the metropolitan newspaper."

Although this type of operation would necessarily bar the station from following the National Association of Broadcasters' radio code—which limits commercials to 18 minutes an hour—Mr. McLendon has a ready-made code which he intends to follow. He said "every effort will be made" to live by the "Code of Ethics and Standards of Acceptance for Classified Advertising" of the Association of Newspaper Classified Advertising Managers Inc., "the recognized trade association of that field, in those portions applicable to radio."

End to End ■ Current thinking, he observes, calls for taking just as many want-ads as time allows with payment accompanying the order, and broadcasting them as often as time allows, although the advertiser

acknowledged that there may be stations with poorer promise-versus-performance records than some of those cited last week that received full-term renewals. But that, he said, merely points up the need for "clear ground rules" which are known to both the commission and the industry.

He expressed the hope that the cases decided last week would serve as precedent for future commission action in the commercialization field.

Does that mean that a station whose performance in commercialization ex-

ceeds a promise by 10% or 11%, as in the case of KLIN, can expect trouble from the commission?

"Ten percent may be a good, round figure," the chairman said. "But each commissioner may have his own idea, and may take other factors into consideration—the number of complaints, for instance."

In pursuing the case-by-case approach, the commission staff selects for close scrutiny those license renewal applications reporting the heaviest amounts of commercialization. Then

the staff analyzes them to determine not only whether the broadcaster has hewed to the proposals he made three years earlier, but whether their promises for the future are "vague" or provide for an "excessive" amount of commercialization.

The commission began the campaign in January 1964 when it bowed to congressional pressure and abandoned a proposal to adopt the time standards in the NAB radio and television codes as a rule.

But until last May, when Commis-

payment accompanying the order, and broadcasting them as often as time allows, although the advertiser will be charged only for a single message. He anticipates charging on a per-word basis, compared to the per-line basis most commonly used in newspaper classified. This move also discards the traditional broadcast concept of selling spots by time. Under this plan, the want-ad station would have no 10's, 20's or 60's—just ads of varying lengths at a variety of prices.

The bulk of the station personnel, he said, would be four mail personnel—salesmen or saleswomen. There would be a general manager, "chosen after a search of the best personnel available to us in the classified advertising field," a secretary, two engineer-announcers, a continuity writer and one traffic girl. Mr. McLendon said he anticipates little work will be required in traffic other than recording the actual announcements broadcast since "60 minutes of every hour is commercial for logging purposes."

He said the station would offer public service time but only to those groups or institutions that can satisfactorily establish the fact "that they do not pay for commercial newspaper advertising for the same purposes which they now ask free of the radio station." This public service time will be in the form of announcements only and must be compatible with the station's classified advertising format."

Other McLendon stations are: KLIF-AM-FM Dallas, KILT and KOST (FM), both Houston, all popular music formats; KABL Oakland-San Francisco and WYSL-AM-FM Buffalo, N. Y., good music stations. McLendon is seeking FCC approval for the purchase of KBVU Bellvue-Seattle for \$180,000. He plans to change the call letters to KNUS and make it an all-news station.

sioner Wadsworth filled the vacancy left on the commission by the resignation five months earlier of Frederick W. Ford. Chairman Henry lacked the majority to implement the policy.

One ironic aspect of the commission's action last week was that three of the stations involved subscribe to the code—WIL (a charter member), KLIN and KIRT.

Others Revised Plan ■ Chairman Henry does not consider the short-term renewals to be the first effect of the case-by-case campaign. "Other stations which

have been questioned on their commercial policies by the commission have revised those policies," he said. Invariably, the revisions pin the licensee to a more explicit, and modest, proposal than that which he originally made. (It is not unusual, for instance, for licensees to state a fairly restrictive policy, and then add, "except in periods of heavy advertiser demand").

The commission's action last week was somewhat anticlimatic. It was known to have been considering ordering WIL to a hearing on its renewal application and imposing short-term renewals on the other four.

This was the recommendation of Commissioner Wadsworth, who had made a personal analysis of the records of 15 stations whose renewal applications had been deferred because of commercialization questions (CLOSED CIRCUIT, Nov. 15). The commission staff had recommended only one short-term renewal—for WIL.

There was not, reportedly, a great deal of sentiment among the commission majority for ordering a hearing. Only one vote was taken at the meeting—and that was on whether the five stations should be given full-term or short-term renewals.

But Chairman Henry said that the commission's action should not be interpreted as meaning the commission will not order hearings in commercialization questions. "This is a first," he said. "Notice has been given that a hearing is not out of the question. It's a matter of degree."

Final Effort ■ WIL, however, acting on reports it had been marked for a hearing, went to considerable lengths to avert that fate. It retained the NAB radio code authority to monitor its programming to determine the commercial volume and plans to submit copies of the reports to the commission.

The station notified the commission of this development in a supplement to its renewal application that was filed on Tuesday—the day before the commissioners' meeting.

The station submitted a copy of a letter from Charles M. Stone, manager of the radio code, confirming plans for the project. The code is to arrange for monitoring the station twice a month, beginning this month, and continuing "thereafter."

Commissioner Wadsworth had recommended a hearing on WIL's application largely because of his view that the station had made misrepresentations to the commission in stating that it had adhered to the NAB code. To meet that complaint the station filed an affidavit by its controller, Milton V. Ritzlin, who had prepared the report. He said that in updating and revising the material in the previous renewal

application, filed in 1961, he had left the statement in without making the statistical study needed to verify it.

Last month, in an earlier supplement, WIL sought to rebut the argument it was overcommercial by revealing that its revenues had dropped \$500,000 between 1960 and 1964 that AM's and FM's operated at an overall loss from 1962 to 1964 (BROADCASTING, Nov. 22).

The commission's case-by-case approach to the commercialization issue will get a boost when the new program-reporting form for radio comes into wider use. Its sections on commercial proposals and practices were designed in terms of hours and minutes and percentage of total hours of broadcast. It also requires broadcasters to report on past practices with that policy in mind, and will make it easier for the staff to compare promise versus performance. It will also require explicit policy statements from broadcasters.

Where the present form permits statements in terms of numbers of spots to be carried, the new form asks for the maximum percentage of commercial matter to be broadcast between the hours of 6 a.m. and 6 p.m. and in all hours. It also asks for the maximum amount of commercial matter to be aired in any 60-minute segment.

Meanwhile, the case-by-case campaign proceeds. The staff is currently taking a close look at the commercial practices of 11 more stations whose load of commercials attracted attention—eight in California, one each in Nevada, Arizona and New Mexico. And now being reviewed by the staff are renewal applications from broadcasters in Washington, Oregon, Alaska, Guam and Hawaii. Their renewal date is Feb. 1.

Mars drops Chicago agency for two in N.Y.

A change in the agency responsibilities for the two candy divisions of Mars Inc., Chicago, was announced last week. When effected, the switch will move the handling of advertising from Chicago to New York. Involved is a total of \$8 million in billing, nearly all in television (approximately \$6 million in spot and \$1 million in network).

In the move, the Mars candies division will leave Needham, Harper & Steers, Chicago, and be split between Ted Bates & Co., New York, which now handles the advertiser's M & M candies division, and the newly appointed Ogilvy, Benson & Mather, New York. Both Bates and Ogilvy will also split the M&M account. The changes will be made firm once agency product responsibilities are defined. Meanwhile, NH&S will continue on the Mars account.

Some flecks in the color burst

ANA speakers in accord on color TV's tremendous future, but warn of some practical limitations, problems overlooked in the total optimism

A wide-angle look at color television, sweeping across such areas as programming, audience and advertising potential, costs, problems, and the future, was taken at an Association of National Advertisers workshop in New York last Wednesday (Dec. 15).

A panel of television specialists unanimously agreed that color was destined for a bright future, though several speakers pointed to a few dark or gray spots on the television rainbow.

John H. Mitchell, vice president in charge of sales for Screen Gems, challenged, in effect, an assertion made by another speaker, Don Durgin, sales vice president and president-elect of NBC-TV, who concluded "there is no such thing as a program that is better in black and white." Mr. Mitchell contended that "it's time to take off those rose-colored glasses" and "relegate color [programming] to its proper secondary place" behind script and casting.

Another speaker who detected some somber clouds in color TV's horizon was William H. Hylan, senior vice pres-

ident and director of broadcasting for J. Walter Thompson Co. He observed that color TV seems headed for "a rosy future," but said there are "some factors which have the potential to lessen its value as an advertising medium if they are allowed to get out of hand." He cited costs; incipient competitive developments (community antenna TV, a 4th network, home video tape) and advertisers' use of color on a permissive or mandatory basis.

Color set owners tend to be people with higher incomes than the general public, Mr. Cash pointed out, are better educated, are more concentrated in metropolitan areas and have younger

of 422 responding outlets (63%) said they can originate color in some form (slide, film, tape or live). Of these originating stations, 97% can transmit 16mm color film versus only 10% that can handle 35mm color film; 96% can transmit color slides; 47% video tape in color; 18% can provide live color.

■ Of the 155 stations which said they could not now originate color, 78 reported they would be color-capable by the end of 1966. This means, TVB observed, that by the end of 1966, more than 80% of the stations will be able to originate color in some form.

Mr. Cash stressed that stations and networks are making considerable outlays for color equipment and said these expenses, with few exceptions, are not passed on to advertisers. He estimated that it can cost up to \$250,000 to convert a black-and-white TV station to color.

The expansion into color has been a service by the station to its viewers and his advertisers, he said, adding: "We are unaware of any . . . and I

Mr. Cash recalled that in 1954 only two manufacturers (RCA and Packard-Bell) offered color sets. In 1965, virtually every manufacturer of black-and-white sets also is a manufacturer of color receivers, he stated.

"In terms of set dollars, color will pass black and white this year for the first time," Mr. Cash reported. "In terms of color set units, color will pass black and white sometime in 1969."

"At the end of this month, we expect to have at least a five-million color home television audience."

Color set owners tend to be people with higher incomes than the general public, Mr. Cash pointed out, are better educated, are more concentrated in metropolitan areas and have younger

repeat . . . any advertiser on either the national or the local level who has come to television for the first time because television now offers color. Nor are we aware of any advertiser who has increased his total television dollar investment because he can now be in color."

He emphasized that since TV does not charge extra for color, this is equivalent to a "gift" to advertisers of "from a quarter to a third of a billion dollars—dollars that would come to television if we were to charge the premium rates



Mr. Mitchell



Dr. Coffin



Mr. Cash



Mr. Durgin



Mr. Hylan

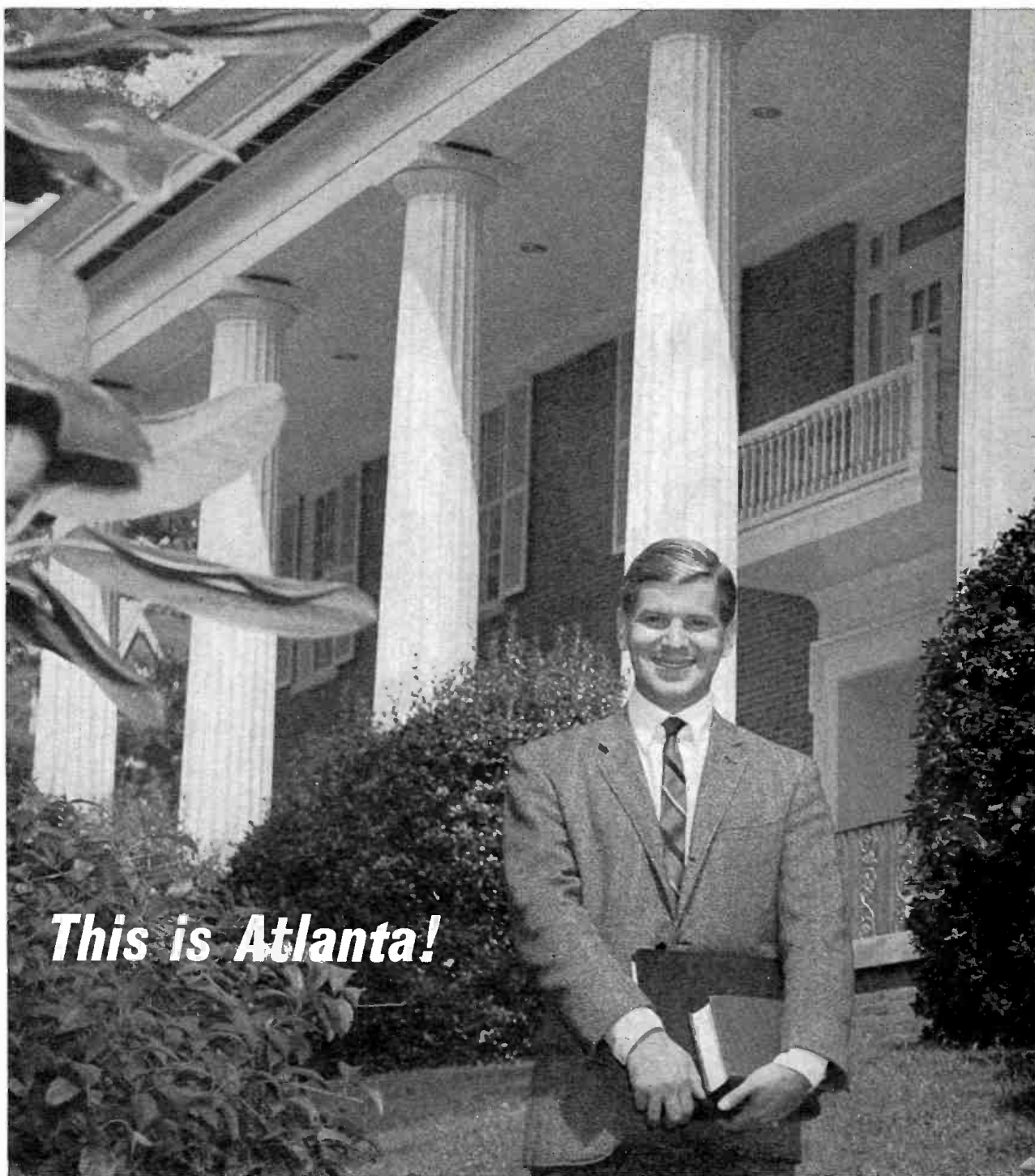
Overall Look ■ A broad view of the

and larger families. This refutes some critics who have claimed that TV's appeal is "only to the lower levels of our economic scale," he noted.

Mr. Cash provided a summary report of TV station color facilities, based on a TVB study last month. He said that station-by-station results would be available shortly. Highlights of the study:

■ Of 402 network-affiliated stations replying, 97% (389) said they can transmit network color programs in color.

■ Including independent stations, 267



This is Atlanta!

THE DROP-OUT DROPS IN. Dick Kallman, NBC's "Hank", broadens his education of television with a visit to White Columns. To broaden your education of television, consider this: The average November and March ARB Nationwide Sweeps for total households reached in the top 25 markets during prime time programming shows Atlanta's 8.1% increase over 1964 was the highest in the nation.* And, of course, WSB-TV leads in Metro share. *ARB Nov. 1964 — ARB March 1965

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIIC, Pittsburgh.

for color that magazines now charge."

Mr. Cash estimated that 40% to 50% of national spot availability requests now are asking for color and predicted this figure would rise to 50% or 60% by next year.

Mr. Durgin told his audience that network color programming exploded in the 1965-66 season, jumping from 2,300 hours to 5,400 hours, and added that a "second explosion" is likely to take place in 1966-67. On Jan. 7, 1966, he reported, NBC nighttime color will rise from 96% to 99%.

"For our purposes we have concluded there is no such thing as a program that is better in black and white," he declared.

He discussed the logic of motion picture companies' producing some features in black and white as well as their stand that some films are more effective without color. He offered this explanation:

Color Adds Reality ■ "But the reason for this is, I think, that you see a motion picture in dimensions larger than life on a big screen which, unreal though it may be, is most realistic because it is larger than life. The presentation of television, live or film, on a smaller-than-life screen detracts from reality, but if you own and watch color television, you will find that color adds back reality that size can take away."

Mr. Durgin said color commercials add approximately 20% to 30% to black and white costs. He said there would not be a separate charge for color program production, but added that

costs for color programs will be higher and they will be passed on to advertisers in whole or in part.

"The main thing, though, is that even on a full program cost recovery basis," he continued, "the additional cost-per-minute to the national advertiser will probably not be in excess of 6% for film programming and 2% for live programming. That is to say, a \$40,000 nighttime commercial minute might become a \$41,000-to-\$43,000 commercial minute in a given program—this figuring just on the basis of an original program. When you add in the effect of a typical repeat pattern, on a film program a typical 6% increment reduces to 4% or 5% on a season basis."

In sum, Mr. Durgin said, the fundamental laws of the market place will determine the cost of color programs. He said he did not expect "any artificial or arbitrary costs to be introduced, simply because we have a brilliant new production technique and process, even though that process significantly increases the value of the program and the medium."

The direction of Mr. Mitchell's talk could be gauged by its title: "Some Black and White Observations on the Future of Color Television." He contended that although color will have a solid impact on the manufacture and sale of TV sets and on product advertising, it "is not now and never will be the determining factor in the conception, production or ultimate success or failure of any regularly scheduled pro-

gram."

Producers Pushed ■ Mr. Mitchell claimed that for this season, all producers, to some extent, were "pushed" into color by the networks. He added that even if the majority of television sets now in use were of the color variety, instead of 8.3%, he doubted whether there would have been any change in this season's rating.

"Consider such shows as *The Smithers Brothers*, *Wild Wild West*, *Lost in Space*, *F Troop* and my own company's *I Dream of Jeannie*—all done in black and white," Mr. Mitchell said. "All significantly are among the top-rated of the new entries." Also, we still find among the top ratings such programs as the *Dick Van Dyke Show*, *Bewitched*, *Combat* and *McHale's Navy*, none of which has lost any significant portion of its audience by choosing to fight it out in black and white rather than switch to color.

"What's more, I cannot think of a single new show which was originally inspired by the advent of color, or a single one which could not have been produced in black and white."

Musicals Excepted ■ He referred to the motion picture industry practice of producing both black-and-white and color features today, 30 years after color was introduced. For TV, in Mr. Mitchell's opinion, the absolute need for color will be in musical specials where "color can be counted among the production components."

"Literal red blood will not breathe new life into *Dr. Kildare* or *Ben Casey*," he insisted. "Unfunny material won't become hilarious because a viewer can see the blue of Danny Kaye's eyes . . . a second-rate show in color remains a second-rate show."

Mr. Hyman envisioned a bright future for color TV but warned that there are roadblocks to be removed and sophisticated research to be undertaken to measure its effectiveness.

Mr. Hyman posed three questions vis a vis color TV: (1) Will mounting costs inhibit the use of color TV? (2) Will advertiser's use of color be permissive or mandatory? (3) What other factors can alter the course of commercial TV?

Taking up costs, Mr. Hyman concentrated on "networking charges," described as costs to cover the services needed to deliver a program or commercial from its point of origin to its ultimate point of distribution, the network affiliate. Mr. Hyman said that under current practices, it is becoming difficult to ascertain which items come under the "networking umbrella." In addition, he said, charges for these services vary considerably from one network to another.

For example, at ABC-TV, the charge is \$2,400 gross per hour, with smaller units computed pro-rata and with no



Founder notes tremendous growth of agency

Ted Bates & Co. has reported that its total world-wide billings have climbed to \$230 million in 1965. Shown above are Theodore L. Bates (c), founder and honorary chairman of the board, flanked by Archibald

McG. Foster (l), president, and Rosser Reeves, board chairman of Ted Bates & Co. at a luncheon in New York celebrating the agency's growth from \$4.5 billings when it went into business 25 years ago.



*"There's what's-his-name on TV.
Let's get his autograph for our kids."*

"You have no kids, George."

Never underestimate the power of the NBC Owned Television Stations. When it comes to launching local TV celebrities, they're experts. Case in point: Woodrow the Woodsman. Who's Woodrow the Woodsman? He's the delightful host of WKYC-TV's—and Cleveland's—top-rated children's program of the same name.

Besides launching their own performers, the NBC Owned TV Stations have been known to make national heroes out of local personalities.

(Ever hear of Hugh Downs?) In New York, Washington, Cleveland, Chicago and Los Angeles, the NBC Owned TV Stations have shown a sharp eye for talent—a talent that keeps people watching and listening. In all our markets, whether for kids or adults, Owned-Station talent puts on a big show. Does all this good showmanship mean audience leadership? It certainly does. And good business? You bet. Just ask our advertisers.



Stay up front with the NBC owned stations

WNBC-TV NEW YORK

WRC-TV WASHINGTON

WKYC-TV CLEVELAND

WMAQ-TV CHICAGO

KNBC LOS ANGELES

REPRESENTED BY NBC SPOT SALES



COMMERCIAL PREVIEW: Color and trim lines to make women like Like

Color her slim could well be a paraphrase of the theme for the 1966 advertising campaign of the new diet drink, Like, now just getting into high gear for wide national distribution. The Seven-Up Co.'s new beverage will use extensive local spot TV and radio through J. Walter Thompson Co., Chicago, which pro-

duced the new series of color commercials depicted here. Like's chief target: women.

All of the broadcast campaigns will be purchased by the 280 Like bottling companies throughout the country with co-op financial help from the parent firm in St. Louis. Every single bottler to date has used

local TV and most have used radio too. Collectively they serve three-fourths of the U. S. population.

The 1966 TV spots will be the first in color for Like. Just two years ago Like was introduced in a single market, San Francisco.

The new campaign also includes the use of print media.

distinction between monochrome and color, he asserted. NBC's charge is \$1,765 gross per hour, with no distinction between black-and-white and color in nighttime. Mr. Hylan reported that for "some curious reason," NBC-TV still preserves a daytime charge of \$3,600 net per quarter-hour.

Mr. Hylan went into considerable detail on CBS-TV's "networking" charges, which this September went on a commercial-minute basis. These charges became \$470 net for each black-and-white commercial for all time periods day as well as night, and \$720 for each commercial at night and \$595 for each color commercial in daytime.

For purposes of comparison with CBS-TV's earlier charges, Mr. Hylan computed the "net-per-minute" figure on a "gross-per-hour basis," with these results:

The evening black-and-white \$1,750 gross per hour now has become \$3,318 GPH, an increase of 90%; evening color \$3,500 gross per hour has become \$5,082, an increase of 45%; daytime black-and-white \$1,080 gross per hour has become \$6,636 GPH, an increase of 515%, and daytime color hour was established at \$8,400 GPH (the network did not have a daytime color rate before September).

"These are obviously substantial increases," Mr. Hylan commented. "What is more startling, though, is that the cost of 'networking' a black-and-white minute should have risen so sharply and so high in proportion to the color minute at a time when all the emphasis on increased overhead is in color."

The second question raised by Mr. Hylan related to whether the use of

color in TV be permissive or mandatory as far as the advertiser is concerned. He noted that network programming is converting rapidly to all-color but for the time being, the advertiser has a choice of producing a commercial in black-and-white or color. But, he added: "The networks at some future date could require color commercials in color programs or in peak viewing or in specific programs. Or it might well be that viewers who have made a substantial investment in buying color will resent the advertiser who presents his story in black-and-white."

From here on in, according to Mr. Hylan, a network TV advertiser must be "vitally interested in color," not only because of the advantages to be derived from the medium but because, "like it or not, he's going to be paying for at least some part of it."

Mr. Hylan reminded networks and stations that regardless of the volume of color programs, they can be viewed only in homes with color receivers. He suggested that present and future costs be attuned more to the number of receivers in the homes than to the number of color programs on the air.

Mr. Hylan mentioned a third consideration affecting the television medium. This embraces such new and growing developments as the spread of CATV systems; the possibility of a fourth network; the government proposals limiting network control of programs at night and questioning discount structures, and home video tape.

Research Need ■ To maintain an orderly transition to color TV, Mr. Hylan urged that more meaningful research be conducted. He cited the need

for intermedia comparisons; the importance of color versus monochrome in presenting different types of products and the relative effectiveness of isolated commercials compared to back-to-back minutes or split 30 seconds.

Thomas E. Coffin, vice president, research, NBC, discussed color TV's audience, with particular emphasis on what kind of people own color sets and what is the impact of color on their viewing, based on the ARB National Rating reports for September and October 1965 and a Broad Rating Index study last March.

Dr. Coffin took NBC-TV's *Please Don't Eat the Daisies* as typical of color offerings. Its rating in black and white homes was 20.5; in color homes, its rating was 33.0. He claimed that its "color advantage" is 65%, meaning that *Daisies'* rating is 65% higher in color than in black-and-white homes in the same period.

In an analysis of all network shows during the September and October period, Dr. Coffin reported, color programs received higher ratings in color homes but the "color advantage" varied, depending whether the competition was black-and-white or color. He made these observations:

- When there is a single color show against two black-and-white shows, the color program receives a 68% higher rating in color homes.

- When there are two color shows scheduled against a black-and-white one, each of the color presentations gains a 41% color advantage over the monochrome program.

- When three network shows are in color simultaneously, each color pro-

Seven Arts Television
presents its first network spectacular
sponsored by The Carnation Company, Eastman Kodak Company,
Remington Electric Shaver, Shulton, Inc. and S.C. Johnson and Son, Inc.



In Color on the CBS Television Network
Tuesday, December 21 from 7:30-8:30 p.m. e.s.t.

An international cast brilliantly dances to Tchaikowsky's beautiful and spirited music played by the Philharmonic Orchestra of Budapest. From the New York City Ballet: Edward Villella, Melissa Hayden and Patricia McBride. From the National Opera of Stuttgart: Helga Heinrich, Ray Barra and Hugo Dellavalle. From the National Opera of Munich: Margot Werner. And from the Royal Opera of Copenhagen: Nils Keleth.

It's a dazzling color production and a Christmas treat for all the family.



Seven Arts Television
NEW YORK/LOS ANGELES/TORONTO

gram gets a 27% higher rating in color homes over black-and-white households.

Dr. Coffin reported on a Brand Rating Index study to provide a profile of the color-set owner. He emerged with these characteristics: He tends to be more affluent, free-spending, active, convenience-oriented and status-minded.

Lab Problems ■ Robert Crane, president of Color Service Co., told the workshop that the sudden emergence of color TV last spring and summer found laboratories ill-prepared to deliver color commercials speedily.

Mr. Crane explained that an order for a single color commercial involves the following: the making of a 35mm answer print and a 16mm answer print; 12 35mm prints, 25 16mm prints, one interpositive, one 16mm internegative, one pan master, one 16mm black-and-white negative and an answer print from the black-and-white negative. In addition, the 60-second commercial may have a 30-second version and a 10-second version, all requiring the same basic elements.

"When all the smoke has cleared away," Mr. Crane summed up, "the lab finds on the entire order they have printed about a thousand feet of film, an amount equal to one single print of a half-hour industrial show, and to accomplish this has had to add several people and technicians to handle the tremendous amount of detail required to manufacture the various elements to produce TV commercials. All this has meant a complete re-evaluation of our service and production schedule."

Mr. Crane urged producers, agencies and sponsors to cooperate more fully with laboratories by providing them with more time with which to complete their phase of color commercial production.

Some tentative conclusions from a study of the effectiveness of color were presented at the closed workshop session, but officials said the report was unfinished and would not be available for a week or two.

Motel chain makes buy on four radio networks

Noting that there is a "resurgence of radio . . . and the public's reliance on radio for news," Quality Court Motels, Daytona Beach, Fla., announced last week that it will launch a heavy advertising campaign on five weekday radio network news programs next month. The campaign, aimed chiefly at the businessman at drive time, will be concentrated in the late afternoon and early evening hours and will run from Jan. 17 to May 29, 1966.

Commercials at the rate of about

25 a week have been scheduled on NBC Radio's *News of the World with Morgan Beatty* (7:30-7:45 p.m. EST); ABC Radio's *ABC News with Ron Cochran* (5:55-6:00 p.m. EST); CBS Radio's *The World Tonight with Douglas Edwards* (6:30-6:45 p.m. EST), and Mutual's *Report from Wall Street with Frank Singiser* (4:35-4:40 p.m. EST) and *News with Tony Marvin* (6:30-6:45 p.m. EST). One-minute and 30-second commercials will be used on NBC, ABC and Mutual with minutes on CBS.

The Marschalk Co., New York, is advertising agency for Quality Court Motels, which operate their motels in cities principally east of the Mississippi River.

Solow to head new Solow/Wexton agency

The Wexton Co., New York advertising agency, last week moved to new headquarters at 400 Madison Avenue, and at the same time, announced a new operating title of Solow/Wexton Inc.



Mr. Solow

The agency bills about \$6.5 million annually. Approximately \$1.1 million of this amount is in TV and \$1.4 million in radio.

Martin Solow, who has been president of Wexton for the past four years, becomes president of Solow/Wexton. Adrian S. Price is executive vice president of advertising.

Abrams to retailers: displaymen have TV touch

Retail store displaymen are the logical persons to manage their stores' television advertising, Howard P. Abrams, Television Bureau of Advertising vice president in charge of retail sales, told a meeting of the National Association of Display Industries in New York last week.

"In contrast to print-oriented ad managers," Mr. Abrams declared, "displaymen already know how to use animation and motion in demonstrating items for sale. They know how to use lighting to capture the important moods for a fashion window and they have worked with live models in fashion shows, store exhibits, cooking schools and in other activities."

Goodrich buys eight ABC-TV documentaries

The B. F. Goodrich Co., Akron, Ohio, will sponsor a series of eight ABC-TV one-hour documentaries, four in color. The series will be repeated after an initial telecast during 1966.

The B. F. Goodrich sponsorship of the series totals 16 hours, with eight original documentaries, all to be repeated after intervals of from two weeks to three months from the first telecast. The repeated programs will be carried on Sunday afternoons.

The schedule, including the producers, is as follows (color is noted): Two by Stephen Fleischman: "Anatomy of Pop: The Music Explosion" on Feb. 15 and Feb. 27, and "We Are Not Alone" (based on Walter Sullivan's book of that title) in October and a date to be announced. Several by John H. Secondari and his wife Helen Jean Rogers, two in color from *Saga of Western Man* ("Beethoven" in March and April and "The First Christmas" at times to be announced), and "To Be A Soldier" also in color in May and June; and a documentary, "The Baffling World of ESP" in June and September. Others, a color special by Thomas H. Wolf, "Vietnam: Operation Sea War" in March and April and, by Robert Drew, "The Big Guy" (Jim Beattie, heavy-weight fighter) in April and May.

Agencies for B. F. Goodrich are BBDO, New York, and the Griswold-Eshleman Co., Cleveland.

Sponsors signed for NBC's TV tests

Advertisers for four NBC News "testing" programs scheduled for 1966 were announced last week. The programs, in which viewers can participate, have been set for NBC-TV to test the honesty, the observation-perception, the political beliefs and the aptitudes of the American people.

The Institute of Life Insurance, New York, through J. Walter Thompson Co., has purchased a half-sponsorship in all four programs. Xerox Corp., Rochester, N. Y. (through Papert, Koenig, Lois), and Armour & Co., Chicago, (through Foote, Cone & Belding) have each purchased a half-sponsorship in two programs.

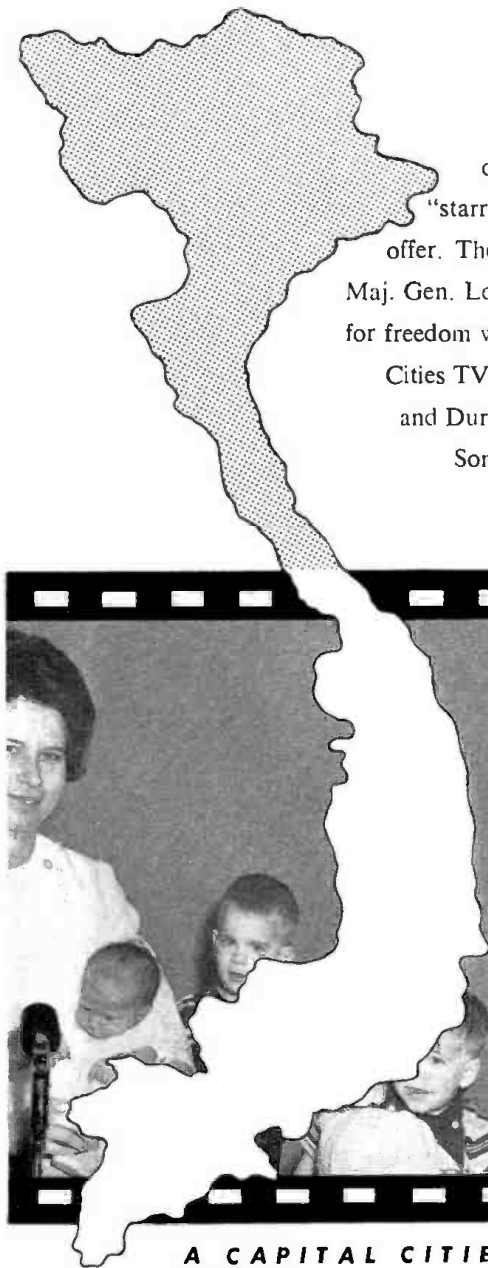
Frank McGee will be host of the one-hour specials, scheduled to begin early next year. The first program, *Testing: Is Anybody Honest?* will enable each viewer to compare his degree of honesty in selected situations with national standards determined by surveys.

