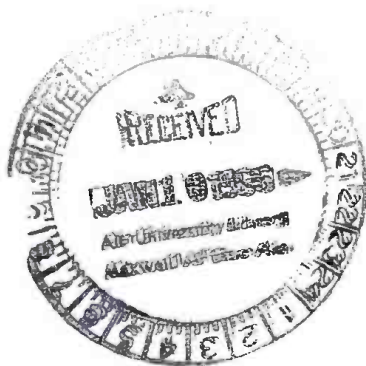




Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Hollywood's hot romance with the TV networks. p27

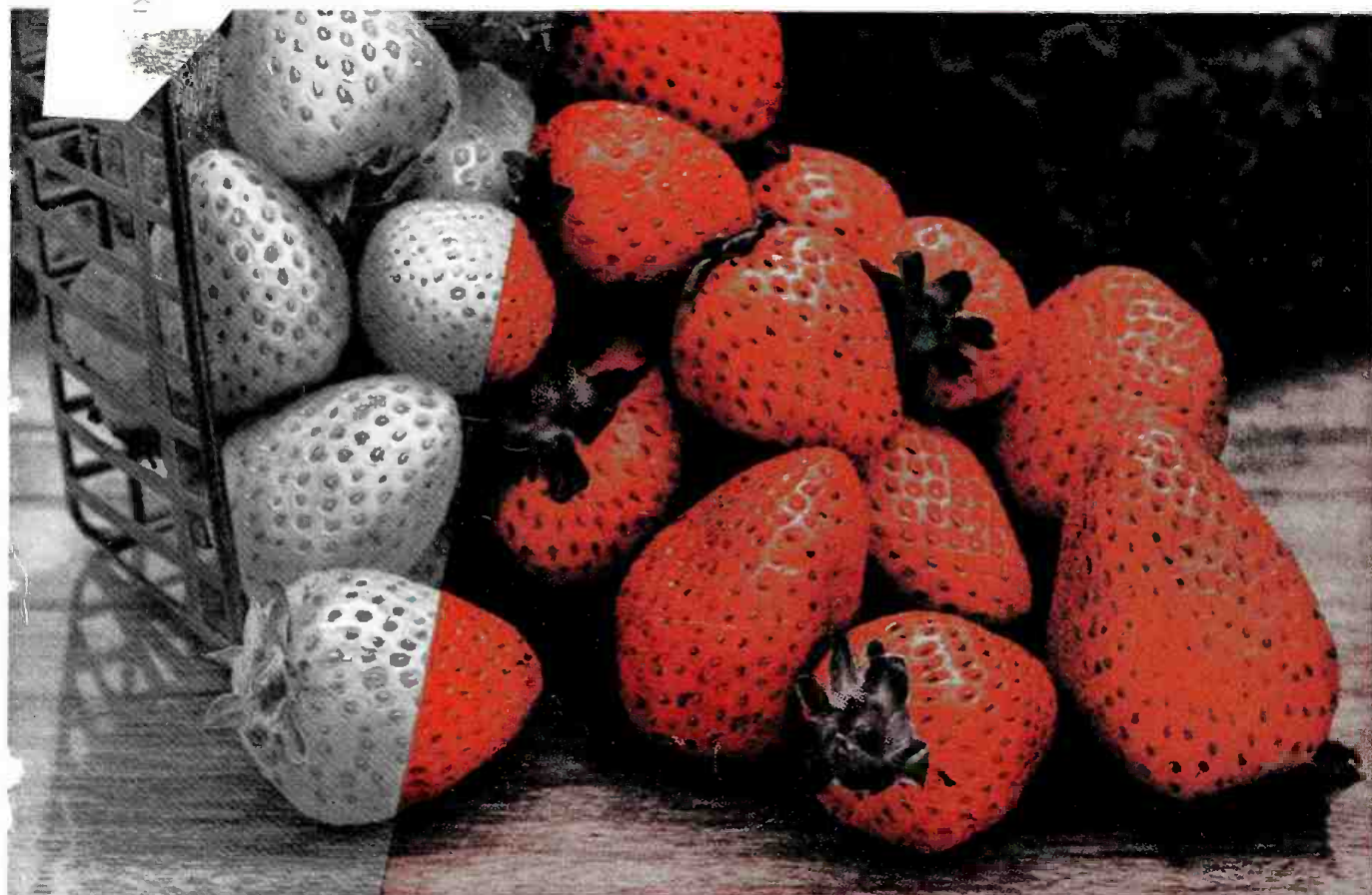
CBS-TV kicks NFL football rates up to \$70,000. p30

Texas-size CATV battle begins in Dallas-Fort Worth. p42

Is government inconsistent supporting overseas tobacco ads? p70

COMPLETE INDEX PAGE 7

NEWSPAPER



Courtesy of RADIO CORPORATION OF AMERICA

SEE THE DIFFERENCE KPRC-TV MAKES

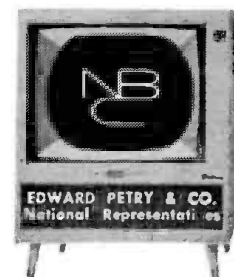
Food looks so real you more than see the difference—you almost taste it.

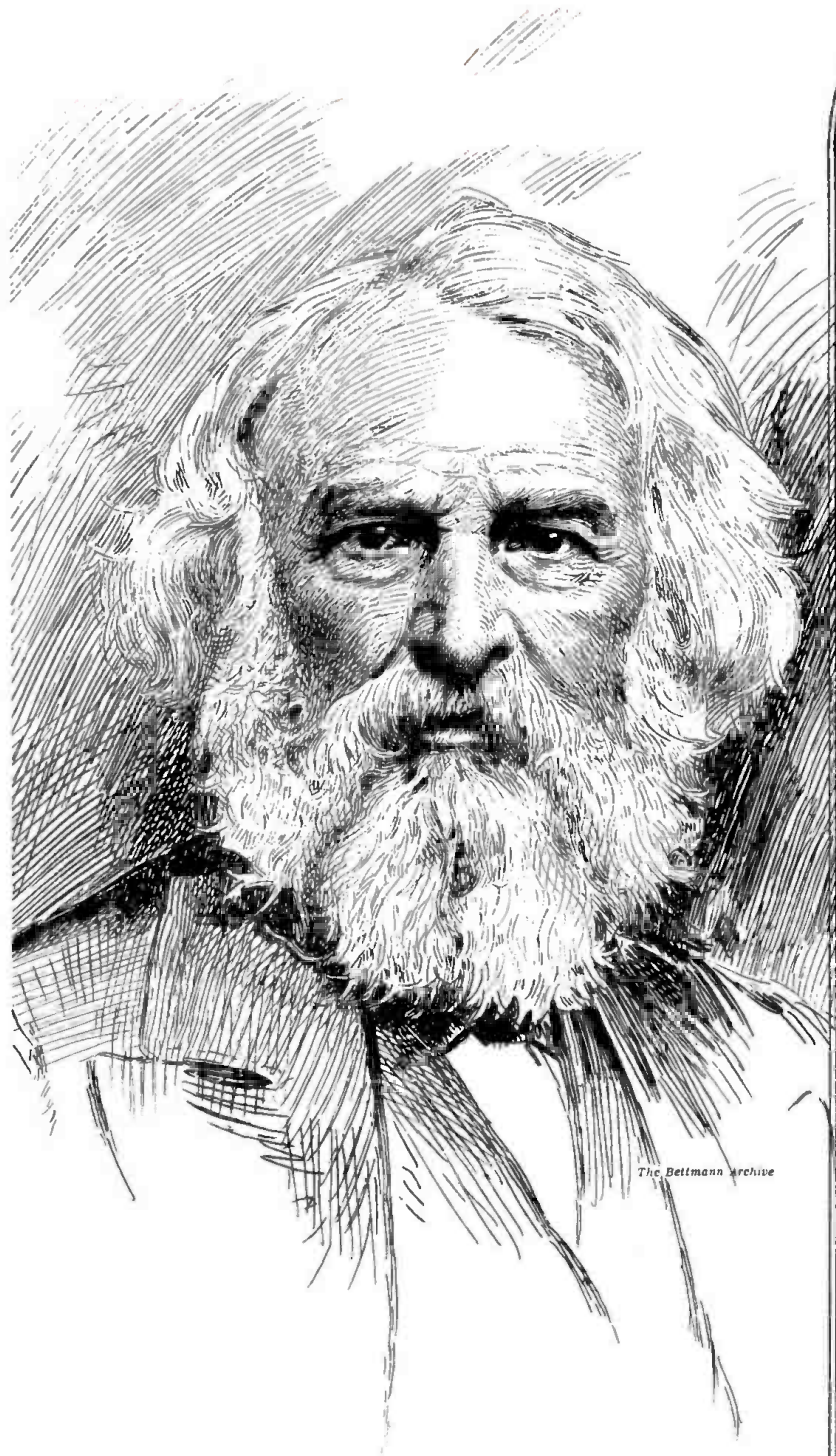
Sports *come alive*. Drama actually breathes, and the commercials—the commercials—are no longer signals for indifference. On KPRC-TV in Houston, commercials sell, for at KPRC-TV they have believed in

television from the very first and put their skills and fortune behind this belief. The result—reasonably priced TV that is *performance-proved*. KPRC-TV has created a new dimension in home entertainment and it has given you one more good reason to expect the first and best in television—today and tomorrow, too!



KPRC-TV IN HOUSTON, TEXAS
THE STATION YOU CAN TRUST





The Bettmann Archive

*"Art
is power."*

*Henry Wadsworth Longfellow
1807-1882
American Poet*

The power in the art
of television lies in the
ability to communicate,
and to activate emotions.
ARTISTIC ACHIEVEMENT,
forcefully presented,
is a primary goal of
Griffin-Leake management.

**GRIFFIN-
LEAKE
TV, INC.**

KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTU-9, OKLAHOMA CITY



SOMEDAY HE MAY BE PRESIDENT

ALREADY HE'S NO. 1

IN NEW YORK WCBS-TV — Number one in his Monday through Friday time period. First in homes... First in rating and share... First in total viewers... First in men... First in younger women... First in teenagers.

IN WASHINGTON, D.C. WTTG — Number one in his time period, delivering more homes, more teens, and more children than all its competition in the market.

IN LOS ANGELES KTTV — Number one syndicated children's program in the entire market for the month of October, reaching an average 325,000 children from Monday through Friday.

IN DETROIT CKLW-TV — Oops! Only second highest rated program on CKLW-TV's Monday through Friday schedule just one month after his debut.

SCREEN GEMS

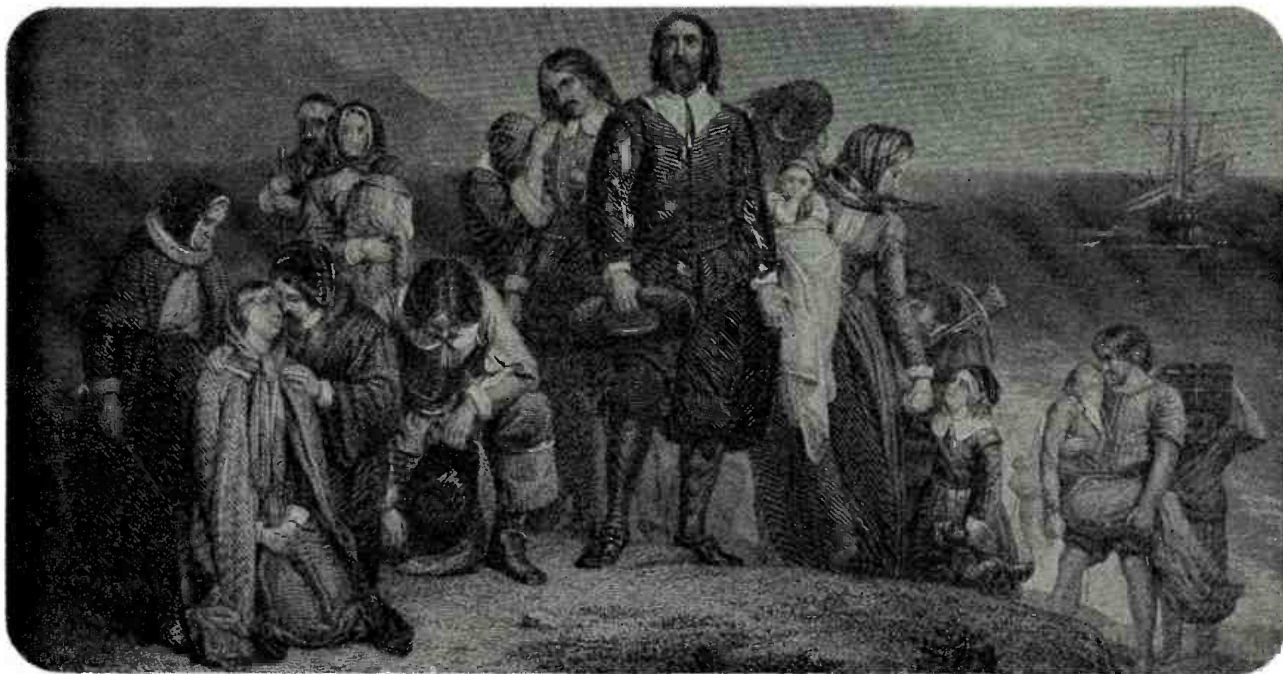


Source: ARB estimates for October 1965.

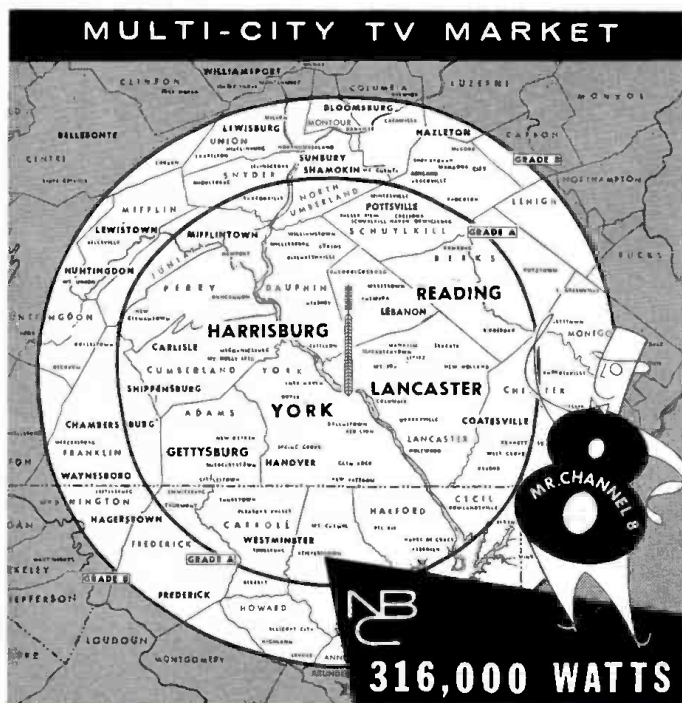
Ratings and Audience Composition estimates are based on ARB reports and are subject to qualifications which will be supplied on request.

PIONEER

WGAL-TV • Channel 8 • Lancaster, Pa.



Historic landing of the Pilgrims in the new world, 1620



VIDEO PIONEER WGAL-TV blazed the trail in a broad, multi-city area when **CHANNEL 8** opened a vital, prosperous television market to advertisers.

COLOR PIONEER WGAL-TV is still the only completely-equipped color station in this market—which ranks among the leaders in color-set penetration.

YEAR AFTER YEAR WGAL-TV has supplemented foresight with hard work to turn pioneer developments into long-term achievements—which to advertisers, as well as audience, brings continuous rewards.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco

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

No bomb

That long-awaited broadcast-ratings report by House Commerce Committee will probably be made public this week—but it isn't expected to advocate harsh measures. Report, prepared by staff of Subcommittee on Investigations after hearings that began nearly three years ago (*BROADCASTING*, March 11, 1963 *et seq.*), is understood to contain no recommendations for legislation. Emphasis will be on self-regulation by ratings services and Broadcast Rating Council — which committee takes credit for instigating.

Getting together

ABC and ITT are anxious to get their merger plan moving quickly, and chances are boards of both companies will have approved formal agreement within one month. So far only document signed by ABC and ITT is letter of intent to merge. Formal contract is still being drafted. In interest of speeding things up, petition to FCC for approval of ITT acquisition of ABC properties (transfer of ABC-owned stations is basis of FCC's jurisdiction) will be presented soon after boards approve merger plan and before stockholder approval is requested at annual or special meetings.

Knots for the wires

FCC staff is said to be having tough time putting together package of recommendations on community antenna television regulation. But major outlines of proposals, due for consideration by commission Feb. 7, are emerging—and, according to reports, bode ill for CATV. As expected, staff will recommend that commission affirm view it has jurisdiction over all CATV's, microwave-fed or not, and that it apply same rules to all.

Indications, also, are that FCC staff is moving toward recommendation of rule to bar CATV's from relaying distant signals into markets already served by three or more signals. In addition, proposals to bar leapfrogging and limit distance signals can be carried are also considered likely—along with interim policies to prevent such activities until rulemaking is concluded.

Hot camera

It's only few weeks since Marconi Co. Ltd. unveiled in England its new Mark VII color-TV camera using four

Plumbicon tubes, but orders already top \$2.5 million, company officials say. Engineers of several U. S. broadcast groups flew to England to see it and get jump on American demonstration slated before National Association of Broadcasters in Chicago in late March. CBS-TV will have 15 cameras by fall; ABC-TV is negotiating.

Buying, not selling

Widespread reports last week that Crowell-Collier Broadcasting Corp. had sold its crown jewel—KFWB Los Angeles—to WGN Inc., Chicago, were denied at both ends. On contrary, it was established that Crowell-Collier is negotiating for acquisition of its first television station (VHF in major market) and that WGN is exploring other Los Angeles radio opportunities. It's unlikely, however, that WGN will make Los Angeles move while FCC is still considering its petition to acquire ch. 2 KCTO(TV) Denver. KCTO transfer may go before FCC this week.

Top job open

With \$10.5 million committed for construction and operation of six UHF stations in major markets, D. H. Overmyer, sole owner of Overmyer Communications Co., is seeking top executive to direct operations of new venture. Target date for Toledo facility is April 1, with Cincinnati (Newport, Ky.), Atlanta and Pittsburgh stations shooting for debuts by summer of this year. No definite target dates have been set for Houston (Rosenberg) or San Francisco (of which he owns 80%). Overmyer also is applicant for Dallas to complete maximum roster of seven UHF outlets.

Mr. Overmyer says his public-warehouse operation, with 200 warehouses in 56 cities, has assets of \$35 million. With his leasing company (which leases "anything") and his 80% ownership of new Progress National Bank, Toledo, he estimates his total assets at "between \$50 and \$60 million."

Stitch in time

Announcement last week by CBS-TV that it would program second night of movies next season left some wondering at strategy in giving away scheduling move so early. It gives opposition more time to set counter-pro-

gramming tactics. But Friday has been rough night for CBS as home of *Slatery's People*, *Trials of O'Brien* and *Smothers Brothers* and therefore it's evening that affiliates might bolt if they're entertaining any pre-emption notions. Movies of reasonable caliber, as proved rating performers, would be expected to keep affiliates in fold, and early announcement might prevent them from planning ahead to fill 9-11 p.m. period with their own programs.

No more give and take

Write off FCC question-and-answer panel at upcoming convention of National Association of Broadcasters in Chicago, March 28-30. FCC hasn't been formally asked by NAB and isn't likely to be. Answer would certainly be no. Annual tradition will be broken because number of FCC members always have had reservations and, after last year's Washington convention when several commissioners locked horns, House Commerce Committee Chairman Oren Harris (D-Ark.) raised question about propriety of discussion of policy matters in answer to broadcast licensee questions.

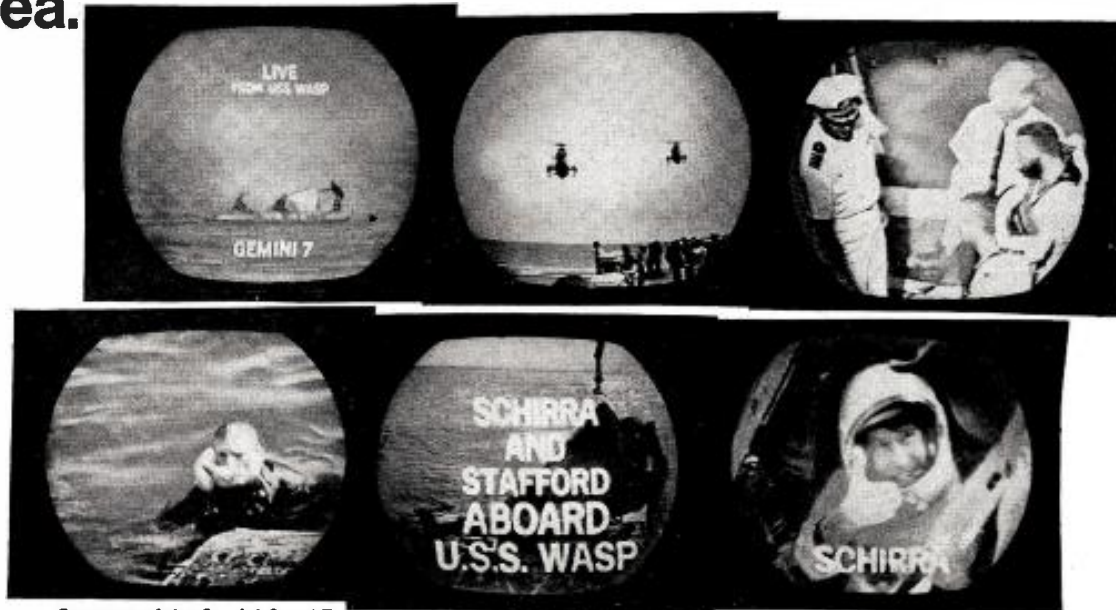
Up the scale

American Federation of Musicians reportedly will seek 15% overall pay increase in negotiations due to get under way today (Monday) on new contract covering use of music in TV and radio commercials. Union is also said to want other benefits that would boost commercial costs further. Contract covers musicians, conductors, orchestrators, copyists and others involved in music in commercials made in U. S. or Canada. Miss Marion Preston of J. Walter Thompson Co. is chairman of negotiating committee for commercial users.

Water's fine

Within next 30 or 60 days application is to be filed with FCC by Field Communications Corp. for new UHF TV station in major market. That's how bullish Marshall Field family interests are about broadcast future based on initial performance of WFLD(TV) Chicago which took air Tuesday (see page 48). Second station won't be last either, but pace will be careful rather than quick.

Here's why it was possible for millions to witness the Gemini 7/6 recoveries as they happened, live, hundreds of miles at sea.



Coverage of the Gemini 6 and 7 astronauts' successful return to Earth marked a historic TV "first"—live action televised far out at sea. The events were beamed instantly to millions of North Americans and Europeans.

Eyewitness news like this was made possible by ITT's transportable satellite-communication earth station. Located aboard the Navy aircraft carrier U.S.S. Wasp, the station trans-



mitted microwave signals from TV cameras on the carrier via the Comsat Early Bird satellite and ground station at Andover, Maine.

From Andover, the signals were simultaneously distributed via microwave to the U.S. TV networks' facilities and retransmitted via Early Bird to ground stations in Europe.

ITT's transportable earth station opens new horizons in communications. Now virtually any event on earth may be televised internationally as it happens, wherever it happens.

The earth station was designed, built and installed by ITT Federal Laboratories. It was operated aboard the U.S.S. Wasp by ITT World Communications Inc., the international communications subsidiary of ITT.

Today there are nine ITT earth stations around the world. All have performed successfully in a variety of satellite-communication tests using Telstar, and NASA's Relay and Syncom.

Helping people and nations communicate—that's a vital part of ITT's business.

ITT

International Telephone and Telegraph Corporation, New York, N.Y.

WEEK IN BRIEF

When networks and film makers look lovingly at each other, result has been two-hour feature packages. But some are wondering if movie studios aren't cutting own throats by making features and not series. See . . .