HEARTBEAT BRIDGE

10,000 MILES LONG



Though his baby daughter was born after his departure for Viet Nam, Marine Corporal Tommie Cripe will "see" Susanne Lynn, thanks to WPRO-TV's unique Christmas project. From our tri-state coverage area, our News and Public Affairs Departments "starred" for 90 seconds each, the first fifty families who responded to our offer. These films were flown to Viet Nam, through arrangements made with Maj. Gen. Leonard Holland, State Chairman of the U.S.O. Each of the 50 fighters for freedom will have his own private filmed reunion with his family. Other Capital Cities TV stations in Buffalo and Albany, New York, Huntington, West Virginia and Durham, North Carolina also undertook this project for their communities. Some would call our action "making news", or "extra-special services", or "two-way communications". We recognize it simply as part of our Total Community Involvement . . . *because we care.*



A CAPITAL CITIES STATION

WPRO-TV

PROVIDENCE Represented by BLAIR-TV



New Carnation food may bring TV rush

Several new instant-breakfast foods can be expected to pump new money into TV if the track record of Carnation Co., Los Angeles, the only company now marketing the food nationally, attracts similar products from other manufacturers.

Carnation already has spent an estimated \$4 million in TV this year to push its Instant Breakfast, preceding its national distribution last June with a six-month market test. Though competing firms are reluctant to reveal plans, at least three companies have been mentioned as likely TV users for similar products—General Foods in White Plains, N. Y., Pet Foods Co. in St. Louis and the Borden Co. in New York.

Carnation first started distributing its new product, a powder that is dissolved in milk, some six months ago. It is said by the manufacturers to provide about 25% of daily nutritional requirements.

The product is now producing estimated annual sales of \$20-25 million, an impact that has not been lost on the food industry. One rival manufacturer

(General Foods) has revived a similar product, and several other companies have indicated a keen interest in the new breakfast market.

Carnation test-marketed its product during the first six months of this year, in which time the company spent about \$700,000 in network TV and \$300,000 in spot. Since the product went national, Carnation, through Erwin Wasey Co., Los Angeles, has spent approximately another \$2.4 million in network and \$600,000 in spot TV. Should the other advertisers follow, additional broadcast expenditures are expected to accompany introductory campaigns.

General Foods has been testing Brim, a fortified, homogenized breakfast food in liquid form, off and on since late 1964. Intensive testing has begun again in Arizona and Missouri, but the company is reluctant to reveal details of future marketing. Young & Rubicam, New York, is Brim's agency.

A spokesman for Pet Foods Co., St. Louis, said last week the company had long-range plans for introducing an instant-breakfast food in both powder and liquid forms, but that "nothing is in the offing for six to twelve months."

The Borden Co., New York, was reported working on a similar product, but the company would neither confirm nor deny the report. Two national

food advertisers—General Mills Inc. and Pillsbury Co., both located in Minneapolis—said they do not plan to market an instant-breakfast product.

Color comparison

Blair Television has distributed copies of its penetration study, "Color TV Circulation vs. Magazine Circulation." More than 50 of the nation's major markets where Blair has representation are covered. It offers county-by-county circulation of the leading magazines, as compared to the Nielsen color television penetration estimates of March 1965.

Ogilvy plans more time for creativity

Ogilvy, Benson & Mather Inc., New York, marked its 17th year as an advertising agency by effecting new changes on the management level and by noting its billing has tripled in the past five years. OB&M's billing in 1965 was placed at more than \$90 million (an

Computer center in FC&B's new Chicago office

When the nearly 500 employees of Foote, Cone & Belding's Chicago office report for work today (Dec. 20) they will find spanking new offices on five floors (9 through 13) of the Equitable Building, latest architectural landmark "at the bridge" on Michigan Avenue opposite the venerable Wrigley Building. For seven of them it will be nearly full cycle, having been in the Wrigley nearly 40 years ago with FC&B's predecessor, Lord & Thomas.

Charles S. Winston Jr., executive vice president and general manager of FC&B's Chicago office, explained the move was made necessary by the agency's doubling of its billings during the last six years "and we expect the business to increase at the same rate in the future."

FC&B's national data-processing center will be located on the 10th floor and initially will prepare media estimates and client billings. It will serve all of FC&B's offices in the U. S. plus Toronto. Heart of the system is the General Electric 415 computer system. Featuring its own power supply and air conditioning

facilities, the computer system includes quarters for a GE maintenance crew who will run a three-hour check-out of the system beginning at 6 a.m. every day.

A complete closed-circuit TV system has been installed for the agency's commercial production department. FC&B's offices also are

equipped with color TV receivers for normal off-air viewing.

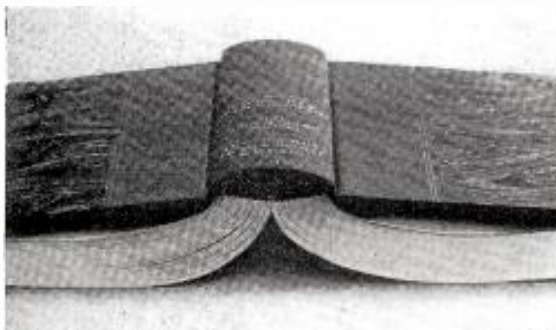
The Equitable Building will be FC&B's fifth home in Chicago. The agency's billings top \$220 million now, its stock is traded on the New York Stock Exchange and at the present time it has 21 offices in 12 countries.



FC&B's new national data processing center in Chicago gets close inspection from Fairfax M. Cone (l), chairman of executive committee, and Charles S. Winston, Jr., executive vice president and general manager of the agency's Chicago

office. The computer system will be used by all of the domestic offices of FC&B as well as the agency's Toronto office for client billings and media estimates. FC&B has the 9th to 13th floors of Chicago's new Equitable Bldg.

Yankelovich has three procedures for pre-testing your radio commercials. Which one works best for you?



When the ABC Radio Network introduced the Yankelovich Report September 29th, it made available to the entire industry a study which:

- 1) can assist in the creation of more effective radio commercials;
- 2) can indicate the kind of commercials which will be most successful in reaching the consumer with a given message at a given time and place.

For the first time, a radio commercial can be tested under constant laboratory conditions by any advertiser or agency.

Following the Yankelovich presentation, the ABC Radio Network received many requests for more information on testing procedures. Consequently, it has now established a set of procedures for pre-testing radio commercials through the Yankelovich Communications Clinic.

ABC's role as a radio network is to provide advertisers with pre-testing tools designed to make marketing through radio the most profitable with the least risk. We are in no way involved with either the actual testing, or subsequent charges for testing.

These procedures have been established as a service that ABC Radio hopes will be of value to those who have requested it, and to those who are interested in the use of our medium in their total marketing effort.

Three alternative testing procedures available:

Procedure I: The ABC Radio Network will make available to advertisers and agencies the questionnaire, tests and computer procedures needed for testing or pre-testing radio commercials at no charge.

One condition is attached to this offer: those who use the method should be prepared to supply the statistical results of their tests (with minimum identification) so that the norms can be continually updated.

Procedure II: The ABC Radio Network will make available to advertisers and their agencies kits containing instructions for conducting the tests, including the questionnaire. The completed questionnaires can then be sent to the ABC Radio Network, who will forward them to Daniel Yankelovich, Inc. for tabulation, computation of Delta Scores and preparation of a charted report. The charge: \$175 per commercial.

Procedure III: The ABC Radio Network will submit an advertiser's or agency's commercial to the Daniel Yankelovich, Inc. Communications Research Clinic for testing and producing a charted report. The charge for this complete service is \$500 per commercial. There is a 20% surcharge if a special sample is requested (e.g. new car owners). The testing and report will take approximately three weeks.

If you are interested in testing your radio commercials, or if you did not obtain a copy of "The Yankelovich Report," contact your ABC representative or write Research Director, ABC Radio Network, 7 West 66th Street, New York, New York 10023.



estimated \$44.2 million in broadcast).

The agency merged a year ago with a London agency—Mather & Crowther Ltd.—to form an international agency called Ogilvy & Mather with worldwide billing at present totaling \$151 million. The U. S. agency, Ogilvy, Benson & Mather, has its headquarters in New York, branch offices in San Francisco, Chicago, Los Angeles and Atlanta and a subsidiary office in Toronto.

OB&M's management changes (see page 10) have effected a new executive team. David Ogilvy, who founded the agency in 1948 and has been its chairman of the board, said that in the realignment he has given up his "administrative and management chores, which have occupied too much of my time in recent years." He said that in the future he wished to devote his time to creative work.

The new operational team at Ogilvy is made up of John Elliott Jr., who becomes chairman of the board, and James R. Heekin, who succeeds E. Esty Stowell as president. Alan Sidman was elected to the newly created post of vice chairman.

RAB plans western Media Advisory Council

A Media Advisory Council for the Radio Advertising Bureau's new western sales office will be formed at the conclusion of two informal meetings to be held in Los Angeles on Dec. 29 and in San Francisco on Dec. 30 with agency media executives.

Miles David, RAB president, said last week the council will be composed of media directors of leading western advertising agencies which place the bulk of national and regional advertising originating from that area.

Mr. David said that a similar Media Advisory Council also will be organized for the Midwest when RAB opens a Chicago office early in 1966.

Agency appointments . . .

■ National Car Rental System Inc., Minneapolis, has appointed Campbell-Mithun Inc., that city, to handle its promotion with a budget in excess of \$1 million.

■ B. C. Morton Organization Inc., Boston, has appointed Arnold & Company Inc. that city, to handle its nationwide advertising program. B. C. Morton Organization specializes as security brokers selling investments in mutual funds, savings and loan association accounts, real estate trusts and life insurance. The organization's promotion budget for 1966 is \$200,000.

■ Pepsi-Cola Co., New York, has ap-

pointed Ogilvy, Benson & Mather, same city, as advertising agency for its Mountain Dew soft drink, replacing Geyer, Morey, Ballard, New York. Mountain Dew, which began its marketing in November, is expected to bill around \$1 million in 1966, with heavy use of radio-TV indicated by the company.

■ General Foods Corp., White Plains, N. Y., last week named Rogers & Cowan to handle publicity and promotion for all its TV programs. General Foods currently sponsors the following shows on CBS-TV: *Andy Griffith Show*, *Gomer Pyle—USMC*, *Hogan's Heroes*, *Green Acres*, *Lassie*, *Linus the Lionhearted*, *I've Got a Secret*.

■ Sunny Products Corp., Dundee, Ill., has appointed O'Grady-Andersen-Gray Inc., Park Ridge, Ill., to handle its line of liquid detergents. Current plans call for radio and TV advertising with special community and point-of-purchase promotions in six markets.

■ Comet Rice Mills Inc. names Norsworthy-Mercer Inc., both Dallas, to handle promotion of its consumer rice.

■ General Contract Finance Corp. has appointed George-Savan Advertising, St. Louis. The company offers commercial financial service and consumer loans through 94 offices in 15 states and Puerto Rico.

Wynn Oil to increase network radio budget

Wynn Oil Co., Azusa, Calif., is an advertiser that knows what it likes. It likes network radio, news and sports programs and weekend exposures. That's the way Wynn will promote its product line in 1966.

The bulk of the car-care product maker's advertising budget, its big seller is a friction proofing brand, will be spent for the saturation use of network radio. Some 750 stations of the ABC, CBS and NBC radio networks will share in an advertising windfall which should amount to a "substantial increase" on the \$1.2 million Wynn put into radio in 1964.

The campaign will be carried in four flights throughout the year. The flights, one of three months, the others of approximately two months each; start in mid-January and end in late November. The breakdown: Jan. 15-March 20, April 2-July 1, July 2-Sept. 30, Oct. 1-Nov. 25. Each flight will promote alternate brands in different seasons of the year.

In all 299 ABC, 242 CBS and 203 NBC stations will carry Wynn's commercials. They will be scheduled within *ABC Weekend News* programs, eight times a week; on CBS's *Weekend*

Dimension, 10 times a week and on both *NBC News-On-The-Hour* and *Monitor News and Sports*. In addition Wynn will augment this lineup with a schedule of commercials over NBC during the network's broadcast of 1966 Gemini space flights.

Agency for the campaign is Erwin Wasey Inc., Los Angeles.

BBDO's media section gets spot coordinator

BBDO has instituted a new function in its media department in New York, that of a coordinator of spot activity. It was learned last week that Hope Martinez, a media supervisor at the agency, has been assigned the post as an additional responsibility.

Miss Martinez's new post was created by Herb Maneloveg, vice president and media director, as a means of increasing efficiency and effectiveness in spot buying.

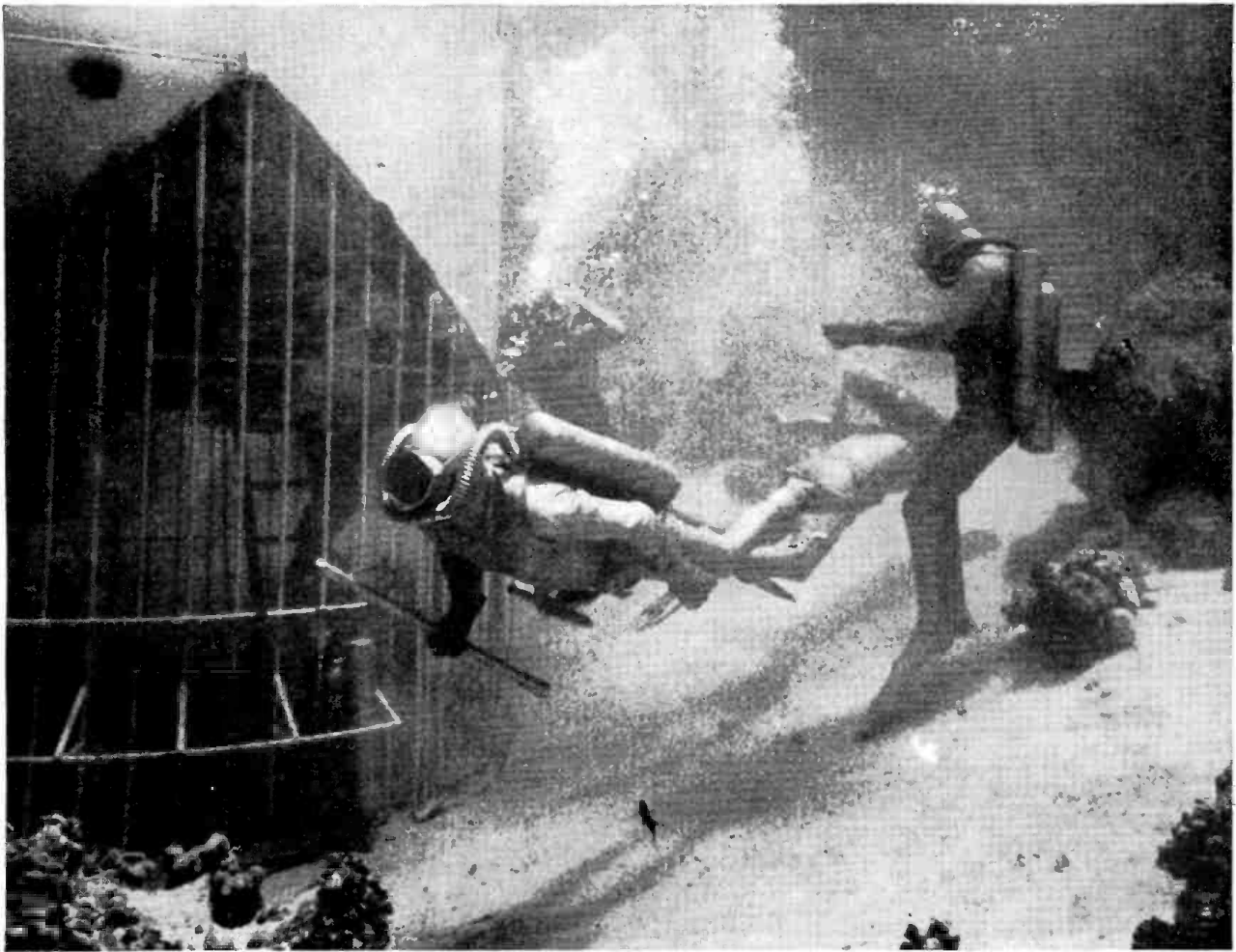
Miss Martinez, who will report directly to Mr. Maneloveg, will work with media supervisors of each buying group. In addition to relating media management decisions to the supervisors, Miss Martinez also will relay changes in buying "direction" when they are the consensus of the buying supervisors and will pass along to others "opportunistic" spot availabilities. Also coming under her purview: the review with group supervisors of each buyer's work and a check on the distribution of the buying load to insure it is equitable.

Godfrey's radio show sold out for 1st quarter

A complete sell-out of *Arthur Godfrey Time* for the first quarter of 1966 is being announced today (Dec. 20) by CBS Radio. The show is heard Monday through Friday, 50 minutes daily. It is sold in 10-minute units.

George J. Arkedis, vice president of CBS Radio network sales, said the sales picture looked so good that it "could very well continue throughout the year." Second quarter 1966 sales, he said, already have equaled the total sales for the comparable period in 1965. He reported 99.2% of all availabilities from October 1965 through this month sold.

CBS Radio pointed out that the sales activity on *Godfrey* took on added significance because of the rate-card level for the show which is higher than most periods on network radio. The rate is \$5,200 for one 10-minute segment, or \$4,900 each on a 52-week basis. According to the network, this rate is



A scene from Jacques-Yves Cousteau's *WORLD WITHOUT SUN*, a Columbia Pictures Release

Harvesting Deep-Sea Wealth Gets Big Boost from Republic Steel Research

Despite the forbidding, frigid dangers of the ocean depths, man is slowly beginning to extract the tremendous wealth of food, fuel, and minerals held captive for billions of years.

Republic has developed superstrength steels forecasting dramatic possibilities for undersea operations. These steels have twice the water-pressure resistance of steels of the same weight presently being used.

Now, Republic has developed a new welding system of procedures, methods, and material that makes these superstrength steels immediately usable. This new alloy system provides strength and toughness at the welded joints equal to that of the superstrength steel itself.

This opens the door to practically any future design and size of undersea vessels and structures—because this new welding alloy system *requires no reheating after*

fabrication and welding.

Republic Steel research and production capabilities continue to pioneer the long reach of steel into new and unknown uses, anticipating needs of the future. However, expenditures on facilities for modern research and new products can only be made when adequate profits are available. Unfortunately, in the steel industry profits are far below those of other industries. Our ability to continue to serve the nation in the future, as we have in the past, will depend, in a large degree, on the adequacy of our profits.

REPUBLIC STEEL
CORPORATION

CLEVELAND, OHIO 44101



This STEELMARK of the American Steel industry on a product assures you it is modern, versatile, economical Steel. Look for it on products you buy.

WANT TO KNOW MORE ABOUT STEEL ECONOMICS?

Write for Dr. Jules Backman's report clarifying the steel industry's position and influence in the nation's economy.

comparable to a buy in daytime television.

Major advertisers in the show committed well into 1966 are: The Nestle Co. (Warwick & Legler), California Date Growers Association (Carson/Roberts), E. I. duPont de Nemours & Co. (N. W. Ayer & Son), Holiday Inns of America Inc. (John Cleghorn Agency), Aunt Jane's Foods, division of Borden Co. and Sunsweet Growers (both Maxon).

Bruce on network TV with \$1-million splash

E. L. Bruce Co., a major spot TV user, through Gumbinner-North, Chicago, will begin getting network TV exposure today (Dec. 20), when it will be advertised on the NBC News special, *Vietnam: December 1965*.

Bruce, a leading manufacturer of floor-care products, was recently acquired by Armour Grocery Products Co., which has bought 10 NBC News actuality specials for \$1 million. Bruce products has been given a 40% ad budget increase with the majority of the new money going into television. The floor-care firm will get exposure on Armour's other specials and regular network TV shows.

Business briefly . . .

Knox Gelatin Inc., Johnstown, N. Y., through D'Arcy Advertising, New York, will participate in CBS Radio's *Arthur Godfrey Time* at the rate of two commercials a week for 52 weeks, beginning Jan. 3, 1966.

American Cyanamid Co., Wayne, N. J., through Dancer-Fitzgerald-Sample, New York, will sponsor *Alumni Fun* when the program is resumed on CBS-TV for a 13-week run, beginning Sunday, Jan. 23, 1966 (4:4:30 p.m. EST).

Reilly, Brown, Tapply & Carr, through Sampson Products, both Boston, will introduce a new product, "Nails 'n Knuckles," designed primarily for cleaning youngsters' hands. Plans call for test marketing, using spot TV, in Providence, R. I., beginning in February 1966.

Plough Inc., through Lake-Spiro-Shurman Inc., both Memphis: **Polaroid Corp.**, Cambridge, Mass., through Doyle Dane Bernbach, New York; **Bristol-Myers Co.**, through Grey Advertising, both New York; **S. C. Johnson & Son**, Racine, Wis., through Benton & Bowles, New York; and **Levi Strauss & Co.**, through Honig, Cooper & Harrington, both San Francisco, have signed to participate in 18 NBC-TV prime-time programs. All are in *Hulla-*

baloo, and all but Plough in *The Sammy Davis Jr. Show*. Plough and Johnson are in *My Mother the Car* with Levi in *Mona McCluskey* and in *The Dean Martin Show* and *I Dream of Jeannie*, both with Polaroid. Plough, Polaroid and Bristol share in *The Virginian* and with Levi in *Laredo*. Plough is with Levi in *Daniel Boone*, and with Polaroid in both *Tuesday Movies* and *Saturday Movies*. Also, Plough joins *Run for Your Life*, *Hank*, and *Wackiest Ship in the Army*. Bristol is signed for *I Spy* and *The Man from U.N.C.L.E.* Polaroid is in *Get Smart* and Johnson in the Sunday newscast, *The Frank McGee Report*.

Motorola Inc., Franklin Park, Ill., though Leo Burnett Co., Chicago, and **Florida Citrus Commission**, Lakeland, Fla., through Campbell-Ewald Co., Detroit, have signed for sponsorship in NBC Radio's *News of the World*, *Emphasis* and *Monitor*, and **Texize Chemicals Inc.**, through Henderson Advertising Agency Inc., both Greenville, S. C., for three *Monitor* features effective Jan. 8, 1966.

LaRoche name changed preliminary to transfer

C. J. LaRoche & Co., New York, will officially be titled LaRoche, McCaffrey and McCall Inc., on Jan. 1, Chester J. LaRoche, chairman of executive committee announced today (Dec. 20).

By changing the business name, Mr. LaRoche said, an "orderly and successful transfer of management and creative direction" could be accomplished for the eventual control and ownership by James J. McCaffrey, chairman of the board, and David B. McCall, president. Mr. LaRoche said he expected to retire at the end of 1967. The LaRoche agency during 1965 has begun billing for Beech-Nut Life Savers Inc., Pfizer & Co. and the Quaker Oats Co., adding to a list of such clients as Hiram Walker, North American Philips Co., Merck & Co., Peck & Peck, Towle, ABC, Anheuser-Busch Inc., Borg-Warner Corp., First National City Bank and Rolls-Royce Inc.

Also in advertising . . .

West Coast pact ■ Savage Friedman, New York, under agreements with Sound Stages Inc., Hollywood, and with independent director Dick Nunis, has begun operations in California. Savage Friedman produces commercials for TV.

Ideas, please ■ Jos. Schlitz Brewing Co., Milwaukee, has asked Compton Advertising and Cunningham & Walsh,

both New York, and MacManus, John & Adams, Detroit, to make final speculative representations for the company's Old Milwaukee beer account. Each agency will receive \$10,000 for its efforts under a unique plan of the heavy broadcast advertiser. Total of 31 agencies solicited the account. Old Milwaukee has been handled by Post-Keyes-Gardner, Chicago.

Plaza address ■ Grant Advertising, Chicago, this week moves to new offices at 10 South Riverside Plaza. Phone: (312) Superior 7-6500.

Relocates ■ MacManus, John & Adams moved its Minneapolis office during the past weekend to new quarters in its own building at 750 South Mississippi River Boulevard, St. Paul. Phone: (612) 698-2434.

Katz lists spot-TV rates for 200 markets

The Katz Agency, New York representation firm, last week issued its semi-annual spot-television cost table.

Rates are shown market-by-market for each 200 markets ranked in descending order of size with sub-totals given at 10-market intervals.

The rates described are for a variety of announcement lengths in prime-time, daytime, fringe periods and late night. The cumulative list covers a single station in each market. The market ranking is based on *Television Magazine's* U. S. TV home figures and the rates are based on Standard Rate and Data Service data.

The cost summary is available to advertisers and agencies from The Katz Agency.

Rep. appointments . . .

■ **WHIO-AM-TV** Dayton, Ohio, and **WIOD** Miami: Edward Petry & Co., New York. (WIOD appointment is subject to arrangements by WINZ Miami, now represented by Petry, to name another representative.)

■ **WLOX-AM-TV** Biloxi, Miss: The Meeker Co., New York.

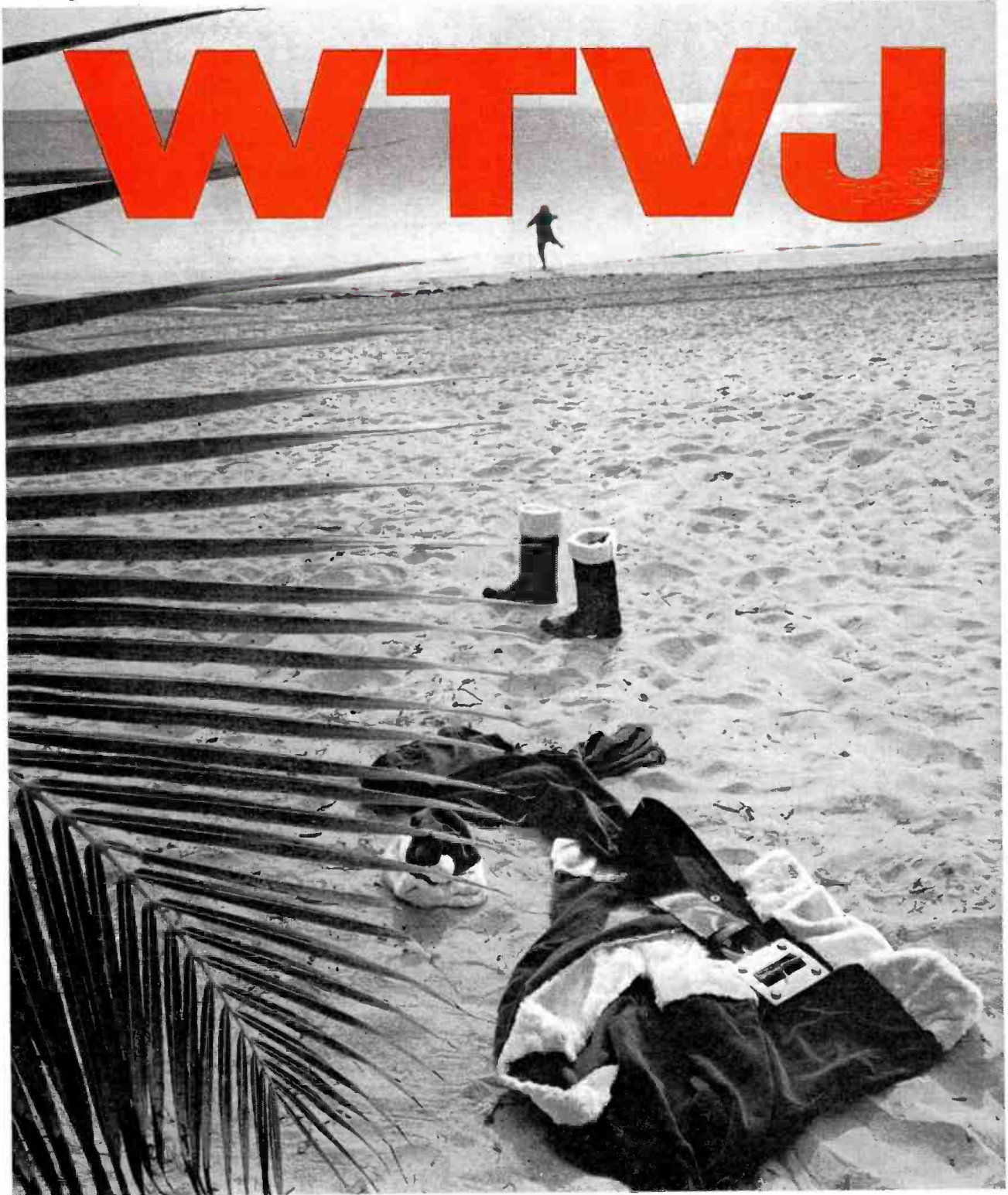
■ **WTVX(TV)** Fort Pierce, Fla., and **WJET (TV)** Erie, Pa. (both scheduled to go on air in January): Eastman TV Inc., New York.

■ **WPTR** Albany, N. Y.: H-R Representatives Inc., New York; Kettell-Carter Inc., Boston.

■ **WGAR** Cleveland: Media House Ltd., Tokyo, and Andy McDermott Sales Ltd., Toronto.

■ **KQWB** Fargo, N. D.: McGavren-Guild, New York.

Only the sunshine covers South Florida better than



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



The shoe finally drops at NBC

New management named: Scott is president;
Goodman, chief administrative officer; Durgin TV
president; Kintner chairman, but minus power

The new regime in NBC top management began to get acquainted with command last week, a shade younger than the old regime and, observers thought, a lot less likely to concentrate control at the top.

The announcement that had been awaited for a week, ever since the news leaked out that president and chairman-elect Robert E. Kintner had been stripped of power (BROADCASTING, Dec. 13), came last Monday, following a special meeting of the NBC board.

In general, it announced the expected:

Mr. Kintner was redesignated to become chairman of the board on Jan. 1.

But his duties were not defined, and the announcement made clear that he would be neither the chief executive officer, which he was originally slated to become, or the chief administrative officer, which he has been as president.

Chain of Command ■ These posts, as predicted, went to Walter D. Scott, president of the NBC-TV network, who was elected president of NBC and specifically designated to serve as chief executive officer, and to Julian Goodman, executive vice president of NBC News, named senior executive vice president, operations, and chief administrative officer of NBC. Mr. Goodman will report to Mr. Scott.

Don Durgin, vice president in charge of sales for the TV network, was named an executive vice president of NBC and designated to succeed Mr. Scott as president of the TV network.

John M. Otter, vice president in charge of national sales for the TV network, was chosen to succeed Mr. Durgin as TV network sales vice president.

The changes, effective Jan. 1, were announced by Robert W. Sarnoff, NBC chairman and chief executive officer. Mr. Sarnoff moves up to the presidency of RCA, NBC's parent company, on Jan. 1.

The announcement offered no explanation for the removal of Mr. Kintner from power, and both NBC and Mr. Kintner declined to elaborate on the announcement.

Unofficial but authoritative sources

have attributed the move to a combination of gruelling work habits and heavy pressures of office.

Contract Signed ■ It was reported on high authority, meanwhile, that Mr. Kintner had signed his new contract for the NBC chairmanship before the crisis occurred. There was speculation, though unconfirmed, that in a settlement of that contract—which reportedly called for a salary of about \$250,000 a year for five years—he might receive from \$750,000 to \$1 million or more.

The closest the announcement came to explaining the changes was in this paragraph: "In announcing the moves, Mr. Sarnoff stated that in the past weeks he and Mr. Kintner had reviewed the executive structure and future operation of NBC, and that he and Mr. Kintner had agreed on the separation

announcement was continuation of the plan for Mr. Kintner to become chairman. And this had been anticipated by some observers. Speculation had suggested that as part of a settlement with NBC he might retain his title for several months, but without policy-making authority (BROADCASTING, Dec. 13).

How Long? ■ Reports circulated last week that this period might be as long as six months or as short as three. Some sources close to Mr. Kintner discounted reports of any termination provision but did not deny the possibility that Mr. Kintner might leave. Other sources, also well-placed, sided with the three-month estimate of Mr. Kintner's probable tenure as chairman.

Mr. Kintner was said to have been in his NBC office after the announcement but reportedly left New York shortly thereafter and is expected to be gone until "after the holidays."

There was nothing to indicate any change in plans, reported the week before, that Mr. Scott would eventually be named NBC chairman and that Mr. Goodman would then be named president.

Although their appointments would not be effective until Jan. 1, members of the new top team reportedly were getting down to work in their new jobs last week under the direction of Mr. Sarnoff as chairman and chief executive officer.

NBC's capture of rights to the Miss America Pageant from CBS-TV (see page 58) was hailed by NBC spokesmen as "the first major accomplishment in programing by NBC's new executive-administration team."

Authorities speculated that the new team would grant more autonomy to the various NBC divisions and departments and rely to a greater extent on key subordinates than did Mr. Kintner, who took a key role in decisions in all areas of NBC operations.

Who Does What? ■ The nature of operations by the new team, it was thought, would be influenced substantially by the way Messrs. Scott and Goodman divide up their duties.

It was generally assumed that Mr. Scott, who has uniformly avoided pub-



Robert W. Sarnoff

of the offices of president and chairman of the board."

At another point in the announcement Mr. Sarnoff said:

"Bob Kintner's contributions to NBC and to the whole broadcasting industry are outstanding and well recognized."

Nearest thing to a surprise in the

licity, would choose to remain behind the scenes as much as possible and let Mr. Goodman take the major role as spokesman for NBC.

Mr. Scott, 50, was unanimously described by associates as well known and widely respected by agencies and advertisers—the people he has dealt with most consistently for most of his 27 years at NBC—and virtually unknown elsewhere.

He was also described as a low-key operator but with wide knowledge of all phases of broadcast operations and quick, incisive business judgment. It was on his recommendation, offered immediately after seeing a research department presentation on the audience values of color, that NBC-TV decided last spring to go “all color,” according to officials.

Some thought his passion for staying out of the limelight had obscured his role as a decision-maker and leader of the TV network. They said he had not hesitated to take a stand on critical issues, but had usually done so quietly, sometimes answering ardent and eloquent advocates of plans he didn't approve by giving a simple: “It'll never happen on my network.”

The Administrator ■ Mr. Goodman, 43, is known as an articulate as well as able, “affable but tough” and “tough but fair” executive who has consciously trained himself for the sort of job that will be his on a bigger scale on Jan. 1—administration.

“I purposely directed my career toward the administrative side of news,” he said recently in commenting on his 20 years in the NBC News organization.

He has acquired a reputation for planning and directing coverage of complex events as well as for skillful supervision of some 1,000 fulltime and part-time NBC News people scattered around the globe.

In addition he is credited with helping to develop the concept and techniques of the “Instant Special” on fast-breaking news events and the “Electronic News Service” that feeds film reports to some 75 subscriber stations daily.

Not mentioned in the announcement of last week's new alignment, except in passing, was the man generally regarded as NBC's number three executive—David C. Adams, who for years has been a key member of the innermost circle and is expected to continue in that role but who, like Mr. Scott, has habitually avoided the limelight.

Sometimes called “the man nothing gets done without,” Mr. Adams combines a quiet sense of humor with long working hours that usually start about

8 a.m. and frequently run until mid-evening or later and often include weekends as well.

He got into radio through the FCC, an employer he picked over two other government prospects in 1941 “mostly because the people I'd met there seemed congenial.” He spent six years with the FCC, most of them in the Common Carrier Division, rising to the post of assistant to the commission's general counsel.

Since he moved to NBC in 1947 his rise has been as steady as his working hours, from his start as assistant general counsel through a succession of assignments in special projects, vice president in charge of network administration, staff vice president, executive vice president and, until Mr. Goodman's appointment last week, NBC's only senior executive vice president.

Now 52, Mr. Adams is often said to harbor no ambition more spectacular than retirement at 55—and, in the meantime, as ample a mixture of reading, music, theater, summertime gardening and office work as the clock allows.

Kintner Protege ■ Mr. Durgin, 41, moving into the presidency of the NBC-TV network, was described by one associate last week as “the only man I ever heard Mr. Kintner single out for personal praise publicly.” He is known as a Kintner protege, having worked for Mr. Kintner at ABC (where he became head of the radio network) and followed him to NBC in 1957.

He has a reputation as an articulate as well as persuasive salesman, especially adept at making presentations, and associates say that as vice president in charge of network sales—the post he has held since 1959—he also figured frequently in decisions affecting programming and other departments.

Mr. Otter, named to succeed Mr. Durgin as network TV sales head, is 35 and probably the only NBC executive who can claim to have appeared in a play with Grace Kelly (in summer stock during his college days at Cornell). He started with NBC as a guide in the guest relations department, working nights in that job and in the daytime as a production assistant on *Armstrong Circle Theater*.

He became a production clerk on the *Home* show in 1954 and rose to the post of commercial producer before switching in 1956 to the *Today* show as associate producer. He moved to the NBC special program sales unit as a salesman in 1959, became director of special program sales in 1961 and vice president for national sales, his current post, in 1962.

More Youthful ■ With an average age of 46½, the new Scott-Goodman-

Adams-Durgin team is almost five years younger than its predecessor lineup of Messrs. Sarnoff (47), Kintner (56), Adams and Scott.

In his announcement Mr. Sarnoff noted that the three newly elected officers—Messrs. Scott, Goodman and Durgin—are “young in age and vigor” but also pointed out that they have had “long and responsible experience in broadcasting, aggregating over 64 years.”

He said the changes “represent executive development accomplished by promotions of experienced NBC officials and strikingly reflect the strength, depth and stability of the NBC organization.”

While Mr. Goodman reports to Mr. Scott in the new set-up, the following will report to Mr. Goodman: Mr. Adams; Aaron Rubin, executive vice president and treasurer; Thomas W. Sarnoff, West Coast executive vice president; George H. Fuchs, personnel vice president, and the presidents of the five operating divisions: Mr. Durgin, head of the TV network; William R. McAndrew, NBC News; Raymond W. Welpott, NBC Owned Stations; Stephen B. Labunski, NBC Radio network, and George A. Graham Jr., NBC Enterprises.

KBLA drops automation

Automation, the bugaboo of labor, lost a round to the human element last week when disk jockey Harry Newman said: “Good morning, this is KBLA Burbank, California.” For Mr. Newman was the first live personality to broadcast over the station in six months.

Last July, KBLA followed a trend that has attracted a number of radio stations across the country. It went into fully automated broadcasting. But the technique has its drawbacks, the station discovered. Live, wisecracking, interesting people were needed to attract people.

“We had to come back with live sound in order to stay competitive,” a station official explained. “We'll keep the automation, but we'll move it into our sales department, where it will be used for jingles and other commercials.”

KBLA's staff now includes eight DJ's, the same number it employed before becoming automated. The station programs a top-40 format.

Polaris merged into Natco

Most Polaris stations will be sold before

\$3.8 million deal goes into effect

The merger of two diversified companies, both with broadcast holdings, was announced last week subject to the approval of the directors and stockholders of the two companies.

Merged into J. B. Fuqua's Natco Corp. was the Polaris Corp., Milwaukee-based company. Polaris holdings include WTVW(TV) Evansville, Ind.; KTHI-TV Fargo-Grand Forks and KCND-TV Pembina, both North Dakota, WFAI Louisville, Ky.; KPLS Santa Rosa and KXOA-AM-FM Sacramento, both California. Polaris also has extensive interests in leasing, warehousing and real estate.

Natco Corp. was acquired three months ago by Mr. Fuqua when he assumed control of the construction-products manufacturer which is listed on the New York Stock Exchange. Mr. Fuqua owns WJBF(TV) Augusta, Ga.; KTVE(TV) El Dorado, Ark. (Monroe, La.) and WROZ Evansville, Ind.

Polaris will dispose of all but its Evansville and Sacramento stations before the merger is completed, it was stated. This means that its two TV stations, in Fargo and in Pembina (which serves Winnipeg, Man.), as well as the radio stations in Louisville and Santa Rosa will be sold.

The reason for this spin off, it was explained, is so Natco can acquire two VHF television stations in the top 50 markets. After the merger, Natco, which will be the surviving corporation, will own three V's (in Augusta, El

Dorado-Monroe and Evansville).

Polaris has \$44 million in assets, and also a \$3 million tax loss, it was reported. It had a loss of over \$1 million in 1964, and of \$29,000 in the first half of this year. It has a long term debt of \$30 million. It has 3,000 stockholders.

Under the proposed merger, Polaris stockholders would receive one share of Natco \$100 par value convertible preferred stock for each 25 shares of Polaris common stock. Natco will issue 38,400 shares of preferred stock to acquire the 960,000 outstanding capital shares of Polaris. This places a value of \$3.84 million on the transaction.

Each of the Natco preferred shares will be convertible into common stock at a ratio of six common shares to one preferred. Natco closed last Thursday at 13½, down ½. Polaris over the counter was quoted at 2¾ bid, 3¼ asked.

Ottaway buys radio stations, newspapers

Purchase of two old-line New England newspapers and their radio stations was announced last week by Ottaway Newspapers-Radio group.

Purchased by Ottaway, itself a newspaper-broadcaster group owner, were the

New Bedford Standard-Times and the *Cape Cod Standard-Times* and WNBH-AM-FM New Bedford and WOCB-AM-FM West Yarmouth, all in Massachusetts.

Although no price was reported for the transaction, it is understood that a valuation of \$1 million is being placed on the two radio properties.

The purchase includes also a feeder airline, land, buildings and equipment. It does not include WETV(TV) New Bedford (Providence, R.I.) which, it was learned, is the subject of negotiations with an unidentified buyer.

Ottaway newspapers are the *Danbury (Conn.) News-Times*, the *Pocono Record* of Stroudsburg, Pa., and the following in New York: *Middletown Times Herald-Record*, *Plattsburg Press-Republican*, *Oneonta Star*, *Port Jervis Union-Gazette*. It also owns WVPO Stroudsburg and WPOS Oneonta.

James H. Ottaway, president of the Ottaway organization, said that Charles J. Lewin, president of E. Anthony & Sons, who is editor and general manager of the *New Bedford Standard-Times*, will remain as editor and will become publisher upon completion of the sale. Mr. Lewin will also be general manager of the Cape Cod newspaper and of the two radio stations being acquired by Ottaway. To become associated with Mr. Lewin in the operations of the Anthony division will be James H. Ottaway Jr., the senior Mr. Ottaway announced.

The transaction is subject to the approval of Anthony stockholders as well as to the approval of the FCC in the case of the radio stations.

Votes split on concentration issue

The FCC's concern about concentration of control makes the headlines when multimillion-dollar television stations in major markets are involved. But it's the applications involving medium- and small-market AM's and FM's that provide the commission with a steady source of controversy.

Last week the commission split three times on the question, in cases involving Cincinnati (population 502,550), Portland, Me. (72,566), and New Ulm, Minn. (11,114).

With Chairman E. William Henry and Commissioner Robert T. Bartley dissenting, the commission by a 5 to 2 vote approved the sale of WZIP-AM-FM Cincinnati to Zanesville Publishing Co., which controls WOMP-AM-FM Bellaire, WNXT-AM-FM Portsmouth, and WHIZ-AM-FM-TV Zanesville, all Ohio; WTAP-AM-FM-TV Parkersburg, W. Va., and translator stations in Marietta Cambridge and Coshocton, all Ohio,

Money men to hear all about CATV

Mr. Banker, meet CATV. That's the theme of a meeting scheduled for Jan. 27, 1966, in New York under the sponsorship of the National Community Television Association.

Dubbed the NCTA Financial Seminar, the all-day meeting at the Statler Hilton hotel will hear FCC Chairman E. William Henry, AT&T vice president Gordon Thayer, NCTA President Frederick W. Ford and a dozen other community antenna TV spokesmen.

Also scheduled, but with the speaker still to be announced, according to the NCTA, is a spokesman for the broadcasting industry to be named by the National Association of Broadcasters.

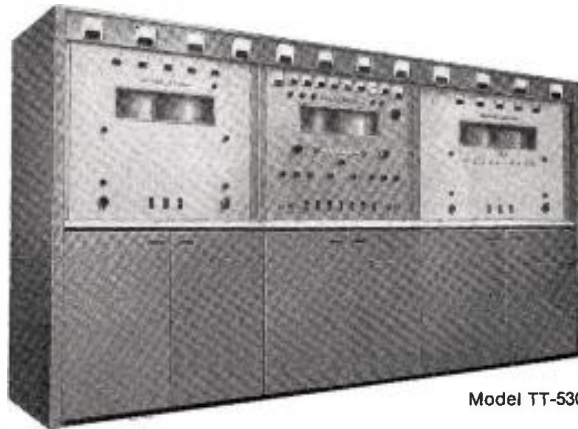
The meeting, an invitation-only

affair, will also hear the following:

Benjamin J. Conroy Jr., NCTA chairman; Milton J. Shapp, Jerrold Electronics Inc.; Archer Taylor, consulting engineer; Irving B. Kahn, Teleprompter Corp.; William R. Putnam, American Cablevision Co.; Joseph Coughlin, Price-Waterhouse & Co.

Also Robert D. L'Heureux, NCTA general counsel; John D. Matthews and E. Stratford Smith, Washington attorneys; David Graham, Hornblower & Weeks-Hemphill, Noyes; Bill Daniels, Daniels & Associates; Bruce Merrill, Ameco Inc.; Bradford B. Underhill, Arthur D. Little Inc., and Alfred R. Stern, Television Communications Corp.

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Only General Electric does...in three, accessible, self-contained modular cubicles...air-cooled. 5 KW more with less over-all floor space than competitive transmitters. Easy to install, more economical to operate and maintain. Designed to FCC and EIA specifications for color and monochrome operation...with remote control capability via external landline and/or microwave terminal equipment. The uncompromising quality of the Model TT-530 VHF transmitter assures optimum performance and makes it possible to attain maximum E.R.P. at 5 to 1 power ratio. General Electric also has VHF transmitter cubicle combinations for 1, 5, 10 and 60-KW with visual to aural power ratios from 5 to 1 to 10 to 1. For further information, contact your G-E Broadcast Equipment Representative or: General Electric Company, Visual Communications Products, #7-315, Electronics Park, Syracuse, N.Y. 13201.

GE-25

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GENERAL  ELECTRIC

Electronics Park, Syracuse, N.Y.

and publishes the *Times-Recorder*, in Zanesville.

Zanesville Publishing will pay \$367,500 for the Cincinnati stations and the seller, Greater Cincinnati Inc., will not compete within a 40-mile area for five years.

The Portland case involved the grant of a construction permit for a class C FM station to Guy Gannett Broadcasting Services, licensee of WGAN-AM-TV Portland and publisher of *Portland Press Herald* and *Express*, *Augusta Kenebec Journal* and *Waterville Sentinel*, all Maine. Commissioners Lee Loevinger and Kenneth A. Cox joined Chairman Henry in dissenting.

Chairman Henry and Commissioner Cox were the minority opposing the grant of a construction permit for a Class C FM in New Ulm to KNUJ Inc. The majority stockholder in the firm publishes the only newspaper of general circulation in the area.

WYDE joins ABC radio

WYDE Birmingham, Ala., will become an ABC Radio affiliate, effective Jan. 31. WYDE, owned and operated by Basic Communications Inc., is on 850 kc with 10 kw day and 1 kw night. Current Birmingham affiliate is WCRT.

CATV hits Harrisburg with a big bang

Cable TV's most expensive leap, into a city of 50,000 homes, has taken place in Harrisburg, Pa.

There, the Jerrold Corp. opened the first phase of what is planned as a 300-mile cable installation to bring 12 channels to subscribers.

Harrisburgers who subscribe to the cable system will have a choice each week of "72 different movies, 35 different sports shows, 58 different children's shows, 75 different variety shows, 50 different comedy programs," according to Robert H. Beisswenger, executive vice president of the Jerrold Corp.

"This is no fringe market," Mr. Beisswenger added, "Harrisburg CATV is a real entry into big-city cable television, and a forerunner to the still larger metropolitan markets."

Opening of the first 50 miles of cable saw 13,000 subscribers—an estimated 25% of the total potential—already signed as subscribers, according to Jerrold sources. More than 25,000 people previewed the programing at a Jerrold-sponsored variety show and exhibit by local dealers at the Farm Show building on Dec. 10.

The system will bring to its subscrib-

ers the four local TV stations—one V and three U's, plus TV signals from Washington, Baltimore, Philadelphia, York and Hershey, plus a locally originated time-and-weather channel. The 12th channel will bring in six FM stations.

The Jerrold system is new but takes over an existing five-channel service which has been serving about 1,600 subscribers.

Headend of the system consists of two, 200-foot towers on Blue Mountain, 900 feet above sea level.

The monthly fee is \$4.95. There is an introductory rate of \$5 for installation. Later the installation charge will be \$25.

Miami stations oppose WPTV (TV) move

Six television permittees and licensees in the Miami-Fort Lauderdale area last week asked the FCC to deny the application of WPTV(TV), channel 5, West Palm Beach to move its transmitter to a new location about 25 miles south of Palm Beach near Boca Raton, Fla. WPTV(TV) also proposes to double its antenna height.

The objecting stations expressed their concern about the adverse effect a grant of the application would have on UHF development in the Miami area. They said the proposed changes would mean that WPTV would place a grade A contour over all of Miami and a principal city contour over all of Fort Lauderdale and over about one-third of Miami.

The stations filing petitions to deny were: WCKT(TV), WTVJ(TV), WCIX-TV, WGBS-TV and WGMF-TV, all Miami (the latter three not on the air), and Broward Broadcasting Co., permittee for channel 51 in Fort Lauderdale.

Storer Broadcasting Co., permittee of WGBS-TV channel 23, said that it had suspended operation of WGBS-TV in 1957 because of economic considerations but that it was planning to go back on the air in the near future. However, Storer said WGBS-TV would not go on the air if it had to face the competition of another VHF TV.

Changing hands

ANNOUNCED ■ The following station sale was reported last week subject to FCC approval.

■ WNBH-AM-FM New Bedford and WOCB-AM-FM West Yarmouth, both Massachusetts: Sold by E. Anthony & Sons Inc. to Ottaway Stations Inc. for estimated \$1 million (see page 46).

APPROVED ■ The following transfers of station interests were approved by the FCC last week (For other commission

SEASON'S GREETINGS

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for the New Year

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274-8151

activities see FOR THE RECORD, page 74).

■ WGVA Geneva and WTLB Utica, both New York: Sold by Star Broadcasting Co., Maurice R. Forman, president, to Straus Broadcasting Co. for \$600,000. (BROADCASTING, Sept. 13). Straus group owns WMCA New York, WALL-AM-FM Middletown, N. Y., and recently merged its subsidiary, Radio Press International, with United Press International.

■ WZIP-AM-FM Cincinnati: Sold by Greater Cincinnati Inc. to Zanesville Publishing Co. for \$367,500 (see page 46).

■ KFMU(FM) Los Angeles: Sold by KGMJ Inc. to Rogan Jones for cancellation of \$300,000 note held by Mr. Jones. Sale represents transfer of license from KGMJ, which is to be liquidated, to Mr. Jones individually, who owns 47% of corporation. International Good Music Inc. owns the remaining 53% of KGMJ (and Mr. Jones owns approximately 95% of IGM).

New CATV group formed in Midwest

Bill Moore, formerly broadcast executive with KMMJ Grand Island, Neb.; Bill Martin, president of the station, and film star Robert Taylor have formed the Multi-Vue-TV Systems, a community antenna television company, in association with the Telesis Corp., Chicago, multiple owner.

The firm has met with city officials in Grand Island, Hastings, Kearney, McCook, North Platte and Broken Bow, all Nebraska, and in Colby, Kan., seeking CATV franchises, and plans to link them together.

The firm would charge an installation fee of \$25 and about \$5 to \$7 a month.

ETV gets \$1.5 million

WQED(TV) Pittsburgh will receive \$1.5 million from the Richard King Mellon Charitable Trusts in a grant extending over the next three years. According to George L. Follansbee, chairman of the board of WQED, the grant is the largest single gift ever given to an educational television station.

The funds will assist WQED(TV) in qualifying for a Ford Foundation matching grant program. The eventual goal of the fund-raising campaign is \$5 million, to be arrived at through the Mellon and Ford Grants and a special local fund raising effort.

Philadelphia likes way Big Apple was sliced

CATV APPLICANTS GO ALONG WITH N.Y. REGION PLAN

A proposal to parcel out franchises for community antenna television systems among various sections of Philadelphia was suggested last week by the chairman of the city's law and government committee and was termed acceptable by the applicants appearing at a hearing before the committee.

There are 10 applicants for CATV franchises in Philadelphia. The committee, meeting Dec. 14, heard four of them. Another hearing will be scheduled for the latter part of January.

The committee also heard Bancroft Haviland, counsel for United Artists Corp., warn that the city should require a bond from CATV permittees in case the city is held liable for copyright infringement damages. United Artists is suing the CATV system in Clarksburg, W. Va., for copyright infringement; the suit was instituted two years ago.

The Philadelphia committee heard testimony from the *Philadelphia Bulletin* (WPBS[FM]), Jerrold Electronics Inc. (group CATV owner and CATV manufacturer), Music Fair Enterprises Inc. (Shelley Gross), and Independence Broadcasting Co. (WHAT).

To be heard are International Equity

Corp. (Daniel Aaron, executive vice president); Seaboard Radio Broadcasting Co. (WTBG-AM-FM-Storer), Philadelphia Cable Television Corp. and the Vanderbilt Corp.

Hearings were held last year on the application of Triangle Publications Inc. (WFIL-AM-FM-TV Philadelphia).

The idea of granting CATV permits for geographical sections of Philadelphia came from Councilman Isadore H. Bellis, who is chairman of the law and government committee. It presumably stems from the action earlier this month of the board of estimate of New York City in making three CATV grants for that many sections of New York (BROADCASTING, Dec. 6).

Mr. Bellis also recommended that franchises be awarded on an exclusive basis. Otherwise, he said, competition for business would create "havoc and chaos" with a number of companies competing for rights to string cables on poles or in underground conduits.

Although all applicants stated they had no intention of engaging in pay TV, two protested the inclusion of any provision in the franchise prohibiting a per-program charge. Paul F. Harron,

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WHAT, and Mr. Gross, said there should be no bar to pay TV if this type of payment becomes commercially feasible and the public is willing to pay for it.

The *Bulletin* proposed an 18-channel system; Jerrold, a 20-channel system, with two free channels—one for the city's board of education, and the other for the city's protection services: police, fire, etc.

All the applicants propose to bring in the city's eight local stations, including Wilmington, Del., plus signals from New York and Baltimore on occasions, as well as FM and time-weather channels.

Procedures altered for state presidents meeting

Ken Small, executive secretary of the Florida Association of Broadcasters, will be chairman of the executive secretaries meeting at the 11th annual Conference of State Presidents. The breakfast meeting at 7:30 a.m. precedes the day-and-a-half conference, Feb. 17-18, at the Sheraton Park hotel in Washington.

The annual NAB-sponsored session will deviate from past conference programs which had NAB staff members discussing problem areas and answering questions. Present plans call for a series of panels on Thursday (Feb. 17) with each panel including a state president, a staff member and an expert in the field from another industry. The Friday morning session is designed as a round-table discussion.

Also on the agenda are a Thursday afternoon luncheon, with a speaker still to be named, and a government reception Thursday evening.

Broadcast company diversifies

Coastal Communications Corp., owner of KPTL Carson City, Nev., has bought Ski Safe Inc., manufacturer and maintainer of ski racks and lockers, for an undisclosed sum. The selling group included Elmer Wayne, general manager of KKHJ San Francisco, and William A. Cancilla, of San Francisco advertising agency Cancilla, Wren & Knapp. Ski Safe operates its facilities within a 100-mile radius of Tahoe City, Calif. The transaction was handled by Hamilton-Landis & Associates Inc.

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WISC-TV takes case to rating council

The battle of WISC-TV Madison, Wis., against the practice by rating services of combining the audiences of two stations where they are commonly owned and one is a satellite of another took a new turn last week.

WISC-TV asked the Broadcast Rating Council to revoke or suspend the accreditation it had given to the A. C. Nielsen Co. because Nielsen in its November 1965 Nielsen Station Index for Madison added to the audience of WKOW-TV Madison the audience of its commonly owned WAOW-TV in Wausau.

Previously WISC-TV had complained to the Federal Trade Commission and to the FCC against this practice on the part of Nielsen and also of American Research Bureau (BROADCASTING, Nov. 1, Oct. 25). The FTC has said it is studying the matter. Last week WKOW-TV responded to the WISC-TV complaint to the FCC, denying it had transformed its Wausau station into a satellite to "hypo" the ratings of the Madison station.

In its letter to BRC, WISC-TV said that the combined listing for WKOW-TV and WAOW-TV "is patently improper." Because the rating report is for the Madison market, the complaint said, the combined listing "creates an erroneous impression as to the size of the WKOW-TV audience in that market."

The WISC-TV complaint to the FCC was in the form of a petition to deny the license application of Midcontinent Broadcasting Co., licensee of WAOW-TV, to cover a construction permit (BROADCASTING, Nov. 22).

Midcontinent acknowledged differences between the programing proposed when an application for acquisition of the construction permit from Central Wisconsin Inc. was filed in 1962, and that currently being presented. But it said these—as well as the decision to qualify WAOW-TV as a satellite—result from a substitution of ABC network service for that of NBC.

It branded as "absolutely false" any suggestion that WAOW-TV was transformed into a satellite to hypo the ratings of WKOW-TV and that the Wausau station's programing would be discontinued when the rating period ended. That programing is "the result of the licensee's best judgment" and is intended to be permanent, Midcontinent said. WISC-TV had said that WAOW-TV, which went on the air in May, had originally been programed independently but had changed its programing and became a satellite by time the rating services began surveying the Madison market in October.

But Midcontinent said that any anal-

ysis of the desirability of joint programing and joint rates between Madison and Wausau stations must start with recognition of the fact that WISC-TV, the only VHF in Madison, "is the clearly dominant broadcast facility" in that area. And Madison UHF, Midcontinent added, faces "tremendous competitive disadvantages."

Midcontinent traced the changes in the WAOW-TV programing back to the length of time that transpired from the date the application for the station was filed to when the station went on the air—more than three years.

The station had intended to affiliate with NBC, and programing proposals were based on that assumption, Midcontinent said. But in the interim developments made such an affiliation impossible, Midcontinent said. So the station affiliated with ABC.

And since WKOW-TV is an affiliate of ABC also, Midcontinent added, it found that with "a few minor adjustments in programing . . . the two stations would comply with ARB and Nielsen criteria for a combined survey.

"Thus it was possible for Midcontinent to render excellent programing service and provide outlets for local self-expression in both markets and, at the same time, to give advertisers and their agencies a marketing and time-buying concept, which they desired."

Rochester ETV wants state's UHF permit

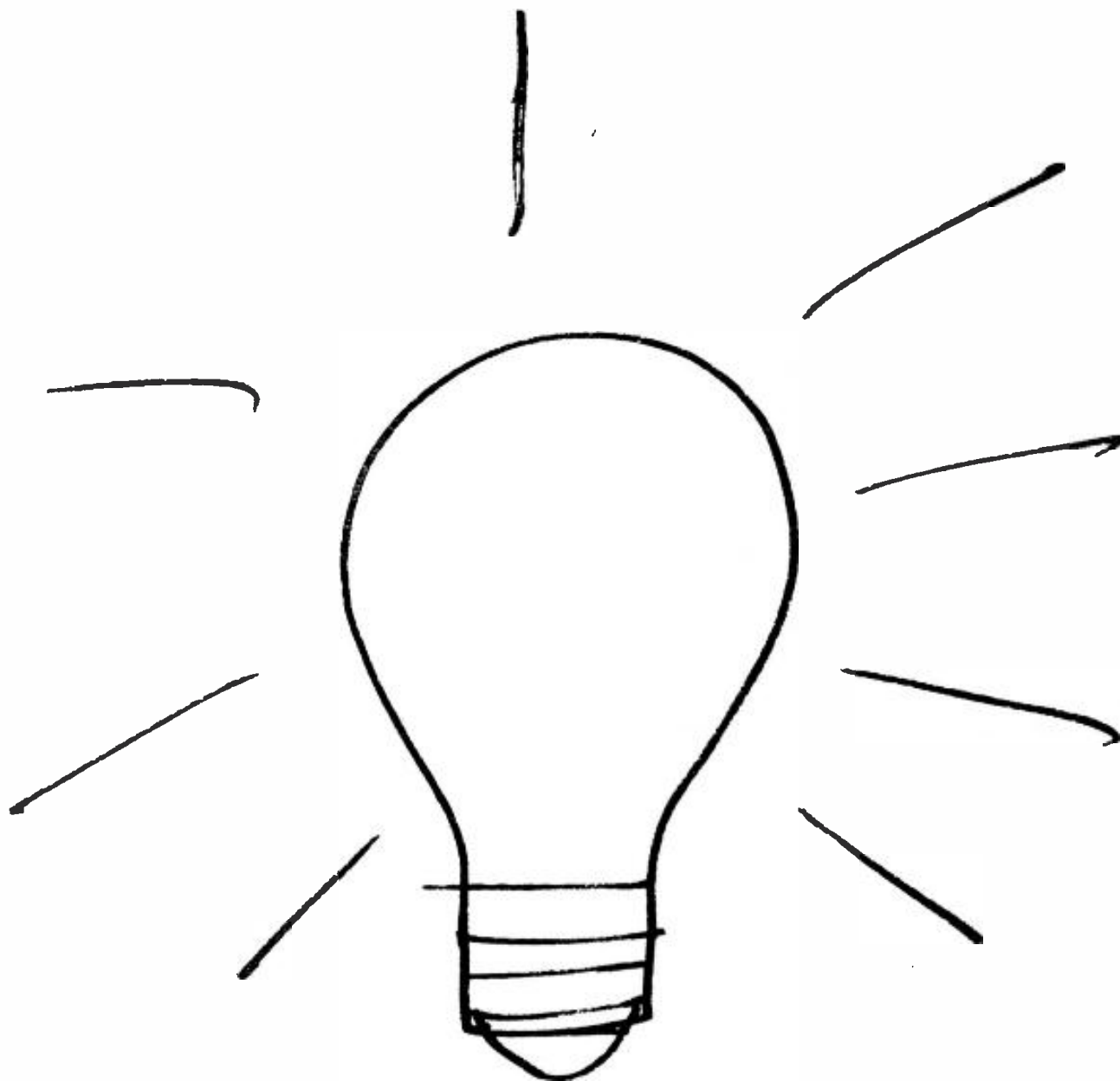
Rochester Area Educational Television Association Inc. last week asked the FCC to approve an agreement with the New York State Education Department under which RAETA would receive the state's construction permit for channel 21 in Rochester.

RAETA was one of 11 applicants for channel 13 in Rochester until it agreed to withdraw from the competition in return for a contribution of \$75,000 from three of the other applicants who merged (BROADCASTING, Sept. 6).

The FCC has not acted on the merger agreement or the agreement to contribute \$75,000. The applicants seeking to merge are Flower City TV Corp., Genesee Valley TV Co. and Community Broadcasting Inc.

The channel 13 applicants have operated an interim television service in Rochester as WOKR(TV) since 1962.

The agreement between the state and RAETA to turn over channel 21 to RAETA involves no monetary consideration. An RAETA attorney explained that the state was anxious to have its construction permits activated. The state also holds construction permits for educational stations in Binghamton, Buffalo and Ithaca.



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At any rate, low-priced electric service will always help to make "electric" ideas realities.

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We think you'll agree that's a pretty good idea, too.

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Watch for "Hollywood Palace" with Bing Crosby as guest host, Saturday, January 1, 9:30 P. M., Eastern Time, on ABC-TV.

Gen. Sarnoff's crystal ball

Predicts evolution of communications media into one worldwide medium

The emergence of a single, worldwide communications medium encompassing newspapers, magazines and books as well as radio, television and telephone was forecast last week by Brigadier General David Sarnoff, chairman of RCA.