HOT NEW ROMANCE . . . 27

Price of football, CBS-NFL style, shoots up again. Network is asking affiliates to carry daytime games without compensation. Per-minute spot price for games goes up \$10,000 to \$70,000. See . . .

CBS SETS RATES . . . 30

A water shortage, no lights and now no rides, the latest of New York's plagues. Prominent medium for getting information about transit strike is radio. Pedestrians tote transistors on walks to work; watch TV indoors. See . . .

TRANSIT TIEUP . . . 56

WFLD(TV), Chicago's new UHF, takes to air and finds its signal much stronger than anticipated. Freak propagation puts channel 32 signal into Cleveland, but station doesn't plan to claim Ohio in its grade A contour. See . . .

UHF TAKES TO AIR . . . 48

FTC continues investigation on labeling of foreign-made electronic components with charges and countercharges from both sides. Question of deception raised. EIA is on both sides of fence. See . . .

PARTS LABELED? . . . 68

Three Dallas-Fort Worth stations and Bass Broadcasting having free-for-all for CATV franchises in area. KRDL-TV, WFAA-TV form Hill Tower and seek 18 Franchises. Bass in 11 bids, WBAP-TV wants its share. See . . .

SCRAMBLE FOR CATV . . . 42

It wasn't intentional, FCC says. It was merely through 'oversight' that commission gave license renewal to WTUP Tupelo, Miss., after station said it would allow up to 43% of time to be commercial. See . . .

OVERSIGHT ON POLICY . . . 37

Oxtoby-Smith survey, financed by NAB, shows more than 75% of New Yorkers turned to radio during November blackout. Listeners were younger, had larger incomes than nonlisteners. Medium lauded by public. See . . .

RADIO'S ROLE . . . 49

Senators Magnuson and Neuberger look to Agriculture Department to explain charges that government is subsidizing motion picture and ads for cigarettes in foreign countries. See . . .

SHARP BLASTS . . . 72

Ralph Blumberg, broadcaster who had to sell his station because of Ku Klux Klan threats and advertisers' boycott, tells whole story to House committee. Says Klan exerts great media influence in Bogalusa. See . . .

HUAC HEARS . . . 60

DEPARTMENTS

AT DEADLINE	9	INTERNATIONAL	72
BROADCAST ADVERTISING	30	LEAD STORY	27
BUSINESS BRIEFLY	38	THE MEDIA	42
CHANGING HANDS	52	MONDAY MEMO	24
CLOSED CIRCUIT	5	OPEN MIKE	16
COMMERCIALS IN PRODUCTION	37	PROGRAMING	56
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	94	WEEK'S PROFILE	93
EQUIPMENT & ENGINEERING	70		
FANFARE	66		
FATES & FORTUNES	76		
FILM SALES	65		
FINANCIAL REPORTS	41		
FOR THE RECORD	80		

AMERICAN BUSINESS PRESS, INC.



Broadcasting

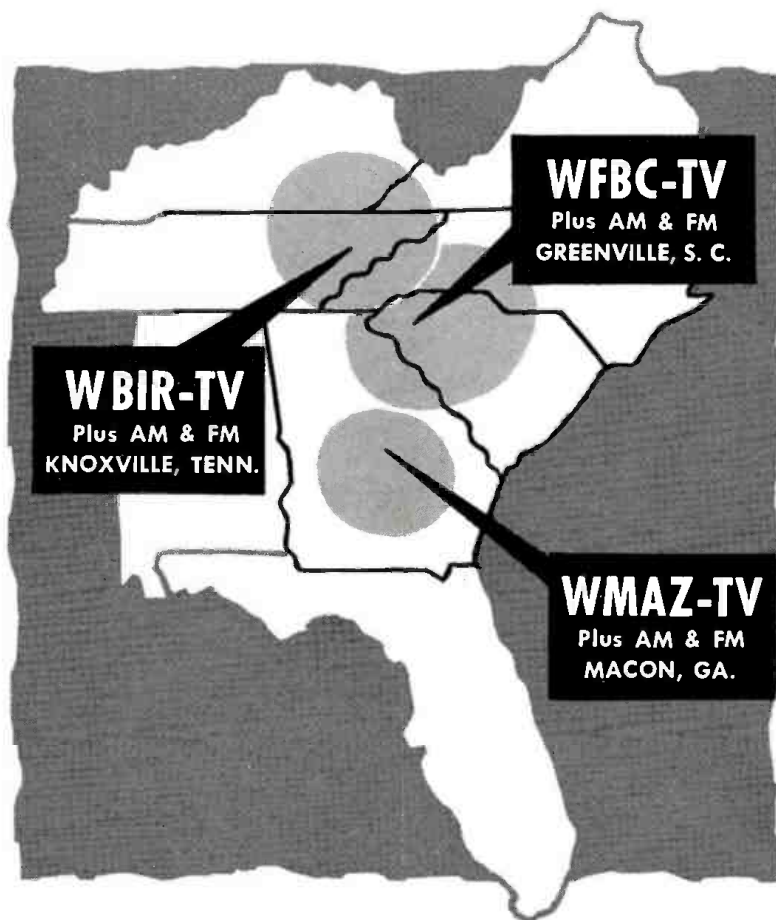
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Signal Coverage in the Southeast...



United under the strong and progressive ownership of SOUTHEASTERN BROADCASTING CORPORATION, with general offices in Greenville, South Carolina, these three television stations and their AM and FM affiliates offer to advertisers signal coverage of approximately 1-million homes in five of the prosperous states in the Southeast!

Each of the three stations is a long established and well managed broadcasting organization, and an integral part of the regional area it serves. The stations invite your inquiries individually; or, we welcome your interest in advertising in all three markets through the national representation of Avery-Knodel, Inc.

WBIR-TV

Southeast's Tallest Tower
KNOXVILLE, TENNESSEE

WFBC-TV

Giant of Southern Skies
GREENVILLE, SOUTH CAROLINA

WMAZ-TV

The Rich Middle Georgia Market
MACON, GEORGIA

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

Represented by
Avery-Knodel, Inc.

New TV reporting form all but set at FCC IT'S MUCH LIKE RADIO FORM—AND BEARS CODE TRACES

FCC is on verge of giving final approval to revision of its program-reporting form for television—project that has spanned some seven years.

Commission, in special meeting Friday (Jan. 7), was said to have resolved all major questions on form, which markedly resembles document approved for AM-FM broadcasters in August (BROADCASTING, Aug. 16).

Staff is now preparing "clean" copy, which is to be circulated among commissioners soon, possibly this week. Final commission approval, however, is subject to clearance by Budget Bureau.

Chairman E. William Henry is said to have suggested compromises that ended disputes among commissioners on several points and paved way to what is regarded as tentative approval of form.

Effect of Friday meeting was to reduce detail draft would have requested of broadcasters and to bring TV form further into line with questionnaire adopted for use by radio licensees.

Approval Likely ■ One commissioner likely to dissent is Rosel H. Hyde, who took strong stand in opposition to radio form which he said could open door to regulation of programming.

However, many questions that drew broadcaster opposition to TV form in past have long since been dropped, and most of six remaining commissioners are expected to approve it.

As in AM-FM document, TV form concentrates on questions dealing with news, public affairs and "other" programming, exclusive of entertainment and sports.

Form also parallels that for radio on commercial practices, but with revisions to make it conform with television practices.

Broadcasters are asked to report time devoted to commercial matter in terms of hours and minutes and percentage of broadcast day. They also are asked to report number of 60-minute segments containing 8 minutes of commercial material, number containing over 8 and up to 12 minutes, over 12 and up to 16 minutes, and over 16 minutes.

Code Influence ■ There is resemblance in this to time standards of National Association of Broadcasters TV code, which prohibits broadcast of more than 16 minutes and 20 seconds in nonprime-time, 60-minute segments.

Code limit for prime-time hours is 10 minutes and 20 seconds. Breakdown in FCC radio form follows standards of NAB radio code.

Most controversial question in form, as presented by staff was deleted Friday. It would have required detailed information on public affairs and "other" programming (exclusive of entertainment and sports)—title, source, type, description, duration, number of times broadcast.

However, much of that information will be in broadcast logs.

In addition, two questions, not in radio form, would elicit additional information concerning source of public affairs and "other" programs carried in composite week, and proposed to be carried. These stay in form.

In dropping request from present form for information on 14 categories of programming, commission is abandoning direct reference to religious programming, among other types. This is already case in radio form. Commissioner Lee Loevinger and communications attorney Marcus Cohn have raised question as to whether commission can, under Constitutional wall between church and state, inquire about religious programming.

Form will require broadcasters to make study of community needs and to report on "typical" programs they will broadcast to meet needs discovered. Commission decided to head this question "community needs" rather than "program needs" as in AM-FM form to avoid inference government is attempting to influence programming. Heading in AM form will presumably be changed to conform.

Form also asks for explanation of procedures licensee uses to handle complaints.

Tower smells success in TV music rate fight

Charles H. Tower, chairman of All-Industry Television Station Music License Committee, has told committee's approximately 370 station subscribers that he is "cautiously confident" of winning fight for lower rates for use of music licensed by American Society of Composers, Authors and Publishers.

In year-end report, it was learned Friday (Jan. 7), he referred to ASCAP's

recent bid for court-ordered access to wide range of station financial and other information dating back to Jan. 1, 1959 (BROADCASTING, Dec. 20, 1965), as attempt to frighten and divide stations.

He said most of material ASCAP is seeking is irrelevant and assumed court would think so, too. Hearing on ASCAP's motion has been set for Thursday (Jan. 13) in U. S. Southern District Court in New York.

Dispute between TV stations and ASCAP over music rates has been in progress for four years and currently appears headed toward trial in which court would decide what "reasonable" rate should be.

Pay telly begins in London suburbs

Britain's first pay TV experiment was inaugurated Friday (Jan. 7) when Mrs. Harold Wilson, wife of British prime minister, flicked switch for first program.

Single-channel system is connected to some 2,500 homes in two London suburbs—Southwark and Westminster—and will provide approximately 50 hours of programming weekly.

Subscriber uses coin meter attached to side of TV set to pay for programs. Boxes are built to receive only British florin (worth approximately 28 cents).

Licensee, Pay TV Ltd., won out over five other applicants vying for experimental three-year license. One applicant, British Telemeter Home Viewing, was backed by Time Inc., New York. Pay TV is owned by Associated British Picture Corp., British Relay Wireless and British Home Entertainment Corp.

Operators expect to reach break-even point if each subscriber weekly watches one horse race card (cost: \$1.68) and at least one feature movie (cost: \$1.50-\$1.80).

British government spokesman explained that Pay TV does not have to bear cost of wiring homes since more than 1 million homes in Britain are already connected with cable.

Pay TV plans to expand service beyond London later in year to include Sheffield and York.

New RCA color plant

RCA confirmed report Friday (Jan. 7) that its board has approved multi-million dollar capital expenditure program for expansion this year of manu-

WEEK'S HEADLINERS



Mr. Reeves

Jerome R. (Tad) Reeves, who has resigned as national program director of Corinthian Broadcasting Co., New York, elected VP-creative services for Westinghouse Broadcasting Co. Appointment marks return to Westinghouse

where he served for nine years as general manager of WBC's KDKA-TV Pittsburgh before he joined Corinthian about 18 months ago. In his new post Mr. Reeves will coordinate corporate functions covering advertising, promotion, research and public relations. David Lewis, director of advertising and promotion; James Yergin, director of research, and Robert F. Blake, director of public information, report to Mr. Reeves.

William Tankersley, director of program practices for CBS-TV network, appointed VP for program practices. He succeeds **Joseph H. Ream**, retiring after more than 25 years with CBS (see page 78).

William K. McDaniel, for five years



Mr. McDaniel

executive VP in charge of NBC Radio, named VP sales for Mitchell Hamilburg's European TV interests. Mr. Hamilburg is partner of Mitchell Hamilburg Agency, Los Angeles, which handles theatrical personalities, writers and *Captain Kangaroo* TV series among others.

On his own, and in partnership with Gene Autry, Mr. Hamilburg has European based and produced television interests which include package of five one-hour color TV series, *The Adventures of Captain Cook*, and TV commercial-making company in Hamburg, Germany. Mr. McDaniel will represent these interests on eastern seaboard. He's been in broadcasting since 1938 and at one time was general manager of KNBC San Francisco. He resigned as head of NBC Radio a year ago.

Herbert J. Mendelsohn, general manager of WMCA New York since March 15, 1965, elected VP of WMCA and of Straus Broadcasting Group

(WALL Middletown, WGVA Geneva and WTLB Utica, all New York). Prior to joining WMCA Mr. Mendelsohn was VP and general manager of WKBW Buffalo, and before that was general sales manager at WABC New York.

Richard H. Hurley, senior VP and account supervisor at Compton Advertising, New York, appointed VP and manager of agency's western division in Los Angeles. He succeeds **Alvin Kabaker**, who has resigned. Mr. Kabaker will announce his future plans at later date.

George S. Burrows, media director for more than six years at N. W. Ayer & Son, Philadelphia, elected VP and manager of media department. **Leslie D. Farnath**, VP in charge of media since 1952, becomes VP and executive head of department. Mr. Burrows, who joined agency in 1939 and has served in media since 1946, will be responsible for day-to-day media management.

Roger A. Purdon, VP and management director of Tatham-Laird & Kudner, New York, has resigned to join D'Arcy Advertising Co., there, as VP and chairman of its new creative board. Mr. Purdon was president of Kudner for several years before agency merged with Tatham-Laird in May 1965.

For other personnel changes of the week see FATES & FORTUNES

facturing facilities, including new color TV receiver plant to be located in Memphis, Tenn.

RCA spokesman said additional details would be forthcoming this week. RCA plans also include expansion of existing manufacturing facilities in Indianapolis for its home instruments. RCA's other main color set plant is in Bloomington, Ind.

DDB gets Mobil Oil consumer advertising

Mobil Oil Co.'s consumer advertising account, which has been billing at rate of \$8.5 million, will move out of Ted Bates and into Doyle Dane Bernbach.

At same time Mobil's product advertising will be phased out as new corporate campaign is instituted.

DDB was retained by Mobil last summer to develop corporate advertising plan and oil company liked it so much that complete changeover was ordered. Mobil is allocating \$4 million for first phase of new effort that will begin in

about month and carry through August.

Mobil says new media plan has not yet been established but radio and television will be included. Company now carries alternate-week minutes in three network TV shows and has weekly minute in ABC-TV's *Wide Word of Sports*. It had four minutes in recent National Football League championship game on CBS-TV.

Mobil's contract with Bates expires April 6.

Tapes from Radio Hanoi being sent to FM station

KPFK-FM Los Angeles, Pacifica Foundation station, revealed last week that it has been receiving taped broadcasts produced by Radio Hanoi and containing Communist propaganda.

Tapes suggest American servicemen write station for advice on how to withdraw "legally" from conflict in Viet Nam.

Station claims no connection with broadcasts and has not aired them. FBI is investigating.

Teen show going national

In line with plans to expand its program series syndication operation, Seven Arts Television is understood to have acquired 13 one-hour programs titled *Discophonic Scene*, which will be offered to stations shortly. Seven Arts obtained distribution rights to these programs, which it will bill as "teenage specials," from CBS-owned WCAU-TV Philadelphia, which currently is carrying *Scene*.

Earlier this week Seven Arts TV announced acquisition of *Oh, My Word!* series from KGO-TV San Francisco (see page 61).

Guenther dies at 94

Rudolph Guenther, 94, co-founder of Albert Frank-Guenther Law Inc., pioneer agency specializing in financial advertising, died Thursday (Jan. 6) in New York. Agency was founded in 1919 and Mr. Guenther served as chairman at inception and until 1941. He remained active in agency until his death.

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE



... and, IN PENNSYLVANIA, it's

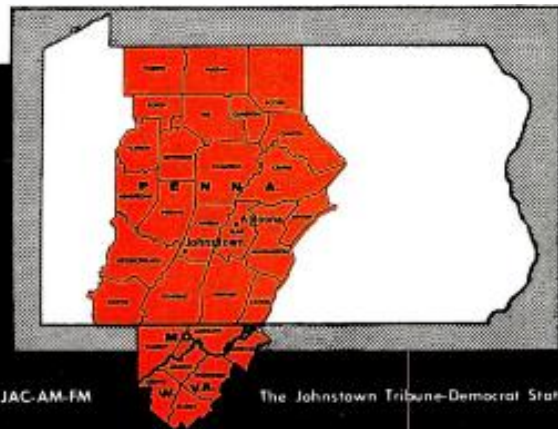
WJAC-TV

No guesswork to it! When you want to be sure of reaching Mid-Pennsylvania's big market -- pick WJAC-TV. Here are the facts in a nutshell. From high atop the Allegheny mountains, WJAC-TV reaches over 259,000 homes . . . the famous Million Dollar Market in the Middle . . . America's 43rd largest TV market! And -- it's the one station in mid and western Pennsylvania with full color facilities.

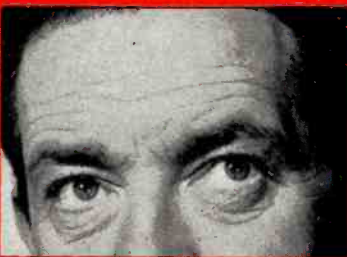


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“This is my city...800 square miles...vast, sprawling, restless...where over 8 million people live and work...love and play...hate and die. On the fringe, hidden in the shadows, are those who prey on the innocent...steal...destroy...attack...and kill. When they do, it's a job for me and the Criminal Investigation Department.”

George Gideon
 C.I.D.

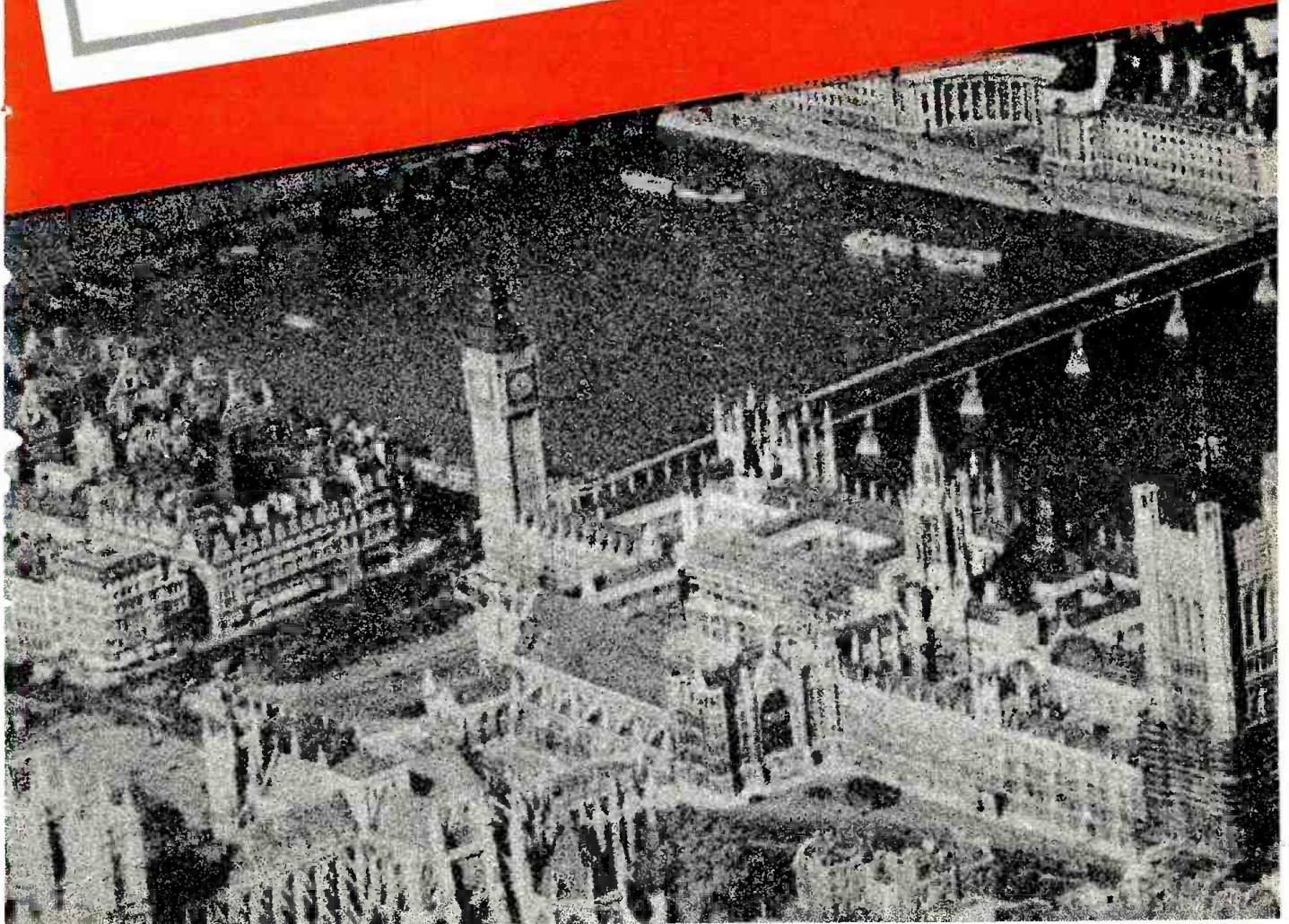


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Dramas of a great metropolis, the millions who give it life,
the law enforcement officers who protect that life...

GIDEON... C.I.D.

- in the tradition of
- New York and "Naked City,"
 - Chicago and "M Squad,"
 - San Francisco and "The Line-up,"
 - Los Angeles and "Dragnet" ...
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and suspense that is
- London and **Gideon...C.I.D.**,
brand-new, first-run
one-hour series programming
with powerful impact and
all-audience appeal.



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**THE ALL NEW
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**REDDING, CHICO, RED BLUFF,
CALIFORNIA**



**In the heart
of America's Northern
Sacramento valley,
a bustling Pacific market
of well over
\$787,090,000 EBI**

KRCR-TV, CHANNEL 7



adam young inc.

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Detroit, Los Angeles, St. Louis, San Francisco

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CHICAGO, 115 W. Jackson • ATLANTA, 24 Peachtree, N. E.

DATEBOOK

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

■ Indicates first or revised listing.

JANUARY

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 which was broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.

■ Jan. 10—National Agricultural Advertising & Marketing Association luncheon meeting featuring live broadcast of Orson Samuelson, farm director, WGN Chicago. Sheraton-Chicago hotel, Chicago.

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

■ Jan. 12—The Southern California chapter of the American Marketing Association's third annual mid-winter conference on "The Changing World of Marketing." Beverly Hilton hotel, Beverly Hills.

Jan. 14—Annual meeting of Federal Communications Bar Association. Members will vote on amending constitution to permit attorneys who are members of or who are employed by the FCC to become members of the bar association. Also annual banquet that evening. Washington Hilton hotel, Washington.

■ Jan. 14—Deadline for potential overseas film festival entries of the Council on International Nontheatrical Events (CINE). For information and application blanks write to CINE, 1201 16th Street, N.W., Washington 20036.

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.

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. 16-18—Annual winter meeting and election of officers of Oklahoma Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Camelot Inn, Tulsa.

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

Jan. 17—Deadline for 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 Dec. 15.

Jan. 17—FCC Chairman E. William Henry addresses luncheon of Federal Communications Bar Association. National Press Club, Washington.

Jan. 19—Workshop on the "Creative Approval Process." Association of National Advertisers will treat the problem of the advertising creative process. Plaza hotel, New York.

Jan. 20—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss "The Production of a TV Commercial—an Overall View." Johnny Victor theater (Rockefeller Center), New York.

■ Jan. 20—Illinois State Bar Association symposium on fair trial-free press. Sherman House, Chicago.

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

Jan. 21—First annual Baxter Trophy Awards for Public Service in Maine, presented by UPI to honor the best public service programs broadcast and telecast in the state. Eastland hotel, Portland.

Jan. 24-28—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. 26—The Katz Agency spot television seminar. Speaker: Edward P. Reavy Jr., marketing director of Hamilton Beach. Continental Plaza hotel, Chicago.