Viewers in all parts of the world, he said, will be able to receive transmissions covering all major media, viewing them on "an all-purpose television screen" and also recording in appropriate visual or aural form whatever parts they wish to retain—all in their own homes and offices.

"We are advancing toward true universality, embracing global audiences, global enterprises, global markets and global advertising messages," he told an Advertising Council dinner held in his honor.

"We stand on the threshold of a new era in communications, in which the physical barriers of space and time will be abolished and in which a global system of instant sight and sound will link people everywhere. It will provide communications media with the ability for the first time to reach the entire population of the earth simultaneously."

A Revolution ■ The "impending communications revolution," General Sarnoff said, can have far-reaching results not only in advertising and marketing but in international culture, economy and "greater understanding and well-being among people everywhere."

He called upon the advertising profession, and the Advertising Council in particular, to "take the initiative in the momentous task of reorientation toward a new one-world concept of mass communication."

Asserting that "prompt action is imperative," he said: "This, it seems to me, is the most promising path to follow in the search for an enduring world peace."

General Sarnoff spoke Monday night (Dec. 13) in New York at the annual award dinner of the Advertising Council, which presented him its 1965 public service award. The award is given annually to a business leader who has "contributed notably in public service to the welfare of his country and his fellow citizens."

Charles G. Mortimer, chairman of the

executive committee of General Foods and a former chairman of the council, made the presentation as last year's winner of the award.

Man of Vision ■ Tracing the "extraordinary" career of the man who in 1916 foresaw the potential of bringing "music into the home by wireless" and who anticipated television three years before he organized NBC in 1926, Mr. Mortimer said:

"The many important contributions David Sarnoff has made to our modern society mark him as a man of vision and genius; a man who can understand the technical terminology of science, and is able to translate the discoveries of the laboratory into practical application."

General Sarnoff said the communication revolution's "ultimate effect will be



The winner of the 1964 public service award of the Advertising Council. Charles G. Mortimer, (r) chairman of the executive committee of General Foods Corp., presents the 1965 award to Brigadier General David Sarnoff, chairman of the board of RCA.

the transformation and unification of all techniques for the exchange of ideas and information of culture and learning. It will not only generate new knowledge, but will supply the means for its worldwide dissemination and absorption."

Satellite and other recent communications developments "are only the early harbingers of tomorrow's technology," he asserted. "On planning boards, in research laboratories and engineering centers, further advances in electronic communications are now in development. They should reach practical form in the 1970's. Together, they will weave a pattern of total communications joining homes, communities and nations."

Among the "tools" they will employ, he said, are:

■ Transmitting satellites with "vastly greater power and versatility," broadcasting "directly to individual television sets and FM radio receivers in the home, anywhere on earth," beaming programs "simultaneously over vast

areas and where necessary [providing] the picture signals with a number of sound channels from which the viewer can select one in his own language."

■ Laser "pipes" with a capacity "millions of times greater" than today's most advanced systems, connecting major population centers and enabling "any individual to have his private 'line' for sound-and-sight communication across any distance, just as he now has his private telephone line."

■ Microwave channels carrying TV, facsimile newspaper, telephone, telegraph message and computer data "into the home or office," giving the individual "new access to the entire world through sight, sound and signal communications."

■ Continental and global networks of computer centers serving scholars, scientists, professional and business men as "instant sources of all known and recorded data on any conceivable subject, from ancient history to market trends, from social statistics to medical knowledge." He noted that computers already have been linked experimentally across the Atlantic and said that "in due time they will communicate freely with one another, as well as with people, regardless of the distance involved."

Close to Realization ■ General Sarnoff said these tools are already beyond the theoretical stage and "fast approaching reality," and that "ultimately a master communications system will emerge utilizing all of them." He continued:

"Individual broadcast satellites, for instance, would normally broadcast programs to a limited portion of the earth. But on occasions of universal significance all of them could be linked for simultaneous transmission of a single program."

"It should be relatively easy," he continued, "to design and produce low-cost, single-channel television receivers for use in primitive or underdeveloped areas of the globe. These sets could be built by assembly-line techniques, housed in simple metal or plastic cases, and equipped with transistorized circuits consuming very little energy. They could be made to run on batteries rechargeable by wind, hydraulic or even animal power."

"Such sets could be distributed throughout the developing regions in quantities suitable to local conditions. If they were programed from regional stations transmitting through a few broadcasting satellites, the tragic effects of illiteracy could be virtually abolished in 10 years."

Unification ■ Although this use of satellites "will represent a major achievement of the communications revolution," General Sarnoff said, "other developments now under way will lead to a basic transformation of the entire communication structure." This will be brought about, he said, by a unification

process that is already becoming apparent.

"With the introduction of microwave channels and the appearance of communications satellites and high-capacity cables," he said, "there is no longer any distinction among the various forms of communications. All of them—voice or picture, telegraph or data—pass simultaneously through the same relays in the form of identical electronic pulses. Henceforth—in marked contrast with the past—developments that extend the reach of one will extend the reach of all.

"This same process of unification will inevitably occur, I believe, in all media of communications. Not only television and telephone, but books, magazines and newspapers will be converted into identical bits of energy for transmission over any distance. At the receiving end, these electronic signals will be converted into any form we choose—either visual display or recorded sounds or printed pages.

"We can expect a quickening of worldwide business and economic activities as a by-product of the communications revolution," he continued. "As illiteracy is reduced, and exposure to new ideas through global media becomes standard, dramatic rises will follow in consumer demand for all goods and services."

A global medium integrating all present major media, he warned, will require new approaches.

"There is challenge enough here for all who generate and disseminate ideas—business men, scientists, communicators, statesmen or sociologists alike," he said. "But none, perhaps, are more sharply challenged than those who deal in mass communications, for one of tomorrow's great tasks will be to develop maximum clarity and simplicity of expression when speaking simultaneously to the full spectrum of humanity."

Plan Ahead ■ Advertising people, and the Advertising Council specifically, can contribute much by applying their "imagination, psychological insight and enthusiasm," General Sarnoff said.

He suggested that the council, for instance, might support "experiments with the new tools of communications"; encourage special studies of national psychologies and cultures, basic economic needs, consumer desires and other features of a developing global audience, and enlist the cooperation of educators "to stimulate the thinking of tomorrow's communications specialists along new lines."

"No one can see in full detail the ultimate effect of total mass communications on a global scale," he said, "but this does not excuse inaction. None of the great technological revolutions of the past has waited upon the convenience of mankind, and communications will be no exception."

Another round for WGMA's survival

Five FCC commissioners last Thursday (Dec. 16) heard conflicting arguments concerning the license renewal application of Jack Barry and Daniel Enright, licensees of WGMA Hollywood, Fla. Both were prominent in the TV quiz-show scandals of the late 1950's.

Last year the commission denied their license renewal application because of their participation in the quiz-show riggings (BROADCASTING, April 20, 1964) but the U. S. Court of Appeals in Washington returned the case to the FCC and asked for a further explanation of its decision in light of the NBC, Westinghouse Broadcasting Co. and General Electric Co. license renewal cases (BROADCASTING, April 12). NBC carried the quiz shows in question and Westinghouse Electric Corp. and GE were convicted of violations of the antitrust laws.

Washington attorney Marcus Cohn, representing Messrs. Barry and Enright, told the commissioners that the facts of the case were not in dispute. He said the issue is not whether the case was decided right or wrong but whether it can be explained in the light of the holdings in the NBC, Westinghouse and GE cases.

Mr. Cohn said the FCC's Broadcast Bureau admitted that its purpose was to defend the commission's action and not to comply with the order of the court by squaring the WGMA decision with the others. "The bureau is trying to mislead you and if you follow its advice, you're going to have another reversal by the court," he said.

Chairman Henry asked if the commission could comply with the court decision simply by explaining the differences in the cases. Mr. Cohn answered no.

The Broadcast Bureau's William A. Kehoe Jr. argued that the court did not reverse the case but only asked the commission for further explanation.

The five commissioners present at the hearing were E. William Henry, Rosel H. Hyde, Robert T. Bartley, Lee Loevinger and Robert E. Lee.

Old news secretaries fade into television

Two erstwhile news secretaries to heads of state, now identified with television, were the end men at an informal luncheon in Washington last Wednesday at which television's future was discussed. The luncheon, with Vincent T. Wasilewski, NAB president as host, had

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as its guest of honor Sir Harold Evans, assistant to the chairman of Great Britain's Independent Television Authority and former news secretary to Prime Ministers Macmillan and Home. With him on the firing line was James C. Hagerty, ABC Inc. corporate vice president, former news secretary to President Eisenhower.

Sir Harold, who sees television as the "haven" for former news secretaries, wondered what television was coming to in this country and in his own. Mr. Hagerty foresaw, within a decade, a general interchange of programs among nations via more sophisticated satellites capable of carrying dozens of TV transmissions—not just one as is the case with Early Bird.

But he also predicted political difficulties that would preclude there ever being direct transmission of programs to homes via satellites. That, he said, was the reason ABC-TV seeks permission to use a "regional" satellite to relay programs to its affiliates.

Sir Harold, who had visited FCC Chairman E. William Henry last Tuesday (Dec. 14), and is going to Minneapolis, San Francisco and New York to inspect network and local programing, thought U. S. network offerings were excellent in quality and balance. He was particularly interested in how the educational need is being met and what stations, at the local level, do in the way of nonnetwork programing.

As for British programing, Sir Harold said that BBC-2, the noncommercial operation on UHF, has been beset with troubles, both as to programing and propagation. When the commercially operated ITA-2 gets underway in the undated future, he said it would also be on UHF.

Blackout probe to hear broadcasters

Representative Walter Rogers (D-Tex.), chairman of the special subcommittee to investigate the massive power failure in the Northeast Nov. 9 (BROADCASTING, Nov. 15), said last week that broadcasters would be heard on the matter, but at a latter date, probably in January.

The congressman indicated that he was "disturbed" that the failure could result and he suggested that the U. S. make itself independent of power sources that can wreck the power establishment in this country without some type of U. S. control over the foreign power plants.

He later told BROADCASTING that in lieu of having a requirement that broadcasters obtain auxiliary power facilities, he "would favor a requirement that the auxiliary power facilities rest with

the [public utility] services.

"Communications in a time such as this [blackout] are of primary importance and the subcommittee will eventually look into this," he stated. He congratulated the radio stations in the affected area for their response to the occasion but he feels "the Defense Department should have some adequate source of auxiliary power so that our communications industry can be maintained in any state of national emergency."

In another development, a staff member of the Senate Commerce Committee, which investigated the power failure earlier (BROADCASTING, Nov. 22), said that the FCC has not yet responded with its report on the performance of radio and television stations in the area, but, "it is expected at any time."

Antitrust issues resolved in UA case

The chances of United Artists Broadcasting obtaining television channel grants in Houston and Lorain, Ohio, brightened considerably last week in the wake of a hearing examiner's decision in the Houston case.

Issues involving antitrust actions, citizenship and multiple ownership face UA in the two proceedings. Examiner Charles J. Frederick, who is presiding in both hearings, resolved them in favor of UA in a decision recommending that the company's application for channel 20 in Houston be granted.

In the Lorain case, in which UA is seeking channel 31, the company must still meet issues involving the proposed location of its studios and its efforts to determine community needs.

But these appear to be the only remaining obstacles to grants in Lorain as well as Houston. UA has no opposition in either proceeding. It had a competitor in each, but agreements were reached under which UA was left a clear field.

The antitrust issue stems from the role of UA's parent, United Artists Corp., as a defendant in two civil antitrust suits brought by the government and in a number of private antitrust suits.

But the examiner, who noted that neither the corporation nor any of its principals has been convicted of criminal antitrust actions, concluded that "the antitrust history of UAC does not reflect adversely on its character qualifications to become a licensee."

Government Suits ■ One of the government suits resulted in the so-called "Paramount case," in which the Supreme Court in 1949 ordered motion picture production companies to divest

themselves of ownership and operation of movie theaters. The other was the so-called "Loew's case," in which the high court in 1962 ruled that the block-booking of packages of movie films for distribution on television was a restraint of trade.

The citizenship issue involved the question of whether more than 25% of the UAC stock was owned or voted by aliens, in violation of the Communications Act. The examiner held that the evidence submitted by the company indicated that "more than 99% of all stock of UAC" is owned by U.S. citizens.

The examiner resolved the multiple-ownership question in favor of the company after an analysis of the ownership of the almost 2 million shares of UAC stock. He said that no one owning or voting as much as 1% of the stock had interests in any other broadcast property or in any pending application, other than those for the Houston and Lorain facilities. He said the same was true of officers and directors of UA and UAC.

Tempest continues over judge and KCRL(TV)

A federal district court judge who had been presiding at the Los Angeles trial of a \$6 million suit against E. L. Cord, licensee of KCRL(TV) Reno, has been ordered to refrain from issuing a contempt citation against Mr. Cord and his attorneys.

The order, which is to remain in effect until further notice, was handed down by the U.S. Court of Appeals for the 9th circuit.

Judge Thurmond Clarke had been presiding at the trial in which Calvin J. Smith is suing his former employer. Mr. Smith contends Mr. Cord reneged on an agreement to share the profits from the sale of KFAC Los Angeles.

In the course of the involved and stormy proceedings, the circuit court ordered the suit transferred from Judge Clarke's court to another. In a subsequent affidavit filed with the higher court, Judge Clarke "adjudged" Mr. Cord and his three attorneys "guilty of criminal contempt."

The circuit court, however, said that Judge Clarke shall not issue any order adjudging Mr. Cord and his attorneys guilty of contempt, impose any punishment or "take any action" in connection with the Cord case.

Chief Circuit Court Judge Richard J. Chambers, in a statement concurring with the court's order, said he interpreted it as directing Judge Clarke "to keep his hands off" the Cord case—until he gets the higher court's permission to file anything in that matter.



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Robinson fears a boomerang

Veteran producer sees greater harm in FCC's proposed program cure

If the FCC's proposed rule to limit network control of programing changes the face of television at all, it will change it for the worse.

This is the view of Hubbell Robinson, former production executive at CBS-TV and now an independent producer.

In an article in the current issue of *TV Quarterly* he said advertisers who would inherit a greater responsibility for selecting programs would want the same kind of mass-appeal programs the networks now present, but they would lack the money the networks now spend on experimentation.

And, he added, the funds the networks now earn from "meat-and-potatoes" shows which make public-affairs and other minority-appeal programing possible would dry up.

Under the proposed rule, networks would be prohibited from owning or having a proprietary interest in more than 50% of prime-time nonnews programs. The networks now control more than 90% of that programing.

The rule would also bar networks from domestic syndication and would prevent them from acquiring proprietary interests in programs they don't wholly produce.

Create New Market ■ The proposal is designed to open up the television network market to independent producers and, in the process, provide for greater diversity of programing. But Mr. Robinson, one of the producers who would presumably be benefited, takes the same position on it as the networks.

Mr. Robinson, who titled his article "Angels, Saints and Sinners"—references to the various roles played by advertisers in their relationships to television—said the proposal would "seriously mutilate the network function, both creatively and financially, and thrust upon the angels, saints and sinners a program responsibility with which they are not prepared to cope."

He described as "a real cripple" the proposed provision that would bar networks from acquiring proprietary interests in programs.

He said that networks, denied the



Mr. Robinson

right to participate in programs for which they provide the idea and the financial backing, would likely withhold all funds from productions they don't wholly own.

"This would, of course, cut the independent producers' market for their product by 50%." He said this could be "fatal" to medium-sized and smaller producers, and the result, he added, "would be a contraction of program sources available to the advertisers and their agencies as they attempt to shoulder the enormous burden of programing half the existing evening prime time."

Pool suggested for 1968 Olympics

A proposal for network-TV pool coverage of the 1968 Olympic Games from Mexico City was made last week by Carl Lindemann Jr., vice president of NBC Sports, during a TV sports panel discussion held by the New York chapter of the National Academy of Television Arts and Sciences.

Others on the panel were Roone Arledge, vice president of ABC Sports; William C. MacPhail, vice president of CBS Sports, and Richard E. Bailey, president of Sports Network Inc.

Mr. Lindemann contended the need for pooled coverage was imperative because the 1968 games, scheduled from Oct. 13 to Oct. 27, will take place at the height of the U. S. presidential campaign. He said that pre-emption problems alone would make it difficult for

any one network to cover the games in depth.

He called attention to the massive amount of color-TV equipment that will be needed for the games and the difficulty of any one network to provide it.

NBC-TV had exclusive coverage of the Olympic Games held in Tokyo in 1964, but because of time differentials and satellite transmission difficulties had to limit its coverage.

"We know from our experience last year that a sizable segment of the viewing public wants to see the major track and field and swimming finals, and they will want to see them live and in color from Mexico City. It is unlikely they will be satisfied with 15-minute summaries at 11 p.m.," he said. NBC was reported to have paid \$1 million for TV rights to last year's games.

Mr. MacPhail expressed interest in the pool proposal. Mr. Arledge declined to comment.

Mr. Lindemann said he plans to discuss his proposal in detail with Mr. Arledge and Mr. MacPhail before the networks meet with Mexican government representatives early next year to discuss TV coverage of the 1968 Olympics.

Catholic bishops plan radio-TV advisory unit

A new national office for radio and television has been formed by the Roman Catholic Bishops of the United States to act as liaison between the Roman Catholic Church and the broadcasting industry. At a news conference last week, the Most Rev. John A. Donovan, archbishop of Detroit and episcopal chairman of the new office, said the unit would provide "leadership and expertise" for groups which produce religious programs and would research the audiences of religious programs in terms of attitudes, program preferences and general viewing and listening habits.

The new unit will have headquarters in New York, according to Bishop Donovan. He declined to specify the size of the office's budget, but said it would be substantial.

The bishop emphasized that the national office will not engage in any program review or attempt to censor radio and television shows. The office does not have plans to produce programs of its own or work with educational TV stations at present.

Bishop Donovan said a search was under way for a "knowledgeable, dynamic layman" to be executive director.

LIVE SPLASHDOWN IS NEW ERA IN TV

RELAY VIA COMSAT CLIMAXES TWO-WEEK SPECTACLE

A giant stride in the direction of global TV took place last Thursday (Dec. 16) with the networks' live coverage of the splashdown of Gemini 6.

It was a first when the special equipment set up aboard the USS Wasp by International Telephone and Telegraph Corp. successfully relayed the signal via the Early Bird satellite from the recovery point (630 miles southwest of Bermuda) to the ground station of the Communications Satellite Corp. in Andover, Me.

In cooperation with Comsat., similar coverage was planned for the Gemini 7 recovery.

Gemini flights keep networks hopping

The splashdown of Gemini 7, which was set for Saturday (Dec. 18), was to climax a fortnight of live color coverage of the launchings: special reports several times a day on the progress of the flights and bulletin-crawls on regular TV shows of developing information.

To add visual appeal to their coverage, networks made use of models, charts, mock-ups, film, animation and graphs at times when the capsules were beyond the range of the cameras.

Contributing to the suspense of the story was the delay in the launching of Gemini 6, set for Sunday (Dec. 12) but postponed until Wednesday, (Dec. 15) because of a mechanical failure.

The dramatic high spot of the coverage centered around the rendezvous maneuvers on Wednesday afternoon. Only the voices of the astronauts could be heard as their crafts edged up to 10 feet of one another. A note of realism

was injected through the use of TV of various graphic techniques to simulate the maneuvers and the participants.

Pool coverage of the lift-off of Gemini 6 was carried from 7:30 to 9:45 a.m. on Wednesday. Rendezvous coverage the next day began at 1 p.m. on NBC-TV and at 1:30 p.m. on CBS-TV and ABC-TV and continued until 3:30 p.m.

Recovery operations of Gemini 6 were carried on CBS-TV and NBC-TV from 9 a.m. to 12 noon and on ABC-TV from 9:30 a.m. to noon.

The four radio networks supplied detailed coverage of the key phases of the space flights, supplemented by special programs and news bulletins throughout the two-week period.

Cohn family sues Hanna-Barbera

Advice to parents: Don't teach children how to placekick a football; there may be even a softer way to make a lucrative living. Look what happened to William Hanna and Joseph R. Barbera,

the creators of such animated TV hall of famers as Fred Flintstone, Huckleberry Hound and Yogi Bear. Little more than eight years ago they were out knocking on doors after being fired by MGM Pictures. Last week they were being sued for \$1 million each and what's more their total worth, it was indicated, is many times that amount.

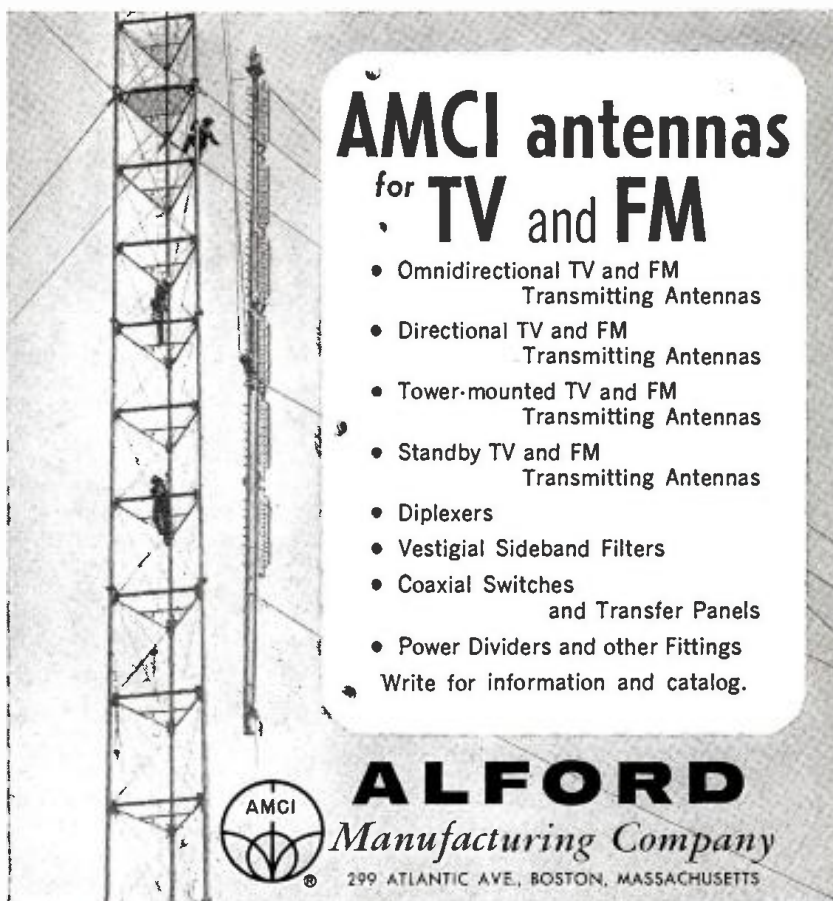
How much television success can mean was indirectly revealed when the two sons of the late Harry Cohn, for many years president of Columbia Pictures, filed suit in Los Angeles superior court against Mr. Hanna, Mr. Barbera, their animation company, Hanna-Barbera Productions Inc. and producer George Sidney, a one-time friend and associate of Mr. Cohn. The complaint alleges "breach of trust, undue influence, fraud and deceit" in the sale of H-B company stock.

According to the complaint, Mr. Cohn, who died in 1958, left his two sons four shares each of stock in the Hanna-Barbera business. He'd received the stock in 1957, just after the animation company was formed, for the performance of services and for having "advanced certain sums of money." Screen Gems Production, a Columbia Pictures' associate, agreed to help finance and distribute H-B's product.

On July 16, 1957 H-B Productions, then a struggling company, issued 40

Aubrey sale to ABC-TV?

Former CBS-TV network President James T. Aubrey Jr., was reported last week to have offered an Italian-made feature film for sale to ABC-TV. A spokesman for the network acknowledged that Mr. Aubrey has had discussions with ABC-TV officials but he declined to discuss the matter further. It was understood that ABC-TV would consider the feature, titled "Seven Golden Men," but wanted to view a version dubbed in English before making a decision.



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TV audience up to par in November, ABC-TV report says

Whatever they did in September and October, Americans in November were watching television as much as ever.

That was the gist of a report last week by ABC-TV researchers. They compiled A. C. Nielsen Co. figures to show that the slight audience drop-off indicated in September and October data (BROADCASTING, Nov. 1, et seq) didn't continue in the second full month of the 1965-66 season.

"The latest Nielsen data on set usage this year," they said, "shows that during November the average television set was in use for 5 hours 48 minutes each day. This is vir-

tually the same as a year ago (5 hours 50 minutes).

"Actual evening set usage per minute in November was 58.6% [of U. S. TV homes], only 0.6 lower than figures the year before.

"You can't make a statistical difference out of these figures to show any decline in viewer interest."

November viewing this year kept pace, they continued, even though viewing for at least two weeks of November a year ago was "atypically high" because of "hypoing."

The hypoing, they said, occurred during the last two weeks of November 1964. They attributed it to ABC-TV's "fast headstart" in that season

and a resultant effort by the other networks to bolster their own ratings during this period. It included 10 entertainment specials, big-box-office movies and big-name guest stars on many regular series, they asserted.

The 10 entertainment specials on the three networks in that two-week period, they said, compared with only eight during all of November this year.

They also speculated that this year's earlier "apparent decline" in viewing may have resulted at least partly from "much warmer weather" in most parts of the country during October this year, offering greater inducement for going outdoors.

shares of common stock. Eight shares were given to George Sidney, eight shares were given to Harry Cohn for his sons and 12 shares each were distributed to Mr. Barbera and Mr. Hanna.

Some two years later, the Cohn family shares, upon Mr. Sidney's urging, it's charged, were sold back to the corporation for a total of \$65,000. But now, thanks to a merging of corporate-interests and subsequent conversion of stock, the eight Cohn shares are said to be worth 264,000 shares. In addition, the suit claims, the eight original shares were of a value greatly in excess of \$200,000.

What makes it all so important from the Cohn family view is that Hanna-Barbera Productions is currently negotiating to sell Taft Broadcasting all of its stock. It's a deal that may reward the only three stockholders in the H-B company with a total of more than \$10 million. George Sidney is said to own 330,000 shares in the corporation, while Bill Hanna and Joe Barbera hold 396,000 shares each.

The Cohn suit is asking punitive damage against each of the principals for \$1 million and restoration of the current equivalent of the original stock.

Miss America moves to NBC-TV in '66

NBC-TV will colorcast *The Miss America Pageant* on Sept. 10, 1966, from 10 p.m. to midnight. In announcing the move of the show from CBS-TV where it has been since 1957, NBC-TV pointed up the popularity of the show as tracked by Nielsen ratings. This fall, the show gained a 35.6 rating and was around 40 the two years before

that time. ABC-TV telecast the show before it moved to CBS-TV.

Don Durgin, newly elected president of the NBC-TV network, and Albert A. Marks Jr., chairman of the executive committee of the pageant, announced the switch. The pageant traditionally takes place in Atlantic City's Convention Hall.

Talent farm system at Universal Studios

Universal Studios, which already commands attention for its efficient-style of operation, has come up with another way of getting more mileage out of its operations. Tearing a page out of the book written in Hollywood's glory days of big and many movies, Universal has gradually corralled a lively stable of young, attractive acting talent to be used flexibly for both television and feature films. Currently the studio has 53 performers signed to long-term, exclusive contracts.

The way the system works is that young actors are spotted around in guest shots on such company-produced TV series as *Alfred Hitchcock Hour* or *The Chrysler Theater*. They gain experience and exposure this way and then may be cast in a Universal-produced feature film. Metro-Goldwyn-Mayer and most of the other major movie studios did the same thing with good results in the '30's and '40's.

Among the actors who have signed exclusive Universal contracts are Carl Ballantine, a regular cast member of ABC-TV's *McHale's Navy*, and Randy Boone, one of the regular players in NBC-TV's *The Virginian*.

Journalism center set for Washington

The establishment of the Washington (D. C.) Journalism Center for special seminars, study groups and training sessions in the reporting and editing news of public issues was announced last week and was given immediate endorsement by the members of Sigma Delta Chi, national professional journalism society.

The center will offer fellowships, available to graduate students, working newsmen and journalism teachers, with grants ranging from \$2,000 to \$12,500. The recipients of the fellowships would spend from one to two semesters in Washington participating in internships, seminars, research projects and special conferences.

All journalistic media including radio and television, newspapers and magazines will be included in the program, it was said.

Dr. Ray Eldon Hiebert, chairman of the journalism department at American University, Washington, was appointed to serve as acting director of the center.

Trustees for the center include, among others, Katherine Graham of the *Washington Post* (WTOP-AM-FM-TV Washington and WJXT-TV Jacksonville, Fla.); Edward W. Scripps II of Scripps-Howard newspapers and S.H. broadcasting; Newbold Noyes of the *Washington Evening Star* (WMAL-AM-FM-TV Washington and WLVA-AM-TV Lynchburg, Va.); Lawrence E. Laybourne of *Time* (Time-Life Broadcast), and Fred A. Seaton of Seaton Publishing Co. (KHAS-AM-TV Hastings, Neb.; KGGF Coffeyville and KMAN Manhattan, both Kansas).

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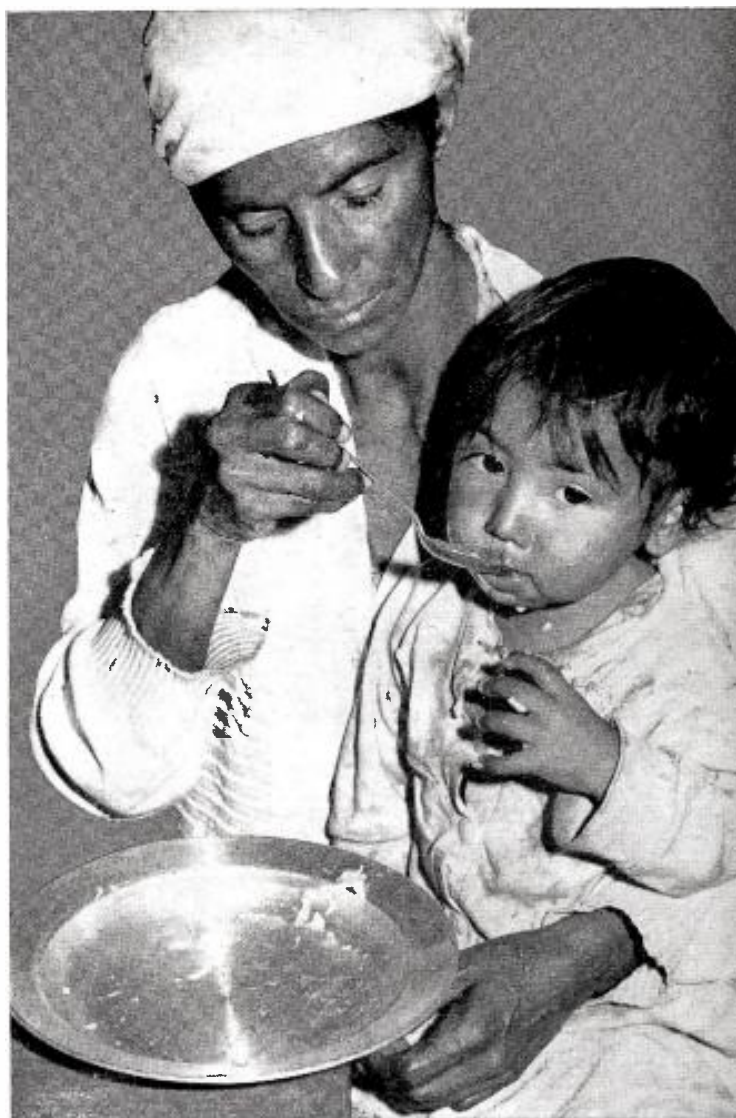
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New company plans music-dance shows

Music and dance on television are scheduled to get class treatment if a newly formed Hollywood production company has its way. The objective: "To create the *Playhouse 90* of the musicals."

Principals in the new venture are producer-director Steve Binder, formerly associated with Danny Kaye, Steve Allen and other shows, and choreographer David Winters. The company they have formed, Steve Binder & Associates, will create and package properties for both television and motion pictures.

The firm's first production, *An Adult Treatment of Modern Music*, will be shown as a half-hour special on ABC-TV in late January. It will feature Phil Spector and the Dave Clark Five and be sponsored by Procter & Gamble. It was made originally as the pilot for a series, but the network was more interested in it on a one-time basis.

This, according to Mr. Binder, is only openers. The key project he's working on is a series of 12 one-hour color specials titled *Carnegie Hall*. The format calls for two major musical performers to appear together in concerts. Performers would be scheduled on a staggered rotation system.

"We might have Judy Garland and Frank Sinatra on the first program," explains Mr. Binder, "and then Sinatra would appear with Sammy Davis the next show, with Davis working with somebody else for the third program." Binder & Associates hope to produce the specials currently being discussed with a black-tie, invitational audience.

The company also is negotiating a

half-hour series with NBC-TV which would highlight the works of famous composers. The criterion for inclusion would be that the music has been played by a variety of contemporary artists. A good bet for the pilot of the series would be a program featuring songs written by Paul McCartney and John Lennon of the Beatles, with four or five musical groups who have performed the numbers appearing on the show. Though a *Hullabaloo*-type program might kick-off the series, succeeding programs would run the range of taste from Stan Kenton to Igor Stravinsky. Steve Allen is being sought as MC for the series.

Another Binder property is *Mr. and Mrs.*, a one-hour variety show acquired from the William Morris Agency, which would star Mimi Hines and Paul Ford. In addition Mr. Binder and his associates are putting together a 90-minute color special based on the fable of "The Three Little Pigs." The contemplated cast: Buddy Hackett, Robert Morley and Jonathan Winters as the pigs, with Vincent Price playing the wolf.

Steve Binder & Associates is located in Hollywood.

Networks reject GM safety show

An automobile safety documentary being produced by David Wolper for General Motors Corp. went in search of network time but found no takers.

Campbell-Ewald, one of GM's Detroit agencies, attempted to buy a time slot for the program and was turned down by each network, according to a GM spokesman.

Waldo McNaught, director of institutional operations for the nation's largest auto maker, said the film would treat the present car safety situation and what is being done about it. It hasn't been decided, he said, whether the show would be of hour length or if it would be two shorter segments. No decision has been made on whether to distribute the film station-by-station. It might just be put into GM's library of institutional films, Mr. McNaught indicated last week.

All of the networks were understood to have turned the film down on the grounds that a program on this subject would have to be produced by their own news departments. ABC withheld comment on the matter. A CBS News spokesman said that if his organization produced a show on a subject that involved a particular industry, it would not offer the program for sale to any company within that industry. In line with the same policy, he said, CBS would not sell time to accommodate a film produced for a company if that

company had an inherent interest in the film's subject matter.

An NBC representative explained that in the incipient stages of the GM film's development the auto maker had been informed of an NBC News policy which requires that any program of news or public service content must be produced by NBC News.

The automobile industry has been subject to an increasing amount of criticism and government scrutiny on the subject of auto safety measures. Commenting on publicity received by the safety program Mr. McNaught said it was "just silly" even to suggest that a film commissioned by GM would be a "whitewash" of the situation.

BMI rate talks inconclusive

Talks on Broadcast Music Inc.'s call for higher radio-station payments for the use of its music (BROADCASTING, Dec. 13) were held in New York last Thursday (Dec. 16), then adjourned to late January.

Members of the All-Industry Radio Stations Music License Committee, to which BMI had addressed its demands, told BMI officials at the session that they were opposed to a rate hike but could make no decision until they had seen BMI's justification and consulted with other broadcasters.

BMI officials said they would furnish justification in the form of figures showing that radio-station use of BMI music has increased steadily over many years while rates have remained static, so that the rates have long since been inadequate.

These figures are expected to be submitted and discussed at the next meeting, tentatively set for the latter part of next month.

In addition to contending that BMI has become the dominant single source of music played on radio stations today, BMI authorities argue that this popularity is causing the organization to lose money.

Its royalty payments to music writers and publishers are keyed to the number of times their music is played. BMI officials point out that last year the organization's expenses, chiefly in royalty payments, exceeded license fees and other revenues by more than \$898,000, after taxes.

Consequently, they point out, BMI has had to reduce, at least temporarily, its royalty payments on certain classes of music performance.

Keep Rates Low ■ The all-industry committee, on the other hand, was

Capital sign off

In the tradition of stations playing the national anthem to sign off the broadcast day, the five CBS-owned TV stations on Jan. 1, 1966, will begin telecasting a new three-minute color film, "The Star Spangled Banner," to punctuate the telecast day.

The film, produced by William Turque and staff members of WCBS-TV's *Eye on New York* documentary series, tours the nation's capital from the Capitol building at sunrise to the Iwo Jima monument at sunset. Stations are WCBS-TV; WBBM-TV Chicago; KMOX-TV St. Louis; KNXT(TV) Los Angeles and WCAU-TV Philadelphia.

created primarily to keep stations' music performing-rights payments from going up and, if possible, bring them down. It is currently engaged in a protracted lawsuit with the American Society of Composers, Authors and Publishers. ASCAP wants to raise its radio music-use payments by about 22%, while the committee contends they should be reduced by that much.

At least some committee members reportedly feel that granting a BMI increase, even though BMI's rates are lower than ASCAP's, would prejudice their efforts to reduce ASCAP rates.

The committee, headed by Robert T. Mason of WMRN Marion, Ohio, represents from 1,150 to 1,300 radio stations, and its recommendations usually are accepted by most other stations as well.

Sydney M. Kaye, New York attorney who was a founder of BMI and is chairman of its board, and BMI president Robert B. Sour represented the music-licensing firm at last Thursday's session.

Committee members present were Chairman Mason and Robert J. Arnold, Time-Life Broadcast; Allen Jensen, KID Idaho Falls, and Elliott M. Sanger, WOXR New York. Emanuel Dannett, William Golub and Bernard Buchholz participated as counsel to the committee.

Three Pacifica FM's get short renewals

The FCC last week issued its second Pacifica Foundation decision—one not likely to win the cheers of civil libertarians as the first one did.

By a 4 to 3 majority, it granted one-year license to the foundations' three listener-supported FM stations in California—KPFA and KPFB, both Berkeley, and KPFA Los Angeles. (Since KPFA is on a noncommercial channel, the commission's duopoly rule does not apply.)

The commission said it was imposing the short-term renewals because of the foundation's "admitted failure" to conform to its program supervisory policies and procedures "on which the commission relied in granting your prior renewals."

The question of compliance, the commission said, was raised "by a number of complaints during the past year regarding the programs broadcast by Pacifica stations."

The commission, in its letter to Pacifica, also acknowledged, however, that the stations appear to be operating in accordance with tight new supervisory policies adopted in April.

The commission didn't specify the material that drew the objections. But it's understood that it included some four-letter words and readings from

"Fanny Hill."

Officials stressed that the commission was not passing on the acceptability of the programming. But they said the commission had been informed the foundation management would carefully supervise the scheduling of potentially objectionable material. Some programs that complaints reportedly were aired without the knowledge of top supervisory management personnel.

The commission, in its first Pacifica decision, issued Jan. 22, 1964, had ruled itself out of a censor's role. Faced with complaints about "filthy" programming on Pacifica stations, which carry cultural programming that shocks some listeners, the commission said "its function is not to pass on the merits of the program."

It also said that those offended by the stations' "provocative programming" do not have the right, "through the commission's licensing powers, to rule such programming off the airwaves." The licensee's judgment in deciding what the public shall hear "is entitled to very great weight," the commission added.

The majority in last week's action was composed of Commissioners Robert E. Lee, Rosel H. Hyde, James J. Wadsworth and Robert T. Bartley.

Chairman E. William Henry and

Commissioners Kenneth A. Cox and Lee Loevinger favored a full three-year renewal for the stations. They issued a joint statement asserting that the failure regarding compliance with the policy was "an isolated one," so far as the foundation's California stations were involved.

They also said that the commission could determine whether Pacifica's new supervisory procedures are being implemented when the foundation's New York station WBAI(FM) comes up for renewal June 1, 1966.

Film sales . . .

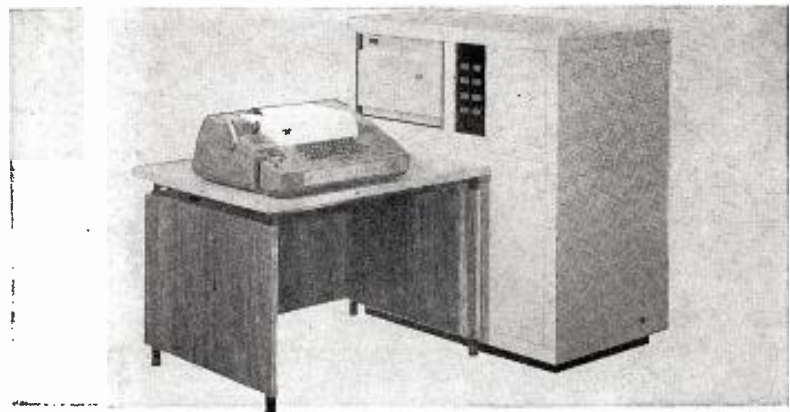
Films of the 50's (Seven Arts): WVUE-TV New Orleans; WGHP-TV High Point, N. C.; KSLA-TV Shreveport, La.; WBIR-TV Knoxville, Tenn.; WNDU-TV South Bend, Ind.; KGGM-TV Albuquerque, N. M.; KGUN-TV Tucson, Ariz.; KIFI-TV Idaho Falls, and KRCR-TV Redding, Calif.

Volumes 3, 5, 7 and 8 (Seven Arts): WBIR-TV Knoxville, Tenn.

Volume 7 (Seven Arts): WMAR-TV Baltimore; KTHV-TV Little Rock, Ark.; WANE-TV Fort Wayne, Ind.; KROD-TV El Paso; WTHI-TV Terre Haute, Ind.; KID-TV Idaho Falls, and KVOS-TV Bellingham, Wash.

Advertisement

Advertisement



New computer for Traffic-Avails-Scheduling

Traffic, availabilities, and scheduling problems—which account for a tremendous expense in time and dollars for most TV stations—may be a thing of the past.

Sarkes Tarzian, Inc., Bloomington, Indiana, has developed a special purpose digital computer, TASCOM, which uses high speed data processing techniques to organize and control the enormously complex information relating to traffic-availabilities-and scheduling.

Operating with exceptional speed and accuracy, TASCOM determines long and short term avails at once . . . verifies time sales . . . schedules all elements of the broadcast day . . . provides library data on location of tapes, slides or films . . . prints the program log . . . etc.

For the average station, TASCOM would probably return its investment in 18-24 months. Major market outlets may do it in 12 or less.

Lee's question raises tempest in swimming pool

The incident cited by FCC Commissioner Robert E. Lee in raising questions of "indecentcy" in late-night television drew no complaint from viewers, authorities said last week.

Sources close to the Johnny Carson *Tonight Show*, where the incident occurred, said it brought no viewer reaction.

The incident involved actor Ray Milland, who during a guest appearance last month told of using a swimming pool for a comfort station during a motion picture swimming scene (BROADCASTING, Dec. 13).

Authorities said the Carson show, which is taped, is regularly reviewed before it is put on the air, that "hell" "damn" and similar expletives are automatically "blipped" out and questionable scenes deleted or corrected.

It was reported that the Milland incident was questioned at one point but allowed to stand.

Art Stark, producer of the show, said that "any free-wheeling ad lib show is apt to spill over sometimes."

Commissioner Lee, who is concerned primarily about the Carson show, hasn't ignited any interest in the matter on the part of his colleagues. Those who admit to staying up late enough to watch late-night television generally share Chairman E. William Henry's view that "perhaps he [Commissioner Lee] is a little more sensitive to these things than the rest of us."

Copyright called no barrier to CATV

The copyright code will not be an obstacle to the continuing operation of community antenna systems in this country. CATV will learn to live with program suppliers and Congress will see to it that they are treated indiscriminately and charged reasonable prices.

That's the opinion of Harry P. Warner, resident counsel for Golden West Broadcasters-KTLA Los Angeles. Mr. Warner discussed the CATV industry in a speech last week before the Copyright Society, a group of entertainment industry lawyers in Los Angeles.

He indicated that the primary source of protection for the CATV's action will be the copyright code. He also called attention to new copyright legislation which specifically applies to CATV, though it leaves open the question of whether picking up programs constitutes an infringement of the copyright code.

"If the courts ruled infringement," Mr. Warner said, "CATV systems

would be ready and able to deal with BMI, SESAC, ASCAP and the like."

"But what if program suppliers refuse to deal with CATV's?", he was asked from the floor.

In this event, he replied, it's conceivable that Congress, keeping in mind that community antenna systems provide a primary service to parts of the country, would enforce the compulsory licensing provision of the copyright act, or its equivalent.

Stations line up for Gator Bowl

Radio stations in more than 100 markets, including Atlanta, Miami, New Orleans, St. Louis and Philadelphia, will carry the 21st annual Gator Bowl game from Jacksonville, Fla., Dec. 31. The game between Georgia Tech and Texas Tech is being offered for local sponsorship by Robert K. Lynch, Atlantic Beach, Fla.

In Jacksonville, where the ABC-TV coverage of the game is blacked out, WKTZ-FM will carry the contest and is using it as a major FM promotion tie-in with radio dealers. Ed Thilenius, WAGA-TV Atlanta, will do play-by-play of the game; Walt Dunbar, WFGA-TV Jacksonville, and Bud Armstrong, *Jacksonville Journal*, will do color.

Labor board examiner hits AFTRA practice

In a recommended order Thomas F. Maher, National Labor Relations Board trial examiner, called for the New York local of the American Federation of Television and Radio Artists to refrain from entering into any contract with the Westinghouse Broadcasting Co. (WINS New York) which would pre-

vent the company from purchasing package shows from independent contractors. Mr. Maher claimed that a section of a 1963 contract between AFTRA and Westinghouse violated the National Labor Relations Act which permits employers to do business with other employers. He said AFTRA should not enforce the section of the contract dealing with package shows.

NLRB's examiner contended that AFTRA had tried to enforce the union's labor standards on companies having contracts with WINS. Carson Helicopters had an agreement with WINS to do traffic reports and remotes until the contract was cancelled early last year. Under the agreement Carson's pilot was to have done both the flying and reporting.

Saudek programs added to national TV library

Over 200 TV programs have been presented to the National Library of Television, according to its organizer, The National Academy of Television Arts and Sciences (BROADCASTING, Dec. 6).

The gift of some 250 hours of TV prints, donated by Robert Saudek Associates at the library's New York branch, comprises programs in the *Omnibus* series from November 1952 to May 1961 along with its children's counterpart, *Excursion*, telecast during the 1953-54 season. The donation received at New York University will be duplicated at the TV library's two other branches: The American University in Washington and the University of California in Los Angeles.

Radio series sales . . .

Hollywood Hot Line (Dick Clark Productions): KTDA San Antonio and KORC Mineral Wells, both Texas. Now in 23 markets.

30 Hours of Christmas (Triangle): KARI Blaine, KDY Olympia and KLOG Longview, all Washington; KCBN Reno; KXIV Phoenix; KSGT Jackson, Wyo.; WMBM Miami Beach, Fla.; KINO Winslow, Ariz.; KWEE Hobbs, N. M.; KNIA Knoxville, Iowa; KTRF Thief River Falls, Minn.; WPMB Vandalia, Ill., and KDEY Boulder, Colo. Now in 120 markets.

12 Hours of New Year's (Triangle): KNIK Anchorage, Alaska; KSRV Ontario, Ore.; KSGT Jackson, Wyo.; KARI Blaine, Wash.; WHLS Port Huron, Mich., and WFIL Philadelphia.

Earl Nightingale Program (Nightingale-Conant): KJNO Juneau, Alaska; KELD El Dorado, KHOZ Harrison and

More time for FM

The FCC has postponed from Dec. 31 to Jan. 31 the effective date of the AM-FM duplication-limiting rule for the 119 FM stations that are seeking exemptions. The extension was granted to afford the commission time to consider the requests.

The rule prohibits FM's in cities of more than 100,000 from duplicating more than 50% of the programming of commonly owned AM stations in the same cities. Some 75 stations are already complying with the rule which became effective Oct. 15.

WCKT(TV) in the middle—but unmoved by extremists

Apparently as a result of news stories and documentaries WCKT(TV) Miami, has found itself being attacked by two extremist groups, the Ku Klux Klan and Let Freedom Ring.

On its regularly scheduled Saturday night documentary series, WCKT ran programs on both organizations within the past two months. The documentaries were preceded by a series of special reports within regular newscasts.

Following the programs on Let Freedom Ring, an organization which provides telephone messages with views on social and political issues, play money with a statement critical of the station began circulating in the Miami area. The gag \$5 bills stated that Let Freedom Ring supports the government, press, churches and schools, and opposes "only Communists and subversives . . .", and then asked: "Why is WCKT, channel 7, so against the anti-Communist messages of Let Freedom Ring?"

Reportedly 50,000 of these phony bills were being circulated.

A few weeks later, WCKT did a series exposing the KKK and discussing its resurgence in Dade and Broward counties. After those programs, one of the station's billboards, located near Fort Lauderdale, Fla.,



was defaced by the addition of the statement: "The KKK is watching you."

The attacks, however, will not produce a change in station policies. In a letter to the Anti-Defamation League of B'nai B'rith, Sidney Ansin,

president of WCKT, said the phony money and billboard marking "will not cause us to let up our efforts . . . to be Miami's community-minded station . . . freedom of information—that will be our motto."

KBRS Springdale, all Arkansas; KCMJ Palm Springs, Calif.; WTNT Tallahassee, Fla.; KRIB Mason City, Iowa; KUPK Garden City, Kan.; WHFB Benton Harbor, Mich.; WATA Boone, N. C.; WDAY Fargo, N. D.; WNRE(FM) Circleville and WMWM Wilmington, both Ohio; KAPT Salem, Ore.; WDAC-FM Lancaster, Pa.; KOWB Laramie, Wyo.

The Joe Pyne Show (Hartwest Productions Inc.): WEOK Poughkeepsie, N. Y.; WDAY Fargo and KNOX Grand Forks, both North Dakota; KJEM Oklahoma City; WOC Davenport, Iowa; KROD El Paso and KRIO McAllen, both Texas; KBUX Phoenix; WITL Lansing, Mich.; KQRS Minneapolis; WISM Madison and WOSH Oshkosh, both Wisconsin; WQXQ Ormond Beach, Fla.; KOLO Reno, and KSYL Alexandria, La.

Program notes . . .

Musical maverick ■ ABC-TV has scheduled for next April a one-hour color special about a wandering troubadour, titled *Jack Jones on the Move—Have Songs, Will Travel*. Jack Jones

will star in the special with Tony Martin, Milton Berle, Molly Bee, Joanie Sommers and Shani Wallace.

Football film ■ NFL Films' new 25-minute color film "The Year of the Rookies" has been sold in 31 markets and is expected to be cleared for showing in an additional 20 markets by the first week in January. First showings of the film are scheduled for January 2, 1966.

Pact extended ■ Wolper Productions reports it has extended its current pact with the National Geographic Society to produce a minimum of four additional one-hour color TV specials. The four original programs in the Wolper-NGS association are scheduled for telecast over CBS-TV.

Bowl network ■ Panax Corp., station-newspaper group owner based at East Lansing, Mich., has organized a radio network of 40 stations to carry a daily report of Rose Bowl training activities of the Michigan State Spartans who play University of California at Los Angeles at Pasadena, Jan. 1, 1966. The

series began Sunday, Dec. 19.

Easter radio ■ America's Productions Inc. has now in production a Spanish adaption of its program, *Easter: The Beginning*. Called *Muerte Y Resurreccion*, the taped program is a two-part broadcast divided into Good Friday and Eastern Sunday segments following the format of a documentary radio newscast. The Spanish version will be ready Jan. 1, 1966.

Telescopic music ■ CBS-TV has rescheduled the complete oratorio "Galileo," first commissioned in October 1964, for a special telecast next spring. With libretto by Joe Darion and music by Ezra Laderman, the oratorio is scored for full orchestra, chorus and six soloists, and is based on the scientist's life.

Constitution explained ■ WBML Macon, Ga., has announced that its new radio series on the history and meaning of the U. S. Constitution will begin Jan. 1, 1966. The five-minute programs will be prepared and narrated by Charles Bloch.

FCC action upholds 100-w translators

The FCC has denied petitions for reconsideration of its rule allowing high-power translators on unoccupied TV channels in the commission's table of assignments. (BROADCASTING, July 12). The petitions were filed by the National Educational Broadcasters Association and by KLIX Corp. (KMTV-TV) Twin Falls, Idaho).

The rule became effective Aug. 16.

The NAEB called the commission's action "premature" since it had not changed its UHF assignments (BROADCASTING, Aug. 23). But the FCC feels that this problem will be solved when the new assignments are issued and that the action will not "cause any serious problem."

The association also urged the commission to adopt a rule requiring licensees of the proposed translators to submit progress reports on becoming regular television stations. The commission answered that while "it is interested in encouraging the translator operators to convert to regular operation, it does not feel that all the translators could become regular broadcasters" and it feels that such a requirement could discourage prospective translator operators.

KLIX asked for reconsideration because it felt that the high power translators would be given a favorable position over the conventional translators. It also requested a requirement that the high-power operators show need for the facilities; that conventional translators would not be adequate for the purpose; that interference to conventional translators would not result from operation of high-power translators, and

that if there was interference, that the 100-w translator operator "assume reasonable costs" for the modification of a previously authorized conventional translator if it has to change frequency to avoid interference.

The commission stated that these requirements would put an undue burden on the high-power translator operator and that since the 100-w translators have the possibility of later converting to regular TV stations, there should be no additional burdens for high-power translators over those of conventional translators in dealing with interference problems.

"On the contrary," the commission said, "it appears the public interest would best be served by rules which make it easy and inexpensive to promote needed service on these assignments since they have the opportunity eventually to become regular stations."

Court hears arguments on San Francisco towers

The nine-year-old battle over television antenna heights in San Francisco continued last week in the U. S. Court of Appeals in Washington. Argument was heard on the appeal of KRON-TV against an FCC action earlier this year which granted without a hearing request of KGO-TV to increase its antenna from 1,348 feet to 1,811 feet above sea level.

The case goes back to 1965 when both the ABC-owned KGO-TV and the *San Francisco Chronicle's* KRON-TV sought to increase the height of their respective TV antennas. KRON-TV at that time received clearance from the Air Space Panel of the then Civil Aeronautics Administration, but KGO-TV's proposal was found to be a hazard to

air navigation. The commission set both applications for a hearing. Involved also in the original issue was an objection to both proposals by the Department of Defense. This was later dropped.

In 1961, a division of the newly organized Federal Aviation Agency ruled that both proposals were aeronautical hazards. A formal hearing before the FAA resulted in 1964 in an administrative report holding that the KGO-TV proposal was acceptable, but that the KRON-TV application was not. KGO-TV thereupon asked for a grant without a hearing, and this was done last February (BROADCASTING, Feb. 15).

In the grant to KGO-TV, the commission required the ABC station's tower on Mount Sutro to be made available to all other TV stations in the area on an equitable basis.

KRON-TV protested that its request for an increase in antenna height from 1,480 feet to 2,049 feet on San Bruno Peak should be considered in a comparative hearing. The commission denied this request.

KRON-TV was represented by Robert L. Heald; the FCC, by Joseph Marino, and KGO-TV by David S. Stevens. Sitting were Circuit Judges John A. Danaher and J. Skelly Wright. Chief Judge David L. Bazelon, the third member of the three-judge panel, was ill, but will hear the arguments from a tape recording.

ABC opposes AMST stand on antenna farms

ABC Inc. last week told the FCC that it disagreed with the position of the Association of Maximum Service Telecasters that the FCC antenna-farm proposal should tolerate no departures from the standard mileage separation requirements.

The FCC proposal, which would require the grouping of tall broadcast towers in designated farm areas, is designed to accommodate tall towers and at the same time protect air safety (BROADCASTING, May 31).

ABC labelled the AMST position "doctrinaire" and "somewhat absurd." The network said that cooperation between aviation and broadcast interests is a two-way proposition. There may be cases where the public interest will be served by departing from the mileage-separation requirements, ABC said.

The network said the commission should endeavor to establish farm areas which will accommodate all assigned channels without deviations from the standard separations, but where this

NOTICE OF ABANDONMENT

The undersigned, having previously terminated the business of Unicorn Productions, Inc. and disposed of its tangible assets, hereby abandons the name, the goodwill and all other rights which it has in the business and assets of Unicorn Productions, Inc. The assets and business of Unicorn were acquired by the undersigned when it liquidated that Corporation in 1951.

Columbia Broadcasting System, Inc.
51 West 52 Street
New York, New York 10019

proves impossible consideration should be given to permitting short separations.

For the fifth time the FCC last week extended the deadline for reply comments on the proposal. The new deadline is tomorrow (Dec. 21).

AMST again hits low-power TV plan

The Association of Maximum Service Telecasters last week again urged the FCC to consider the commission's proposal to establish a new class of community television stations in the broader context of an evaluation of all supplementary television services.

The proposed rulemaking would reserve channels 70 through 83 for a new class of low-power community television stations with a maximum power of 10 kw and a maximum antenna height of 300 feet above average terrain. Under the plan channels would not be assigned in advance but would be available upon specific application where the assignment would comply with minimum mileage-separation requirements.

In comments filed with the FCC AMST argued that the community stations would have a devastating effect on existing and future service by translators. The association said that in many cases a community station could eliminate a number of translators and create a net loss of programing service.

The association also questioned the need for a new class of community stations. It has not been demonstrated that the needs of all, or at least a large number of the outlying communities cannot be satisfied by the existing table of allocations, AMST said.

Aside from contending there was a lack of a need for the new class of stations, AMST questioned whether they would be economically self-sustaining on a sufficiently general and widespread basis to warrant the setting aside of a block of channels. The association doubted that the small stations would have the financial resources necessary to produce the local programing that is contemplated.

Technical topics . . .

New home ■ Tele-Measurements Inc., New York, producer of video-tape lessons for students, distribution amplifiers, and test patterns and slides, is moving to a new location at Allwood Road and Main Avenue, Clifton, N. J. Phone: (201) 473-8822.

Vertical and horizontal ■ Teletronix Engineering Co., Pasadena, Calif., is producing new wide-band vertical and horizontal antennas that are applicable in multiplex installations. The antennas

Marconi joins color race with Mark VII camera

Another manufacturer is riding the swing to color. With U. S. broadcasters jamming the marketplace in quest of newer and better color equipment, Marconi Co. Ltd., of England, is introducing a fully transistorized, four-Plumbicon-tube, studio-and-remote color-TV camera. The Mark VII will be distributed in this country, as is other Marconi equipment, by Ampex Corp.

The new camera is scheduled to be shown for the first time domestically at the National Association of Broadcasters' convention in Chicago next March. Actual distribution of the equipment, however, will not begin until mid-1966 or later.

The Mark VII, Ampex officials claim, "is the color equivalent" of the Mark IV, Marconi's monochrome camera introduced in 1964. The high stability of the color camera is



stressed.

"The color cameras on the market today," contends an Ampex spokesman, "are not stable. If you set up multiple color cameras and want them all to be a certain shade of blue, well, they don't all stay that way. They're liable to drift. Once you set up the Mark VII, he claims, "it stays the way you want it."

are guaranteed for 10 years and may be stacked for higher gain.

More color tubes ■ Sylvania Electric Products Inc., New York, expects its total manufacturing capacity of color TV tubes to reach two million units yearly after a new plant in Ottawa, Ohio, begins full operation in March 1966.

WQXR-FM atop Empire State

WQXR-FM New York began transmitting from the new master FM antenna placed on the Empire State Building last Wednesday (Dec. 15). The hearing range of WQXR-FM will be extended to an average 73.9 mile radius from the site in mid-Manhattan, a station spokesman said. The station is the first FM outlet in the New York area to transmit from the new antenna and others will join WQXR-FM shortly.

FCC ponders raising minimum AM power

The FCC last week invited comments on a proposed rulemaking which would raise the minimum power for AM stations from 100 w to 250 w, day and night.

The commission feels that stations operating with less than 250 w are "inefficiently using the AM frequencies," and it indicated that it would encourage the stations operating on 100 w to apply for increased power in the event that the rulemaking is adopted.

Only about 12 licensees now are operating with 100 w and the commission has discouraged applications for the low-power facilities.

All stations involved are class IV licensees which operate on local channels shared by many stations elsewhere.

1
United Press International news produces!

duPont awards to be more comprehensive

The Alfred I. duPont Awards Foundation has expanded the categories for its annual awards from three to five. The new awards are to be given to recognize the emergence of group broadcast journalism and the growth of educational stations.

The foundation defines its concept of a station's group broadcast journalism as the performance of the individuals at a station as a team which, with the illumination of editorials, attempts to broaden the public's understanding of major events, issues and problems.

The award to be presented to an educational radio or television station will be based on its performance as a broadcast station with special consideration given to its effectiveness in carrying out its educational programs.

The foundation has also reoriented its approach to all of its awards, with special attention to smaller radio and television stations. It provides duplicate awards where the smaller stations' public service practices are comparable to those of the large stations.

All the awards, given to a television station, a radio station and an individual for his news, commentary and public affairs performances, will be given to recognize meritorious broadcasting in the public interest and to stimulate even greater achievement in broadcasting.

Created by Mrs. Jessie Ball duPont in memory of her husband, Alfred I. duPont, the Alfred I. duPont Awards Foundation has presented similar citations for 23 years.

Deadline for this year's awards, which will be presented in the spring of 1966, is February 28, 1966. While

there are no official entry forms, further information can be obtained from the foundation's curator, O. W. Riegel, Reid Hall, Washington and Lee University, Lexington, Va.

BPA starts spadework for 1966 convention

The Broadcasters Promotion Association has named Jack Brembeck of KABC-AM-FM-TV Los Angeles as chairman of the program committee for BPA's 1966 convention in St. Louis, according to BPA President Casey Cohlma of WFAA-AM-FM-TV Dallas. Exact date has not been set though it's expected to be held in the fall.

Working with Mr. Brembeck will be five BPA members, each selected from different regions of the country to insure greater national scope to the convention program. On the committee are Marvin Meinikoff, Standard Rate & Data Service, New York; Joseph Constantino, KTVU(TV) Oakland-San Francisco; Maury Midlo, WDSU-AM-FM-TV New Orleans; Barbara Roberts, KTUL-TV Tulsa, Okla.; Carl Haglund, WRVA-AM-FM-TV Richmond, Va. Mr. Haglund, it was said, will act as radio adviser.

Drumbeats . . .

Secret agents in paperback ■ Two new paperback books based on television shows have been published by Grosset & Dunlap. The books, "Get Smart," written by William Johnston and "The Coin of El Diablo Affair," written by Walter Gibson, are based on the intrigues of NBC-TV's spy heroes in *Get Smart* and *The Man from U.N.C.L.E.* respectively.

Help for children ■ For the 12th year WHAS-AM-TV Louisville, Ky., has con-

ducted a Crusade for Children to aid handicapped children of the Kentucky and southern Indiana areas. The station, which conducted a 19½ hour radio-TV marathon as the conclusion of the campaign, reported that \$354,620 had been collected for the children, with less than 5% of this being used for the crusade's expenses.

New coordinator ■ KFDI Wichita, Kan., has retained Parkinson & Co., Wichita, to develop merchandising programs for the station's local, regional and national accounts. In addition to working on public relations and advertising campaigns.

Rollins gets award ■ John W. Rollins, chairman of the executive committee of Rollins Inc., and co-founder with his brother, O. Wayne, was selected last week as "Home Study Man of the Year" by the International Correspondence Schools, Scranton, Pa. Mr. Rollins, former lieutenant governor of Delaware, was honored by current Governor Charles L. Terry as being "a legend in his own time." The presentation was made by John C. Villaume, president of ICS.

On spot ■ The Station Representatives Association reported that its newly formed speaker's bureau filled its first presentation request during December. Spot television uses in media planning was explained at Syracuse University by George Castleman, vice president of Peters, Griffin, Woodward, New York; Joseph Courtney, director of sales development of The Katz Agency, New York, and Ronald Werth, research manager of PGW's radio operation. They addressed a seminar of graduate students at the Newhouse School of Journalism. The bureau will have a presentation at Chicago's Supermarket Institute in February.