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—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss the business affairs of TV commercial production. Panel chairman is Linc Diamant of Grey Advertising. Johnny Victor theater (Rockefeller Center), New York.

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

Jan. 28—Annual Tom Phillips Awards dinner of UPI Broadcasters Association of Massachusetts. Sheraton-Boston hotel, Boston.

Jan. 28—Pacific Pioneers Broadcasters (formerly Los Angeles chapter, Broadcast Pioneers) luncheon meeting at which the new organization will begin autonomous operation, elect officers and adopt a constitution. Sportsmen's Club, North Hollywood, Calif.

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

**Who turned the clock back
and made news?**

The ABC Owned Television Stations.

A while back our New York station, WABC-TV, put two simple facts together. Two and a half million adults were home at 5 p.m. Yet no New York station was programming news at that time.

What did they do about it? Turned back the clock. On January 3rd they premiered "The 5 O'Clock News." Murphy Martin and Bill Beutel cover the local and regional story. Then at 5:45 Peter Jennings takes over with the world-wide report, using the full facilities of the ABC News Department.

Los Angeles' KABC-TV had started this trend way back in August 1964 with their "News Hour." Since then they've greatly increased the size of their audience.* And Chicago's WBKB-TV is now doing the same thing.

Who turned the clock back and made news? The television stations that are keeping up with the times.

ABC Owned Television Stations

WABC-TV, New York • WXYZ-TV, Detroit
WBKB-TV, Chicago • KABC-TV, Los Angeles
KGO-TV, San Francisco



*The data used herein are estimates from the Los Angeles ARBITRON report for October, 1965. Any figures cited or quoted are estimates only, or are based on estimates, and are not accurate to any precise mathematical degree.





KTVT

Dallas/Ft. Worth

**ADDS
TO ITS
REPUTATION
WITH
MGM/6
90
FEATURES
36
IN COLOR**

Attractive color

EDITOR: I like the full color treatment in this week's (Jan. 3) BROADCASTING. It certainly adds to the attractiveness of what is already a very fine publication.—*Albert R. Beatty, assistant vice president, Association of American Railroads, Washington.*

EDITOR: Your Jan. 3 issue is brightly colorful and spritely, coverage wise, as always.—*Mrs. Helen M. Hermann, treasurer, American Broadcasting Stations Inc., Washington.*

(Copies of the Special Report on Color are available at 50 cents each so long as supply lasts. Write the Circulation Department and enclose payment on orders for less than five copies.)

EDITOR: The color screens shown on the first page of your color television article are not the colors used in television. Color TV uses additive primary colors and thus the screens should have been red, green, and blue. You have shown the three primary colors used in printing—a subtractive process.—*Donald B. Upham, director of operations, Department of Radio, Television and Motion Pictures, University of North Carolina, Chapel Hill.*

(Mr. Upham is quite right. And so is BROADCASTING. While it is true the color-TV process uses additive colors, the three primaries that make up all the others are red, yellow and blue.)

EDITOR: According to your publication of the ARB color-TV set penetration study, such sets are now owned by 7% or 138,500 Baltimore market households.

Application of old fashioned arithmetic would put the entire market, then, at 1,978,500 households. Somebody should notify the Chamber of Commerce, SRDS and others who report such data. They only credit our market with about 525,000 households.

Isn't television big enough already to make such careless exaggeration unnecessary?—*Dudley Tichenor, WFBK Baltimore.*

(American Research Bureau points out that the total survey area is designed by ARB to encompass approximately 98% of all estimated television viewing to stations listed in the report. In the case of Baltimore this would include most Washington homes and others in areas often considered as other than Baltimore markets.)

Fanfare over 'Fanfare'

EDITOR: From a personal viewpoint, I feel obliged to defend BROADCASTING's "Fanfare" department heading, which was criticized by Mr. Vaden in his letter of Dec. 27.

When BROADCASTING's format was revamped, effective with the Jan. 5, 1959, issue, the names of several departments

were changed. I was a staff writer in the Washington office of BROADCASTING at the time and I was flattered when the editors picked my "Fanfare" suggestion for the former "Programs and Promotions" section.

While I am now directly concerned with broadcast promotion, I still believe the "Fanfare" heading is appropriate. Beyond Webster's definition of the word . . . "a showy, outward display" . . . over which Mr. Vaden expresses sensitivity, the word's components apply to both broadcasting's "fans" and programming "fare." This label clearly defines the type of story to be found in this section. . . .

BROADCASTING's readers can turn to "Fanfare" with full confidence that all of the items have news value. The section is a service to all promotion directors who look for ideas. . . .—*Dick Erickson, manager of public relations, Television Bureau of Advertising, New York.*

EDITOR: Bud Vaden saw fit to take issue with your heading of "Fanfare." Ever since this heading first appeared I, as a promotion man, have been incensed by what I felt was a very flip categorization of every vital broadcasting management group. I totally agree with Bud's reasons for requesting a redress of our interests in so important a business magazine as BROADCASTING.

Unfortunately, BROADCASTING is not alone at fault for failing to recognize the dramatic changes which have taken place in the promotion, advertising and public relations functions at the radio and television station level. In just three years alone since I moved from the promotion spot at WLS Chicago to group advertising and promotion and publicity director for all six ABC-owned radio stations, I have witnessed radical changes in responsibilities entrusted to our promotion managers . . . and ever increasing status among the other station department heads.

His functions today include working on FCC license-renewal applications, station public-service reports to the community, award presentations, public speaking appearances, rating research and analysis together with already accepted functions of on-the-air promotions and contests, advertising (both audience and trade), publicity and public relations.

Needless to say, these men are better educated and experienced than they were years ago when promotion was generally the easiest way to "break in" to the broadcasting business.

I sincerely hope that BROADCASTING,

Which is right for you?



If your hearing is normal, the telephone handset on the left is for you. It's what you use now.

But if hearing is a problem, the one on the right may be a help.

It's a transistorized handset for the hard of hearing that has been developed by engineers at Bell Telephone Laboratories.

The small, thumb-operated knob lets the hearer adjust the volume of the caller's voice as on a radio, making it as loud as desired. The handset fits inconspicuously on any phone base, in any color. It's one of a number of telephone aids for the handicapped.

For the speechless, there is an electronic artificial larynx, also developed at Bell Laboratories. This provides a steady tone in the throat cavity which can be modulated into words by shaping mouth and lips.

Several thousand bedfast children around the country keep in touch with classroom work from home or hospital via two-way Bell System amplified telephone circuits.

For the blind, there are switchboards that operate by touch. Other devices for other impairments are being worked on.

Some of this equipment looks like the regular thing—some doesn't.

But the point of it all is to give the handicapped service that's as close to the regular as we can make it.

If you'd like more information about any of these helpful special services, just call a Bell System Business Office, or ask a telephone man.



Bell System

American Telephone & Telegraph
and Associated Companies



FROM REPAIRS TO COMPLETE OVERHAUL

- Video tape recorder service
- TV camera overhaul
- Antenna inspection measurements
- Microphone & pick-up repairs
- Transmitter performance measurements
- Custom fabrication
- Installation supervision
- Console repairs
- TV projector service
- Microwave service

Broadcasters have selected RCA for dependable service over the past 30 years.

To guard performance of all your equipment... simply telephone one of the following field offices:
 Atlanta (phone 355-6110),
 Chicago (WE 9-6117),
 Philadelphia (HO 7-3300),
 Hollywood (OL 4-0880).
 Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



**The Most Trusted Name
in Electronics**

in its editorial reporting of our industry, will better reflect the promotion manager's role in the new year. You can certainly make a very good start by changing the heading from "Fanfare" to "Promotion and Publicity."—*Ronald L. Sack, director of advertising and publicity, ABC Radio Stations, New York.*

EDITOR: Since Bud Vaden has raised the question of semantics in BROADCASTING's use of the word "fanfare," may I muddy up the water a bit?

I'm of the opinion that out here in the country, the words "promotion" and "promoter" have a very unpleasant meaning to a vast segment of the populace, no matter what the dictionary says. . . .

. . . With most people, labels get their definition through experience. Promotion men and women have progressed to a higher level of respect within our industry (and among our clients). This battle has largely been won in the last 15 years, thanks to the efforts of the Broadcasters Promotion Association (I speak from considerable prejudice, having been BPA president in 1961), which Bud Vaden has so ably served as 1965 president, and thanks to the dedication of serious men and women who have devoted their life's work to promotion.

We redefine terms by our actions. Perhaps broadcast promotion men and women have given a new and substantial meaning to the word "fanfare." I suspect they have. As a result, tomorrow's dictionaries may have to redefine this word.

Keep using it. It is time that "fanfare" was redefined.—*John F. Hurlbut, president and general manager WVMC Mt. Carmel, Ill.*

Religious means religion

EDITOR: Thank you for printing Mr. Grimes' letter in Open Mike, Dec. 13, 1965, issue, regarding the announcement that the National Association of Broadcasters was thinking of joining the Rev. John M. Norris in challenging the FCC's fairness doctrine.

As director of a placement service for religious broadcasting material I certainly have never asked that such men as Norris, McIntire and Hargis be taken off the air but I do ask member radio and TV stations of the NAB to read the code of good practices and then decide under the heading of religion and religious programs if this type of program can honestly be logged as religious. By all means keep them on the air but log them under another category—political, dramatic, public affairs, etc.

Without going outside of Florida I do feel that most stations carrying these men are not members of the NAB.

I recognize the amount of public

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*Reg. U. S. Patent Office
 Copyright 1966: Broadcasting Publications Inc.

Okay.

Write down every radio program you listened to yesterday, and the time you listened.

Now do the same for the day before.

And the day before that.

Now do you feel self-administered research can really measure today's radio?



730 Fifth Avenue, New York, N.Y. 10019 • JUdson 6-3316

Nothing takes the place of personal interviews in the home.

PI The Pulse, Inc.

Can a radio station that cares help keep

WABC thinks so! Nobody, of course, can put more in, but a radio station can help keep more in.

During New York's water shortage, for example, we scheduled extensive water-saving announcements. We made specific suggestions on

how to save water. But we didn't stop there. We wrote and produced jingles designed to keep reminding New Yorkers



water in New York reservoirs?

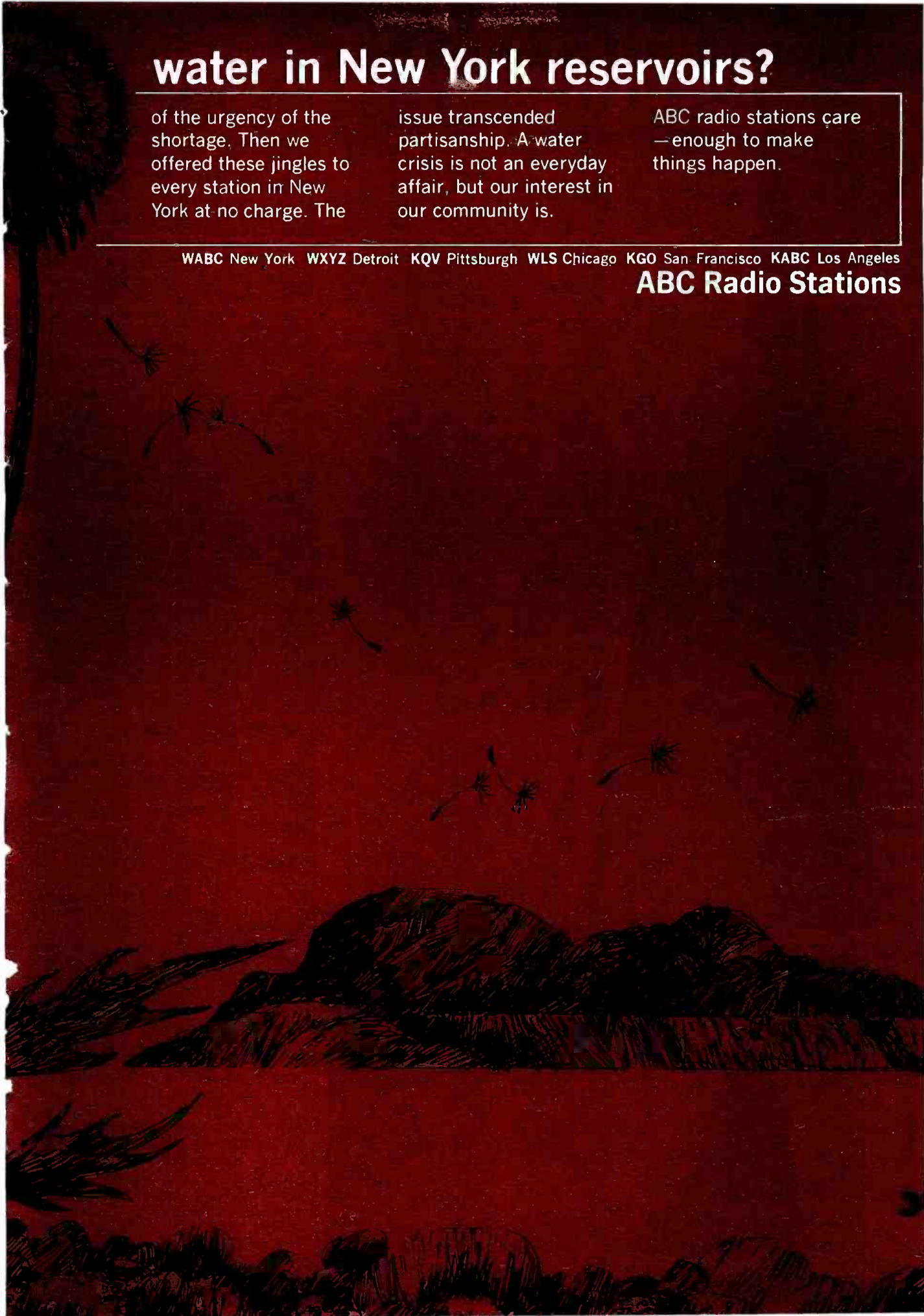
of the urgency of the shortage. Then we offered these jingles to every station in New York at no charge. The

issue transcended partisanship. A water crisis is not an everyday affair, but our interest in our community is.

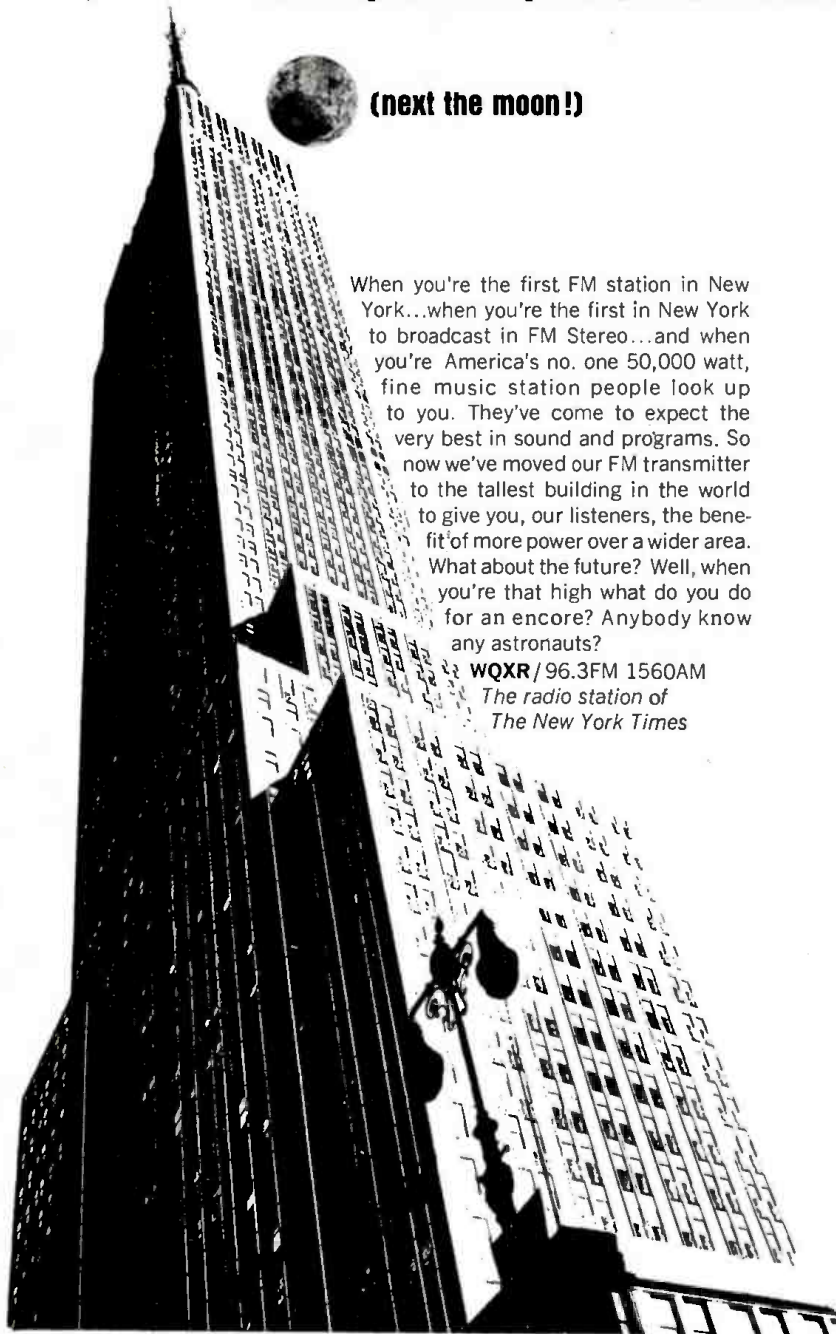
ABC radio stations care — enough to make things happen.

WABC New York WXYZ Detroit KQV Pittsburgh WLS Chicago KGO San Francisco KABC Los Angeles

ABC Radio Stations



WQXR FM now atop the Empire State Building



(next the moon!)

When you're the first FM station in New York...when you're the first in New York to broadcast in FM Stereo...and when you're America's no. one 50,000 watt, fine music station people look up to you. They've come to expect the very best in sound and programs. So now we've moved our FM transmitter to the tallest building in the world to give you, our listeners, the benefit of more power over a wider area. What about the future? Well, when you're that high what do you do for an encore? Anybody know any astronauts?

WQXR / 96.3FM 1560AM

*The radio station of
The New York Times*



a smart
addition
to any
newsroom

service time given to religious broadcasting by the stations and appreciate it but I am also sure these stations appreciate that these programs can not be called "religious."—*Sam Lawder, radio/TV director, Florida Council of Churches, Lauderdale by the Sea, Fla.*

Transistors are a must

EDITOR: Hearty congratulations on the editorial entitled "Mighty mite" [BROADCASTING, Dec. 20, 1965]. You have paid tremendous tribute to the job which was done by transistor radio sets during the disastrous power failure in the Northeast area. Also, your suggestion about publicizing the great work done by radio during this catastrophe and the advisability of families owning at least one transistor is excellent.

I think that you will be interested in the enclosed announcement [urging each family to own a transistor radio] which WGN scheduled embracing exactly what you are recommending to the industry as a whole.

After the first of the year this copy was revised and we are continuing to promote the sale of transistors. Your editorial was excellent and I trust that it will motivate other stations as well as the National Association of Broadcasters to really "make hay" out of this great testimonial to the efficacy of radio during time of disaster.—*Charles E. Gates, vice president and station manager, WGN Chicago.*

Satisfied customer

EDITOR: I'm still a BROADCASTING reader—just finishing 20 years, as a matter of fact! It's better than ever!—*Maurice B. Mitchell, president, Encyclopaedia Britannica Inc., Chicago.*

Original thinking

EDITOR: Regarding Gordon McLendon's proposed operation of a "want ad" station [BROADCASTING, Dec. 20, 1965]:

I suggest that the FCC is, indeed, out of bounds if it approves or disapproves the proposed program content of this or any other station. The commission's proper function is to evaluate the applicant and his integrity in determining community needs—not to evaluate his conclusions. This is a point most broadcasters seem to forget—or never have realized.

I say "congratulations" to Mr. McLendon, for some original, objective thinking—all too rare, in broadcasting, today.

I urge broadcasters to encourage the FCC to perform its proper function in considering Mr. McLendon's extremely significant application.—*William A. Vaughn, president, WYFM(FM), Charlotte, N. C.*

15 MEN HAVE LEFT WFBM

Tom Carnegie left for Scotland, and brought back a fascinating documentary film he produced on race driver Jimmy Clark.

Bob Gamble left for Europe, and brought back filmed reports from Paris and Berlin.

Gene Slaymaker has just returned from filming two special programs in South America.

Howard Caldwell will soon leave for Pakistan and India.

In all, we've sent 15 men* packing.

They usually bring back something for your pleasure or enlighten-

ment, on film or tape. And they *always* bring back something else: a better perspective, a deeper understanding of the *background* to the world news they report.

Perhaps all this has made you wonder "Who's watching the store?" Don't worry. Even if all 15 left at the same time, we'd still have more men covering the local news than any other station in town. The world is our beat. But Indianapolis is our home.

The WFBM Stations • Time-Life, Inc. • TV • AM • FM
Indianapolis • Represented Nationally by The Katz Agency

***FOREIGN ASSIGNMENTS:**

TOM CARNEGIE, SPORTS DIRECTOR; BOB GAMBLE, NEWS DIRECTOR; ERNIE CRISP, CHIEF PHOTOGRAPHER; ELDON CAMPBELL, MANAGEMENT; BOB BROCKWAY, ENGINEER; GENE SLAYMAKER, RADIO NEWS EDITOR; RALPH CRANT, NEWS PHOTOGRAPHER; CHUCK O'DONNELL, PRODUCER; BERNIE HERMAN, MOVIE HOST; PAUL WILSON, NEWS PHOTOGRAPHER; LES WALDEN, NEWS PHOTOGRAPHER; EARL SCHUMAN, EXECUTIVE PRODUCER; HARRY MARTIN, FARM DIRECTOR; HUGH KIBBEY, TV EXECUTIVE STAFF

Retail discovery: TV need not be expensive or dull

First man: "Say, when are you going to promote my new line of hosiery?"

Second man: "It's on television later this week."

First man: "Well, okay. But I'd rather have advertising."

This is a verbatim conversation. It actually happened between a department store buyer and the store's advertising manager. It capsules a common opinion among retailers today: TV is fabulous—but it ain't advertising.

Too often the way retail stores are presented on TV isn't advertising. Not advertising as television does it best.

Easy Way Fails ■ In many cases the hosiery will be presented by an announcer who is holding a pair and talking about them. The camera will cut to a close-up of several boxes, a price is superimposed, then back to the announcer for more sales points, price information and finally a slide of the store signature.

This sort of lackluster presentation will be put on video tape, aired several times over two or three days and then disappear forever. The buyer will admit it moved a few boxes. But not as many by half as the same dollars in newspaper, he contends.

The store president will watch his commercial on the air. He will see it back-to-back with a national spot by Schlitz or Standard Oil or Dodge and quite obviously will decide that the store image he has so carefully built is being torn down. He promptly cancels or fills the remainder of his schedule with canned commercials on a do-all kitchen gadget that mangles his image even more.

Better Way Sells ■ So how do you sell Mr. Retailer's hosiery on TV? Well, you use legs in them, just as you do in the newspaper. But you also add motion, which is television's forte.

You show the legs attached to a chic, attractive customer—not a professional model, but a pleasant-looking, tasteful, young matron like your own wife. And you show her, not in the television studio, but walking into Mr. Retailer's store, into the department, stopping to survey the amazing selection of hosiery in all styles and price ranges.

With the cameras as the customer's eyes you show close-ups of styles and prices, show hands examining and selecting, a cash register recording the sale and a clerk's hands bagging the purchase. Then, following a satisfied customer leaving the store, you have a complete story in 60 seconds.

For the audio you choose a bright

and bouncy piece of music as background to the action. Words are not really necessary since the camera is telling the story. So you use just a few of them about two-thirds into the spot, a quick audio summary of the visual action, with store identification.