KNX welcomes its new star—Cordic-style

The studio walls were papered with reproductions of CBS Radio comedy stars of the past. The studio itself was dominated by an orange and yellow, five-foot globe, half Christmas ornament, half caricature of a bearded, bespectacled young man. Guests were met by station executives and ushered up a 50-foot red carpet. Inside they were given paper-mache beards and glasses to wear and bottled champagne as a gift. The guest of honor arrived in a horse-driven hansom cab, made his entrance in the company of four of Hollywood's finest, starlets with fig-

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ures like angels and costumed as Santa's helpers.

It was a bash, a lavish coming-out party for Rege Cordic, a new morning personality at the CBS-owned radio station in Los Angeles, KNX. It was held on Dec. 9 at the KNX-Columbia Square complex in Hollywood for more than 450 agency media buyers and newsmen. Featured were music, models, a 25-foot table laden with hors d'oeuvres, dancing and a bar that flowed for nearly five hours.

Cordic, as he's known professionally, is what the beard and glasses symbols were all about. He's used them together with a quick wit and talent for mimicry to apparently endear himself to the Pittsburgh market where, for the last 10 years, he was the morning man on Westinghouse Broadcasting's KDKA. Last Monday (Dec. 13), Cordic made his switch official, beginning a four-hour, five-days-a-week early-morning program on KNX.

FM's win Major awards for original programing

KBCA (FM) Los Angeles, WAMU-FM Washington, KPFK(FM) Los Angeles, and WRVR(FM) New York won the 1965 Major awards last week. The Major awards were established last year by the Armstrong Memorial Research Foundation Inc., New York, to recognize "excellence and originality" in FM programing.

The awards, named for the late Major Edwin H. Armstrong, inventor of the FM wide-band system of broadcasting, were announced on Dec. 16 at a dinner in New York. The winning stations receive a bronze plaque and \$500 in cash.

KBCA's award was in the music category for a program that featured Calvin Jackson with Duke Ellington; WAMU-FM's award was in the news category for a documentary dealing with Vietnam teach-ins; KPFK's award in public or community service centered on a series of taped interviews dealing with the Los Angeles Watts riots, and WRVR's award was in the education category for *The Good Old Days* program, a study in nostalgia.

Certificates of merit went to the following: music—WABC-FM New York; WAMU-FM; WFSU-FM Tallahassee, Fla.; WSB-FM Atlanta; news—KMSC(FM) Houston; KPFA(FM) Berkeley, Calif.; public or community service—KFMQ (FM) Lincoln, Neb.; WGBH-FM Boston; education—KSL-FM Salt Lake City and KPFA(FM).

KBCA, WABC-FM, WSB-FM, KMSC, KFMQ and KSL-FM are commercial stations. The others are noncommercial.

Radio-TV make Vietnam tape's throw away

VARIED EFFORTS TO BRIGHTEN SERVICEMEN'S CHRISTMAS

It's a long way from the U. S. to Vietnam at any time of the year. But, somehow, to the U. S. servicemen in Vietnam and their relatives at home, the distance becomes even greater during the Christmas season.

The radio and television responses to the loneliness expressed by servicemen's relatives and friends in their areas have been both overwhelming and varied. A sampling of the descriptions of efforts by broadcasters reported to BROADCASTING illustrates how quickly and effectively they answer their communities' requests.

Several stations and station groups have opened their facilities to people who wish to send personal messages to Vietnam. One of these was Capital Cities Broadcasting Corp. The news and public affairs department of each of Capital Cities television stations (WTEN Albany and WKBW-TV Buffalo, both New York; WPRO-TV Providence, R. I.; WSAX-TV Huntington, W. Va., and WTVB Durham, N. C.) invited the first 50 people who wrote to the individual stations to go to their studios and record filmed messages.

Red Cross Aid ■ KOWH Omaha worked in cooperation with the local chapter of the American Red Cross by supplying recording facilities and recording tape to those who have relatives they would like to contact at Christmas time.

The Kansas State Network (KARD-TV Wichita and its three satellites: KCKT [TV] Great Bend and KGLD[TV] Garden City, both Kansas, and KOMC[TV] McCook, Neb.) took a different approach to message sending. The network asked its viewers to provide the name, rank, company and hometown of servicemen they wished to hear from. These were forwarded to a two-man team of KSN newsmen in Vietnam who contacted as many of these as they could and filmed their messages. These were then sent back to Kansas for showing on the KSN stations.

Christmas time is also the time for the exchange of gifts, and the response to requests from radio-TV stations to send packages to servicemen in Vietnam was great. WWL-TV New Orleans organized "Operation Christmas." The station sent 1,000 old-fashioned Creole fruit cakes to all area servicemen in Vietnam. KMTV(TV) Omaha also started to send Christmas gifts to servicemen from the Omaha area but changed its mind. Instead, it "adopted" a marine unit, the 200-man F Company, Second Battalion, Third Marines, and sent gifts to each of the men. Another operation,

"Operation Christmas Star," was conducted by KWIZ Santa Ana, Calif. The station, with some 700 Texaco service station dealers supplying the collection points, gathered four-and-one-half tons of the fleet's 75 ships, with extras to Los Angeles counties which were then sent to Vietnam.

Hometown Programing ■ Another project was sparked by a serviceman himself. Several months ago a sailor from USS Preble, an atomic missile carrier operating in Vietnam waters, sent a blank tape to KSTP-TV Minneapolis-St. Paul and asked the station to fill the blank tape with some local programing. The station responded by sending back 18 hours worth. Later, after receiving a number of thank-you letters from men on the ship, KSTP-TV decided to start "Operation: Booster." The station devoted its entire eight hours of programing on Dec. 7 (Pearl Harbor Day) to filming salutes to men of the 7th Fleet. KSTP-TV then sent copies of the day's programing to each of the fleet's 75 ships, with extras sent along to be given to submarines on duty, for showing on Christmas.

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de Gaulle uses all his TV time in runoff

Having learned from the election of Dec. 5 that television is a potent force for electioneering, French President Charles de Gaulle took full advantage of the TV time allotted to him prior to the runoff election Sunday (Dec. 19). President de Gaulle and his runoff opponent, Francois Mitterand, were each given four hours of TV-radio time on the state-owned networks.

To insure equal coverage of the campaign by the networks a special control commission was set up. During the first campaign there was some complaining over coverage by the five opposition candidates. All except the president made full use of their allotted TV time prior to Dec. 5, and that is generally accepted as one of the reasons President de Gaulle failed to win a majority vote.

International film sales . . .

Voyage to the Bottom of the Sea (20th Century-Fox TV International): CHAB-TV Moosejaw, Sask.; CJAY-TV Winnipeg, Man.; CJOH-TV Ottawa; CHAN-TV Vancouver, B. C.; CFRN-TV Edmon-

ton, Alberta; CFTO-TV Toronto; CFCF-TV Montreal; CFCN-TV Calgary, Alberta; CJCH-TV Halifax, N. S.; CKCO-TV Kitchener, Ont.; CJON-TV St. Johns, Nfld.

Adventure '26, Sons of Hercules, Kickoff Catalogue (Embassy); Wsvi (TV) St. Croix, V. I.

Kickoff Catalogue (Embassy): WRJK-TV Ponce, P. R.

Toronto agency joins L&N's growing list

Lennen & Newell, New York, which has affiliations with three foreign advertising agencies, last week announced its partnership with a fourth, Stanfield, Johnson & Hill of Toronto. L&N's other international affiliates are in England France and Spain.

The Toronto agency ranks as Canada's 10th largest with billings of approximately \$7 million. L&N has domestic billings of about \$124 million; an estimated \$67.2 million of that total is in broadcast.

Clients of Stanfield, Johnson & Hill include Admiral, Shaeffer Pen, Bissel McKenna, Ayerst, Squibb, Union Carbide, Honeywell, Simon Cigar Co. and Standard Brands.

No reconsideration on Comsat TV procedure

The FCC last week affirmed its order providing temporary procedures by which international common carriers may offer television service by way of the Communications Satellite Corp.'s Early Bird satellite.

CBS has asked the commission to reconsider the order, issued on July 15, which authorizes the carriers to take turns providing the service under a joint tariff (BROADCASTING, July 19).

At the time, the commission said the procedure would be followed pending the resolution of a number of policy questions, involving decisions as to which carriers should be authorized to provide service on a permanent basis and which entities should be considered authorized users entitled to deal directly with Comsat.

CBS had asked the commission to permit the networks to deal with Comsat until those policy decisions were made. But the commission last week said the interim procedures it had established afforded "the most practicable and equitable means of providing satellite television service" consistent with the still unsettled policy questions.

FINANCIAL REPORTS

Storer stock split OK'd

Stockholders also approve debentures for purchase of Northeast aircraft

Stockholders of Storer Broadcasting Co. voted overwhelmingly last week to approve a two-for-one stock split and for conversion rights to holders of the \$34.4 million issue of convertible subordinated debentures proposed to be issued by the company to buy aircraft for Northeast Airlines. Storer owns 87% of Northeast Airlines.

At the same time, the Civil Aeronautics Board approved the Storer proposal to establish a leasing corporation which would buy 22 jet aircraft and lease them to Northeast. The CAB also denied a petition by National Airlines calling for a hearing on the Storer proposal. National claimed it would be

adversely affected by the Storer plan (both National and Northeast serve the lucrative New York-Miami run; the latter on a temporary basis). The CAB said National failed to show that it would be affected by the establishment of the leasing company.

National also asked the CAB to investigate the relationship between Storer and Nemir Industries, a Storer subsidiary, which manufactures plastic plates and trays used by several airlines. The board said it was referring to its enforcement bureau.

Earlier in the week, Storer filed a registration statement with the Securities & Exchange Commission for the debentures. The debentures will run for 20 years from 1966 and will bear a face value of \$110 each. Interest will be determined before the debentures go on the market. Reynolds & Co. is the underwriter.

Of the funds received from this sale, Storer said, \$32 million will be used to repay short term bank loans incurred when the company bought its 87% of Northeast Airlines and to pay for the purchase of new aircraft.

For October Storer reported that its gross operating revenue amounted to

\$4,861,000, compared to \$4,538,000 for the same month in 1964; net income after taxes was \$739,000, compared to \$902,000, in October 1964—the drop being attributed to Storer's share of Northeast Airlines.

Northeast's October gross was \$3,398,000, compared to \$3,222,000 for the same 1964 month; with a net loss of \$397,000 compared to a loss of \$174,000 in October 1964.

In the Storer report for nine months of 1965 ended Sept. 30, (BROADCASTING, Oct. 18), the registration statement showed that radio's gross revenues were \$8,161,059; TV's \$24,919,109.

In discussing its CATV activities (Storer Cable TV Inc. owns seven systems in California) the company said that although it has not yet made a profit on any of its systems, it expects to be in the black after depreciation in about two years.

In addition to its radio-TV and cable operations and Nemir Industries, Storer also owns Storer Programs Inc. and Storer Television Sales Inc.

Remuneration for top officers, listed in the registration statement, showed that for 1964 George B. Storer Sr., chairman, received \$90,162 in salary

and \$29,862 in incentive payments; George B. Storer Jr., president, \$80,162 and \$29,862; Stanton P. Kettler, executive vice president, \$75,162 and \$29,862; William E. Rine, vice president (administration), \$47,692 and \$12,442; John E. McCoy, vice president and secretary, \$48,802 and \$13,502; Lionel F. Baxter, vice president (radio), \$60,922 and \$25,622; Bill Michaels, vice president (TV), \$62,525 and \$27,225; Terry H. Lee, vice president (business planning and development), \$50,885 and \$585; Peter Storer, president, Storer TV Sales, \$47,832.

Stock options, all at \$13.36 and running until June 30, 1970, have been issued to the following executives in the following amounts: Messrs. Kettler, 2,000 shares; McCoy, 1,000 shares; Baxter and Lee, 10,000 shares each.

Storer closed at 8½ Thursday on the New York Stock Exchange.

NGC's fourth quarter doubles last year's

It was a firm fiscal year, topped by a buoyant fourth quarter for National General Corp., Beverly Hills. Fourth-quarter earnings doubled over those for the same period a year ago. Net income for the 13 weeks ended Sept. 28 was \$984,861, or 28 cents a share on gross of \$15,421,845. Comparative figure for last year was a net of \$403,882, or 11 cents a share on a gross of \$16,049,034.

National General's income is derived predominantly from its operation of some 215 theaters. Its nontheater subsidiaries include a savings-and-loan business, real estate, a film production-packaging arm and a number of community antenna television systems.

For the fiscal year ended Sept. 28:

	1965	1964
Earnings per share	\$0.91	\$0.70
Gross revenue	61,921,845	59,049,034
Net income	3,147,805	2,509,894

FC&B billings up \$29 million in 1965

The publicly owned Foote, Cone & Belding agency, New York, estimates its 1965 earnings will be in excess of \$1.20 a share, up from \$1.09 last year.

Gross billings for the year are expected to be over \$220 million. This compares to \$191 million in 1964. Robert Carney, board chairman, and Donald Lewis, financial vice president, presented these figures last week to the Denver Society of Security Analysts in a preview of 1965 operations.

The agency reported accounts gained in 1965 are billing at an annual rate of

\$20 million, but that only a portion of that total would show up in that year's billing figures.

Columbia stockholders hit film production

Stockholders at Columbia Pictures' annual meeting in New York last week were critical of the company's performance for the past year.

Earnings in fiscal 1965, ended June 26, dipped to \$2,024,000, or \$1.02 a common share, from \$3,154,000, or \$1.64 a share, in the previous year. Total revenue declined to \$140,600,000 from \$145,200,000.

One stockholder pointed out that the motion-picture production end of Columbia's business has been poor, while Screen Gems Inc., its TV subsidiary, has been successful. He suggested that if the feature-film activity continued to slump, Columbia should consider "going out of the picture business and develop the Screen Gems end."

A. Schneider, president, acknowledged that the film-making part of its operations has not lived up to expectations but he said Columbia has been producing more films this year than it has in recent years, which could help improve earnings. He added that if

Columbia discontinued feature-film production, this would hurt Screen Gems, since SG derives part of its income from the distribution of motion pictures to television networks and stations.

Columbia Pictures' board of directors declared a 2½% stock dividend on its outstanding common stock payable Feb. 16, 1966, to stockholders of record on Dec. 30, 1965. It also declared a regular quarterly dividend of \$1.06¼ per share on the \$4.25 cumulative preferred stock, payable Feb. 15, 1966, to stockholders of record on Feb. 1, 1966.

Desilu's gross income is down, net is up

Stockholders of Desilu Productions Inc., Hollywood, could only find small cause to love Lucy after release of the film production company's latest financial report last week. Net earnings for the first six months of the current fiscal year were up—even though gross income was down—but only modestly.

According to company president Lucille Ball, Desilu continued to acquire outstanding shares for its treasury. During the current fiscal year, so far, Desilu has purchased 40,700 shares at an aver-

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CATV outlook: 500% increase in five years

Robert J. McGeehan, president of Entron Inc., Silver Spring, Md., predicted a five-fold increase in annual volume for community antenna television in five years. Entron is a CATV equipment manufacturer and also a group system owner.

CATV's annual volume in manufacturing and construction in five years will move from its present estimated \$35 million to \$175 million, Mr. McGeehan said. He spoke last week to the Washington (D. C.) Society of Investment Analysts.

The present two million subscribers will double in two years to four million, he said, and he also foresaw the number of CATV systems more than doubling, from 1,700 systems today to over 3,500 in 1968.

There are "excellent prospects," he said, for CATV systems to earn 25% to 30% in cash flow in the next two years. He decried publicity

which attributed fantastic profits to CATV. CATV "is a business and like any other business it has its risks, its losses and profits, its trials and triumphs," he said.

Among the problems, Mr. McGeehan said regulation and copyright fees are the most significant. He stated that he expects CATV to be regulated but he hopes the regulation will be "proper and reasonable." If CATV operators must pay copyright fees, which he doesn't believe is proper, Mr. McGeehan said, the fees probably will be modest. Other CATV problems, he noted, are with telephone companies seeking lease-back arrangements, municipalities looking for increased revenues and states attempting to place cable companies under utility regulation.

CATV Ownership ■ Entron, which is 50% owned by the Boston Herald

Traveler Corp. (WHDH-AM-FM-TV), has ownership interests in five CATV systems, and will expand to 12 or 13 by next year, Mr. McGeehan said.

Entron's sales this year, he disclosed, are 50% over last year's and earnings also are "substantially ahead." For the first nine months of this year, he said, sales were running at an annual rate of \$3.2 million to \$3.5 million. Back orders at that period amounted to \$3.5 million and he expects another \$1 million in back orders by the end of this year.

In addition to manufacturing CATV equipment and owning CATV systems, Entron constructs CATV systems and has a working arrangement with Stromberg-Carlson Corp., Rochester, N. Y. (a subsidiary of General Dynamics Corp.) to supply equipment and engineering advice for its customers, mostly independent telephone companies.

age cost of \$8.46 a share (the stock was selling at about \$8.75 on the American Stock Exchange as of last week) for a total expenditure of \$344,317. Since Desilu started buying company stock, it has accumulated 115,700 shares in the treasury at a total cost of \$942,348 (averaging out to \$8.15 a share), leaving 1,117,931 common and class B common outstanding as of Oct. 30.

Desilu is currently completing production of five pilots for the 1966-67 season. All are in color with two scheduled for CBS-TV, two for NBC-TV and one for ABC-TV.

Six months ended Oct. 30:

	1965	1964
Earnings per share	\$0.42	\$0.36
Gross income	9,667,193	10,421,434
Net income	476,669	424,032

H&B American profits almost double in quarter

H&B American Corp., at its annual meeting in New York last week, promoted its vice president and treasurer Harold Sugarman to president. He succeeds the late David Bright.

The community antenna television operator, with 27 systems and some 80,000 subscribers, reported profits for the first fiscal quarter almost double those for the comparable period last year although revenues were down slightly.

The loss in operating revenues was said to be a result of the sale last June of CATV systems in Palm Springs, Calif., and Flagstaff, Ariz., to Harriscop

Broadcasting for \$5.3 million. Proceeds from the sale were applied to H&B's bank debt. Lower interest fees as a result, and further development and subscription expansion of the company's other systems are said to account for the first-quarter profit gain.

H&B has a new system under construction in Santa Maria, Calif. With the sale of properties to Harriscop last June the company lost 12,600 subscribers but since that time has added approximately 4,000 connections to its systems.

Thirteen weeks ended Oct. 31:

	1965	1964
Earned per share	\$0.052	\$0.026
Operating revenues	1,238,001	1,340,248
Net income	135,629	67,309
Shares outstanding	2,581,528	2,577,679

Roanwell's 6-month earnings drop

Roanwell Corp., New York, reported net earnings for the six-month period ended Oct. 31 down \$18,953 from the comparable period last year. The company's profits were lowered by \$31,105 from 1964. Roanwell manufactures such communication apparatus as handsets, microphones, VHF/UHF tuning capacitors and other components.

Six months ended Oct. 31:

	1965	1964
Earnings per share	\$0.17	\$0.20
Net sales	2,854,890	3,305,800
Gross profits	617,047	648,152
Net earnings	103,220	122,173
Shares outstanding	598,000	598,000

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BROADCAST ADVERTISING



Mr. Brautigam

Karl A. Brautigam, account director and VP at McCann-Erickson, New York, elected senior VP.

Richard V. Nyborg, associate media director at Foote, Cone & Belding, New York, elected VP.

Thomas Viscardi, media manager at General Cigar Co., New York, and **John Clement**, media supervisor at Ted Bates & Co., New York, appointed manager and assistant manager, respectively, of spot control and coordination unit at Colgate-Palmolive Co. there.

William B. Campbell, account supervisor for Weightman Inc., Philadelphia, elected VP.



Mr. Serrille

Lou Serrille, copy supervisor with Geyer, Morey, Ballard, New York, elected VP and creative director.

Slocum (Buz) Chapin, VP at ABC-TV Network Sales, New York, leaves Jan. 1 to become president of Adventures Unlimited travel service.

John L. Vollbrecht, formerly with Chicago office of Knox Reeves Advertising, joins Wade Advertising there as creative supervisor.



Mr. Argueso

Nelson Argueso, treasurer of Sullivan, Stauffer, Colwell & Bayles, New York, elected senior VP.

Floyd Berlant, formerly research supervisor at Earle Ludgin & Co., Chicago, and **John F. Lowery**, research analyst at D'Arcy Advertising, St. Louis, join Needham, Harper & Steers, Chicago, in same capacities.

Thomas G. Yohe, supervisor of TV art and production, C. J. LaRoche & Co., New York, appointed VP.

Edward Roseman, product advertising manager at Roche Laboratories division Hoffmann-La Roche Inc., Nutley, N. J., joins Sudler & Hennessey, New York, as account supervisor.



Mr. Yohe

Tillie retires

Clara M. (Tillie) Iehl, chief of the License Bureau of Broadcast Services for FCC, retires Dec. 30.



Miss Iehl

Miss Iehl, native of Melvin, Ohio, came to Washington in 1928 beginning her government career as typist for Veterans' Bureau. In 1929 she moved to predecessor of the FCC, Radio Commission. In 1932 she became chief of its License Bureau, and, as she put it, has "been plugging at it ever since."

Asked about future, she said she had no plans beyond remaining in Washington. Her immediate objective will be to "just take it easy."

Peter Kelly, media buyer with Benton & Bowles, New York, joins Cunningham & Walsh there as media supervisor. **David W. Thurston**, advertising and sales promotion planning manager for Ford Motor Co., Dearborn, Mich., joins C&W as senior account executive.

Francis Nestler, formerly production manager for Hixon & Jorgensen, Los Angeles, joins Boylhart, Lovett & Dean there as production manager.

Thomas D. Dunsmuir, with Hutchins Advertising Co., Rochester, N. Y., appointed director of radio and television production.

Bob Watts, formerly with Standard Brands in New York and Procter & Gamble in Cincinnati, and **John R. Albers**, with Grant Advertising, Dallas, join Knox Reeves Advertising, Minneapolis, as account executives.

Alfred S. (Bud) Trude Jr., VP-media director, Clinton E. Frank Inc., Chicago, joins Young & Rubicam, there, as VP-media director and member of executive committee. He succeeds **Frank Grady** who reduces workload after recent illness and becomes associate media director.

Mark Parr, formerly general manager of WTAL Tallahassee, Fla., named general sales manager of KFIF Tucson, Ariz.

John C. Saunders, account executive with Benton & Bowles, New York, joins J. M. Mathes Inc. there as account executive.

Kenneth Silverbush, component sales manager at KLH Research and Development Corp., joins Wexton Co., New York, as account executive.

Robert H. Carroll, account executive with WROD Toledo, Ohio, joins WING Dayton, Ohio, as account executive.

John Kimball, senior copy writer at J. Walter Thompson, New York, joins Clyne Maxon Inc. there as senior copywriter.

Ruth Ratny, formerly with Powell, Schoenbrod & Hall, Chicago, and more recently in TV-film production in Washington, joins Arthur Meyerhoff Associates, Chicago, as copywriter.

Ronald M. Mercer, general manager of WIFE-AM-FM Indianapolis, named sales executive with parent firm, Star Stations Inc., Portland Ore.

Tom Hollyman, former photography editor of *Holiday* magazine, Philadelphia, joins Spectra Films as producer-director.

MEDIA

Glenn C. Jackson, general manager of WACE Springfield, Mass., appointed eastern manager of station relations for Mutual Broadcasting System, New York.



Mr. Jackson

Phillip G. Rose, sales manager of KOLO-TV Reno, named general manager.

Frank Barreca, production manager for noncommercial KUAT(TV) Tucson, Ariz., named manager.



Mr. Cowle

Dale Cowle, general manager of KBIZ Ottumwa, Iowa, named general manager of KTVO(TV) Kirksville, Mo.-Ottumwa in addition to present post.

Robert D. Kiley, sales manager at WIFE-AM-FM Indianapolis, named general manager.

Milt Willis, program director at KXYZ-AM-FM Houston, appointed manager of operations.

Edward R. Eadeh, previously with

CBS-TV and ABC-TV, appointed director of research at D. H. Overmyer Communications Co., New York. **John C. Bechtel**, business manager of Four Star Distribution Corp., New York, appointed administrative assistant at Overmyer there.

PROGRAMING

Theodora Zavín, VP, publisher administration, at Broadcast Music Inc., New York, elected VP, performing rights administration. **Neil Anderson**, formerly with BMI's legal department, appointed executive director.

Jack Sonntag, assistant producer of ABC-TV's *The Long Hot Summer*, named TV production supervisor of 20th Century-Fox-TV.

Donald R. Boyle, script writer, named manager of program development, and **Peter J. Rabow**, formerly manager of program planning, appointed manager of current programing, in ABC-TV's programing department, New York.

Bob Winsett, with KABL Oakland, Calif., appointed program director of KXYZ-AM-FM Houston.

Bob Hawkins, program director at KEX Portland, Ore., joins KVI Seattle as program director.

David Prowitt, producer at National Educational Television, New York, named executive producer of science programing.

Walter N. Hamilton, on staff of Comstock Productions, New York, named staff producer at WOR-TV New York.

Tom Goodwin, TV director at KRNT-TV Des Moines, Iowa, promoted to production manager.

Howard J. Lipstone, assistant to executive producer of Selmur Productions, Hollywood, named head of company's live tape and special projects division.

Fred Klein, news director of WLAN

Canadian reps elect

Arthur Harrison, general manager of Hardy Radio & Television Ltd., elected president of Station Representatives Association of Canada, succeeding **Paul Mulvihill**, president of firm bearing his name. **Michael Callahan**, Air-Time Sales Ltd., Toronto, elected 1st VP; **Hugh Clark**, Stovin-Byles Television Ltd., Toronto, as 2nd VP; **Vin Dittmer**, CTV Television Network Ltd., Toronto, as secretary, and **Bart Gibb**, Byles-Gibb & Associates Ltd., Toronto, as treasurer. **William Mitchell**, All-Canada Radio & Television Ltd., Montreal, is president of Montreal chapter of association.

Lancaster, Pa., named production manager and music director of WCOY Columbia, Pa.

Art Brown, air personality with WWDC Washington, retires Dec. 31 after 30 years on air in Washington.

Fred Lyle Jr., with Air Force Pictorial and Charting Service, Orlando, Fla., appointed production studio supervisor at noncommercial WETA-TV Washington.

Arthur Paul, administrator of instructional television services at University of California, Riverside, appointed program manager of noncommercial KUAT(TV) Tucson, Ariz.

NEWS

George Putnam, chief newscaster for KTTV(TV) Los Angeles, joins KTLA(TV) there as newscaster for news programs in color five nights weekly.

John E. Surrick Jr., news writer at WMAR-TV Baltimore, named assistant news director.

Rick Moore, news editor at WLAC-TV Nashville, resigns Jan. 8, 1966, to enter politics.

EQUIPMENT & ENGINEERING

John M. Kinn, director of educational services for the Institute of Electrical and Electronic Engineers, named secretary of Joint Technical Advisory Committee, succeeding **L. G. Cummings** who has retired. JTAC is advisory committee handling technical problems for FCC, sponsored by IEEE and Electronic Industries Association.

William J. Coddington, chief engineer at WSUN-TV St. Petersburg, Fla., named chief engineer at noncommercial WETA-TV Washington. **John W. Perry**, engineering supervisor at WETA-TV named assistant chief engineer.

Max Berry, with Astro electronics division of RCA, Princeton, N. J., appointed manager of equipment planning for ABC broadcast engineering, New York.

Glenn M. Cook, chief engineer with KILT Houston, appointed director of engineering for KXYZ-AM-FM there.

Vroman W. Riley, microwave sales manager for RCA's broadcast and communications product division, Camden, N. J., named manager of communications systems division of Jerrold Electronics, Philadelphia.

Frank B. Thompson, chief engineer, Logos Teleproductions, Arlington, Va., elected VP, engineering.

C. Ward Yelverton, project engineer with Delta Electronics Inc., Alexandria, Va., promoted to chief engineer.

FANFARE

Don Searle Jr., market research and promotion manager of Nelson R. Crow Publications, Anaheim, Calif., named promotion manager for KFRE-AM-FM-TV Fresno, Calif.

Donald M. Hess, assistant promotion director at WTOL-TV Toledo, Ohio, appointed promotion director.

David P. Egen, **Garrett L. Pettingell** and **Benjamin A. Raubvogel**, all formerly with Selva and Lee, New York, have formed PR and advertising company, ER Associates Inc., 30 East 42nd Street, there.

INTERNATIONAL

Fred G. Sherratt, manager of CKPT Peterborough, Ont., named VP and general manager of CJCH Halifax, N. S. **Allan F. Waters**, president of CHUM

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for the
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Toronto, named president of Radio CJCH 920 Ltd., newly formed holding company. **Donald Campbell**, VP of finance, Maclean-Hunter Publishing Co. Ltd., Toronto, is board chairman of new company.

Brian Carter named president of Goodwin-Ellis Advertising Ltd., Vancouver, B. C., succeeding late **W. E. Ellis**.

Walter K. Scott, retired foreign service officer and former assistant secretary of state for administration, named executive director of Radio Liberty, Munich, Germany. He succeeds **Lewis W. Shollenberger**, resigned (BROADCASTING, Dec. 13).

Fred R. Cote, formerly with National Harbors Board, Ottawa, appointed assistant counsel of Board of Broadcast Governors there.

David Golding, executive in charge of press department at Universal City Studios, Universal City, Calif., promoted to executive in charge of publicity in London.

John G. McCarthy reelected president of Television Program Export Association, New York. Others elected: **George A. Graham Jr.**, NBC Enterprises, treasurer; **Merle S. Jones**, CBS Television Stations Division, VP; **Thomas McManus**, ABC Films, VP, and **George Muchnic**, secretary and general counsel.

Gerard Rivard, with Collyer Advertising Agency, Montreal, named radio-television director of Canadian Advertising Agency, that city.

Mary Cardon, after four-year retirement, appointed research consultant of Young & Rubicam Ltd., Montreal.

Renato P. Castelo Branco, general manager of J. Walter Thompson do Brasil, elected VP of New York-based parent company, as part of series of

management changes at JWT (BROADCASTING, Dec. 13).

ALLIED FIELDS

Edwin M. Zimmerman, director of policy planning for antitrust division, Department of Justice, named first assistant to Assistant Attorney General **Donald F. Turner** who is in charge of antitrust division. Mr. Zimmerman succeeds **Robert L. Wright** who retires Dec. 27. Mr. Zimmerman joined Justice Department last July from Stanford Law School where he was professor in antitrust and securities regulations field.

DEATHS



Mr. Trace

Gene Trace, 57, executive VP and co-owner of WBBW-AM-FM Youngstown, Ohio, died Dec. 14 of heart attack at Good Samaritan hospital, West Palm Beach, Fla. Mr. Trace was member of radio board of National Association of Broadcasters and member of Mutual Affiliates Advisory Committee. He was also past president of Ohio Association of Broadcasters. Surviving is his wife, Emily.

Robert Herb, 42, associate producer for NBC News, New York, died Dec. 12, apparently of heart attack, at NBC offices in New York. Mr. Herb, supervising coverage of Gemini space flights at time, joined NBC News in September 1963.

Reo Charles Thompson, 48, died in his car Dec. 10 at Toronto. He was VP and general manager of All-Canada Radio and Television Ltd., Toronto.



Mr. Scripps

William J. Scripps, 60, director of Detroit News and pioneer in radio having founded w8xwj Detroit, predecessor of wwj in 1920, died in his home Dec. 11 after long illness. He was formerly general manager of wwj Detroit and after serving in Army Air Force in World War II, joined Radio Free Europe. He was also former president of Gliders Inc., manufacturer of motorless planes. Mr. Scripps headed several civic and charitable enterprises, and was one of original fund raisers for educational television. Surviving are his wife, Virginia, four sons and four daughters.

Wesley B. Goodman, 65, associate executive director of broadcasting and film commission of National Council of Churches, died Dec. 10 in Smithtown General Hospital, Smithtown, N. Y.,

after long illness. Mr. Goodman joined commission in 1950 after 12 years with Protestant Radio Commission and Federal Council of Churches. Surviving are his wife, Jean, and daughter.



Dr. DeHaan

Dr. Martin R. DeHaan, 74, former physician and radio minister, died Dec. 13 in his home in Grand Rapids, Mich., after long illness. Dr. DeHaan began program known today as *Radio Bible Class*. He is survived by son.