Most important of all, you don't run this commercial for just a day or two. You run it for a month or more, preferably rotated with several other spots of the same style or on different departments or services in the store.

Print Costs vs. TV ■ Expensive? Not really. Obviously it costs more to produce a commercial than to have it done by a local studio announcer. But the production cost amortized over a sound spot schedule is pennies compared to the sums laid out by any good department store every month in artwork and engraving for one-time newspaper insertions.

Does it sell? It does if the retailer can be persuaded to leave it alone and let it run and if he can be made to realize that television sells on the strength of accumulated impressions through repetition rather than through a single insertion.

Television cannot replace the newspaper as the purveyor of information about merchandise—facts on prices, sizes, colors, materials, store hours, etc., so essential to any good retail advertising program. When TV does try this it negates its own value as an entertainment medium, produces a dull commercial and loses the business.

Television can and should take up where the newspaper leaves off. TV can show selections, location and variety,

demonstrate products and dramatically picture advantages.

Retail advertisers must take a leaf from national advertisers who use TV so effectively. They must recognize that it is an entertainment medium and make use of the techniques of entertainment—drama, humor, suspense, exposition, music, children, pets, families, happy endings.

Effective commercials can be produced not only in the store but also in the home, on the golf course, in the park or at the beach. If you're going to sell bathing suits, sell 'em in the water, not in some announcer's hand in front of a curtain.

In our experience as television consultants to retailers in many cities we have seen it proved that TV works for retailers both large and small. Unfortunately some retailers will never be convinced of this.

Powerful Medium ■ But the progressive retailer has recognized that TV is a powerful ad medium, that it has worked for others and that there must be a way to make it work for him. He is willing to listen to those in the business, willing to experiment on different approaches and willing to invest funds in finding techniques that will pay off.

He knows his newspaper approach didn't develop overnight. So he recognizes it will take time to learn how best to use television and he's willing to invest that time and money. He has seen what all retailers eventually will see: Television working with the newspaper creates a far more effective advertising program than retailing has ever known before.



Bill Burdon, whose local film commercials cost as little as \$60 (\$300 for color), will speak next weekend (Jan. 15-16) before the 14th annual Retail Advertising Conference at Chicago's Water Tower Inn. Former NBC page and previously with WHDH Boston and WEEK Peoria, Ill., Mr. Burdon founded his own agency in 1962. He also was creative director of Marvin Hult & Assoc., Peoria. Two years ago he founded Whid-don Productions Inc., there, but he since has given up control of the film company.



A RINGER

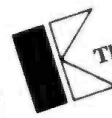
**HERE'S HOW TO WIN
VIRGINIA'S MOST IMPORTANT MARKET...**

High Tower WVEC-TV
Norfolk/Hampton, Virginia

WVEC-TV is the perfect way to pitch Virginia's no. 1 market.
With its new 1,049 foot tower — WVEC-TV now reaches
over 1,200,000 viewers . . . increasing its coverage to over 60,000
more homes . . . 3,000 more square miles.

You don't need a lucky horseshoe to win the south's
most important market. All you need is WVEC-TV.

WVEC-TV



The KATZ Agency, Inc.
National Representatives

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- **ANY** SURVEY



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Hollywood's hot new romance

TV networks, in panting pursuit of new movies,
are setting up producers with lavish deals—
but what's to issue from this strange alliance?

Television networks think movies are better than ever. The message can hardly be misread. Events of the last several months and particularly of last week ring out loud, clear and fraught with implications for the entertainment business.

For the first time on a broad scale economic ties have been knotted between the makers of movies and the TV networks. Television is underwriting the cost of product created by a competing medium. It's paying top dollar for the privilege of receiving what in some instances will be first-hand but not necessarily first-quality product and in other instances still will be second-hand merchandise. Movie-makers, who once would have rather starved than switch, are working for the upstarts who turned their days of wine and roses into a decade of decline from which they have only in recent years recovered.

What's happened is that the networks need as many as 13 new features each to flesh out their existing and newly scheduled movie programs for next season. They're willing to coproduce these features with major Hollywood studios specifically for television. They'll put up as much as \$750,000 as their ante in the creation of each movie-for-TV. For their money, they're asking the right to show the finished product on TV first. They also want the final say on story and cast.

Second Table ■ But in order to get what they must have, they are not always getting what they'd like to have. So eager are the networks to solve the dilemma of diminishing availability of movies that they are in some instances helping the studios to produce for theatrical exhibition reserving only the leftover right to be the first to get the product for TV showing.

Each deal, each negotiation is different. Some arrangements call for 60- or 90-minute pilots to be spun off the two-hour features for TV. Others once headed one way have changed directions now that the demand has become so ur-

gent. Pictures coming out of Warner Bros.' deal with CBS-TV apparently now are headed for theaters after it seemed sure that the network would get first crack at them.

Currently, in the aggregate, it appears that the networks require a total of at least 24 and maybe as many as 39 movies made either especially for television or produced with a guarantee of showing on a network as soon as a first run in theaters is completed. Budgets for the projected features will run from a low of \$500,000 to a probable high of \$1.5 million. Almost certainly all will be produced in color. So far only one of the movies-for-TV has been completed, but seven more are in various stages of development. Most of these

have titles, story lines and have been cast. They are in the early stages of production or on the starting lines or only weeks away from actual shooting. Of the seven, at least two will serve as pilots for contemplated TV series.

It Isn't Easy ■ For the movie-makers the egg is in the beer. But along with the windfall has come the sound of challenge. The logistics of producing so much, so fast are a challenge. The effort to find sufficient story material to hold up over the two-hour haul is a challenge. Most challenging of all is whether the movie makers can produce a product good enough to convince viewers that it's indeed a movie they're watching and not just a long, long episode in a TV series.

It's all coming about through the most unlikely partnership of convenience since Gilbert first met Sullivan.

Convinced that for their purposes movies are better than ever, the networks have wooed feature film-makers with everything but flowers and candy. It's a seller's market for sure and here are some of the concessions producers have snared: Networks will put up half of the production money. Producers will be permitted to funnel at least some of the features made into domestic theater release before showing on TV. Others will be released in foreign markets also prior to or simultaneously with television presentation. Some of the features produced may be used as pilot spin-offs for future TV series with the movie-maker becoming a coproducer with the network of properties that have presold titles and characters.

Need is Urgent ■ It's simply the law of supply and demand asserting itself. The demand is 10-feet tall and growing. Since 1961-62 the total number of network hours devoted to movies has tripled. This season 11%, or eight hours, of all prime-time network programming consists of features. That's going to be topped in 1966-67, what with CBS-TV just joining NBC-TV in scheduling a second night of movies

More movies on CBS-TV

CBS-TV, with approximately 100 new-to-television movies now in reserve, announced last week that it would add another night of films to its prime-time schedule in 1966-67.

The move will bring its own movie total to four hours a week (Thursday and Friday 9-11 p.m.) and the three-network total to 10 hours with two films a week on NBC-TV and one on ABC-TV.

Friday night placement of CBS-TV's second movie would presumably strengthen what has been a troubled area in the network's schedule this season with the exception of *Gomer Pyle*. *Gomer* (9-9:30 p.m.) would most likely be moved to another night. *Trials of O'Brien* (10-11 p.m.), suffering rating anemia, is not expected to return next season and the future of *Smother's Brothers* (9:30-10 p.m.) is in doubt.

Of the 100 films on CBS shelves, about 65% are in color.

HOLLYWOOD'S HOT NEW ROMANCE continued

(see story, page 27). And ABC-TV, now that it has added at least 24 Seven Arts-owned features to its stockpile (see story below) also is likely to have a second movie night.

It adds up to a minimum of five nights a week of movies on television networks next season. Easily 15% and possibly as much as 20% of the nighttime network schedule will be concerned with feature-film presentations. That's a rate too fast for Hollywood's normal movie-making efforts.

The current supply can not hold back the tide of demand. Hollywood turns out maybe 150 movies a year and not all are suitable for living-room viewing. This season the networks have been running about 120 pictures that have never been shown on television. Obviously the medium is consuming movies more rapidly than they can be produced.

The upshot of all this is the bidding for movies has become frenetically competitive.

"The market for features is endless," observes talent agent and recent movie packager Harold Greene. "The place to be these days is on the product end."

What of the Children? ■ Yet no development of such significance happens in a vacuum. In this case it tolls a bell heard throughout the entertainment industry. Already being questioned is what influence—presumably negative—will the television-motion picture marriage have on their offspring, the movie

product? Also up for conjecture: Will success spoil the movie moguls? They've been more than amenable to TV's blandishments in recent years but will their new-mined riches make them hard-to-get in the future? Of much more immediate concern is whether the movies-for-TV deals have created a monster.

It certainly appears this way to Hollywood's independent producers of TV series.

"Five two-hour movie programs shown on television means 10 one-hour programs or 20 half-hour programs that we're not producing," comments one prominent independent series-maker. "But then," he adds philosophically, "maybe it's the answer to what a lot of people have wanted for a long time, a dramatic anthology series."

The observation was made sincerely, was not meant as a dig, but, of course, the question of whether the movies for TV will be any different from two-hour dramas produced for an anthology TV series is the critical one.

A top-flight Hollywood movie produced without television's urging is not made in haste. It's done carefully and may offer an eyeful of lush scenery including foreign locales. Most important it offers big name stars.

That the movies-for-TV can produce as much is doubtful.

Two Viewpoints ■ The kind of audience appeal these tailor-made movies will have is likely to be thoroughly de-

bated in the trade until the final ratings are in. Documentation for the first two such features produced for television is available and it indicates that the projects have good chances for success. The past two movies-for-TV, both produced by Universal TV, were shown on NBC-TV during the 1964-65 season. "See How They Run" was aired for the first time on Oct. 7, 1964 and received a 19.8 Nielsen rating and a 34.2 Nielsen share of audience. "The Hanged Man" was initially presented on Nov. 18, 1964 and received a 21.0 Nielsen rating and a 36.2 share of audience.

The record looks good but it may be a misnomer to call the programs feature films. Producer David Levy is of this opinion.

"They could be good shows," he says, "But they're akin to dramatic anthologies. The networks may be chasing a rainbow in that the things the public responds to in motion pictures—the great production values, the big name talent, the great exploitation campaigns—are just not going to be found in shows made for TV. They're not going to get Cary Grant or Kirk Douglas to work in them for a million or million and a-half dollar budgets. They'll get good actors, but not real name ones. The point is: Will the stories and the stars be powerful enough so that the public will not recognize the programs for what they really are?"

Mr. Levy, who's creator-producer of ABC-TV's newest series, *The Double Life of Henry Phyffe*, is the man who launched the now high-flying features-on-network TV balloon. In September 1961, when Mr. Levy was NBC-TV's vice president in charge of network programming, he pieced out a deal that brought NBC 30 feature-film releases from 20th Century-Fox Television. It became the first prime-time weekly network series of feature pictures in TV's history.

Differing Views ■ Mr. Levy still believes that the legitimately produced feature film has a place on network TV, but another Hollywood producer thinks the entire situation is "ridiculous." "It's my opinion," he says, "that the Hollywood studios, which are in the business of making and selling pilots and series, have become stupid when they start selling two hours of time in competition with themselves. Some of them still don't realize that TV has kept their studios going all these years. They're going to wake up one of these days and say: 'My God, what happened to our TV operation?' What happened is that they're killing it for themselves in racing for that fast buck."

Following is the lineup of who's going with whom in the hottest new romance in show business: ABC-TV, hot and heavy for this action, has an agreement with MGM calling for six made-

ABC-TV pays \$10.5 million for Seven Arts films

As networks continue to make alliances with producers-syndicators for new feature-film product (see page 27), Seven Arts Production Ltd. last week sold a group of motion pictures to ABC-TV for more than \$10.5 million.

The agreement marks the first time Seven Arts has concluded a feature-film network transaction.

The package includes approximately 20 films new to television and released theatrically in recent years, and from four to ten that have had previous exposure on ABC-TV. The exact number in the total package could not be pinpointed at this time, a Seven Arts spokesman said. The license for use of these films runs for two years, starting September 1966. The features in the package were released theatrically by

20th Century-Fox.

Among the motion pictures that will be new to TV are "Can-Can," "Ulysses," "The Young Lions," "Move Over Dolly," "Take Her, She's Mine" and "Flame Over India." The rerun features include "Farewell To Arms" and "Anastasia."

This agreement underlines a growing business relationship between ABC-TV and Seven Arts. Several weeks ago it was revealed that the two companies are negotiating a contract under which ABC-TV would be granted the TV rights to a series of feature films to be produced by Seven Arts in return for partial ABC-TV financing. A Seven Arts official said that no agreement has been reached but the project is still in the negotiating stage.

Hollywood shifts into high gear for '66-'67 TV pilots

The Hollywood production lines were revived last week after a holiday hiatus away from the cameras. On all fronts the business of making filmed programs for television's 1966-67 season was bustling.

As the week began the majority of pilots were completed and already in the can, with prints being turned out as rapidly as possible. The networks, with few new series definitely selected for the coming fall season, were in the process of appraising pilots, most for the first time. Yet there were still some pilots that were just beginning production and others were casting for late January or early February starts.

In all, as many as 75 pilots will have been scrutinized by network programming executives by February and will be ready to market soon afterwards. NBC-TV will have some 30 pilots to see and show, CBS-TV about 25 and ABC-TV 20 or more. Programers for all three networks are busily shuttling back and forth between East and West Coasts as pilot decisions reach the crucial stage. CBS-TV, for example, will make its first weeding out of pilots in a two-day session on Jan. 20-21 and will hold final sessions in mid-February.

Following is a status report on the production lines:

At the television division of Warner Bros. Pictures, 17 new programs for TV are in various stages of development. Most recently completed pilot is *The Jet Set*, half-hour comedy starring Barbara Rush, directed by Fielder Cook. Scheduled next before the cameras, with an early February target date, is *House of Wax*, an hour program to be pro-

duced by Hy Averback.

Universal's List ■ At Universal TV, production began on the projected new hour color series, *Pursuit*, with Rossano Brazzi in a guest-star role. The pilot is a joint venture between Universal TV and Roy Huggins Productions for CBS-TV.

Stranded, another hour color pilot, which may bring Richard Egan back to television, began shooting late in December. The story line concerns a huge passenger airliner which crashes in a remote and inaccessible jungle area. The production, a spin-off from a segment on *The Chrysler Theater* series, is a triumvirate venture among Mr. Egan's Willrich Productions, Universal TV and NBC-TV.

Also shooting at Universal is a program featuring the Kingston Trio, which is a pilot for a projected half-hour color series for the 1966-67 season. Recently completed as the initial segment of *Jigsaw*, was a half-hour mystery action series starring Jack Lord.

Time Machine ■ At 20th Century-Fox Television, a pilot for ABC-TV, titled *The Time Tunnel*, starring James Darren and Robert Colbert, began filming at the production company's Westwood studios. The pilot is an hour in color and deals with a space device which can transport people into the past or future. The first program places characters on the Titanic a few days before the ship sinks.

At MGM-TV a deal has been made with ABC-TV for the pilot of *Yankee Stay Here*, a half-hour World War II situation comedy which Jerry Thorpe will produce and direct. Casting for the color program has

started and production is scheduled for late January or early February.

John B. Burns, MGM-TV vice president of sales in New York, spent the week at the West Coast studio screening five completed pilots. They were *The Rounders*, a half-hour for ABC-TV; *Jericho*, an hour, and *Separate Lives*, a half-hour, for CBS-TV; and *The Girl from U.N.C.L.E.*, an hour, and *Reckoning* for NBC-TV. *Reckoning* is projected as a prime-time serial and was produced as an hour program. But it can be split into two separate half-hour programs.

Illness at Screen Gems ■ At Screen Gems, *Mr. Paracelsus, Where are You?*, an hour adventure series which had been in production for four days, had to shut down because of the illness of the star, Jack Hawkins. Michael Rennie was signed to replace Mr. Hawkins. Peter Tewksbury is producer-director and Harry Ackerman is executive producer of the pilot. The production company recently finished *The Mouse that Roared*, an hour pilot in color starring Sid Caesar.

Meanwhile, independent producer Don Fedderson will make a pilot of *My Family, Right or Wrong*, a half-hour situation comedy, for CBS-TV. Production should start before the end of the month, particularly if negotiations to secure Brian Keith as star of the series prove to be successful.

In the long range, it was announced that Seven Arts Productions will take its first crack at making a television series by next fall. Stanley Rubin will produce a pilot for a half-hour comedy series which will be called *Sunny Skies*.

for-TV movies to be delivered in time for the 1966-67 season. In addition the network, which so far has scheduled only one movie night for next season, is believed to be holding hands with Columbia Pictures-Screen Gems and is casting covetous eyes at Seven Arts Productions.

CBS-TV, which now has two nights a week of movies—Thursday and Friday—has a firm deal with Warner Bros. calling for upwards of 12 pictures a year at a budget of \$1.5 million each. The pictures now are scheduled to be released theatrically in this country before being shown on the network. CBS already has one feature, produced by Universal Pictures, completed except for the musical scoring and is negotiating for more with the same company.

Also in the network's plans is a possible movies-for-TV deal with Filmways.

More from Universal ■ NBC-TV, which as in this season will have movie nights on Saturday and Tuesday in 1966-67, will be getting six features from Universal.

Among the product coming out of Universal is "Shadow Over Elviron," a suspense-thriller developed by producer-director David Lowell Rich for NBC-TV. A second Rich vehicle, untitled, is being developed in association with John McGreevey, also for NBC. It's an action-comedy. A third Universal feature for NBC is "Doomsday Flight," with a script written by Rod Serling. "The Cloudbusters," based on William Faulkner's best seller "Pylon" and adapted by Stirling Silliphant is still

another Universal-for-TV feature project. It's a remake of a 1957-released Universal-International feature called "The Tarnished Angels."

Rounding out the six features Universal is contracted for by NBC are "How I Spent My Summer Vacation" (tentative title), which Jack Laird will produce and "Dragnet '66," with Jack Webb producing, directing and starring.

Universal also is making "Winchester '73," based on a picture of the same name it once made starring James Stewart. This feature is likely to wind up with ABC.

Warner Bros. has set the first picture it will produce for CBS under terms of their recently negotiated contract. It's a suspense movie called "Green Apple Road," which is taken from a

book, "The Red Kitchen," to be published by Random House in April.

The feature CBS has all but in the can is "The Plainsmen," two hours in length, produced by Universal on a budget of about \$1 million, and it stars Don Murray, Guy Stockwell, Abby Dalton, Bradford Dillman and Henry

Silva. It was directed by David Lowell Rich.

The MGM pictures for ABC and the Universal features for NBC are being produced on budgets ranging upwards of \$500,000. A more realistic figure is \$1 million. Unlike Warner's deal with CBS, these pictures will be shown on

TV before theatrical release.

Two of the Universal productions will probably serve double duty as pilots for projected series. They are "The Cloud-busters," which could wind up weekly on NBC and "Winchester '73," apparently intended for ABC's regular schedule.

BROADCAST ADVERTISING

CBS-TV sets football rates

Raises gross minute cost to \$70,000 from last season's \$60,000; asks affiliates to carry daytime games without compensation

CBS-TV put a four-part National Football League sales package "on the street" last week with a price structure that could return close to \$50 million at gross rates next season.

At the same time CBS affiliates were asked to take the NFL weekend daytime games without compensation in light of the network's record breaking two-year \$37.6 million rights commitment to the league. The waiver of compensation would not hold for the seven night games to be telecast each season.

The affiliates were told that if advertising revenues justified it, the original offer would be modified to provide "some station compensation." This arrangement was similar to the one made two years ago when the network acquired two-year rights to the games for the then record-breaking price of \$28.2 million.

A highly successful sales effort for those games resulted in compensation for the network lineup at the rate of

one-hour of class C time per game during both years of the contract (BROADCASTING, May 11, 1964). At the normal 30% compensation rate this has meant payments to affiliates of about \$22,500 per game, or close to \$1 million over the past two years.

Postseason Games ■ Although CBS was said to be still negotiating with the league last week on prices to be paid for its three postseason games, agreement seemed a foregone conclusion since these games were included with the regular-season games in the package already being offered to advertisers. Total rights for these three games are expected to come to around \$3 million a year.

This season the postseason games had been sold to sponsors independently of the regular season contests, and minutes in the championship game carried a gross rate of \$110,000.

In 1966, the gross rate on a minute in the regular and postseason package

will be \$70,000, which is \$10,000 above the gross rate on minutes in regular-season games over the past two seasons.

The four packages being offered:

■ Twenty regular-season games, including two night games, plus Playoff Bowl, Pro Bowl and championship game, each with 18 minutes for sale at \$70,000 per minute gross. A sellout at the gross rate would return \$28,980,000.

■ Nine double-headers on the final eight Sundays of the regular season and Thanksgiving (6-9 p.m.) with 14 minutes for sale in each game of the twin contests. Each minute would go at a top rate of \$60,000. The gross total on this section of the package would be \$15,120,000.

■ Pregame and postgame shows of one-quarter hour each for 21 games (night games excluded). Three minutes are for sale in each quarter-hour with pregame minutes scaled at a gross price of \$27,500 and postgame at \$30,000. The gross total for this segment would

L.A. agency reaffirms a truism on sports: nothing's cheap anymore

The Hollywood advertising agency of Anderson-McConnell has news for CBS-TV. If the network thinks the \$18.8 million-per-year price tag for TV rights to the National Football League's games is too high, it should see what's happening to the costs of sponsoring sports coverage in the Los Angeles market. TV and radio rates for sports, the agency reports, have increased up to 500%.

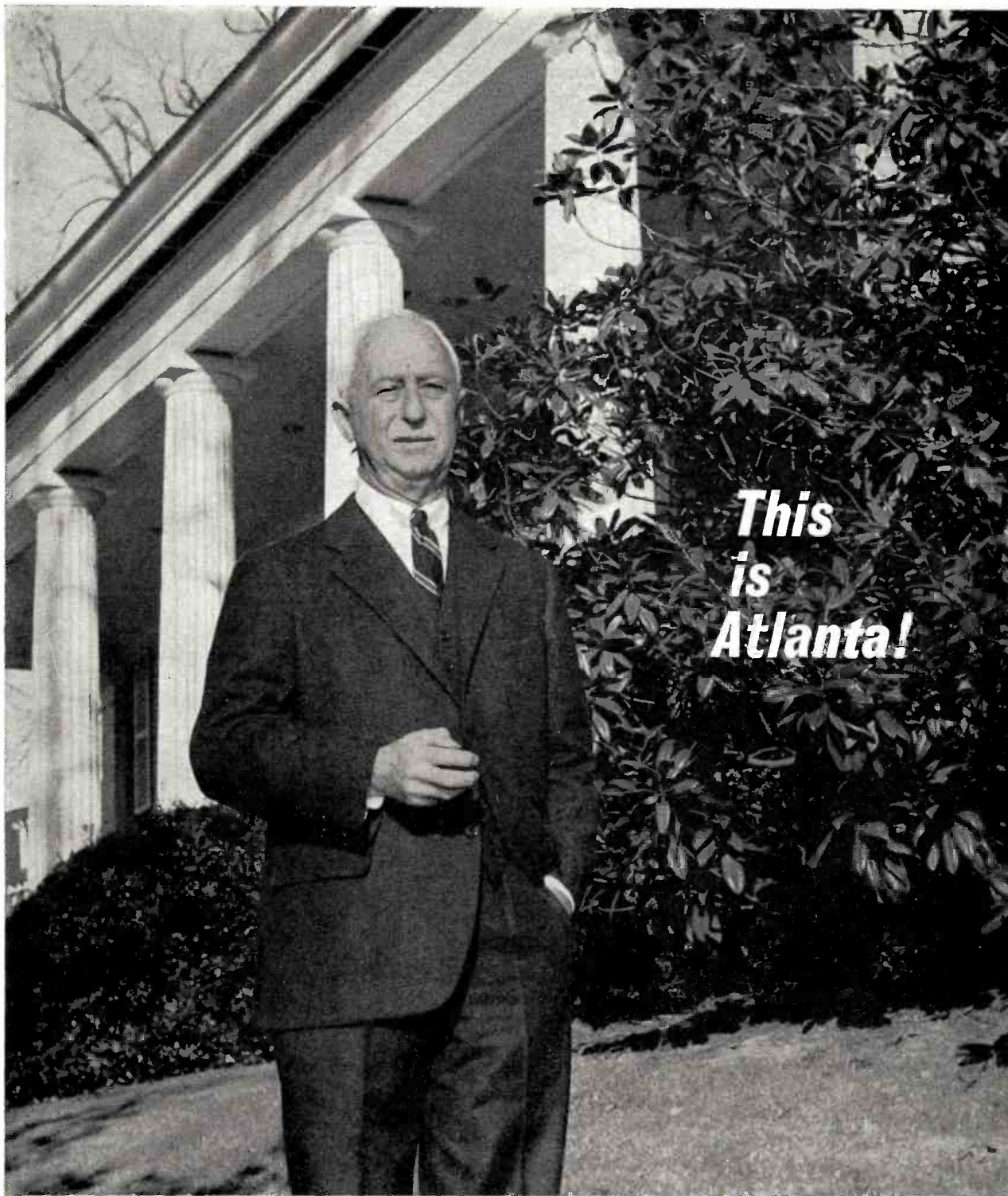
Citing examples, Anderson-McConnell contends that two years ago a one-fourth play-by-play sponsorship of Los Angeles Lakers basket-

ball games, including a bonus of an equal amount of free spots for the advertiser, sold for \$50,000. This year, the same coverage, the same time buy (although it's now carried on a different station) went for \$126,000. This time no free bonus spots were included in the purchase.

But not all sports coverage is up as much as 500%, the agency concedes. Radio coverage of the Los Angeles Angels play-by-play baseball games increased by about 10% and the Los Angeles Rams football broadcasts on radio were up about

15%. "The popularity of the sports and the 'win column' of the teams," the agency points out, reflect on the price asked for broadcast rights and ultimately on the costs to advertisers. But, the agency concludes, "it's particularly true in TV sports coverage that media costs in southern California keep pace with national media."

Anderson-McConnell's report is contained in the agency's November-December marketing newsletter *Leverage*. It's the result of a two-month study conducted for a client.



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*Sales Management, 1965

WSB-TV

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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; WHIC-TV, Pittsburgh.

come to \$3,622,500.

■ Four preseason exhibition games at night, each with 18 minutes for sale at a gross rate of \$30,000 per minute. A sellout at the highest rate would represent \$2,160,000.

All parts of the package taken collectively would bring revenues of \$49.8 million at top prices, but this figure is only useful as high-side guideline since normal discounts would bring the amount down considerably.

In a cable to affiliates the network explained that for the seven night games they would be compensated as if they were carrying regular schedules preempted by football, assuming all availabilities are sold. If positions go unsold in any game, day or night, the network would make a maximum of two minutes available for local sale without asking stations for a co-op fee.

For daytime games CBS will adhere to the expanded station-break pattern which it has followed in the past two seasons. This has provided one 70-second break and three 42's in each game. The station-break arrangement for night games had not been established last week.

Annual Review ■ The network intends to review the compensation question on a year-to-year basis.

A statement of preliminary terms and conditions distributed to CBS-TV salesmen last week said advertisers could

choose to order football on a two-year basis, a firm order for which would protect the sponsor from price increases in the second year.

Color presentations of all nationally telecast games and an average of one regional game per week will entail an extra charge to advertisers of \$125 net per commercial minute in day games and \$250 net per minute at night.

Blackouts are being eliminated on all weekends in the coming season so that when a team plays at home another NFL game will be telecast into its home territory. But single national telecasts will still be blacked out in the originating market.

The network is offering advertisers one-brand product protection for each minute purchased so that within a game no competitive commercial would be placed within three commercial positions to either side of the protected announcement.

Taft offers choice in rate protection

The seven television stations of Taft Broadcasting Co. will offer advertisers a selective rate-protection policy starting Feb. 1. The alternative will be 28 days protection with 14 days cancellation notice or 90 days protection with

28 days cancellation notice.

Don Chapin, Taft's sales vice president, said the firm has been concerned that "under certain conditions some advertisers need greater rate stability in order to properly plan and budget for longer term spot campaigns." Taft's current policy is 28 days protection and 14 days notice.

The Taft TV stations are: WKRC-TV Cincinnati; WTVN-TV Columbus, Ohio; WBRC-TV Birmingham, Ala.; WKYT-TV Lexington, Ky.; WGR-TV Buffalo; WDAF-TV Kansas City, Mo., and WNEP-TV Scranton-Wilkes-Barre, Pa.

Schaefer beer buys TV basketball, races

The F&M Schaefer Brewing Co., New York, as part of its *Schaefer Circle of Sports* series, has begun sponsorship of 12 Sunday afternoon National Basketball Association games, and 13 Saturday horseracing events from Florida racetracks, to a lineup of TV stations in the eastern part of the country.

The basketball games (all scheduled at 2 p.m., EST), began last Sunday (Jan. 2). The initial race was Saturday (Jan. 8). All races are scheduled at 4-4:30 p.m. EST.

Basketball contests will be carried on WABC-TV New York; WNHCTV New Haven, Conn.; WMUR-TV Manchester, N. H.; WAST-TV Albany, N. Y.; WHYN-TV Springfield, Mass.; WMAL-TV Washington; WTEV-TV New Bedford, Mass.; WBJA-TV Binghamton, N. Y.; WPHL-TV Philadelphia; WNEP-TV Scranton-Wilkes-Barre, Pa.; WNYS-TV Syracuse, N. Y.; WJZ-TV Baltimore; WPTZ-TV Plattsburgh, N. Y.; WJET-TV Erie, Pa., and WWNV-TV Carthage-Watertown, N. Y. The races are scheduled on WNEV-TV New York; WJAR-TV Providence, R. I.; WFIL-TV Philadelphia; WBRE-TV Wilkes-Barre-Scranton; WMAR-TV Baltimore; WTEN-TV Vail Mills-Albany, N. Y.; WHDH-TV Boston; WTIC-TV Hartford, Conn., and WGAL-TV Lancaster, Pa.

Network TV billing hit high mark in October

The current TV season started off with a network billings bang—a record month in October 1965—according to the Television Bureau of Advertising.

Not only was October tops with \$134.9 million in estimated net time and program billing but September 1965 had \$111.3 million, an increase of 27.4% over September 1964. The gain in October over that month a year previous was 11.6%. For the nine months, network billings were

up 8.9% to \$994.1 million (see table).

TVB in releasing its figures compiled by Leading National Advertisers-Broadcast Advertisers Reports said a record also was set in October for the number of brands advertised in a single month on network TV. For the first time, the number topped 1,000, with a total of 1,012 brands reported compared to the previous high mark of 959 reported in September, 1965.

Network television net time and program billings by day parts
(Source: TVB/LNA-BAR)
(add 000)

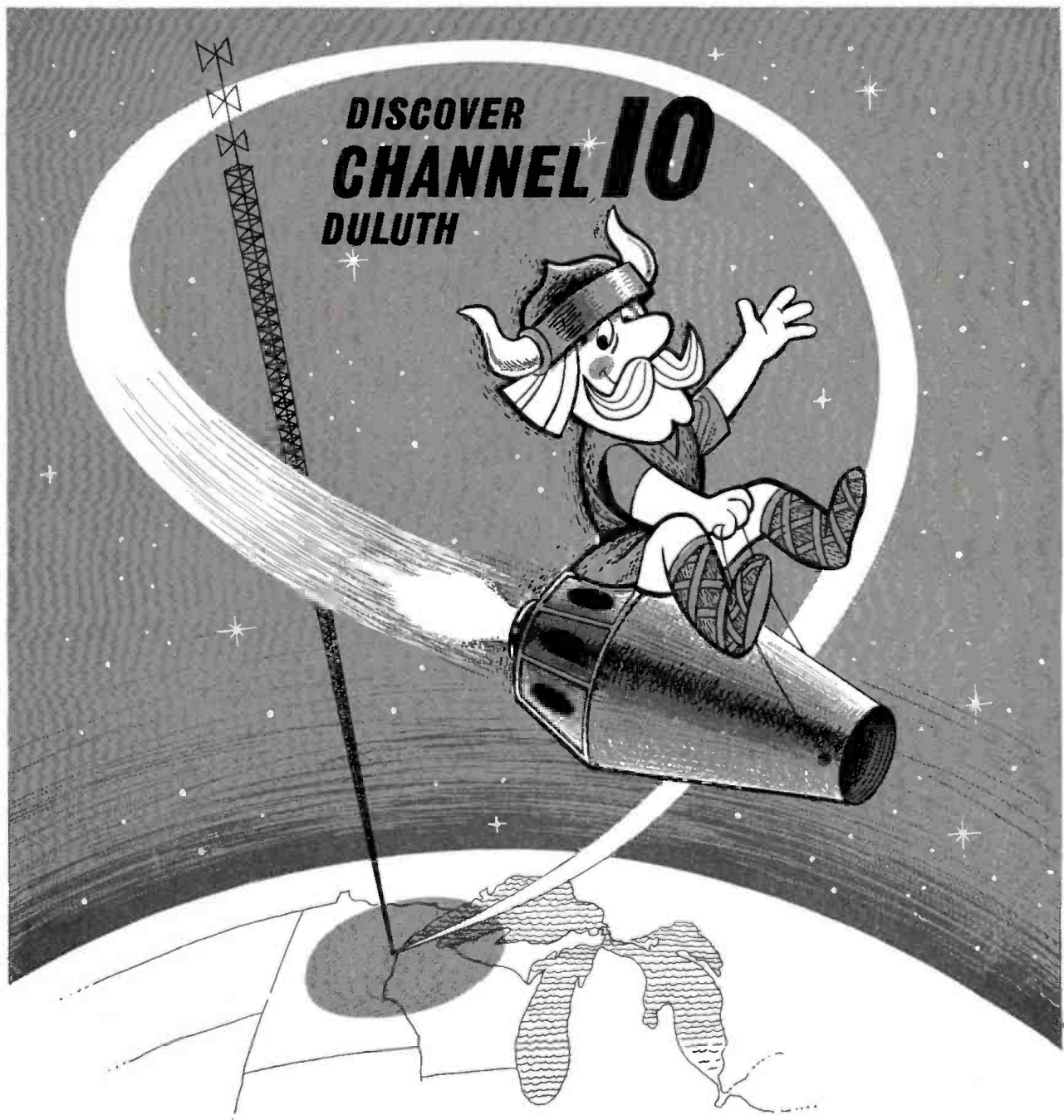
(aud. 000)							
OCTOBER			JANUARY-OCTOBER				
	1964	1965	% Chg.	1964	1965	% Chg.	
Daytime	\$ 41,076.4	\$ 48,259.0	+17.5	\$251,959.5	\$304,649.6	+20.9	
Mon.-Fri.	24,401.1	27,063.3	+10.9	181,873.9	217,121.7	+19.4	
Sat.-Sun.	16,675.3	21,195.7	+27.1	70,085.6	87,507.9	+24.9	
Nighttime	79,808.0	86,653.1	+ 8.6	661,222.1	689,514.5	+ 4.3	
Total	\$120,884.4	\$134,912.1	+11.6	\$913,181.6	\$994,144.1	+ 8.9	
	1965	1964	% Chg.	1965	1964	% Chg.	
			'65/'64			'65/'64	
Jan.	\$105,252.6	\$103,667.0	+ 1.5	June	\$ 81,726.8	\$ 74,291.3	+10.0
Feb.	98,142.0	98,804.9	— 0.7	July	79,055.8	69,411.3	+13.9
March	107,059.8	105,230.4	+ 1.7	Aug.	79,092.6	67,023.8	+18.0
April	102,634.0	98,107.0	+ 4.6	Sept.	111,312.2	87,343.2	+27.4
May	94,956.2	88,418.3	+ 7.4	Oct.	134,912.1	120,884.4	+11.6

Radio code gains

16 members in month

The radio code of the National Association of Broadcasters recorded 33 additions and 17 withdrawals from its membership for the Oct. 15-Nov. 15, 1965 period.

Stations added: KHSJ-AM-FM Hemet and KVEN Ventura, both California; WASH(FM) Washington; WONS-AM-FM Tallahassee, Fla.; WKJG-FM Fort Wayne, Ind.; WDON Wheaton, Md.; WACE Spring-



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- Equipped for COLOR network plus local color film and slide chain •

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FRANK BEFERA, GEN. MGR.

10 OBSERVATION RD., DULUTH, MINN.

field, Mass.; WHMI Howell, Mich.; KNOP North Platte, Neb.; WNNJ-AM-FM Newton, N. J.; KSRC Socorro, N. M.; WIGS Gouverneur, WLFH Little Falls and WPOW New York, all New York; WFLB Fayetteville, WPGF Burgaw, WRAL-FM Raleigh and WWNC Asheville, all North Carolina; WLNO(FM) London, Ohio; WRTA Altoona, WGBB-AM-FM Red Lion, WGBI-AM-FM and WWDL-FM all Scranton, and WMBT Shenandoah, all Pennsylvania; WMYB-AM-FM Myrtle Beach, S. C.; WTRF-FM Wheeling, W. Va., and KATI Casper, Wyo.

Stations withdrawn: KRIZ Phoenix; WMMB Melbourne, Fla.; WMES Ashburn, Ga. WPDF Corydon, WSMJ(FM) Greenfield and WVHI(FM) Evansville, all Indiana; WIRV Irvine, Ky.; WOIA-FM Ann Arbor and WOIB Saline, both Michigan; WYRN Louisville, N. C.; WOXR(FM) Oxford, Ohio; WCRQ(FM) Providence, R. I.; WJMX-AM-FM Florence and WNCG-AM-FM North Charleston, both South Carolina, and WIKE Newport, Vt.



Candy sets TV campaign

A spot TV campaign which will run through the spring with intensification during the Valentine's Day, Easter and Mother's Day holidays has been set for Whitman's Sampler chocolates. The spots will be placed on ABC-TV, CBS-TV and NBC-TV, and will emphasize the theme of the "most tempting chocolates in the world." The picture above illustrates the phrase that the chocolates are "so tempting they literally dance from the box into your mouth." Agency is Gardner Advertising, St. Louis.

Papers view want ads as private domain

Newspaper classified-advertising executives in Southern California have adopted a wait-and-see attitude since finding out that they may have a strange and potentially powerful competitor in their midst: a radio station that does practically nothing else but broadcast classified ads. But indications are that by the end of the month some plan of action will have been plotted, including a formal protest to the FCC.

The cause of this latent tempest is the request made by Gordon McLendon, president of McLendon Corp., of 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 (BROADCASTING, Dec. 20, 1965).

Though California's newspaper-advertising community is taking the McLendon proposal seriously, there seems to be a general feeling among them that it will never reach first base in its turn at bat before the FCC.

"I think that if the commission does do anything direct about the proposal, without taking it to a hearing first, it's more likely to reject it than approve it," comments Charles Eastwood, classified advertising manager of the *Santa Monica* (Calif.) *Evening Outlook* and president of the Western Classified Advertising Association. "I have a feeling that the FCC can't approve it," he adds, "because that would give an opening to all broadcasters. Then all the bars to mass commercialism would be dropped."

No Sour Grapes ■ Mr. Eastwood, who is sensitive about doing anything that might be construed as sour grapes wants to know "what the temper is" surrounding the McLendon proposal before taking action.

But Frank Lester, classified ad manager of the *Los Angeles Times* and first vice president of the International Association of Newspaper Classified Advertising Managers, the most representative trade organization of that field, feels that some definite and perhaps strong action will be taken. He is going to bring the question up in executive session at an ANCAM board of directors meeting to be held in Newport News, Va., on Jan. 22. "The board will do something about it," he predicts.

Yet Mr. Lester thinks that a classified-advertising radio station will not concern newspapers as much as it will other broadcasters. "It's going to be serious competition for other radio stations," he points out.

Jack Rowley, classified advertising

director of the *Pasadena* (Calif.) *Independent Star-News* and president of the Southern California Classified Advertising Managers Association, also plans to take up the McLendon matter at a meeting to be held Jan. 22. A bulletin discussing the station's proposed want-ad policy has been sent to all of the association's members. They were asked to inform their publishers of the development. This is in keeping with the hope expressed by some newspaper advertising executives that the powerful American Newspaper Publishers Association will step in and voice its protest with the commission against Mr. McLendon's proposed operation.

Radio's personal sell attracts Block Drug

Block Drug Co., Jersey City, N. J., in its first use of network radio in more than 10 years, begins today (Jan. 10) a 52-week participation in ABC Radio's *Don McNeill's Breakfast Club* (weekdays, 10-11 a.m. EST).

According to Alfred L. Plant, Block's advertising manager, the drug company, a heavy user of network TV participations, is adding network radio because it "offers another dimension for us—the personal sell of a highly respected personality." Three products will be advertised: Nytol and Tegrin, through Sullivan, Staufer, Colwell & Bayles, and Polident, placed through Grey Advertising.

Compton drops bid for Florida citrus

Compton Advertising last week said that it had withdrawn its solicitation of the Florida Citrus Commission account because it felt that it could not "staff or service the account to our standards on a profitable basis."

The account, now at Campbell-Ewald, has been under review for two months. The commission's basic advertising programming in media is estimated at \$3.5 million though total expenditures in 1965 amounted to more than \$7 million with the addition of a \$3.75 million coupon program. The commission allotted approximately \$1.5 million to the broadcast media in 1965.

Among the agencies still in the running for the account are J. Walter Thompson, Lennen & Newell, Pritchard, Wood Inc. and the incumbent, Campbell-Ewald.



Why KROD-TV El Paso bought Volumes 2, 3, 7 & 10 of Seven Arts' "Films of the 50's and 60's"

Says Cecil L. Trigg

President, Trigg-Vaughn Stations, El Paso, Texas

"One of the biggest reasons for KROD-TV buying Seven Arts' 'Films of the 50's and 60's' was... In this business, a good defense is just as important as a good offense.

By that I mean, not only did we want these features for their potential audience pull, but

*we didn't want
our competition to have them*

for the same reason.

From past experience in competing with Seven Arts' features we decided we had better throw a few 'blocks' as well as 'blockbusters' against them. In recent ARB surveys in this market where we ran a movie head-on with our competition's movie, which was a Seven Arts' film, we lost the ratings battle. The numbers were enough to convince us that we couldn't fight Seven Arts, so we've joined 'em ... as they say out here in the West.

We've bought Volumes 2, 3, 7 & 10 because we know that they will be successful. Our competition proved this to us. "



Seven Arts

ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD. NEW YORK: 200 Park Avenue, YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105 DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

Skyline, El Paso, Texas



Has strike affected business?

Network sales executives have mixed opinions;
some say it moved slower than N.Y. traffic

Just as the transit strike produced almost incomprehensible traffic jams in New York, it also had its influence on the usual negotiating and buying of air time. Opinion was mixed among network sales authorities as to the strike's actual effect on the volume of business being transacted. But there was little question that it had a decided effect on national business.

Some network executives said sales calls and orders had only minor difficulty and were being handled without serious delays. Others said buying and selling had been seriously hampered with many agency media people unable to get to their offices for a full day's work. In some cases the office day began in late afternoon.

There were also conflicting views of the strike's effect on spot business. Some reps said business was off slightly in December and much more last week due to agency absenteeism, complicated by the fact that new rating reports were just beginning to arrive and in some cases are still to come. Some said agencies were getting availability calls out normally but were processing submis-

sions more slowly. Others insisted they had met no problems. Major agencies said absenteeism was mostly at the clerical level and that TV-radio business was not hampered significantly, if at all.

But at the networks, the "show must go on" adage was followed in true industry style. They were as ready for the strike as they could be.

To insure key personnel being on the job, the networks made advance arrangements to house staffers in nearby hotels and to supply transportation for others.

100% Turnout — CBS said its operations and production people, more than 2,000, most of them employed at the Broadcast Center, were 100% on the job. Special arrangements for these people included hotel rooms, limousine rentals and company payment for gasoline, tolls and parking fees.

At CBS's administrative headquarters about 52% of personnel were on the job last Monday, first working day of the strike. But this percentage shot up as people became acquainted with makeshift means of getting to work. On Tuesday, 75% of the approximately

2,750 administrative office workers were at their desks, 88% by Wednesday and around 85% Thursday (heavy rains and "weariness" took some toll that day).

Other networks followed a similar pattern. NBC had housed a total 667 persons in hotel facilities in New York through Wednesday, averaging about 220 each night. Hotel rooms were reserved mainly on a basis of a day in advance. Of its 2,700 staff members in New York the turnout was at the 83% level Monday, 97% Tuesday, 94.6% Wednesday and 92.6% Thursday.

ABC similarly reported a high level of work attendance. The network said it operated private busses at first but the availability of drivers became a problem and chauffeur-driven station wagons were substituted. Hotel rooms for about 400 people were reserved by ABC.

Mutual said 50% of its people were placed in hotels, and indicated no special problems in staff (60% on Monday, but this improved daily to 96% on Thursday and a "100% showing of on-air personnel, administrative types and engineers"). Car pools, with specified pick-up and drop-off points, were being operated within the Manhattan area for MBS employees.

United Press International and the Associated Press reported 100% at-

Investment firm a satisfied radio customer

An investment banking house in Colorado appears satisfied that one of the best investments it can make is in radio advertising.

The company, Boettcher & Co. of Denver, is one of the West's leading investment bankers. It is in its 10th year as sponsor of four *Financial Highlights* newscasts a day, five days a week, on KOA Denver.

In this period the firm has expanded its branch operations in Pueblo, Colorado Springs and Grand Junction to include new offices in Boulder, Fort Collins, Greeley, and Denver's Cherry Creek Shopping Center. And officials of the New York Stock Exchange have paid at least indirect tribute to the effectiveness of this advertising program by pointing out that share ownership in the Rocky Mountain states has been growing three times faster than the national average.

The four daily five-minute reports carry activities of the major stock exchanges, financial interpretations,



latest market quotations, Wall Street news and trends and items on the local unlisted security markets. Theme of the commercials, by Campbell-Mithun, Denver, is tied in with ads in the *Rocky Mountain News* and *Denver Post*.

The reports are presented at 9:05 a.m. and 1:05, 5:05 and 9:05 p.m. A recent offer of a free booklet on

"Year Ahead Investments," according to KOA, brought responses from 14 states.

Last month, to celebrate Boettcher's 10,000th broadcast, KOA gave a luncheon for company officials and representatives of Campbell-Mithun, which took over the Boettcher account last September from Broyles, Allebaugh & Davis. Bill Grant, KOA board chairman, presented a plaque to Warren Willard, managing partner of Boettcher, in recognition of "distinguished service to the western investor."

Boettcher's investment in its first 10,000 KOA broadcasts has been estimated at well over \$250,000. Mr. Willard, shown at right above with KOA's Glen Martin, the *Financial Highlights* reporter, left no doubt at the luncheon that he considered the money well spent. "We have had many kinds of favorable response to these broadcasts," he reported. One lead alone, he added, "resulted in a million-dollar sale."

tendance among its editorial personnel. UPI Audio Network provided on-the-scene voice news reports on strike developments to more than 200 broadcast stations in the country.

Agency appointments . . .

- The Colfax Laboratories, division of Shulton Inc., New York, has named Street & Finney, that city, to succeed Kastor, Hilton, Chesley, Clifford & Atherton on its Ice-O-Derm skin-treatment line. The products, Medicated Ice, Medicated Cleansing Bar and a new product, Clearing Lotion, reportedly will bill about \$1 million. The new agency anticipates using a media mix that will include radio and TV.

- Spice Islands Co. food division of Leslie Salt Co., San Francisco, has appointed Campbell-Ewald Co., that city, to take over its advertising from Dancer-Fitzgerald-Sample Inc. The account, which includes more than 150 varieties of herbs, spices, teas and vinegars, bills about \$300,000 overall, about one-fourth of which is spent in spot TV.