Edward S. Shattuck, 64, president of Los Angeles County Bar Association, Republican leader and California's GOP national committeeman from 1956 to 1960, died Dec. 15 in St. John's hospital in Santa Monica, Calif., after suffering heart seizure. He owned 11.23% of John C. Cohan stations including KSBW-AM-FM-TV Salinas-Monterey, KVEC-AM-FM, KSBY-TV San Luis Obispo and KNKS Hanford, all California.

Walter C. Ames, 53, Los Angeles Times reporter who was television editor from 1950 to 1958, died Dec. 16 after heart surgery in Los Angeles hospital. He is survived by his wife, Dorothy, and two daughters.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 9 through Dec. 15 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aerial. 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. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV Stations

ACTIONS BY FCC

*Columbia, S. C.—South Carolina Educational Television Commission. Granted CP for new TV on UHF channel 35 (596-602 mc); ERP 513 kw vis., 102 kw aur. Ant. height above average terrain 1,105.7 feet, above ground 1,095 feet P.O. address c/o Mr. Charles S. Morris, 2712 Millwood Avenue, Columbia. Estimated construction cost \$927,687; first year operating cost \$129,550. Studio and trans. locations both Columbia. Geographic coordinates 34° 04' 40" north latitude, 80° 53' 35" west longitude. Type trans. GE TT-57A, type ant. RCA TFU-30J. Legal counsel Dow, Lohnes & Albertson, Washington; consulting engineer Robert D. Lambert Jr., Columbia. Principal: Board of Commissioners. Action Dec. 9.

APPLICATIONS

Waterloo, Iowa—KXEL Broadcasting Co. UHF channel 14 (470-476 mc); ERP 21.48 kw vis., 3.48 kw aur. Ant. height above terrain 249 ft., above ground 258 ft. P.O. address: c/o Cy N. Bahake, Highway 281-E, Waterloo 50704. Estimated construction cost \$80,889; first year operating cost \$50,000; revenue \$50,000. Studio and trans. locations both Waterloo. Geographic coordinates 42° 29' 56" north lat., 92° 15' 51" west long. Type trans. GE TT20-A, type ant. GE TY25-A. Legal counsel: Wilmer, Cutler and Pickering, Washington; consulting engineers Don E. Kassner, Charlotte, N.C. Principals: (ownership files not available). Ann. Dec. 14.

Yakima, Wash.—Liberty Television Inc. UHF channel 35 (596-602 mc); ERP 278.6 kw vis., 55.72 kw aur. Ant. height above average terrain 1,134 ft., above ground 249.78 ft. P.O. address: c/o Donald Tykeson, 2225 Coburg Road, Eugene, Ore. Estimated construction cost \$533,000; first year operating cost \$450,000; revenue \$350,000. Studio and trans. locations both Yakima. Geographic coordinates 46° 31' 42" north lat., 120° 31' 17" west long. Type ant. GE TY106-D(1); type trans. GE TT56-A. Legal counsel Fly, Shuebruk, Blume & Gaguine; consulting engineers Silliman, Moffet & Kowalski. Principals: Durward L. Boyles

(27.51%), Julio W. Silva (17.93%), Donald E. Tykeson (16.69%), C. E. Carlson (11.19%), Carolyn S. Chambers (10.01%), and nine others. Liberty Television Inc. is licensee of KEZI-TV Eugene, Ore. Ann. Dec. 14.

New AM Stations

ACTIONS BY FCC

Eminence, Ky.—J. W. Dunavent. Granted CP for new AM station to be operated on 1600 kc, with power of 500 w-D. In lieu of constructing new facilities, applicant requests use of present facilities of WSTL, non-operative station, that city. Mr. Dunavent is foreclosing on mortgage on equipment, land and buildings required for operation of proposed station. First year operating cost \$45,000; revenue \$55,000. Applicant requests that license renewal hearing for WSTL be consolidated with hearing on application by him for new station. Action Dec. 10.

Carlsbad, N.M.—Kolob Broadcasting Co. Granted CP for new AM on 930 kc, 1 kw, D. P.O. address 1206 West Mermod, Carlsbad. Estimated construction cost \$35,547; first year operating cost \$38,000; revenue \$55,000. Principal: Marion Jenkins. Mr. Jenkins owns furniture company and mobile home park in Carlsbad. Action Dec. 13.

APPLICATIONS

Ponce, P.R.—Radio Antilles Inc. 1490 kc, 250 w, (1 kw-LS), U. P.O. address: c/o James W. Miller, 1025 Ashford Avenue, Condado, San Juan 00907. Estimated construction cost \$18,111; first year operating cost \$42,800; revenue \$60,000. Principals: James W. Miller (90%) and Gabriel Figueroa (10%). Mr. Miller is publisher in San Juan; and 18% owner of WNEL Caguas, P.R. Mr. Figueroa is executive VP of WNEL (no stock interest). Ann. Dec. 10.

Existing AM Stations

APPLICATIONS

WDXR Paducah, Ky.—WDXR Inc. Seeks CP to increase daytime power from 5 kw to 10 kw and make changes in daytime DA pattern. Ann. Dec. 10.

WBRR Travelers Rest, S.C.—Piedmont Broadcasting Co. Seeks CP to increase power from 500 w to 1 kw; make changes in ant. system. Ann. Dec. 9.

WCBU Union, S.C.—Broadcasting Co. of Union Inc. Seeks mod. of license to change hours of operation from SH to U. Ann. Dec. 13.

New FM Stations

ACTIONS BY FCC

Portland, Me.—Guy Gannett Broadcasting Services. Granted CP for new FM on 102.9 mc, channel 275, 100 kw. Ant. height above average terrain 1,513 feet. P.O. address 390 Congress Street, Portland. Estimated construction cost \$50,730; first year operating cost \$20,000; revenue \$18,000. Principals: Guy Gannett Publishing Co. (99%), stock voted by Jean Gannett Arnzen. GGBS owns

WGAN-AM-TV Portland. Action Dec. 15.

Portland, Me.—Hildreth Broadcasting Co. Granted CP for new FM on 101.9 mc, channel 270, 5.8 kw. Ant. height above average terrain 384 feet. P.O. address 477 Congress Street, Portland. Estimated construction cost \$17,286; first year operating cost \$1,059; revenue nil. Principals: Horace A. Hildreth (77.33%), Horace A. Hildreth Jr. (3.38%), Anne L. Hildreth (3.27%), Katherine Pierce (3.27%), Josephine Mirza (3.27%) and others. Hildreth Broadcasting is owned by Community Broadcasting Service, licensee of WABI-AM-FM Bangor, Me. Action Dec. 15.

New Ulm, Minn.—KNUJ Inc. Granted CP for new FM on 93.1 mc, channel 226, 28 kw. Ant. height above average terrain 382 feet. P.O. address c/o George E. Korenchen, 510½ Third North Street, New Ulm. Estimated construction cost \$40,405; first year operating cost \$18,000; revenue \$20,000. Principals: Walter K. Mickelson Sr. (as trustee 67.68%), George and Marie A. Korenchen (9.39%), Harold and Janet Mildenberg (3.90%), Einer B. Nelson (3.90%) and others. KNUJ Inc. is licensee of KNUJ New Ulm. Action Dec. 15.

Union, Mo.—Franklin County Broadcasting Inc. Granted CP for new FM on 101.7 mc, channel 269A, 2.08 kw. Ant. height above average terrain 347 feet. P.O. address Box 72, Union. Estimated construction cost \$10,095; first year operating cost \$24,310; revenue \$31,000. Principals: L. P. Ware and others. Franklin County Broadcasting owns KLPW Union. Action Dec. 15.

APPLICATION

El Paso, Tex.—El Paso FM Inc. 97.5 mc, channel 248, 28.35 kw. Ant. height above average terrain 1179 ft. P.O. address: c/o Mr. Stanley A. Prell, Room 809, El Paso 79901. Estimated construction cost \$4,050; first year operating cost \$15,000; revenue \$20,000. Principals: Stanley A. Prell (50%), Norman Rosen (40%), Saul Eisenberg (10%). Mr. Prell is 25% partner in KSOM Tucson; Mr. Rosen is El Paso attorney; Mr. Eisenberg is retired real estate developer. Ann. Dec. 10.

Ownership Changes

ACTIONS BY FCC

WJHO Opelika, Ala.—Granted assignment of license from Yetta G. Samford Jr., C. S. Shealy, Thomas D. Samford III individually and as agent for William Samford and Aileen M. Samford, Miles Ferguson and John E. Smollen db/as Opelika-Auburn Broadcasting Co. to Yetta G. Samford Jr., Lurline Shealy executrix of estate of C. S. Shealy deceased, Thomas D. Samford III individually and as agent for William Samford and Aileen Samford, Miles Ferguson and John E. Smollen db/as Opelika-Auburn Broadcasting Co. Action Dec. 7.

KLFM(FM) Long Beach, Calif.—Granted assignment of license from Harriscope Music Corp. to Harriscope Broadcasting Corp., parent company of Harriscope Music. Harriscope Broadcasting has interest in KKAR Pomona, Calif., KFBB-AM-TV Great Falls, Mont.; KTWO-AM-TV Casper, Wyo. Action Dec. 7.

KFMU(FM) Los Angeles—Granted assignment of license and SCA from KGMJ Inc. to Rogan Jones (46.75%). Consideration \$300,000 in note payable to International Good Music Inc., parent company, for purpose of offsetting debts incurred by KFMU (FM). Action Dec. 13.

KYOS Merced, Calif.—Granted assignment of license from McBride Industries Inc., owned by Thurlow E. McBride (40%), Thurlow E. McBride as executor of estate of Harriet E. McBride (40%), Harriet McBride Weber, Bonnie McBride Dail and Meredith V. McBride (all 6.66%), to Radio One Inc., owned by Cal-Radio Inc. (50%), Maurice E. Hill (27.78%), William J. Ewing (10%), Riley R. Gibson (6.67%) and Arthur M. Sobelman (5.55%). Cal-Radio Inc. is licensee of KLIV San Jose, Calif. Mr. Hill is VP of KLIV. Mr. Sobelman is VP and mgr of KLIV. Mr. Ewing owns 29% of KXO-AM-TV El Centro, Calif. Mr. Gibson is sec. of KLIV and KAGO Klamath Falls, Ore. Consideration \$225,000. Action Dec. 8.

KFMW(FM) San Bernardino, Calif.—Granted assignment of license from KGMJ Inc., owned by Rogan Jones (46.75%), C. W. Jones (28%) and others, to Frederick R.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Dec. 16

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
					for new stations
AM	4,021	23	78	380	
FM	1,397	29	200	240	
TV-VHF	472 ¹	21	20	155 ²	
TV-UHF	93 ³	17	78	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Dec. 16

	VHF	UHF	Total
Commercial	513 ¹	188	701 ¹
Noncommercial	67	63	130

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Oct. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,013	1,379	564 ¹
CP's on air (new stations)	26	29	37
CP's not on air (new stations)	71	191	94
Total authorized stations	4,110	1,599	695
Applications for new stations (not in hearing)	298	202	89
Applications for new stations (in hearing)	66	43	56
Total applications for new stations	364	245	145
Applications for major changes (not in hearing)	210	52	15
Applications for major changes (in hearing)	36	1	14
Total applications for major changes	246	53	29
Licenses deleted	3	1	0
CP's deleted	0	1	0

¹ Includes two licensed VHF stations and one licensed UHF station off the air.

² Breakdown on UHF and VHF applications not available.

³ Includes three noncommercial stations operating on commercial channels.

Cote and Chester Coleman (each 50%). Consideration \$50,000. Mr. Cote is staff engineer at KLAC Los Angeles and Mr. Coleman is staff engineer at KRLA Pasadena, Calif. Action Dec. 15.

KNJO(FM) Thousand Oaks, Calif.—Granted transfer of control of licensee corporation, Thousand Oaks Broadcasting Co., from Sanford Koufax (10% before, none after) Nici Agler (10% before, none after) Seymour Yack (20% before, none after) and Albert R. Linnick (60% before, none after), to Irving Schaffner, M.D. (none before, 100% after). Consideration \$100 plus \$35,900 previously advanced by Dr. Schaffner with option to purchase all stock. Dr. Schaffner is physician and surgeon in Thousand Oaks. Action Dec. 13.

WKTU Atlantic Beach, Fla.—Granted assignment of license from John J. Wheeler to Alumni Radio Inc., owned by John J. Wheeler (50%), Albert M. Crabtree Jr. (25%) and Jan Lee Brundage (25%). Consideration \$65,700. Mr. Wheeler is station manager of WZOK Jacksonville, Fla., and president and 50% owner of WCRY Macon, Ga. Mr. Crabtree is attorney and has business interests in Jacksonville. Action Dec. 7.

WOAH Miami—Granted transfer of control of licensee corporation, Latin Broadcasting Corp., from Max C. Tavel (51% before, none after) to Dynamic Broadcasting Inc. (49% before, 100% after), owned by Leonard Walk (50%), James H. Rich (25%), Bernard Friedman (25%). Dynamic Broadcasting Inc. is licensee of WAMO-AM-FM Pittsburgh, 100% owner of WUFO Amherst, N. Y. Action Dec. 7.

KMVT(TV) Twin Falls, Idaho—Granted transfer of negative control of licensee corporation, KLIK Corp., from Paramor Corp. (50% before, none after) to A. L. Glassmann et al. Transfer is result of dissolution of Paramor Corp. and distribution of its assets to its stockholders. Action Dec. 8.

WDHF(FM) Chicago—Granted assignment of license from Federal Broadcasting Corp. to Armanco Enterprises Inc. owned by Frank J. Hogan (33½%) and George R. Newhart (66½%). Messrs. Hogan and Newhart have no other broadcast interests. Federal Broadcasting is subsidiary of Armanco. No financial consideration. Action Dec. 7.

WSFC-AM-FM Somerset, Ky.—Granted transfer of control of licensee corporation,

Southeastern Broadcasting Co., from Meyer Layman (100%) to Swartz Media Inc., owned by Roanoke Photo Finishing Co. William P. Swartz Jr., 49.5% owner of Roanoke Photo Finishing is applicant for controlling interest of WORT New Smyrna Beach, Fla. Consideration \$232,000. Application is mutually contingent on grant of application for assignment of license from Southeastern Broadcasting Co. to Swartz Media Inc. Action Dec. 8.

KCKW Jena, La.—Granted assignment of license from A. H. Colvin Jr., T. L. Colvin Sr., Robert C. Wagner and R. W. Wagner db/as LaSalle Broadcasters to Robert C. Wagner and R. W. Wagner db/as LaSalle Broadcasters. Consideration \$27,500 for transfer of 50% interest. Action Dec. 13.

KANE New Iberia, La.—Granted acquisition of positive control of licensee corporation, New Iberia Broadcasting Co., by George H. Thomas (50% before, 60% after) through purchase of stock from James J. Davidson Jr. (30% before, 20% after). Consideration \$9,518 to be consummated through exchange of securities. Action Dec. 7.

WTUP Tupelo, Miss.—Granted assignment of license from E. O. Roden and W. I. Dove db/as Lee Broadcasting Co. to Lee Broadcasting Corp., owned by Messrs. Roden (48%), Dove (32%), and T. L. Estess (20%). Consideration \$125,000. Action Dec. 9.

KOJM Havre, Mont.—Granted transfer of control of licensee corporation North Montana Broadcasting Co., from James G. Holland, Barney Abrahams, George L. Gibson et al to North Montana Broadcasters Inc., owned by Charlotte H. Brader, Stanley G. Stephens, Carlyle D. Leeds (each 33½%). Principals of North Montana Broadcasters each own approximately 25% of Community TV Association of Havre and of Glasgow TV Cable Co. Consideration \$129,384. Action Dec. 8.

KFOR Lincoln, Neb.—Granted transfer of control of licensee corporation, Cornbelt Broadcasting Corp., from Stuart Investment Co. to owners of Stuart Investment individually. Action Dec. 8.

WGVA Geneva, N. Y. and WTLB Utica, N. Y.—Granted transfer of control of licensee corporation, Star Broadcasting Corp., from Maurice R. Forman (49½% before, none after), Sidelle G. Mann and Herbert B. Claster as executors of estate of Edward Menden deceased (6½% before, none after),

which together comprise all issued and outstanding stock of Star Broadcasting, to Mohawk Broadcasting Co., owned by Straus Broadcasting Group Inc. Straus is licensee of WMCA New York, WALL-AM-FM Middletown, N. Y. Consideration \$600,000. Action Dec. 14.

WKTE King, N. C.—Granted relinquishment of negative control of licensee corporation Stokes County Broadcasting Co., from Radford N. Butler (30% before, 20% after), Jane Butler (20% before, 10% after), Ray A. Childers (30% before, 20% after), Dorothy Childers (20% before, 10% after), to C. R. Harris (none before, 20% after) and Cleve Harris (none before, 20% after). Consideration \$22,800. Action Dec. 7.

WZIP-AM-FM Cincinnati—Granted assignment of license from Greater Cincinnati Radio Inc., to Zanesville Publishing Co., owned by Clay Littick (47.5%); Arthur S. Littick (47.5%), and William O. Littick (5%). Consideration \$367,500. Zanesville Publishing owns 63% of Southeastern Ohio Television System Inc., licensee of WHIZ-TV Zanesville; owns 60% of Southeastern Broadcasting System Inc., licensee of WHIZ-AM-FM Zanesville; owns 100% of Belmont Broadcasters Inc., licensee of WOMP-AM-FM Bellaire, Ohio. Firm is licensee of WTAP-AM-TV Parkersburg, W. Va.; licensee of WNXT and permittee of WNXT-FM, both Portsmouth, Ohio. Action Dec. 15.

KREK Sapulpa, Okla.—Granted assignment of license from Creek County Broadcasting Co. to W. M. Brubaker (33½%) and Victor Wickersham (66½%). Mr. Brubaker was territory manager of Rasor-Edwards Equipment Co.; Mr. Wickersham has investment business and was member of Congress (1960-1965). Consideration \$150,000. Action Dec. 9.

WEAC Gaffney, S. C.—Granted transfer of control of licensee corporation, Gaffney Broadcasting Inc., from E. Raymond Parker to E. Raymond Parker and Bright G. Parker (50%) and Don H. Lovelace and Shirley C. Lovelace (50%). Transfer is for legal consideration only. No financial consideration. Action Dec. 13.

WBFJ Woodbury, Tenn.—Granted acquisition of negative control of licensee corporation, Cannon Broadcasting Co., by each Austin Jennings and wife Carmine S. Jennings (33½% before, 50% after) and J. H. Larimer and wife Iris Larimer (33½% before, 50% after) through purchase of stock from Alfred W. Parsons Sr. and wife Bobbie Parsons (33½% before, none after). Consideration \$13,500. Action Dec. 7.

KRAB(FM) Seattle—Granted transfer of control of licensee corporation Jack Straw Memorial Foundation, from Lorenzo W. Milan, Jonathan A. Gallant, Gary S. Margason and Robert A. Garlas et al to Lorenzo W. Milan, Jonathan A. Gallant, Gary S. Margason et al. Jack Straw is nonprofit corporation with all directors having equal vote in broadcast operation; absence of Mr. Garlas is temporary (until Sept. 1966). Action Dec. 9.

WHLL Wheeling, W. Va.—Granted assignment of license from Wheeling Broadcasting Co. to WHLL Wheeling Radio Inc., owned by William A. Kendrick (75%) and Walter G. Broadhurst (25%). Mr. Kendrick is manager of J. C. Penney Co. department store. Mr. Broadhurst is station manager of WHLL. Consideration \$195,000. Action Dec. 8.

APPLICATIONS

KOVR Stockton, Calif.—Seeks assignment of license from KOVR Broadcasting Co. to McClatchy Newspapers in accordance with transfer of control granted by commission in 1964. No financial consideration. Ann. Dec. 10.

KATL Miles City, Mont.—Seeks transfer of control of licensee corporation, Star Printing Co., from Robert J. Scanlan and Marjorie A. McAuley (together 100% before, none after), to Eastern Montana Publishing Co., owned by William H. Hornby, Helen S. Hornby, Robert R. Mountain, Paul Husted (each 20%), Rowher W. Chandler, Nancy Chandler (each 10%). Mr. Hornby is managing editor of Denver Post; Mr. Chandler is part owner of four newspaper publishing companies in Oregon and 25% owner of KGRL Bend, Ore.; Mr. Mountain is CPA in Miles City. Consideration \$125,527. Ann. Dec. 10.

WROH Rochester, N.Y.—Seeks assignment of CP from University of State of New York to Rochester Educational Television Association Inc. No financial consideration. Ann. Dec. 14.

WIRO Ironton, Ohio—Seeks assignment of license from Kenneth H. Auble, Rose A. Auble and Perry E. Auble db/as Tri Radio Broadcasting Co. to Tri Radio Broadcasting Inc. Assignment is for legal purposes

to facilitate retirement of Perry E. Auble and incorporation of business. No financial consideration. Ann. Dec. 10.

KRBE Houston—Seeks transfer of control of licensee corporation, Texas Fine Music Broadcasters Inc., from Roland A. Baker (100% before, none after) to Wagenwest Inc., owned by David W. Wagenvoord (66%), Myrtle Robbert Westenberg (14%), Fred P. Westenberg (20%). Principals are officers and stockholders of Wagenvoord Broadcasting Co., licensee of WWOM-AM-FM New Orleans, KOME Tulsa, Okla. In addition applicant corporation is licensee of KVIM New Iberia, La. Consideration \$200,000. Ann. Dec. 10.

WIVE Ashland, Va.—Seeks involuntary assignment of licensee from United Broadcasters Inc. to H. Franklin Taylor III, trustee in bankruptcy. No financial consideration. Ann. Dec. 10.

WUHF(TV) Milwaukee—Seeks assignment of license from WXIX Inc. to WKY Television System Inc., owned by Oklahoma Publishing Co. (Oklahoma City *Oklahoma Times*). WKY Television is licensee of WKY-AM-TV Oklahoma City, KTVT Fort Worth, Tex., WTVT(TV) Tampa, Fla., and is 80% owner of licensee of KHTV Houston. Consideration \$550,000. Ann. Dec. 10.

Hearing Cases

INITIAL DECISIONS

■ Hearing examiner Walther W. Guenther issued initial decision looking toward granting application of Marshall Broadcasting Co. for new FM to operate channel 28.5A (104.9mc), ERP 3 kw, ant. height 248 ft., in Marshall, Mich. Action Dec. 10.

■ Hearing examiner Charles J. Frederick issued initial decision looking toward granting application of United Artists Broadcasting Inc. for new UHF TV station to operate on channel 20 in Houston. Action Dec. 13.

OTHER ACTIONS

■ **WBIP, Booneville Broadcasting Co., Booneville, Miss.**—Granted increased daytime power on 1400 kc S.H., from 250 w to 1 kw, continued nighttime operation with 250 w; conditions. Action Dec. 15.

■ By memorandum opinion and order in proceeding on application of Midwest Television Inc. for new TV to operate on channel 49 in Springfield, Ill., review board denied its urgent appeal from Oct. 27 adverse ruling of examiner which denied Midwest's motion for indefinite continuance of hearing pending determinations by commission in certain rule-making proceedings. Action Dec. 13.

■ In proceeding on application of Triple C Broadcasting Corp. to increase power of WLOR Thomasville, Ga., from 1 kw to 5 kw, review board enlarged issues to determine, assuming that Sec. 1.569 of rules is applicable to proceeding, whether provisions of section preclude power increase involved. Action Dec. 10.

■ By memorandum opinion and order review board denied motion by KWEN Broadcasting Co. to enlarge issues and reopen record, and motion by Woodland Broadcasting Co. to dismiss KWEN's petition in proceeding on their applications for new AM's in Port Arthur and Vidor, both Texas, respectively. Action Dec. 10.

■ In Lebanon, Pa., et al., consolidated AM proceeding, granted request by Commercial Radio Institute Inc. to extend time to Dec. 17 to file responsive pleadings by Radio Catonsville Inc. to enlarge issues. Action Dec. 10.

■ By memorandum opinion and order, commission (1) denied petition by Fitzgerald C. Smith, tr/as Southington Broadcasters, for partial reconsideration of Nov. 5 action insofar as it ordered consolidation of hearing before multi-examiner panel on common issue of character qualifications of Smith in connection with his applications for new AM's in Southington, Conn., and Sag Harbor, N. Y., and (2) dismissed petition for stay of consolidated proceeding scheduled for Dec. 13. Action Dec. 9.

■ By memorandum opinion and order, commission granted request by Laramie Plains Antenna TV Association Inc. for temporary authority to operate facilities formerly authorized TV translator stations K03CH, K10DJ and K12CU, Laramie, Wyo., in accordance with terms of former permits. Authorization is for period ending March 8, 1966, pending action on applications of Laramie Plains for new translator stations on channels 3, 10 and 12 to serve Tie Siding, Big Laramie Valley, Laramie and Bosler by rebroadcasting programs of Denver, Colo., stations KBTU (channel 9), KOA-TV (channel 4), and KLZ-TV (chan-

nel 7). Action Dec. 8.

■ Commission granted motion by Melody Music Inc. for additional time—from 20 to 45 minutes—for each party to present oral argument on Dec. 16 in remand proceeding on its application for renewal of license of station WGMA Hollywood, Fla.; further ordered that WGMA will be permitted to argue first, and that it may reserve part of its time for rebuttal if it so desires. Action Dec. 8.

Routine Roundup

ACTIONS ON MOTIONS

By Commission

■ Commission on Dec. 8 granted petition by Federal Communications Bar Association to further extend time from Dec. 8 to Jan. 10, 1966 to file comments in matter of amendment of rules of broadcast practice and procedure relating to responses to commission inquiries and making of misrepresentations to commission by applicants, permittees and licensees.

By Chief Hearing Examiner James D. Cunningham

■ Designated examiner David I. Kraushaar to preside at hearings in proceeding on AM applications of The Edgefield-Saluda Radio Co. (WJES), Johnston and WQIZ Inc. (WQIZ), Saint George, S. C.; scheduled prehearing conference for Jan. 6, 1966 and hearing for Feb. 9, 1966. Action Dec. 9.

By Hearing Examiners Elizabeth C. Smith and Thomas H. Donahue

■ Dismissed as moot petition by Southington Broadcasters for continuance of hearing in proceeding on its application for new AM in Southington, Conn., and those of Eastern Long Island Broadcasters Inc. and Reunion Broadcasting Corp. for new FM's in Sag Harbor and East Hampton, N. Y., respectively. Action Dec. 10.

By Hearing Examiner Basil P. Cooper

■ On own motion, continued Dec. 28 prehearing conference to Jan. 3, 1966 in proceeding on AM applications of Sawnee Broadcasting Co. (WSNE), Cumming, and Hall County Broadcasting Co. (WLBA), Gainesville, both Georgia. Action Dec. 10.

■ Granted pleading by Broadcast Bureau to continue Dec. 13 evidentiary hearing to Jan. 17, 1966, in Cumberland, Md., in proceeding on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland. Action Dec. 10.

■ Granted request by Fine Music Broadcasts Inc. to continue Dec. 10 prehearing conference to Jan. 10, 1966 in proceeding on its application and that of Belk Broadcasting Co. of Florida Inc. for new FM's in Jacksonville, Fla. Action Dec. 8.

■ In Washington TV channel 50 proceeding in Doc. 16088 et al., granted petition by Theodore Granik for leave to amend his application to clarify financial proposal by submitting more detailed balance sheets and other statements. Action Dec. 7.

■ Granted request by Gilmore Broadcasting Corp. of Virginia to dismiss petitions and pleadings of its predecessor, Shenandoah Valley Broadcasting Inc., which was party respondent in proceeding on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland, Md. Action Dec. 7.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Campbell and Sheftall and Fort Campbell Broadcasting Co. for new FM's in Clarksville, Tenn., and Fort Campbell, Ky., respectively, granted petition by latter to extend time from Dec. 10 to Dec. 27 to file proposed findings and from Dec. 20 to Jan. 10, 1966 for replies. Action Dec. 10.

By Hearing Examiner Millard F. French

■ On own motion, rescheduled Jan. 13, 1966 further hearing from 10 a.m. to 2 p.m. same date, in matter of revocation of license of Palmetto Communications Corp. for AM station WHHL Holly Hill, S. C. Action Dec. 7.

By Hearing Examiner H. Gifford Irion

■ Granted motion by Broadcast Bureau to correct transcript of record in proceeding on application of Kent-Sussex Broadcasting Co. for renewal of license of WKSE Milford, Del. Action Dec. 9.

By Hearing Examiner David I. Kraushaar

■ On own motion, scheduled further prehearing conference for Dec. 16 on order to Service Electric Cable TV Inc., Bethlehem, Pa., to show cause why it should not cease and desist from operating its CATV system

in manner not permitted by Sec. 15.151 of rules. Action Dec. 10.

■ In Syracuse, N. Y., TV channel 9 proceeding in Doc. 14368 et al., granted joint motion by seven of eight applicants to continue Dec. 13 hearing to Jan. 31, 1966; and directed that parties make every reasonable effort to file their executed agreement with commission, accompanied by appropriate petition for commission's approval by not later than Jan. 17, 1966. Action Dec. 8.

BROADCAST ACTIONS by Broadcast Bureau

Actions of Dec. 15

WLAE(FM) Hartford, Conn.—Granted CP to install alternate main trans. at main ant.-trans. site.

WAPA-TV San Juan, P. R.—Granted mod. of CP to change ERP to 53.7 kw vis., 8.13 kw aur.; change type trans. (main trans. and ant.); and make changes in ant. structure; ant. height 2,860 ft.

WLUC-TV—Marquette, Mich.—Granted mod. of license to reduce aur. ERP to 20 kw.

WFIE-TV—Evansville, Ind.—Granted mod. of license to reduce aur. ERP to 35.5 kw.

WANE-TV Fort Wayne, Ind.—Granted mod. of license to reduce aur. ERP to 28.2 kw (main trans. and ant.).

Actions of Dec. 13

WCIV(TV) Charleston, S. C.—Granted CP to reduce aur. ERP to 20 kw and increase ant. height to 940 ft.

WXYW(FM) Suffolk, Va.—Granted mod. of CP to change type ant.; increase ERP to 80 kw; and ant. height to 350 ft.; condition.

■ Granted renewal of licenses for following main California stations and co-pending auxiliaries: KAOR Oroville; KALI San Gabriel; KBIF Fresno; KPOL-FM and SCA Los Angeles; KUOP(FM) Stockton; KVON Napa; KXRX San Jose; KNJO(FM) Thousand Oaks.

Actions of Dec. 10

KPRO Riverside, Calif.—Granted CP to install auxiliary trans. at main ant. site.

WCRA Edinburg, Ill.—Granted CP to change ant. system (increase height and install resistor); conditions and without prejudice to such further action as commission may deem warranted as result of proceedings in Doc. 15822.

WCBG Chambersburg, Pa.—Granted license covering operation of main nighttime trans. as auxiliary daytime trans., and main daytime trans. as alternate main nighttime trans.; remote control permitted daytime only.

WCVI Connellsville, Pa.—Granted CP to install auxiliary trans. at main trans. site; remote control permitted.

■ **KQED(TV) San Francisco**—Granted mod. of license to reduce aur. ERP from 77.6 kw to 30.9 kw; and granted license for TV pickup station KJ-4957.

■ Granted extension of completion date for following stations: KYTV (auxiliary trans. and ant.), channel 3, Springfield, Mo., to June 10, 1966; KRM-67, Roman Catholic Archbishop of Baltimore, Baltimore, to June 10, 1966; and KRL-42-4, Colman F. Carroll, Bishop of Diocese of Miami, Miami, to June 10, 1966.

Actions of Dec. 9

■ **WITF-TV Hershey, Pa.**—Granted license for noncommercial educational TV.

■ **KUID-TV Moscow, Idaho**—Granted license for noncommercial educational TV.

WTVT(TV) Tampa, Fla.—Granted CP to change main trans. location; type trans.; type ant.; ant. system; aur. ERP to 47.9 kw; and ant. height to 1320 ft.

WEMT(TV) Bangor, Maine—Granted CP to make minor change in trans. location.

WBZB Selma, N. C.—Granted change in facilities of daytime station from 1510 kc, 500 w to 1090 kc, 1 kw, make changes in ant. system (increase height) and in ground system; conditions.

WIFE Indianapolis, Ind.—Remote control permitted.

KLAK-FM Lakewood, Colo.—Approved engineering technical data submitted in compliance with commission's second report and order and further notice of proposed rule making of Sept. 29, to show operation on channel 298 (107.5 mc).

KLUR(FM) Wichita Falls, Tex.—Granted request for SCA on sub-carrier frequency of 87 kc.