- The Squibb Products Co. division of E. R. Squibb & Son, New York, has appointed Warwick & Legler that city to handle advertising for three new products. Two of the products, Counterpain analgesic tablets and Antacil antacid tablets, had been at Kastor, Hilton, Chesley, Clifford & Atherton, New York, and are currently being test-marketed. The third product, Lusterex toothpaste had been at Dean Burdick Associates, also in New York. Billings for the three products are given as "minimal," but it is expected that TV advertising may be used this year.

- Michigan Republican State Central Committee has appointed McCann-Erickson Inc., New York, to handle the 1966 campaign for Republican candidates for state and federal offices.

Commercials in production . . .

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

Mid-America Videotape Productions Inc.—WGN Inc., 2501 West Bradley Place, Chicago 60618.

United Air Lines, Chicago; two 20's for TV, on tape, color. Dale Juhlin, director. Agency: Leo Burnett, Chicago.

First Federal Savings & Loan Association, Chicago; one 60, two 20's for TV, on tape. Dale Juhlin, director. Agency: J. Walter Thomp-



Dirty guy snatches snack

General Mills, Minneapolis, is using color-TV spots to introduce a new snack-food line called Whistles. In the commercial, a French gendarme finds a carton of the snack in his street telephone box. While he is munching on his Whistles, a thief who has just stolen the Mona Lisa, tosses the painting to the policeman and runs off with the Whistles. Next a quartet of gendarmes rush by chasing the fleeing thief, and the first policeman joins in the action chasing everybody else with the Mona Lisa tucked under his arm.

The spot was produced by Doyle Dane Bernbach. An introductory four-week saturation campaign begins Jan. 24 in major markets (BROADCASTING, Dec. 27, 1965). Knox Reeves, Minneapolis, is agency of record for the introductory drive.

son, Chicago.

The First National Bank of Chicago; one 20 for TV, on tape, color. Dale Juhlin, director. Agency: Foote, Cone & Belding, Chicago.

Wilding-Fedderson, 8460 West Third Street, Los Angeles 90048.

Gulf Oil Corp., Los Angeles (gasoline); two 60's, two 20's for TV, live on film, color. Bill Watkins, production manager. Agency: Young & Rubicam, Los Angeles. Ray Hunter, account executive.

Rep. appointments . . .

- WINZ Miami: Metro Radio Sales, New York.

- Long Island Network (WGBB Freeport-Hempstead, WGSB-AM-FM Babylon, all New York): Avery-Knodel, New York.

- WSOY Decatur, Ill.: Mid-West Time Sales, St. Louis.

- WNEB Worcester, Mass.: Harold Segal and Co., New York.

- KAPA Raymond, Wash.: Advertising Sales West, Los Angeles and San Francisco.

An oversight on ad policy

FCC allowed renewal to station with 43% ad content proposal

An FCC action considered routine at the time it was taken last September is currently causing a minor turmoil among commission staff members. Involved is the license renewal of WTUP Tupelo, Miss.—an unremarkable matter except, as it came to light last week, that the station proposed a policy that would allow it to devote up to 43% of peak business hours to commercial spots.

This is well above the level that the commission in its campaign to curb overcommercialization could be expected to consider reasonable. Other applicants have been queried on, and have subsequently backed down from, more modest proposals.

E. O. Roden, principal owner of WTUP, apparently encouraged by the generous treatment, has since notified the commission that four other AM's in which he has an interest are revising their commercial policies to bring them up to, and over, the level proposed for the Tupelo station.

But it wasn't a matter of generosity. Rather, the commission's machinery for policing overcommercialization on a case-by-case basis had slipped a cog.

"It was an oversight," said one staff member. "Don't get the idea the commission approves that kind of policy," said another.

More Coming ■ Staffers and commission members alike made clear the issue was not closed.

The commission could, presumably, ask the stations how they can justify, in terms of the public interest, such commercial policies. That tactic invariably has been successful in the past in persuading applicants to scale down commercial policies the commission considered excessive.

If it doesn't work on the Roden stations (which already have their licenses) and if they are unable to convince the commission of the public interest benefits flowing from the commercial policies, the commission would probably notify them that the matter will be considered again at license-renewal time. This, at least, is the estimate of the situation given by one commission official.

WTUP Policy ■ WTUP proposed, as "a general rule," a policy that would

permit the broadcast of five and one-half minutes of commercial spots in a 15-minute period—or 37%. But it added that, "when seasonal demands require or when heavy requests are made for advertising at particular times of the day," the total may reach six and one-half minutes in a 15-minute segment—or 43%.

The other Roden stations that revised their policies are WGCM Gulfport and WBIP Booneville, both Mississippi; WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala.

Even More ■ The policies of WGCM and WBIP are similar to that of WTUP's. The policies of WBOP and WTUG permit them to devote up to 50% of their time to commercial spots.

Commission officials question whether any broadcaster realistically expects to sell that much advertising time. They feel that such policies are proposed by broadcasters who want to sell as much time as they can without breaking through a proposed ceiling.

In the past, the Roden stations had proposed policies generally considered acceptable by the commission. WBOP and WTUG, in fact, had said they would abide by the time standards of the National Association of Broadcasters code, which limits commercial time in any one hour to 18 minutes and to an average of 14 minutes per hour. And the commission has been using those standards in determining what proposed ceilings are acceptable.

This was indicated in the case of the most recent acquisition by the Roden interests—WOPR Bristol, Tenn. The assignment application had originally provided for a commercial policy similar to that of WTUP's. But when a commission staff member raised a question about it, the application was amended in October 1965 to show a limit of 18 minutes per hour. The commission approved the assignment last month.

Business briefly . . .

3M Co., St. Paul, through MacManus, John & Adams Inc., Bloomfield, Mich., will sponsor the 25th Bing Crosby National Pro-Amateur Golf Championship at Pebble Beach, Calif., live on NBC-TV, Jan. 22 (4-5 p.m. EST) and Jan. 23 (4:30-6 p.m. EST).

Colgate-Palmolive Co., through Norman, Craig & Kummel, both New York, will sponsor *The Roger Miller Special*, a country-and-western music color show on NBC-TV on Wednesday, Jan. 19 (10:30-11 p.m. EST).

Candygram Inc., through Cole, Fischer & Rogow Inc., both Beverly Hills, Calif., will spend some \$270,000, or 90% of its 1966 advertising budget of

JWT diversifies

The J. Walter Thompson Co., New York, reported last week it has acquired an 82% interest in Puerto Rican & American Insurance Co., San Juan for \$4,250,000.

This marks the agency's first investment in any other company (advertising agency or otherwise) in its 101-year history. A JWT spokesman said it is believed to be the first time a large-sized agency had acquired an interest in an unrelated business.

He added that JWT is interested in other investments but at the present time is not negotiating for any other acquisitions.

about \$300,000, for a campaign of 60-second spot TV commercials in the top 50 markets. The spots will be aired five days prior to four holidays: Valentine's Day, Easter, Mother's Day and Christmas. For the fifth consecutive year announcer Don Wilson will be the on-camera talent for the commercials. Network TV and spot radio, which had been used in previous Candygram campaigns, apparently will not be used this year.

American Motors, Detroit, through Benton & Bowles, New York, will participate in NBC-TV's *My Mother, the Car, The Virginian, Tuesday Movies, Daniel Boone, Laredo, The Sammy Davis Show, Saturday Movies* and *The Frank McGee Report*. **Chesebrough-Ponds Inc.**, through William Esty, both New York, has purchased participations in *Dr. Kildare, Tuesday Movies, The Virginian, The Dean Martin Show* and *Saturday Movies*.

Bird & Son, East Walpole, Mass., through Reach, McClinton & Co., Boston, and **United States Gypsum Co.**, through Geyer, Morey, Ballard, both Chicago, will participate in NBC Radio's *Monitor*, while **The Mentholatum Co.**, Buffalo N. Y., through J. Walter Thompson Co., New York, will participate in *Monitor* and *Emphasis*. U. S. Gypsum is using network radio for the first time.

Motorola Inc., through Leo Burnett Co., both Chicago, doubles its budget for network TV participations during the first-half of 1966 to a new high of \$3 million and will concentrate on color TV line and small monochrome portables. NBC-TV gets the entire expenditure. Spots will run in six prime-time shows.

NH&S shoots for \$100 million in '66

Needham, Harper & Steers had billings of approximately \$90 million in 1965 and expects to push the total to \$100 million this year, officials reported last week at a first-anniversary luncheon in New York.

Television's share of the agency's 1965 total was estimated at 52.3% and radio's at 21.4%, with six other media sharing the remaining 26.3%. These shares would place NH&S's television billings last year at almost \$47.1 million and its radio billings at almost \$19.3 million. Magazines ranked third with 12.3%, or almost \$11.1 million.

NH&S was formed Jan. 1, 1965, by the merger of Needham, Louis & Brorby, Chicago, and Doherty, Clifford, Steers & Shenfield, New York. Their combined billings in 1964 were \$82 million, of which NL&B represented \$56 million and DCS \$26 million.

Paul C. Harper, president and chief executive officer, reported NH&S billings estimates and also said that 1965 gross profits were 15% higher than the combined gross profits of the separate agencies in 1964.

New in '65 ■ During 1965, he continued, NH&S acquired \$14 million in new business, only "a small part" of which was reflected in the 1965 results. The \$14 million is equal to 16% of NH&S billings for last year.

In all, the agency serves 42 clients in 20 categories, with no one client representing more than 11% of billings.

William E. Steers, board chairman, called the merger "extremely successful," with "many unexpected as well as anticipated advantages." The unexpected benefits, he said, included the speed with which operating efficiencies were realized, the "dramatic results" of increased creative manpower and the "surprisingly easy" exchange of systems and ideas.

Almost two-thirds (\$58 million) of the agency's billings is in packaged-goods advertising, and one-half of that total is for products originally introduced through the agency or the two from which it was formed, officials reported.

NH&S started 1965 with 665 employees and ended the year with 704. Of these, 135 are shareholders and 303 are in the agency's profit-sharing plan. The agency operates divisions in New York, Chicago, Los Angeles (opened during 1965 to serve Continental Air Lines) and Toronto. The agency also has an affiliate in Montreal, La Maison Limitee.

get in, before it's out



WHY?

here's why

Every year, **Broadcasting**, the television and radio newsweekly, analyzes the prospects for the industry during the coming year, and looks through fine, clear glass at the highlights of the previous year as well.

This year, **Broadcasting** features **Perspective 1966** in its February 21st issue—a must for every enlightened reader and advertiser.

Feature articles include:

1 A penetrating look at the year ahead. Will Vietnam affect broadcast advertising? What can new taxes do to advertising volume?

2 Broadcasting's own estimates of network, spot and local advertising billing during 1965.

3 Television 1966. How long can the boom last? Will there be a fourth network this year? What about CATV and

the big-market audience? Does pay-tv have a chance?

4 Radio 1966. Will research open up new horizons for radio this year? Is a crack appearing in the solid format programming system? Can radio justify increased advertising rates?

5 Washington 1966. A critical year in the making of broadcasting regulatory policy. Are big broadcasting advertiser discounts illegal? Will networks

lose program ownerships? Will the FCC cut back group station ownership? Will government tighten its grip on programming and commercialization?

6 Broadcasting's 12th annual look at station sales; past, present and future.

7 A detailed look at some advertising campaigns, large and small, that paid off in television and radio last year.

One would be hard put to find a broadcasting or advertising executive who's not interested in the features of this **Perspective** issue.

If you have something to say or sell to this important group, February 21st is the time to do it and the **Perspective** issue of **Broadcasting** is the place.



Get in—
before you're out.
Call or wire
one of our
"in" salesmen
today and
reserve your space.

Rust Craft earnings show big increase

Rust Craft Greeting Cards Inc. reported increased profits and sales for the nine-month period through November 1965. Rust Craft also reported to shareholders that WJKS-TV, its new UHF station in Jacksonville, Fla., will begin operations by early February with a primary ABC-TV affiliation.

Rust Craft manufactures greeting cards, gift wrappings and paper party goods. Through subsidiaries it controls five TV and six radio stations.

Nine months through November 1965:

	1965	1964
Earnings per share*	\$3.23	\$0.66
Net sales	29,357,000	26,222,400
Net operating earnings after income taxes	778,00	133,200
Nonrecurring earnings, net of taxes and reserves	1,571,000	349,600

*Including nonrecurring items.

Comsat makes first report on its income

Communications Satellite Corp. has reported it received \$966,000 in fees for the use of the Early Bird communications satellite from June 28, 1965, when the satellite was placed in orbit over the Atlantic Ocean, to Sept. 30, 1965. No breakdown of income from TV use is available, Comsat officials said. It was learned, however, that television networks used Early Bird for a total of 33 commercial hours during this period.

In its first interim report to shareholders, Comsat said that all revenues from Early Bird have been placed in a deferred account pursuant to an FCC order. The report also said that as of Sept. 30, 1965, total cash and temporary cash investment amounted to \$187,767,000.

Disney gets land for another recreation area

Yesterday Disneyland West, today Disneyland East, tomorrow Mineral King. That's the master plan of Walt Disney Productions, Burbank, Calif.

The company, which Mickey Mouse made famous, has been granted another piece of geography to develop, this one by Secretary of Agriculture Orville Freeman and the U. S. Forest Service. The land is the Mineral King area of Sequoia National Forest in California. Disney has been awarded a preliminary

permit to develop it for all-year recreation, particularly for skiing.

The production company plans to spend \$11,750,000 in the first year after completion of a road into the area and more than \$35 million by the winter of 1975-76 when the project would be in full operation.

Walt Disney Productions has been operating the hugely successful Disneyland Park in Anaheim, Calif., for the last 11 years and recently outlined plans for Disney World, a projected \$100 million amusement park to be built near Orlando, Fla.

AT&T's 1965 better than preceding year

The American Telephone & Telegraph Co. has reported an increase in revenues and income for the year ended Nov. 30, 1965, compared to the like period in 1964.

AT&T also declared a quarterly dividend of 55 cents a share paid Jan. 3 to share owners of record on Dec. 1, 1965.

For the year ended Nov. 30:

	1965	1964
Earnings per share	\$3.40	\$3.24
Operating revenues	10,997,120,000	10,226,165,000
Operating income	1,946,560,000	1,786,675,000
Other income*	257,121,000	281,303,000
Net income	1,843,552,000	1,700,987,000

*Includes proportionate interest in earnings of Western Electric Co. and other subsidiaries not consolidated.

Financial notes . . .

■ Seven Arts Productions Ltd. has asked that its stock be delisted from the Toronto Stock Exchange, effective Dec. 31, 1965, to avoid duplication of trad-

ing facilities completed through the American Stock Exchange, and also to accommodate a majority of the Seven Arts stockholders who are in the U. S.

■ The Boston Herald-Traveler Corp., owner of WHDH-AM-FM-TV Boston, has declared a dividend of \$1.60 a share on common stock payable Jan. 15 to stockholders of record Dec. 31, 1965. The Herald-Traveler owns 50% of Entron Inc., Silver Spring, Md. Entron Inc. is a community antenna television equipment manufacturer and system operator.

■ Papert, Koenig, Lois Inc., New York, has declared a quarterly dividend of 10 cents a share on class A stock for the quarter ending Nov. 30, payable on Jan. 11, 1966, to stockholders of record Dec. 31.

■ Doyle Dane Bernbach Inc. has declared a quarterly dividend of 22½ cents a share on class A and B stocks, payable Jan. 15, 1966, to stockholders of record Dec. 31.

Nielsen stock registered, Smith Barney will handle

A secondary offering of stock valued at about \$6.5 million was registered by the A. C. Nielsen Co. last week with the Securities & Exchange Commission. Smith Barney & Co. will handle the 250,000 shares of class A common which is being sold for the account of several members of the Nielsen family, the Arthur C. Nielsen Foundation and certain family trusts. The Nielsen family continues to own 62% of the company. Traded over the counter, the stock on Thursday (Jan. 6) drew a bid of 24¾, with 25¾ asked.

SEC's November report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for November 1965 (all common stock unless otherwise indicated):

ABC Inc.—Following exercised stock options: Samuel H. Clark, 541, giving total of 5,290; Thomas W. Moore, 4,330, giving total of 8,659; Mortimer Weinbach, 677, giving total of 2,707.

Jerrold Corp.—Dalco Manufacturing

acquired 3,000 on beneficially held account, giving total of 182,447. Dalco Feith, principal in Dalco, holds 144,470 in bequest or inheritance and 1,500 jointly with wife.

Metromedia Inc.—John W. Kluge, holding 150,275 shares personally, acquired 1,000 on beneficially held trading account of Jean Appel & Co., giving total of 151,275. Mary L. McKenna exercised option to acquire 1,000 shares, and bought an additional 100 shares, giving total of 2,750 plus 350 held beneficially with husband.

Reeves Broadcasting—T. J. Stevenson Jr. sold 3,000 leaving 47,000 on beneficially held trading account of Ocean Freight-ing & Brokerage.

Seven Arts Productions—Denniston L. Slater, acquired 1,500 shares giving total of 1,500.

Scramble on for CATV in Dallas-Fort Worth

KRLD-TV, WFAA-TV unite in 18 area bids; WBAP-TV and Bass group also vying for rival franchises

It'll never take the place of the Battle of the Alamo in the hearts of Texans, but there's a real shootout coming in the Dallas-Fort Worth area over community antenna television.

Moving into the CATV field are three of the area's five TV stations and Bass Broadcasting Co., group TV and radio owner, which maintains its headquarters in Fort Worth.

The three TV stations: WBAP-TV Fort Worth, owned by Carter Publications Inc. (*Fort Worth Star-Telegram*), which has filed applications for CATV in Fort Worth and neighboring communities; and KRLD-TV and WFAA-TV, owned by the *Dallas Times-Herald* and the *Dallas Morning News*, respectively, which announced last week that they were applying jointly for CATV in Dallas and 17 other communities in the metropolitan Dallas-Fort Worth area.

Bass Broadcasting (Perry Bass, Gene L. Cagle), which operates KFDA-TV Amarillo and KRIO McAllen, both Texas, and KFDW-TV Clovis, N. M., in the last few months has filed applications for CATV in Fort Worth and in 10 area communities, some of them in conjunction with local businessmen. It has said it planned to bring in the four Los Angeles independents via microwave relay. For six months it has owned and operated a CATV system in Plainview, Tex.

KRLD-TV and WFAA-TV announced that they were filing for CATV under the name of Hill Tower Inc. Hill Tower, which is equally owned by the two stations, owns the 1,521-foot tower on Cedar Hill from which they both transmit. The tower is also used by WBAP-TV. Clyde Rembert, KRLD-TV, is president of Hill Tower; Mike Shapiro, WFAA-TV, first vice president.

Starting Now ■ Hill Tower said that applications are being filed "immediately" for the following communities, in addition to Dallas:

Carrollton, Farmer's Branch, Garland, Grand Prairie, Irving, Mesquite, Richardson, University Park, Highland Park, McKinney, Plano, Balch Springs, Lancaster, Denton, Ennis, Waxahachie

and Terrell. All are within a 25-mile radius of the Dallas-Fort Worth market. Other CATV applications, it was explained, will be filed in the near future.

At the end of the week, Hill Tower had filed letters of intent in all communities, informing municipal officials of its intention to file regular applications.

Each 12-channel CATV system will carry the signals of all five Dallas-Fort Worth TV stations, the Hill Tower announcement said. The other two area stations are KTVT(TV) Fort Worth and noncommercial, educational KERA(TV) Dallas. One CATV channel, Hill Tower said, would be devoted without charge to the use of the public schools. Another, presumably, will be used for

weather and time, and there is a possibility that the eighth channel will be a news service. How the other four channels will be used was not known at week's end; no engineering or definitive plans have been made.

Letter to NAB ■ Late in the week, J. Lee Johnson III, executive vice president of Carter Publications, warned that efforts to seek federal regulation over CATV are dangerous. Such action, he said in a letter to Vincent T. Wasilewski, president of the National Association of Broadcasters, might lead to furthering the FCC's ambitions in the economic area of broadcasting. He said that he felt that broadcasters cannot afford to legislate competition, but should let the flow of the free enterprise system determine the ultimate destiny of CATV.

The three TV stations that have announced their entry into CATV are members of the NAB (Mr. Shapiro is chairman of the TV board) and also of the Association of Maximum Service Telecasters. KRLD-TV and WFAA-TV have not taken issue with AMST's drive for control over CATV by the FCC, it is understood. WBAP-TV's Mr. Johnson, however, seems to have disassociated himself from this view.

"This expansion [into CATV by KRLD-TV and WFAA-TV] is in no way an attempt to substitute pay television for free television," Mr. Rembert said. "It merely will make community antenna television available for those people who want it."

"The owners of Hill Tower anticipate rapid growth and a bright future for both television and radio. The community system will be a new and added service. Hill Tower is expanding into a new field in order that it will be better-equipped to provide the services of the future which rapid advances in communications technology may require."



Moving day at NBC

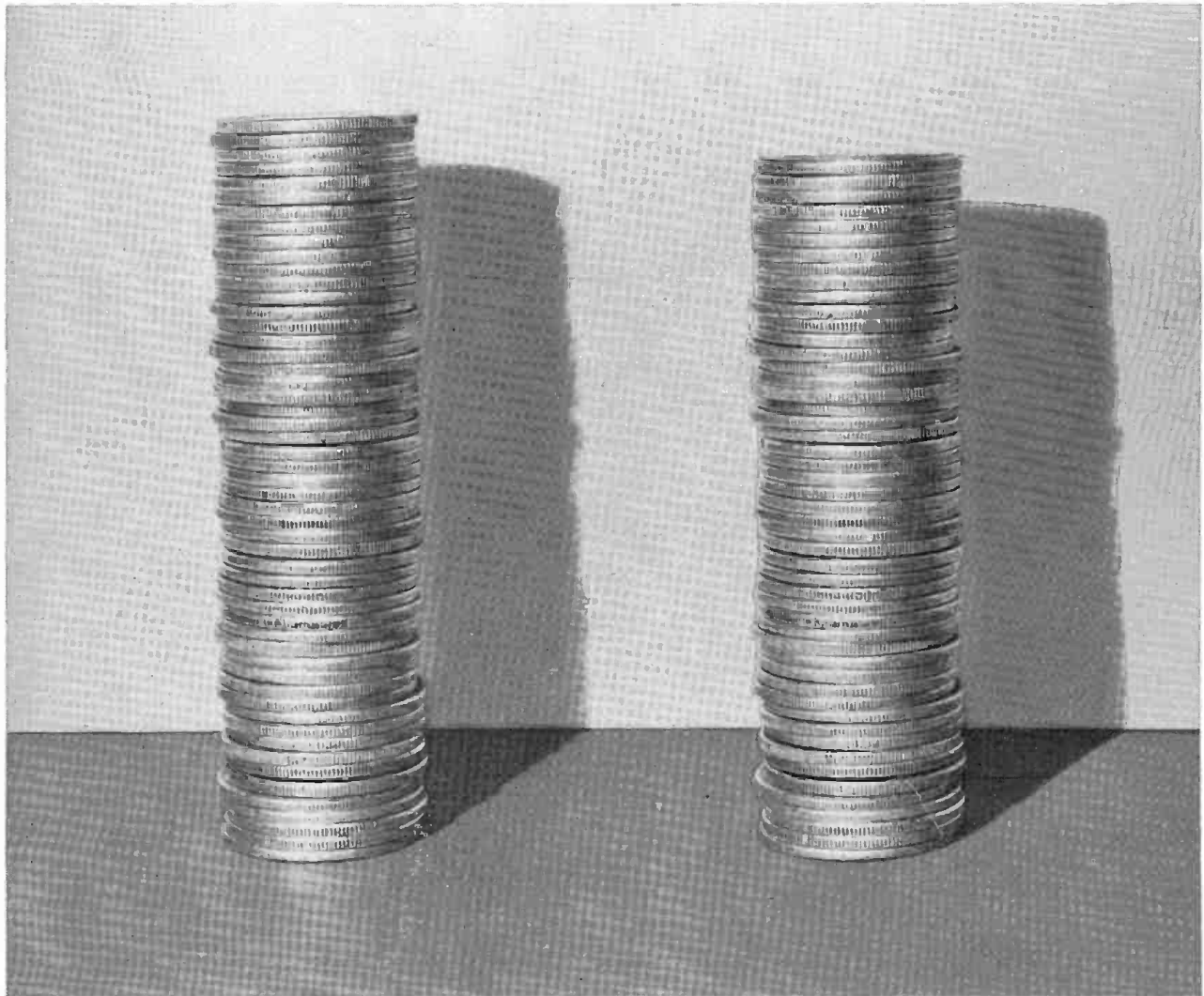
With the new year NBC was turned over to a new management team headed by Walter D. Scott (l), president, and Julian Goodman, senior executive vice president, operations. They moved into their new jobs on sixth floor at 30 Rockefeller Plaza, New York, on Jan. 3. Messrs. Scott and Goodman are planning a trip to the West Coast for meetings with NBC's major TV-program suppliers and personnel of the network's Burbank, Calif., offices.

U.S. gives funds for 2d Boston ETV

The Department of Health, Education and Welfare has announced a \$725,190 federal grant to Boston's WGBH Educational Foundation to activate a color ETV station there. The new facilities, using the call letters WGBX on channel 44, will broadcast color six days a week and reach as many as 5.3 million people, including 1.4 million students in 3,000 schools in four states.

The WGBH Foundation has been a pioneer in ETV and is the largest single supplier of programs to the National Educational Television Network and the

Money's the name of the game...



That's what it's all about. After all the programming, promotion, research, sales presentations — all the hard work of running a station and selling the time — it's the bottom line that counts, month after month.

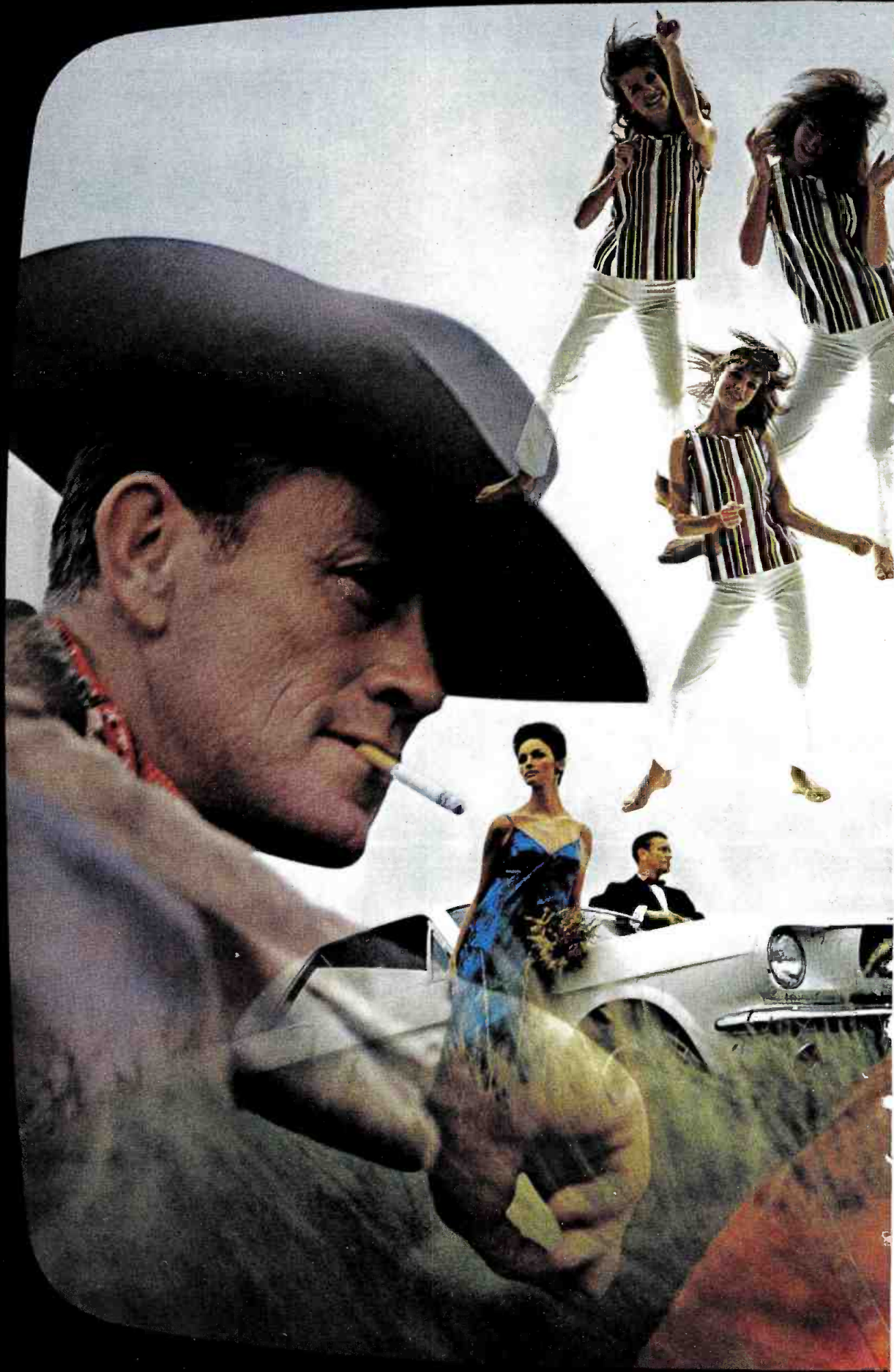
Some stations and some representatives know this game better than others. Our growth and stability show how we play this game. Perhaps we should be on the same team.

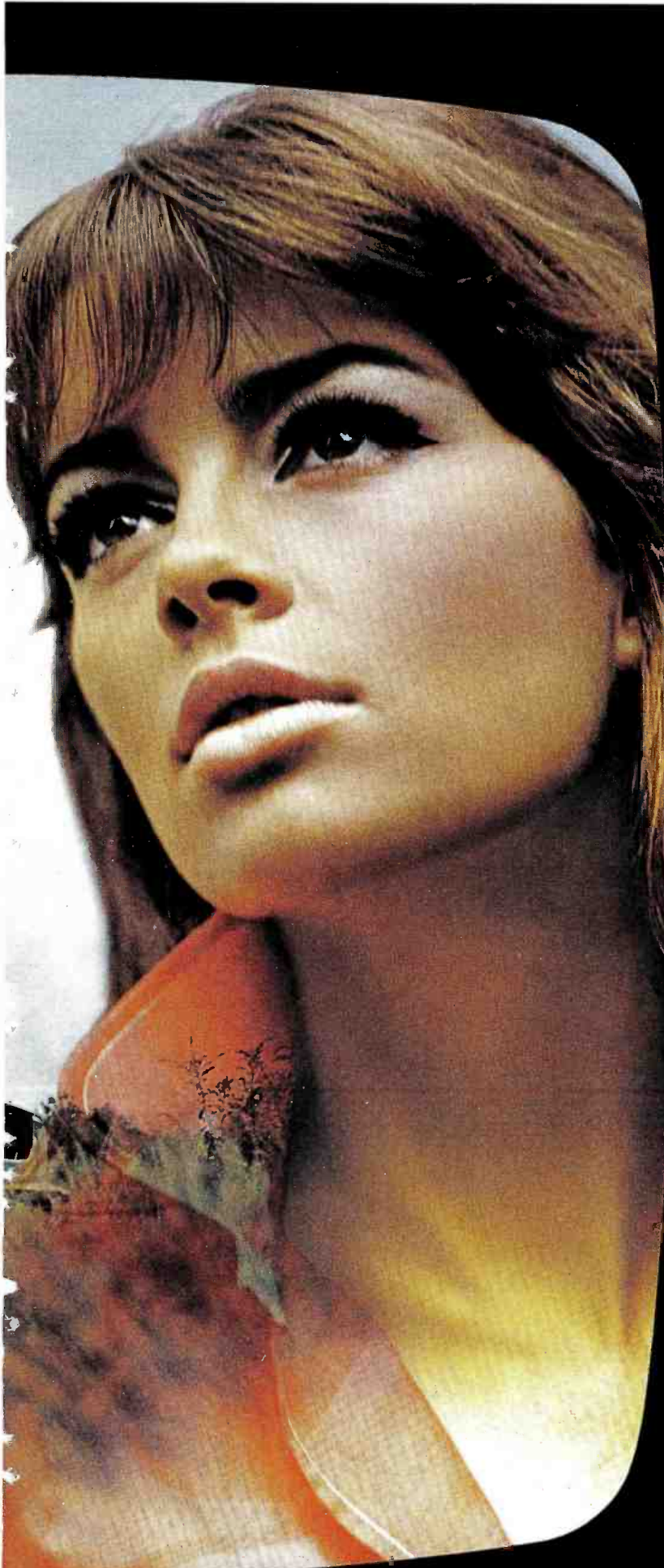
VENARD, TORBET & McCONNELL, INC.

TV & Radio Station Representative

New enlarged New York headquarters, 555 Fifth Ave.

Chicago, San Francisco, Los Angeles, Detroit, Dallas, St. Louis, Denver, Portland, Seattle





Are you keeping pace with color?

Virtually all '66-'67 prime time programming will be in color. With color TV commanding the attention of millions of everybody's best customers, color commercials are becoming an essential competitive weapon. Shoot in color—give your product a prime chance in prime time, greater viewer impact all the time.

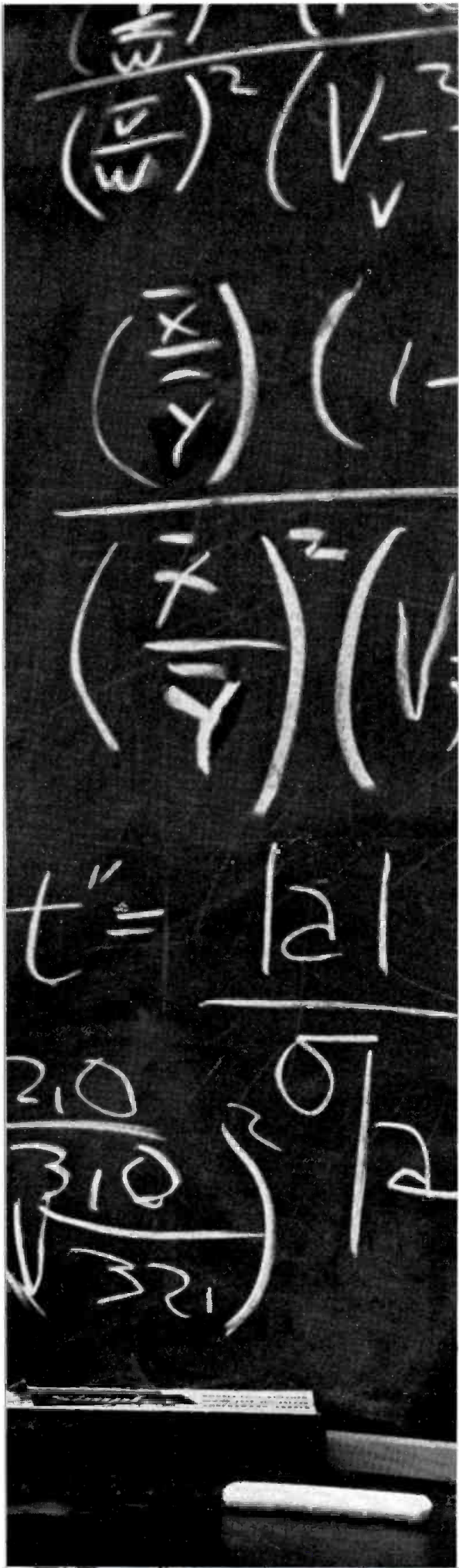
For excellence in color, your producer and film laboratory rely on Eastman Kodak experience, always and immediately available through the Eastman representative.

EASTMAN KODAK COMPANY

New York: 200 Park Avenue
212-MU 7-7080

Chicago: 130 East Randolph Drive
312-236-7234

Hollywood: 6677 Santa Monica Boulevard
213-464-6131

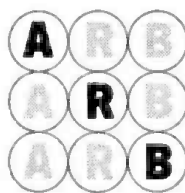


Go ahead. Ask Russ McKennan about "t" values.

Involved as we are with the thousands of day-to-day details which go into turning out reliable audience estimates, we sometimes tend to assume that everyone knows exactly what we know about all the ARB practices which help us produce good research . . . things like "t" value comparisons of research results, which are used to determine the statistical significance of the findings.

Even our research director can't tell you *everything* about statistics. But he does know his work . . . our work. And we certainly can tell you what you should know in order to use ARB research material to best advantage. That's our objective.

So don't hesitate to ask a question. If we can help provide a clearer understanding of *why* we do what we do, both of us will benefit. You'll be able to use an ARB audience report with more confidence. And, we'll have the pleasure of describing the meticulous care that goes into each one.



**AMERICAN
RESEARCH
BUREAU**

Eastern Educational Network, which together provide material to 102 of the 111 ETV stations in the country. The grant will now make available for the first time color programs produced by WGBX and distributed by the foundation.

Projected programming for the new station includes high school vocational training, adult education, instruction for handicapped and educationally deprived children and courses which will provide credit through Harvard University Extension Service.

ARB revises color data on television markets

In the report on color penetration in television markets (BROADCASTING, Jan. 3) the American Research Bureau omitted three markets. They are:

Flint-Bay City-Saginaw, Mich., 83,400 color homes or 11% of the total TV homes in the area.

Marion, Ind., 19,600 color homes or 15% of total TV homes.

Portland-Poland Springs, Me., 31,200 color homes or 6% of total TV homes.

In addition errors were made by ARB in the first compilation of the November sweep on the color television homes in several markets. ARB explains that these errors were made due to the use of combined, rather than individual, market data.

Corrected data follows:

Market	Color homes	% color homes
Alexandria, Minn.	5,500	5
Billings, Mont.	9,100	5
Butte, Mont.	4,500	5
Ensign, Kan.	6,200	7
Great Falls, Mont.	6,500	9
Hays, Kan.	7,700	8
Idaho Falls-Pocatello, Idaho	13,300	7
Mankato, Minn.	5,400	4
Missoula, Mont.	9,900	5
Mitchell, S.D.	1,500	2
Roseburg, Ore.	20,100	10
Sioux Falls, S.D.	10,900	4
Twin Falls, Idaho	2,000	5

ARB comparison shows rating stability

Radio stations in five top markets have loyal listeners according to a comparison of April-May 1965 and September-October 1965 studies by the American Research Bureau.

At least four of the top-five stations remained in the top-five listing in the markets studied (New York, Los Angeles, Chicago, Detroit and Washington).

The ARB totals were based on the number of people 12 years of age and older who listened to a given station during the survey periods.

Washington had the greatest stability

Alaska-bound

The three state broadcaster groups — Alaska, Hawaii and Puerto Rico—which have never been visited officially by an executive of the National Association of Broadcasters, will be cut to two when NAB President Vincent Wasilewski speaks to the Alaska Broadcasters Association in June in Cordova.

Following the meeting, June 2-3, he is planning to spend two more days in the state visiting stations in several cities.

Alaska has very few members in NAB. Of five TV stations in the state, two are members. None is a code member. Of the 17 radio stations there, three are NAB members and two are code members.

with the number two and number three stations exchanging places. In Detroit, the top four stations held steady and number six moved into fifth place.

In New York, Los Angeles and Chicago one new station broke into the top-five list in each market. In New York, number six moved up to fifth place. Number eight climbed to fifth place in Los Angeles. And in Chicago, number seven was elevated to fourth place. Those remaining in the top-five in these three markets played a game of musical chairs in the rating comparison.

NAB executives take broad look at 1966

A broad-ranging agenda was covered by the National Association of Broadcasters executive committee at its meetings in Washington last Tuesday (Jan. 4).

Items discussed included the proposed 1966-67 budget, which will be submitted to the finance committee this week; the March convention; the U. S. Information Agency proposal that NAB coordinate trips of foreign broadcasters to U. S. stations; the Encyclopedia of Sound and American Values projects; the role of the NAB chairman; and composition and size of the radio and television boards.

The committee said it is considering a good-will tour of South America by some U. S. broadcasters, but details are far from being worked out. Any such trip would be aimed at coinciding with the November meeting of the Inter-

American Association of Broadcasters.

The desirability of forming a small-market radio committee was referred to the radio board for consideration at the Jan. 24-28 joint board meeting in Palm Beach Shores, Fla. The committee asked the NAB staff to make recommendations directly to the television board on proposals for a new-stations TV committee.

The executive committee will recommend that the joint board's summer meeting be held in Washington the week of June 20 at the Washington Hilton.

At its meeting on Wednesday (Jan. 5), the NAB Future of Broadcasting in America committee was said to have been "highly pleased" with the concept of a proposed grade C contour, which would define the distance a community antenna TV system can go to pick up a station's signal. The committee feels that the concept, introduced at the NAB's fall conferences pursues the master-antenna theory of CATV.

United Artists favored for Lorain, Ohio, UHF

United Artists Broadcasting Inc. last week received a favorable recommendation for a grant of its application for a TV station on channel 43 in Lorain, Ohio. UA was the only applicant for the facility.

FCC Hearing Examiner Charles J. Frederick recommended the grant after favorably resolving issues relating to United's proposed studio location and its efforts to determine community program needs.

In December Examiner Frederick had favorably resolved issues involving antitrust actions, citizenship and multiple ownership. Those issues were resolved in both the Lorain case and in the Houston channel 20 case where UA was also an applicant. At that time Mr. Frederick recommended a grant in the Houston case (BROADCASTING, Dec. 20, 1965).

Concerning the programming issue Examiner Frederick found that UA had conducted a number of studies, surveys and research projects to determine the program needs of the Lorain area and that UA's amended program proposals were designed to meet those needs.

In relation to the proposed studio location Mr. Frederick found that UA had amended its application to make clear that the main studio would be located in Lorain.

UA, which is a subsidiary of United Artists Corp., had no opposition in either the Lorain or Houston proceedings. It had competitors in each case earlier but agreements were reached which left it the only applicant.

WFLD(TV) takes to the air

Freak reception greets new Chicago UHF and carries its signal to Cleveland; uses new Marconi antenna

Field Communication Corp.'s WFLD-TV Chicago pierced the air with a full megawatt on channel 32 Tuesday night (Jan. 4) and splashed an elaborate inaugural program in "high quality" color over several states.

But the freak reception that ranged as far east in Ohio as Cleveland and drew good viewing reports from a number of sites well over 200 miles away in Michigan and Indiana as well as Illinois and Wisconsin was attributed to a coincidental peak of unusual tropospheric propagation characteristics last week.

WFLD's antenna is atop Chicago's Marina City at 929 feet above ground. The transmitter is mostly solid state and is Marconi Co.'s latest and first in the U. S. Actually the plan involves twin transmitters operating in parallel.

The propagation quirk produced a "mixed blessing," however, according to Sterling C. (Red) Quinlan, WFLD manager and Field Communications Corp. president. He liked the attention and publicity the long-range reports drew for WFLD, but said he is a little concerned about the callbacks and complaints the new station might receive

as the normal contour patterns settle down and those faraway viewers lose the picture.

Theoretically the station's grade A and B contours will match those of Chicago's existing VHF stations. Engineering consultant W. C. Eddy within the next few weeks will undertake field sampling to more accurately establish the normal quality of reception.

Chicago Applauds ■ WFLD was flooded with phone calls from viewers in the greater Chicago area reporting excellent reception and superior color in a variety of reception situations. Patients at the Great Lakes Naval hospital well up the north shore of Lake Michigan reported fine reception in their wards using simple indoor loop antennas on monochrome portables. A WFLD sports remote crew in Milwaukee reported the channel 32 signal was received very well on a hotel receiver with an inside antenna in their 11th-floor room there.

FCC Commissioner Robert E. Lee, who participated in the inaugural program, agreed with the WFLD engineers that the unusually long-range reports were due to freak propagation effects.



Participants in last Tuesday's debut of WFLD(TV) Chicago included Bowman Kreer (standing, 2d from r), senior vice president in charge of Chicago office of Young & Rubicam, which sponsored entire evening of inaugural programing, and Sterling C. (Red) Quinlan, seated, WFLD manager and president of Field Communications Corp. which has invested \$3 million

to construct million-watt channel 32 facility. Standing (l to r): Irv Kupcinet, 'Chicago Sun-Times' columnist and program host; Bailey K. Howard, board chairman, Field Enterprises Educational Corp.; FCC Commissioner Robert E. Lee; Russ Stewart, board chairman, Field Communications Corp.; Mr. Kreer, and George B. Young, president of parent firm, Field Enterprises Inc.

But he was obviously pleased with the local area reports.

Young & Rubicam's Chicago office, headed by Senior Vice President Bowman Kreer, sponsored the entire inaugural program. Live studio portions were monochrome but the film fare was in color.

WFLD's initial list of national advertisers as of Thursday included Procter & Gamble, through Grey Advertising; Standard Brands, through J. Walter Thompson; Continental Airlines, through McCann-Erickson; Sears Roebuck & Co., through Reach McClintock; Borg-Warner, through Clinton E. Frank; Bristol-Myers through Grey; Hamm's beer, through Campbell-Mithun; Outboard Marine (Lawn Boy) through Kennedy, Heyney & Thorne, and Yellow Pages through Earle Ludgin Co. Budweiser through D'Arcy Advertising will sponsor a basketball special this week with the Ford Motor Co. as co-sponsor.

Local Buys Too ■ Substantial local buys on WFLD have been made by Zenith Distributing Corp., Polk Brothers, Bell Savings & Loan, Goodman Furniture and Courtesy Motors among others.

Initially WFLD's program schedule will begin at 5 p.m. and run through the evening with a format of news, sports and a variety of cultural and unusual film fare. Starting this week former FCC Chairman Newton Minow will be host of the *Profiles in Courage* series based on the book by President Kennedy.

WFLD also plans considerable news and documentary programing in association with the *Chicago Sun-Times* and *Daily News*. Both papers are part of the Field Enterprises Inc. publishing family. WFLD also plans to syndicate programing for other stations.

Tom Mayer, director of the television manufacturing division of Marconi Co., flew from London to attend WFLD's inaugural day. His firm's new transmitter performed "far beyond our expectations," he said.

Several Marconi engineers have been assisting in the WFLD installation for many weeks. Marconi expects heavy traffic to see the operation during the National Association of Broadcasters convention there this spring.

"Young & Rubicam and its clients have an important stake in Chicago's business life," Mr. Kreer said in his on-air inaugural appearance, "and we hope by sponsoring the initial programing of WFLD to show our pride in our own profession, advertising, and the major role it plays in the economy of the city and its surrounding business area."

Y&R placed two short commercials in the evening's fare. One was devoted to The Advertising Council's work and the other was "a philosophy of advertising" message.

Radio's role in blackout

Survey shows it relieved listeners' fears and helped avert panic

For two months radio has been accepting accolades for the medium's role in being the main source of information for millions of persons who were in the blacked-out Northeast on the evening of Nov. 9, 1965.

Now the preliminary results of an in-depth survey conducted in the New York area show that radio's major effect "was to make people feel relieved—especially those who were frightened or panicky when they first learned how widespread the blackout was." Probably the prime factor in this relief, according to the survey summary, was that "radio was doing all it could to present the facts about the situation."

The survey of 494 adults in New York City (Manhattan, Bronx, Queens and Brooklyn) and Westchester and Nassau counties was conducted by Oxtoby-Smith Inc., New York, and financed by the National Association of Broadcasters. It was conceived by Howard Mandel, NAB vice president for research, and Sherril Taylor, NAB vice president for radio.

The survey showed that more than three-fourths of the respondents (77%) listened to radio at some time during the blackout, with 70% of those listening staying with radio for four hours or more.

Announcers Lessened Fear ■ In its report, Oxtoby-Smith says that "besides the factual reports from radio, another positive dimension came through . . . the part the announcers themselves played in allaying people's fears. . . . There appears to be a strong relationship between the length of time the respondents listened to radio and the degree to which they felt relieved." Listeners for long periods experienced greater relief from anxiety than those who listened for short periods. Most listeners believed things would have been worse without radio.