■ Granted licenses for following VHF-TV translator stations: K04CV, K07FK, Broken Bow Junior Chamber of Commerce, Broken Bow, Neb.; K07GO, City of Atkinson, Neb.; K09GW, K11GY, North Platte

(Continued on page 84)

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). 5" or over Billed R.O.B. rate.
- 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 submitted, \$1.00 charge for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Major market chain operation—best facility in excellent radio market. Opportunity for right man with proven record of management experience. Should earn \$30,000-\$40,000 per year with salary and bonus arrangement. Also stock option. Send complete resume and recent photograph to Box M-36, BROADCASTING.

Partner with \$10,000 and agency experience to manage upcoming south Jersey station. Box M-166, BROADCASTING.

Manager and complete staff wanted for established country music station in small N.C. town adjacent to thriving industrial market. Station has audience and potential to double business. Need people who will work. Write Box M-189, BROADCASTING.

Manager-salesman-newsman for branch studio, midwest. Good credit and personal record required. Creative, aggressive worker will earn big commission checks. Box M-195, BROADCASTING.

Manager strong on sales . . . excellent pay . . . immediate opening for Ellenville, N. Y. . . . Send replies to J. Z. Elkin, 6 Hickory St., Ellenville, N. Y.

No Help Wanted! We'd rather fight than switch. Merry Christmas, W.J.G. Tom, Marshall, John & Arnold.

Station manager—small northeast city. Call OX 5-4459.

Sales

Aggressive, skilled and experienced radio time sales man, top notch customer list and presentation story. 50 kw quality music station in top 5 maj. market. You must have had tested & proven career in broadcast sales. Syndication experience helpful. Send resume, picture, references. Box L-185, BROADCASTING.

Salesman with management potential. Well-capitalized adult station rich northeast market. Owner of high repute. Work with pros and plenty of dollars. Build billing rapidly and advance to area or station mgt. Top draw. Write fully, inc. billing history to President, Box M-5, BROADCASTING.

Leading good-music AM-FM station in major southwest market seeks top-notch salesman with sales management experience. Right man can earn up to \$30,000. Box M-29, BROADCASTING.

Needed immediately—Qualified Sales manager. Excellent base plus strong incentive. Northeast—within two hundred miles New York City. Box M-138, BROADCASTING.

Aggressive Florida top 40 operation seeks salesman with sales management potential. Excellent opportunity for a sharp young man who sells ideas. Box M-146, BROADCASTING.

Texas C&W needs "tiger" in top market. Group operation. Excellent advancement possibilities. Salary, commission, extra benefits. Send resume to Box M-157, BROADCASTING.

Midwestern, non-metropolitan station offers top opportunity for creative, aggressive salesman. Draw against 20% commission. Guarantee and active accounts to start. Box M-164, BROADCASTING.

Experienced radio salesman. We want a promotable man on his way up. We offer group operation, above average earnings, retirement program, insurance and a pleasant community in which to live. Upper midwest. Need is immediate. Box M-179, BROADCASTING.

Sales—(Cont'd)

Need stable radio salesman interested in permanent employment in good community. Send full details, salary and snapshot to Manager, KSWS, Roswell, New Mexico.

Small operation . . . finally good enough to get better! Vast expansion . . . need: Top-notch, management-potential-sales manager . . . three salesmen-saleswomen . . . one capable of sales managership . . . directional engineer . . . copywriter . . . top 40 jock. Staff additions, not replacements! Prima-donnas . . . floaters . . . has-beens apply elsewhere. Experienced professionals-comers . . . with checkable resumes contact . . . immediately: Dan Libeg, KSNM, Pocatello, Idaho.

Salesman one station market, financial incentive the best. Right man can become commercial manager. Prefer south or southwest experience. Also combo-man strong on engineering. Call 817-773-5252 or write Manager, KTEM, Temple, Texas.

We're growing and have an unusual opportunity for another salesman. Mexico, chosen All-American-City 1954 is one of the most progressive business communities in the nation; the fire-brick and saddle horse capitol of the world. KXEO, is in a modern building, has new equipment, 3 radio equipped news cruisers and a current staff of 10. If you would like to become part of a growing station, live in an active small city and have an income as great as your talent and imagination can provide contact Jim Lipsey, Sales Manager, KXEO, Mexico, Missouri.

Wanted: Sales manager radio station WHSM, Hayward, Wisconsin. Full details contact Box 352, Rice Lake, Wisconsin.

\$17,000 plus new car as bonus for man over 40 in Washington, D.C. area. Use car for short trips to contact customers. Write A. R. Dickerson, Pres., Southwestern Petroleum Corp., 534 N. Main St., Ft. Worth, Texas.

Salesman, top-40 station in medium market. Account list available. Fast results expected. Draw against commission. Must be aggressive and productive. George Johnston, 817-756-1896.

Fine opportunity in sales in midwest small market station. Call Manager 816-259-3232.

Wanted: Experienced radio time salesman for number one station in Wyoming's largest market, Cheyenne. Opportunity to take sales manager position soon. Must be able to produce personal sales and willing to work hard at selling and servicing accounts. Finest climate, near finest winter and summer sports. Purest air in nation according to public health service. Call Lou Erck, 307-632-5898, P.O. Box 189, Cheyenne, Wyoming.

Help Wanted—Announcers

Can you please listeners without low comedy, sound effects, voice effects and trite statements? Are you reasonably well informed? Do you agree the average listener's mental age is above twelve? Do you have a pleasant, sincere "sound"? If the answer is "yes" and you want to associate yourself with one of the finest good music stations in the nation (in Arizona) send tape of music introductions, informal talk and ad lib commercials to Box M-9, BROADCASTING.

Immediate opening for experienced staff announcer. Family man with minimum 10 years experience. Salary commensurate with ability. Send resume and tape. Box M-35, BROADCASTING.

Announcers—(cont'd)

Wanted! Top flight dj. Must be professional and humorous. Medium to large market experience. Middle-of-road approach. Good opportunity for right man in rapidly growing Florida market. Box M-57, BROADCASTING.

Mid-Atlantic CBS affiliate needs an experienced announcer with play-by-play sports experience. This first opening in five years. We need this man by January 1. Box M-72, BROADCASTING.

Suburban Chicago station looking for announcer with first phone. Permanent position. \$125. Send tape and resume to Box M-91, BROADCASTING.

First class ticket. Experience. Southwest. Send tape, Box M-109, BROADCASTING.

Wanted: morning man for Ohio station in thriving market of 35,000. Some experience necessary. Will also do some news—a fine opportunity for a personality on the way up—start at \$100 weekly. Send tape and resume to Box M-134, BROADCASTING.

Growing group wants announcer for Missouri station. Play by play sports or local news experience valuable. Write Box M-140, BROADCASTING.

Religious programming station seeking announcer, program man. Midwestern FM expanding. Applicant must be conservative Christian, family man, prefer older man. Experienced. Write Box M-144, BROADCASTING.

Middle of road—NBC station in Penna. needs jockey and production man . . . Now! Box M-149, BROADCASTING.

Program director wanted for top FM radio station in Washington, D.C. If you have a knowledge of folk music and can handle most of the evening announcing with help from part time men rush tape, resume, and salary requirements to Box M-151, BROADCASTING.

We will have an opening for an experienced announcer with a good voice after the first of the year. Modern format station in new facilities, good pay. The station went on the air in 1948. Resume, tape and references accompanying the first letter. This is a midwest facility in a University town and top-rated area station. Box M-169, BROADCASTING.

Adult, humorous, first class license and experience may qualify you for Chicago-land station, morning show, starting January 1. Send tape and resume to Box M-174, BROADCASTING.

Pittsburgh area radio station needs announcer who can do production work. Send tape and detailed resume to Box M-186, BROADCASTING.

Announcer wanted, permanent position, pop/country/gospel format. Audition tape with salary requirement & reference to Lee Buck, KDXI, Mansfield, La.

Opening late and early shift. One announcer and one announcer salesman needed immediately. Send tape and resume to KFBD FM, Route 2, Box 2-B, Waynesville, Missouri, Phone 314-774-6483. Medium large market station.

Montana middle of the road station has immediate opening for 1st phone announcer excellent working conditions with opportunity to advance. For details call collect KOJM, Havre, Montana, 406-265-7841, Stan Stephens.

Morning man . . . with good mature voice . . . combined with a good knowledge of music and your my PD . . . Send tape . . . resume . . . photo to KVBK, Brainerd, Minnesota, c/o General Manager. The money is right.

TELEVISION

Help Wanted—Technical

Continued

TELEVISION ENGINEERS

We are interested in contacting 10 Station Engineers capable of design or field engineering. Excellent opportunities in TV Development Engineering and Systems Engineering with Sarkes Tarzian, Inc., Broadcast Equipment Division.

TV station engineering experience required, BSEE or equivalent desirable. Send resume of experience, or call, Mr. Biagio Presti, Broadcast Equipment Division, Sarkes Tarzian, Inc., Bloomington, Indiana, Area Code 812, 332-7251.



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FOR SALE—Equipment

STAND-BY POWER 3 KW to 100 KW

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DRAMATIZE TV WEATHER REPORTING GEMINI STYLE

Receive, and use up-to-the-minute weather maps—right on camera—for authentic TV Weather Reporting.

- 1 Official weather maps come to your studio direct from the U.S. Weather Bureau's Facsimile Network—on the same Alden Electronic equipment they use, and as seen on CBS and NBC Gemini 6 & 7 TV Coverage.
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Alden Electronic Facsimile Equipment is in use nationwide by the U.S. Weather Bureau, TV stations, and Universities; and worldwide by governments and other meteorological groups. Lease plans available. Write or call: Irving R. Tatrow, Manager Meteorological Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 617-868-4467.

MISCELLANEOUS

Attention station personnel

MISSING VIDEOTAPE MASTER

... Original VTR missing in air transit, consisting of 2 pieces ... Light blue plastic boxes ... Consigned from Reeves Studios, New York, to KHOU-TV, Houston, evening of Wednesday, Dec. 8, via Emery Air Freight through Braniff, Kennedy to Houston via Dallas on Braniff flight #1 or #9. Tapes represent original material on Texas all-state campus talent show—"Campus Talent 66" produced on location at 14 Universities throughout state. TV stations, particularly those in cities served by Braniff Airlines are asked to check own shipping rooms for these tapes.

Contact: B. Calvin Jones
713-JA 9-4811
KHOU-TV, Corinthian Broadcasting Co., Houston, Texas

EMPLOYMENT SERVICE



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Start the new year right with a better higher paying job in radio or TV. If you will send us a tape and resume today we can place you in your new job before January 1, 1966.



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Station Inquiries invited

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DON MARTIN SCHOOL
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1653 N. Cherokee HO 2-3218
Hollywood, Calif. 90028

WANTED TO BUY

Stations

AM Radio Station wanted in West or Southwest area. Please give all particulars in first correspondence to Manuel Robbins, Attorney, 39 South LaSalle Street, Chicago, Illinois.

FOR SALE

Stations

FLORIDA SINGLE MARKET STATION

Excellent coverage. Good potential South Florida near Metro markets. \$47,500. Terms. Box M-96, Broadcasting.

FOR SALE

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N. Y.	suburban	AM & FM	650M	terms
N. E.	metro	TV-UHF	1MM	250M
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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 77)

Television Inc., Broken Bow and Mullen, Neb.; K05CL, Apgar TV Association, West Glacier and Coram, Mont.; and K04DW, Central Plains Enterprises Inc., Independence, Kan.

Actions of Dec. 8

■ Remote control permitted WCCC-AM-FM Hartford, Conn.

WMDE(FM) Greensboro, N. C.—Granted CP to change studio and ant.-trans. location; install new trans. and ant.; increase ERP to 100 kw; and ant. height to 370 ft.

WWWF Fayette, Ala.—Granted CP to change ant.-trans. and studio location, change ant. system, and delete remote control.

KBIM-FM Roswell, N. M.—Granted CP to change studio and remote control point location; change ant.-trans. location; install new trans. and ant.; increase ERP to 100 kw; and ant. height to 1880 ft.; condition.

KRNT-AM-TV Des Moines, Iowa, K70CL Fort Dodge, Iowa, K04CW Marshalltown, Iowa—Granted mod. of licenses to change name to Cowles Communications Inc.

WSHC Collierville, Tenn.—Granted mod. of CP to change ant.-trans. location; specify main studio same as trans.; and change ant. system; condition.

■ Granted licenses for following UHF-TV translator stations: K17BJ, K73BJ and K75BM, OK TV Translator System of Mooreland, Wynoka, and Woodward, Okla.; K70DK, Cornhusker Television Corp., Cambridge and Bartley, both Nebraska; and K71BL, Meredith WOW Inc., Norfolk, Neb.

KDFM(FM) Walnut Creek, Calif.—Remote control permitted; condition.

Actions of Dec. 7

WFAS-FM White Plains, N. Y.—Granted

CP to install new trans. and ant.; and increase ERP to 500 w; condition.

*Beaver Lions Club Television Committee, Beaver, Utah—Granted CP for new VHF TV translator station on channel 7 to rebroadcast programs of *KUED-TV, channel 7, Salt Lake City.

■ Remote control permitted WECF, Louisville, Miss., and KRKT, Albany, Ore.

Actions of Dec. 6

Vancouver School District No. 37, Longview, Wash.—Granted CP for new UHF TV translator station on channel 70 to rebroadcast programs of KPEC-TV (channel 56), Lakewood Center.

Vancouver School District No. 37, Vancouver, Wash.—Granted CP for new VHF TV translator station on channel 4 to rebroadcast programs of KPEC-TV (channel 56), Lakewood Center.

Vancouver School District No. 37, Longview and Kelso, Wash.—Granted CP for new UHF TV booster station on channel 70.

Action of Dec. 3

Woodruff Translator Assn., Woodruff, Ariz.—Granted CP for new VHF TV translator station on channel 4 to rebroadcast programs of KVOA-TV (channel 4), Tucson.

Action of Dec. 2

■ Remote control permitted for following stations: WKY-FM South Central Broadcasting Corp., Evansville, Ind.; and KCHE Cherokee Broadcasting Co., Cherokee, Iowa.

Rulemakings

FINALIZED

■ By third report and order, commission added FM channel 234 to Boulder, Colo., giving that city two FM assignments, but pointed out that parties interested in

Broomfield FM station could apply for assignment under "25-mile" rule; terminated proceeding Doc. 15798. Action Dec. 15.

■ Commission postponed, from Dec. 31 to Jan. 31, effective date of its rules which limit to 50% time which FM stations in cities of over 100,000 population can duplicate programming of commonly owned AM stations in same communities. This action was taken to afford commission opportunity to consider requests by FM stations for temporary individual exemptions from effectiveness of new rules. Action Dec. 15.

DENIED

■ By memorandum opinion and order, commission denied petition by Outlet Co., licensee of WDBO Orlando, Fla., asking reconsideration of staff grant on Aug. 25 of modified construction permit to Pinellas Radio Corp., permittee of WFSO Pinellas Park, Fla.; affirmed grant. Action Dec. 15.

■ By memorandum opinion and order, commission denied petition by Maricopa County Broadcasters Inc. for waiver of Sec. 73.24(b) of rules and returned as unacceptable for filing its tendered application to change operation of KALF Mesa, Ariz., from day-only to unlimited time with 5 kw-N, DA-N, continued operation on 1510 kc, 10 kw-LS. Commissioner Loevinger dissented. Action Dec. 15.

■ By order, commission denied request by Herb Newcomb for waiver of Sec. 73.37 (a) of overlap rules and returned as unacceptable for filing his application for new AM to operate in 1240 kc, 250 w, U, in Globe, Ariz. Action Dec. 15.

■ By letter, commission denied request by Yadkin Broadcasting Corp. for waiver of Sec. 1.569 (clear channel) of rules and returned as unacceptable for filing its tendered application for new daytime AM station to operate on 1130 kc, 1 kw, in Yadkinville, N. C. Commissioner Lee abstained from voting. Action Dec. 15.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Dec. 15. 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 of CATV franchises and sales of existing installations.

*Indicates a franchise has been granted.

Sausalito, Calif.—A group of local businessmen, headed by Jack R. Wagner, has applied for a franchise for a nonprofit community antenna system. Proposed is a 12-channel system to bring in nine TV signals (unidentified) to subscribers, plus FM and two channels for background music. Any surplus from the system will be used for community betterment through the Sausalito Foundation.

Centralia, Ill.—Two more franchise applications have been received. Top Vision TV Cable Co., Portsmouth, Ohio, offered the city 10% of the gross annual revenue. L. R. Young Construction Co., Salem, offered the city 5%. Egyptian Cable TV, Centralia; Mt. Vernon Cable TV, Tele-Cable Inc. and Former Centralia Councilman Charles Gross are also applicants.

■ Savanna, Ill.—Soundvision Inc. has been granted a franchise. TH Publishing Corp. and Galena Cable Co. had also applied.

Owensboro, Ind.—Top Vision TV Cable Co., Portsmouth, Ohio, has applied for a franchise.

■ Plymouth, Ind.—Plymouth CATV Service Inc. (Richard Umbaugh, president; Hal Groninger, secretary) has been granted a two-year exclusive franchise. United Transmissions Inc. and Valley Cablevision Corp. had also applied for franchises.

Roseland, Ind.—Valley Cablevision Corp. (WNU-TV, The University of Notre Dame station; WSJV-TV Elkhart, and WSBT-TV South Bend, all Indiana) has applied for a franchise. The company agreed to pay the city an initial \$300 franchise fee plus 3% of the gross annual revenue. Installation fee would be no more than \$14.90 with a monthly service charge not to exceed \$4.90.

Baltimore—Chesapeake Cable Television Co., an affiliate of F. H. Durkee Enterprises, Baltimore, has applied for a franchise to serve Harford County, Md. Multiview Cable Co. has also applied.

Bel Air, Md.—C. Elmer Nolte, representing Chesapeake Antenna Co., has applied for a franchise to serve Harford County. Multiview Cable Co., Havre de Grace, Md., also has applied for a franchise.

■ Kalamazoo, Mich.—Wolverine Cablevision, jointly owned by Fetzer Broadcasting Co. and Time-Life Broadcasting Inc. (both group owners), has been granted a franchise. Wolverine Cablevision holds a franchise in Albion and Springfield, both Mich., and has an application pending in Marshall, Mich. Program service planned will bring in Chicago and Detroit stations, central and western Michigan stations in addition to FM radio service and a channel for weather-time and news. Triad Stations Inc. (WALM Albion, Mich.) holds a franchise.

Hannibal, Mo.—Hannibal TV Cable Co. was denied a franchise when its application was rejected in a special city election.

Egg Harbor City, N. J.—Alpine Cable Television Inc., Pleasantville, N. J., (group owner), has applied for a franchise.

■ Lansing, N.Y.—Ceracche Television Corp., Ithaca, N. Y., has been granted a franchise. The company also holds a franchise in Ithaca, N. Y.

Shelter Island, N.Y.—Suffolk Cable of Shelter Island Inc., Sergio Bosco, president, has applied for a franchise. Installation fee would be \$30 with a \$6 monthly service charge. Homes which are not in use the entire year would be assessed \$50 annually plus the installation fee. The company would bring in 10 TV channels and one FM outlet.

Carey, Ohio—Twin Valley CATV, represented by Howard Sharpley, has applied for a franchise. Maximum installation fee would be \$25 with a \$5 monthly service fee.

Jackson, Ohio—Radio Jackson Inc. (WLMJ Jackson) has applied for a nonexclusive

One CATV in Harlingen

BROADCASTING on Nov. 22 reported that three CATV franchises had been granted in Harlingen, Tex., to Valley Microwave Transmission Inc., Southwest CATV Co. and Alice Cable Television Co. This was in error, the three applicants received CATV franchises in Mercedes, Tex., as correctly reported in the Dec. 6 issue. Only one CATV franchise has been granted in Harlingen; to Valley Microwave Transmission as reported in the Sept. 13 issue.

franchise. Ray and Elizabeth Jimison, Jackson, have applied for a 10-year exclusive franchise and have offered the city 10% of the gross income. Tower Antennas Inc. represented by Thomas Leach, Coshocton, and Jackson County Cable TV Co., Garland Noel and Joe Adams, all Indiana, have also filed for franchises.

Lancaster, Ohio—Multi-Channel TV Cable Co., Portsmouth, Ohio, has applied for a franchise.

■ St. Mary's, Ohio—City council has overridden Mayor W. W. Wierwille's veto of a franchise granted to Shardo Cablevision Inc., Wapakoneta, Ohio, (BROADCASTING, Oct. 4, Oct. 18).

■ Strasburg, Ohio—Village Television Cable Co. has been granted a franchise.

Youngstown, Ohio—Ohio TeleVue Inc., (WKBN Broadcasting Corp., WYTV Inc., and WFMJ Broadcasting Co.) has applied for a franchise. The company would offer 12 commercial and educational channels for a \$5 monthly service fee with no installation fee. The company offered the city 3 3/4% of the gross receipts from the first 10,000 customers, 4 1/4% from 10,000 to 20,000 and 5 1/2% from over 20,000. Youngstown Cable TV, Hollidaysburg, Pa., and Head Inc., represented by Howard Duncan, have also applied for franchises.

Clairton, Pa.—Steel Valley Cable Television, a subsidiary of Centre Video, State College, Pa., is a third applicant for a franchise. Frank Chiodo Co., Johnstown, and Westmoreland Cable Co., Pittsburgh, both Pennsylvania, are the other applicants. A spokesman for Centre Video, offered the city \$3,000 a year or 3% of the gross income, whichever is higher. There would be no installation fee and the monthly service fee would be \$4.50.

■ Falls Township, Pa.—Bucks County TV Inc. has been granted a franchise. Installation fee will be \$15 and monthly service will be \$4 or \$5.

Vernon, Tex.—Four firms have applied for a franchise. They are: North Texas TV Cable, Wichita Falls; Arena Corp., Dallas; Vanguard, Quanah; all Texas; and T. B. Quillin, representing a local group.

Appleton, Wis.—Three firms have applied for a franchise. They are Marcus Theatres CATV Systems Inc., U. S. Cable Inc. and Fox Cities Communications.

Kenosha, Wis.—Three firms have applied for a franchise. They are Kenosha Cablevision Inc., owner of Kenosha News, Kenosha Community Antenna TV System Inc., WLIP, both Kenosha, and Universal Telephone Inc., Milwaukee.

"THE end objective of advertising is to implant in the minds of the greatest number of potential customers the greatest amount of pertinent information about the product that you hope to sell them.

"The only limitation on the advertiser's ability to do this is time . . . in radio and television, he has just one minute to construct his story, sometimes less. The typical viewer or listener will give him half-time concentration for about half of that minute."

This quotation is from a new book, "Common Sense in Advertising," written by Charles Francis Adams, executive vice president of MacManus, John & Adams and chairman of the agency's review board, which has the final say-so (except for that of the client) on all the advertising produced by MJ&A for its more than 80 accounts. This advertising has amounted to some \$72 million in media billing this year, of which \$21 million was in the broadcast media, \$15.5 million in TV, \$5.5 million in radio.

Short Course ■ The book is not but could have been subtitled "A Short Course for People who Create Advertising," for in its 200 pages Mr. Adams lectures current and future admakers (to use his own trenchant term) on the process of producing good advertising—advertising that sells. And so the volume is in a sense a sabbatical for its author from his agency duties and a visit to the role of teacher he forsook to become an admaker.

That was in 1949. Having won his bachelor's degree from the University of Michigan in only three years, Mr. Adams was doing graduate work at the University of California, aiming at a master's degree as a stepping stone to a career as a teacher. But in California he met Ruth Harrell, and after a year of "majoring in Ruth," he returned to Detroit with a bride but without his master's degree. He also did some elementary research in economics, involving a comparison of salaries on college campuses and at advertising agencies, following which he became a copywriter at MacManus, John & Adams.

FM Head ■ Once in advertising, he progressed rapidly up the agency management ladder, but for all his supervisory duties he has never abandoned his copywriter's craft. It is estimated that in his 16 years at MJ&A he has written more than \$200 million worth of national advertising. He still produces the major share of the copy for Cadillac. This is primarily print advertising, although last year Cadillac sponsored a 26-week series of musical programs, *Cadillac Spectrum*, on FM stations in the top 25 markets.

Mr. Adams looks for FM to come into its own as an advertising medium in the near future. "AM radio had its

Admaker wants common sense in advertising

renaissance three or four years ago," he says. "Now it's FM's turn. The income status of the FM audience is so good that already many advertisers are looking at it very closely."

Stereo is helping, he says, and notes that Cadillac is doing its part by introducing stereo receivers in its new models. "An automobile, with its four corners to hold the speakers and its rigid, unchangeable dimensions, is an ideal stereo chamber, better than most rooms of most houses."

WEEK'S PROFILE



Charles Francis Adams—Exec. VP., MacManus, John & Adams, Bloomfield Hills, Mich.; b. Sept. 26, 1927; U. of Michigan, 1945-48, BA; U. of California, 1948-49; MacManus, John & Adams: copywriter, 1949; Cadillac account supervisor, 1953; VP, 1955; Exec. VP, 1958; chairman, review board, 1962; Birmingham Young Man of Year, 1961; national chairman, Advertising Week, 1964; author, "Common Sense in Advertising," 1965; Pres.: ADCO Inc. and Wajun Corp. (real estate investment companies); chairman, East Central region, American Association of Advertising Agencies; chairman, Governor's Commission on Transportation; board member: American Academy of Transportation, Greater Michigan Foundation, Bloomfield Bank; sec.-treas., National Outdoor Advertising Bureau; member: Detroit Adcraft Club, Recess Club, Bloomfield Hills Country Club, Bloomfield Hills Open Hunt Club. m.—Ruth Harrell, 1949; children—Charles Francis Jr., 14; Amy Ann, 13; Charles Randolph, 11; Patricia Duncan, 9; hobbies—swimming, golf, piano playing.

James Adams (Charles Adams' father) was the last of the three founders to be active in MJ&A (as board chairman). After his death in 1957 the agency was completely reorganized by Ernest A. Jones, president then and now, and Charles Adams. "Our billings then were under \$30 million and 80% in automotive," Mr. Adams observes. "This year, they're just about \$72 million and only 35% automotive, although we're still the only agency in the world with two automotive accounts—Cadillac and Pontiac," he notes.

Bigger Broadcast Share ■ The broadcast share "is low but it's increasing," he says. This year it totaled \$21 million, \$5.5 million in radio. The combined radio-TV represents 29% of the agency's total 1965 billings, a solid gain from the 22% the broadcast media received in 1964.

The agency's major TV clients are Pontiac and the 3M Co. Pontiac commercials are seen on ABC-TV's *Ben Casey*, *Combat*, *The Fugitive*, *Amos Burke* and the *Sunday Night Movies*, and on NBC-TV's *Today* and *Tonight* shows. The 3M's Scotch-Brand Tape is advertised on *Daniel Boone*, *Camp Runamuck*, *Flipper* and the *Tuesday* and *Saturday Nights at the Movies*. Hartz Mountain Pet products and Dow oven cleaner use AB-TV and NBC-TV daytime shows and Hartz is also active in spot TV. Pontiac uses spot radio, and 3M is active in network radio.

"With color, television will become the total advertising medium, giving the audience and the advertiser everything but the smell and the feel of the product," Mr. Adams comments. And that day is upon us, he adds, noting that sales of color TV sets will soon be passing those of receivers with black-and-white picture tubes. "Before long 75% to 80% of all TV sets will be color sets and 100% of the programming and advertising on television will be in color."

Today, with only about 10% of the sets able to receive color programming, some advertisers feel that the extra cost of producing color commercials, 15% to 20% more than black-and-white, is not justified. "Except in very rare cases, such advertisers are shortchanging themselves," Mr. Adams says. "All of our commercials are being made in color today." This is a recent change, he admits, that has occurred within the past two or three months. "Up to then they seemed to be a frivolous luxury, but now the corner has been turned and it's color all the way."

Asked to summarize his advertising philosophy in a paragraph, Mr. Adams replies with a single sentence, which also appears in "Common Sense in Advertising": "It's better to impress a small audience than offend a large one."

Mighty mite

THE battery-powered transistor radio, which emerged as the hero of last month's incredible power failure in the Northeast, is now appropriately acclaimed as a standby necessity for every home, office, school or sanctuary. It, along with the auto radio, provides the infallible means of maintaining contact in blackouts caused by power failures, floods, storms or other emergencies.

The transistor is the hero because many radio stations are in operation when all other media may be immobilized. Auxiliary power supply, of the low output needed for radio, is maintained on a standby basis by many stations. The blackout in the Northeast merely dramatized what radio has done over the years in the hurricane-prone areas of the Southeast and the flood areas of the Middle and Far West.

Suggestions now are made that government in some way decree transistors as mandatory in every home. The goal is admirable but the method isn't. We agree with FCC Defense Commissioner Lee Loevinger, who heads an inquiry into the effect of the blackout on all classes of licensees, that it is not a proper function of government to engage in such publicity campaigns, however meritorious the cause.

Nobody has ever counted, but we doubt whether many homes are without transistor radios. Whenever an emergency occurs, transistor sales boom.

We suggest it is the radio broadcaster who should promote the "transistor in every home" project. It should be the theme of the National Association of Broadcasters' Radio Month promotion next May. It could easily be adapted as a public service announcement the year around.

If it hasn't already been done, some ingenious manufacturer is going to develop a combination flash-lamp and built-in transistor radio with a long-life, rechargeable battery as a standby kit to be used only in emergencies.

Play it pianissimo

THE announcement by Broadcast Music Inc. that it would seek an increase in payments from radio stations (BROADCASTING, Dec. 13) means a new set of negotiations between broadcasters and the sources of the music they play. Hopefully these negotiations will be conducted in an atmosphere that will produce at least as many facts as recriminations.

Music is an inordinately complicated business. It is subject to volatile fortunes that in turn create volatile prices. Broadcasters for years have been certain that their music bills are too high. Composers and performers have been equally certain that their work tends to be underpriced. The argument has raged for so many years that forensics have overpowered reason. Most discussions of music have degenerated into shouting matches.

Adding to the complication of the relationship between broadcasters and the performing rights societies from which they obtain their music clearances is the widely held belief that broadcasters provide a valuable service in exposing music to the record buying public. A good many stations, especially those that specialize in playing new tunes, are constantly beseeched by record companies to air their new releases. The broadcaster who has been told time and again that he can make a record a hit tends to believe that that service alone is enough payment.

Yet nobody really knows whether there is a predictable relationship between the number of air plays a record gets and the number of copies it sells. It is merely assumed that air exposure is a necessary ingredient in record promotion. In the absence of solid information, it is difficult

indeed to assign a value to the service the broadcaster supplies to record companies.

Similarly, it is custom, not science, that has decreed the prices broadcasters pay to the performing rights societies. BMI's formula has been in use since BMI went into business in 1941. Radio and its use of music have changed radically since then. Perhaps it is timely to review the formula in the light of today's circumstances.

But who is to do the reviewing? At the outset it would seem wise for both BMI and broadcasters to assemble as much basic information as they can lay hands on—before they get down to hard bargaining. If they go immediately to the negotiating table, the discussion is more apt than not to develop into the same name calling that has defaced most earlier confrontations in the music licensing field.

Anything for a laugh

SOMETIMES it's hard to know whether FCC Commissioner Robert E. Lee is being serious. Mr. Lee jokes a lot. Perhaps his recent criticism of the *Johnny Carson Show* is just another Lee gag. If it isn't, he's going to become a problem to his colleagues.

As reported last week in this magazine and since then in a good many other publications, Mr. Lee thinks some material on the Carson show has bordered on indecency. He intends to make a speech about it next month—not an official notice of investigation, you understand, just an attempt to start a dialogue that could lead to "a definition of what is indecent."

So far as we can find out nobody else has complained about Mr. Carson or his guests. Only Mr. Lee takes offense, but after all Mr. Lee is an official of the government agency that regulates broadcasting. That makes it something special when he announces publicly that "late-night television is getting close to the line of indecency."

A story that Mr. Lee has told, oh, say, 500 times concerns the arrival in Boston of his father who immigrated from Ireland. He quotes his father as having said, when he stepped ashore: "If there's a government here, I'm against it."

Mr. Lee is beginning to typify exactly what his dear old dad had in mind.



Drawn for BROADCASTING by Sid Hix

"There's a character out there who disputes our claim that we get into the most living rooms in this area!"