"The vast majority of those who didn't listen to radio would have liked to be able to get to a set during the blackout. . . . Radio, for the most part, gave the public the information it wanted," the report notes.

The study sought answers to questions in five major categories:



L to r: Messrs. Mandel, Taylor and Dr. Joseph G. Smith, Oxtoby-Smith

- Who was listening and for how long?

- What role did radio play in relieving concern or in causing greater concern?

- What information did people receive from radio and was it the information they wanted?

- What opinion does the public have about the job radio did?

- What does the public perceive radio's role to be during emergency situations?

The survey shows that the majority of the 77% who listened to radio were younger and had larger family incomes than did the nonlisteners. Of the listeners, 68% were under 50 years old and of the nonlisteners 46% were under 50. Family incomes of more than \$7,500 were found in 60% of the listeners' homes and 42% of the nonlisteners.

Among the respondents who did not hear any radio during the blackout, 89% said they would have liked to listen. And 62% of the nonlisteners said they spoke to someone who had listened that night.

By the morning of Nov. 10, when power had been restored, radio was still the overwhelming choice for learning what had happened and what was being done. Of those who had listened to radio during the night, 81% said they turned to radio in the morning, 8% to TV and 6% to newspapers. Of the nonlisteners the night before, 69% listened to radio in the morning, 9% watched TV and 5% read newspapers.

Public's Desires ■ Most of the respondents (81%) said they got the information they wanted from radio. Items of major concern were how long the blackout would last (37%) and how it happened (26%).

Of those who listened to radio during the blackout, 28% had begun listening

by 5:30 p.m., within minutes after the power failed. By 6 p.m., about three-fourths of them had gotten to a radio. Of the listeners, 82% listened to transistor sets and 18% to car radios.

Asked what radio's most important function could be during emergencies, 25% of the listeners stressed radio's service in preventing panic and providing reassurance; 34% of the nonlisteners said they would like to know what happened, and 32% when the situation would be repaired. Both groups emphasized radio's role in giving emergency and safety instructions.

A full survey report will be made to the NAB radio board at its Jan. 24-28 meeting in Palm Beach Shores, Fla. The report, in booklet form, will be sent to NAB members.

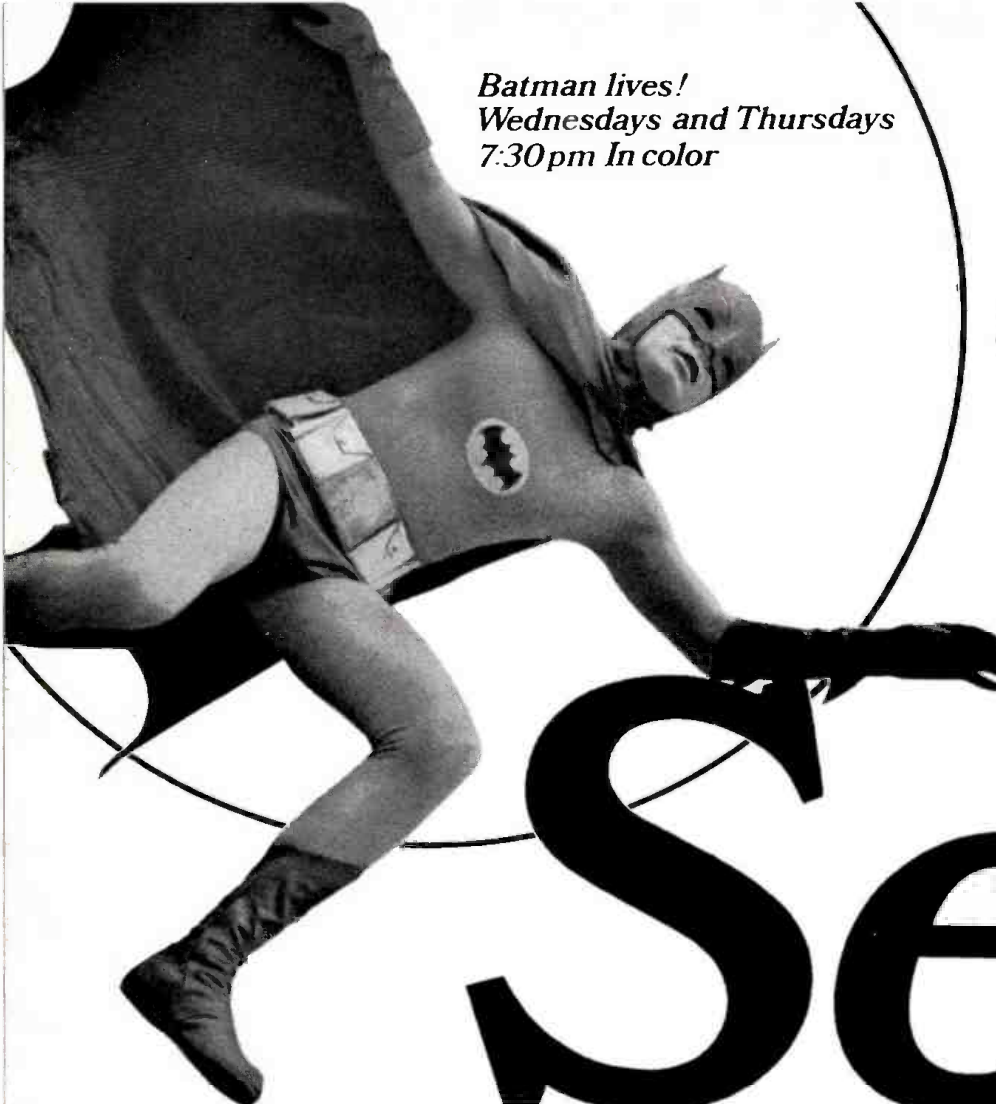
CBS Radio takes rosy view of '66

CBS Radio started the new year with an optimistic view of sales in 1966.

The network's year-end report last week noted a 30% gain in the first quarter of 1966 compared to the like period a year ago based on early sales reports (BROADCASTING, Dec. 27, 1965).

CBS Radio said 105 corporations were represented on the advertiser list in 1965. Some were new to radio and 16 had not advertised before on the network. George Arkedis, vice president of CBS Radio network sales, noted the sold-out status of *Arthur Godfrey Time* in the fourth quarter of 1965. He said many advertisers on CBS Radio in 1965 had expanded initial commitments into regular campaigns.

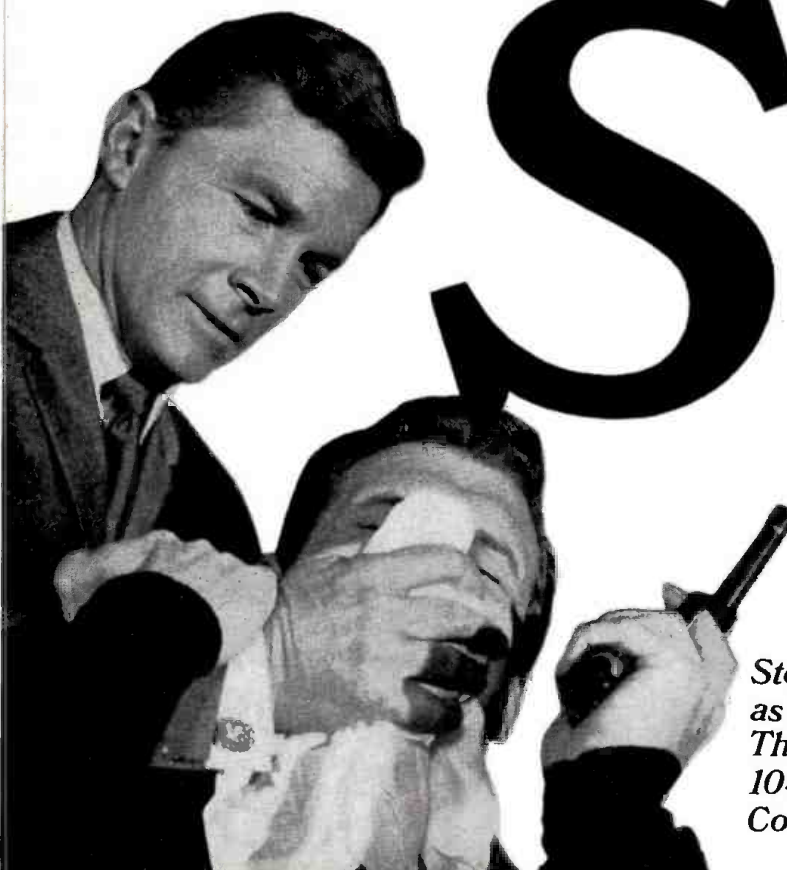
During the past year, CBS Radio started a national "call-up" series used first on Gemini 5, then on Vietnam,

A black and white photograph of Batman in his classic costume, including the cowl, cape, and utility belt. He is shown in a dynamic, mid-air pose, reaching forward with his right hand. A thin, curved line, possibly a rope or a wire, passes behind him.

*Batman lives!
Wednesdays and Thursdays
7:30pm In color*

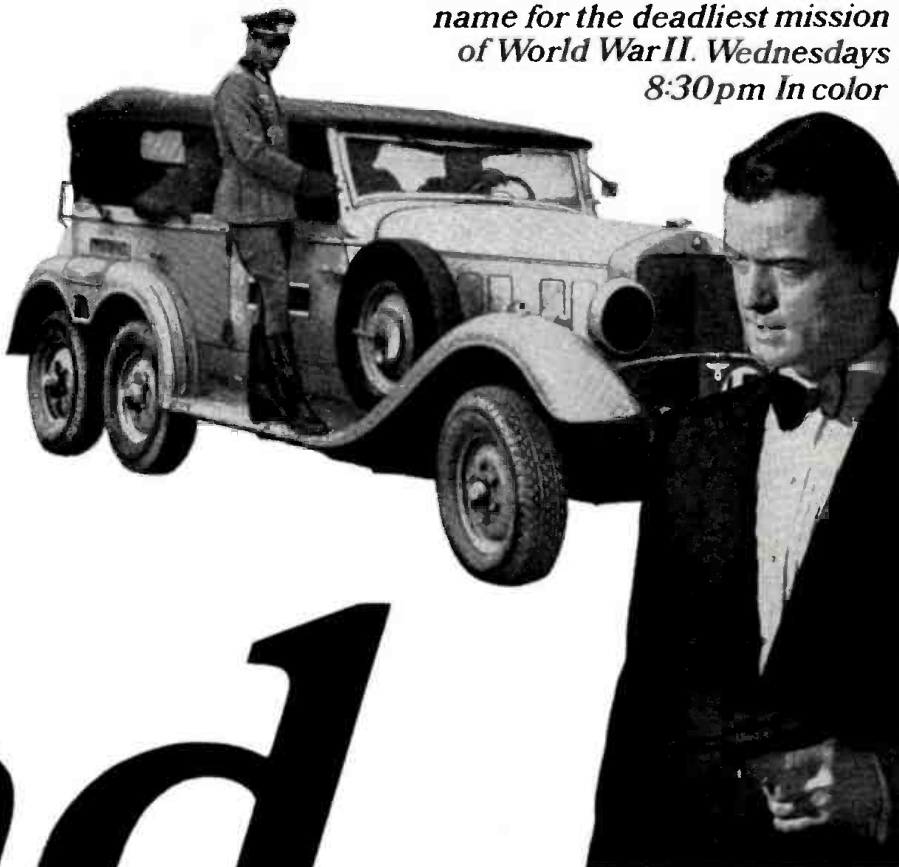
*This week...
ABC
brings you*

T Sec Sea

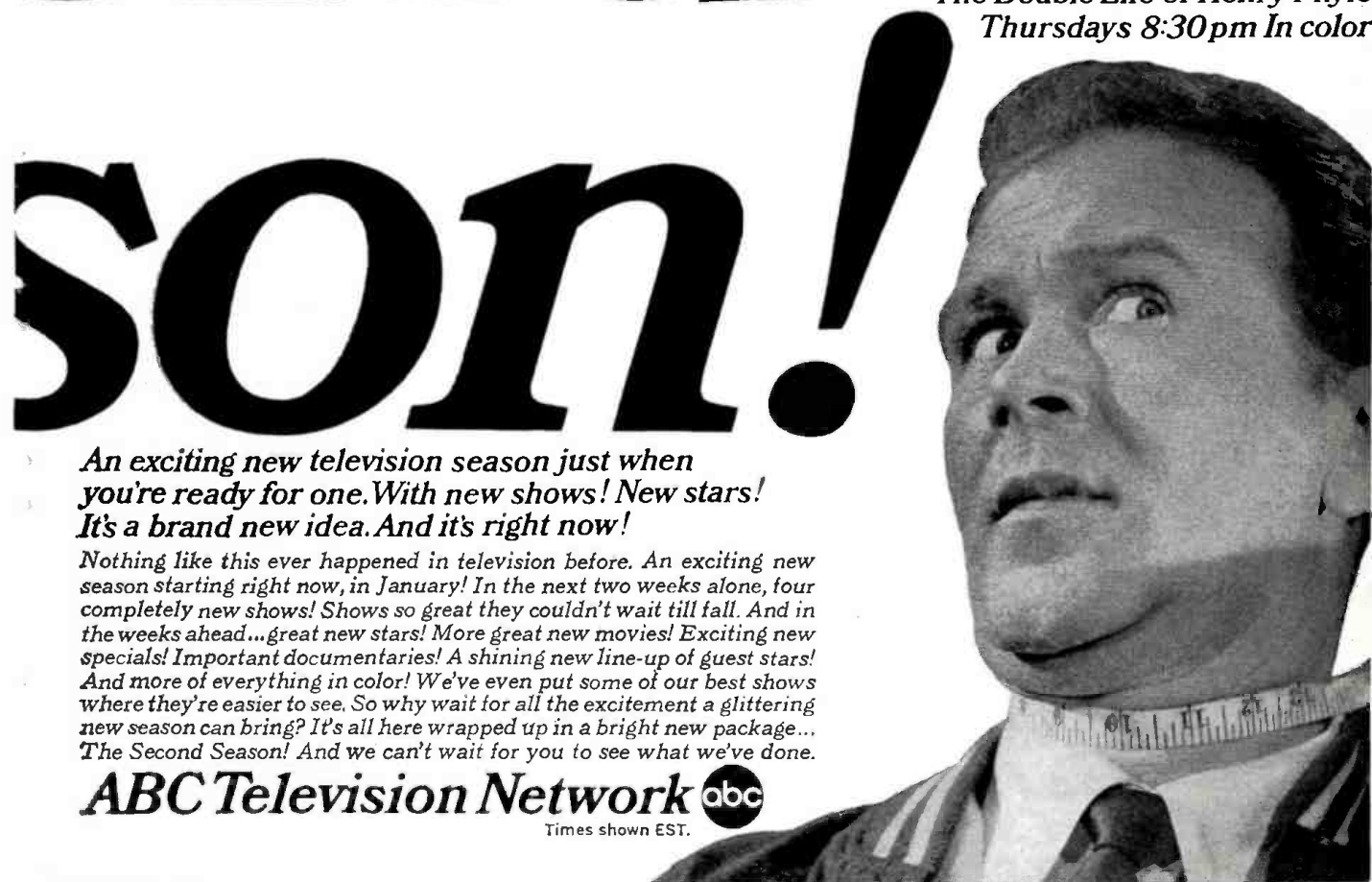
A black and white photograph of actor Steve Forrest. He is shown from the chest up, wearing a dark suit and tie. He is looking down at a man whose face is partially obscured by a white cloth. The man is holding a handgun, which is pointed towards the bottom right of the frame.

*Steve Forrest
as The Baron
Thursdays
10:00pm In color
Coming Jan. 20*

*Robert Goulet in Blue Light, code
name for the deadliest mission
of World War II. Wednesdays
8:30pm In color*



*Red Buttons is hilarious in
The Double Life of Henry Phyfe
Thursdays 8:30pm In color*



***An exciting new television season just when
you're ready for one. With new shows! New stars!
It's a brand new idea. And it's right now!***

Nothing like this ever happened in television before. An exciting new season starting right now, in January! In the next two weeks alone, four completely new shows! Shows so great they couldn't wait till fall. And in the weeks ahead... great new stars! More great new movies! Exciting new specials! Important documentaries! A shining new line-up of guest stars! And more of everything in color! We've even put some of our best shows where they're easier to see. So why wait for all the excitement a glittering new season can bring? It's all here wrapped up in a bright new package... The Second Season! And we can't wait for you to see what we've done.

ABC Television Network 

Times shown EST.

Pope Paul's U. S. visit and Gemini 7/6. It also acquired a new Canadian subsidiary, Stephens & Towndrow Ltd., Toronto, which is a representative for 13 AM and 7 FM stations.

Station Editorials ■ The review took note of extended commitments to news, talk and information broadcasting by the CBS-owned radio stations (WCBS New York, KNX Los Angeles, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis and KCBS San Francisco). The seven stations broadcast 442 editorials and four of them (KNX, KMOX, WCAU and WCBS) endorsed political candidates in local elections, during the year.

The network added Arthur Godfrey, Garry Moore, Henry Morgan and Robert Trout to its weekend *Dimension* series, and weekday *Dimension* features were added (such as Durward Kirby's "Kirby's Corner") or changed (such as Betty Furness).

Research projects the network said it scored during the year included its "Mike and Mike—1965." That project explored the different ways in which people listen to different kinds of radio (BROADCASTING, Sept. 20, 1965).

During 1965, 16 affiliates joined CBS Radio, bringing the total to 240 at year's end. It has an additional 12 affiliates in Canada, Alaska, Hawaii, the Philippines and the Virgin Islands.

Adams sets up consultant firm

The establishment of a broadcast management consultancy company was announced last week by Robert F. Adams who resigned recently as executive vice president of Overmyer Communications Cos. (BROADCASTING, Jan. 3).

Called Adams Broadcast Consultancy, the new company will be associated with Broadcast Management Services, which serves as financial and administrative consultant for TV and radio stations. Adams Broadcast Consultancy has set up its headquarters in New York in the Pan American Building, 200 Park Avenue. Telephone: YUkon 6-9488.

Though the Adams service will cover the full spectrum of broadcast management, it will concentrate in the area of acquisitions of properties for current owners, new owners and corporations diversifying into TV-radio. Among its activities will be market evaluation, site



Mr. Adams

surveys, engineering recommendations, personnel recruitment, sales representation selection and counseling for applications with government regulatory bodies.

During his association with Overmyer for the past year, Mr. Adams helped formulate detailed plans for the selection, application and acquisition, construction and operation of six UHF TV stations. Overmyer is a charter client of Mr. Adams's new firm. He has been a broadcast executive for more than 15 years and has been associated with the Du Mont Television Network, ABC, WINS New York and WBKB-TV Chicago.

KRST(FM) loses tower during holiday storm

Pre-Christmas ill winds blew an Albuquerque, N. M., FM station off the air for a time and still has it operating on only 30% of its full power. The station, KRST(FM), hopes to be back to full power by Jan. 15 thanks to RCA-designed improvisation, but it will be spring before the situation actually is back to normal.

On the evening of Dec. 23, the winds, about 40 miles an hour in velocity snapped a guy wire which in turn toppled the 150-foot-high KRST transmitting tower located on top of the Sandia Crest.

Since that time KRST has rigged a two-bay horizontal antenna which has been giving the 9 kw station about 30% of its normal coverage capability of 150 miles. By next week full power is expected to be restored by way of an antenna hooked to a 40-foot piece of steel pipe engineered by RCA and now being erected on the mountain. The station plans to have a new tower in operation by spring.

Changing hands

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

■ **KSOL San Francisco:** Sold by Les Malloy and Del Courtney to William S. Morgan Jr. for \$1.1 million. Mr. Morgan has been involved in radio investments over the past 15 years, was executive vice president of the McLendon Corp., and is presently awaiting commission approval of his purchase of KTXO Sherman, Tex. He is also the owner of a thoroughbred horse ranch in Valley View, Tex. KSOL was acquired by Messrs. Malloy and Courtney from Norwood J. Patterson and family in May 1964 for \$315,000 plus \$350,000 for noncompetition agreement. The

"Let's get a Blackburn appraisal"

What's it really worth? Blackburn's answer will depend on accurate market surveys and analyses, potential and projected as well as actual earnings, knowledge of the ever-changing market.

What are the services of Blackburn, the reliable broker, really worth to you?

BLACKBURN & Company, Inc.

**RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS**

WASHINGTON, D.C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
333-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John G. Williams
Mony Building
1655 Peachtree Rd.
873-5626

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

station presently programs 100% Negro. Ksol operates on 1450 kc with 1 kw daytime and 250 w nighttime.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 80.)*

■ **KEYS** Corpus Christi, Tex.: Sold by Charles D. and James V. Rossi to Arnold and Audrey Malken and Stanley E. Wilson for \$350,000 plus \$150,000 to Charles W. Rossi for noncompetition and 12-year consultation agreement. The Malkens and Mr. Wilson own KFJZ-AM-FM Fort Worth. Grant was conditioned on notification of consummation of the assignment within 20 days and submission of proof that certain engineering deficiencies have been corrected. KEYS operates on 1440 kc with 1 kw daytime and 500 w nighttime.

■ **WEBC** Duluth, Minn.: Sold by WMT-TV Inc. to Red Owl Stores Inc. for \$325,000. Red Owl owns WNAX Yankton, S. D., and KRST-AM-FM St. Louis Park, Minn. WEBC went on the air in 1924, is an ABC affiliate operating fulltime on 560 kc with 5 kw.

New TV stations

WFLD(TV) Chicago (ch. 32), received STA Dec. 30, 1965 to go on air Jan. 4 with a power of 836 kw visual, 166 kw aural. (see page 48).

WCNY-TV Syracuse, N.Y. (ch. 24), received STA Dec. 10 to go on air Dec. 20 with 347 kw visual, 69.2 kw aural. The station is governed by the Educational TV Council of Central New York.

Media reports . . .

Weather service ■ The Crosley Broadcasting Corp. has established a commercial weather service. The service, based in WLWT(TV) Cincinnati's Radar Central, has been named the Aeroscience Consultants' Section. The service has been contracted by the city of Cincinnati, Hamilton county, Cincinnati Gas & Electric Co., the city of Dayton, Ohio, and the Dayton Power & Light Co. Crosley's Aeroscience Consultants section was established to handle specially tailored weather reports to serve business and industrial needs.

Areawide division ■ Red Owl Stores Inc., Minneapolis, has announced the formation of a radio division to be called Areawide Communications. Included in the new division will be KRST-AM-FM Minneapolis, WNAX Yankton, S. D., and WEBC Duluth, Minn.

Baton Rouge TV's oppose Houma move

The two Baton Rouge television stations, WBRZ (ch. 2) and WAFB-TV (ch. 9), moved last week to block the entry of a third outlet into their service area.

The objects of their concern are applications pending for the assignment of a construction permit for a station on channel 11 in Houma, La., and for a relocation of the proposed transmitter site to a point within about 25 miles of Baton Rouge and 40 miles from Houma.

St. Anthony Television Corp. is proposing to assign the construction permit for KHMA(TV), which is not yet built, to Delta Teleradio Corp. for \$181,538. Delta has filed the application, contingent on the outcome of the sale, for the transmitter move.

WBRZ urged the commission to designate the two applications for a consolidated hearing. WAFB-TV asked that action on the assignment be deferred and that both applications be considered together. WAFB-TV said it intends to petition the commission to deny the relocation request.

The two stations said the applications are "inextricably" bound together. Both quote Delta, in the assignment applica-

tions, as stating the new site would be necessary to its acquisition of an ABC affiliation.

WBRZ, noting that St. Anthony's has held the CP since 1958, said a hearing should be held on whether the permittee made misrepresentations or was lacking in candor in applications for extensions of time to complete construction.

WBRZ also said the commission should inquire into whether St. Anthony's had engaged in trafficking in its permit, and whether an unauthorized transfer of control of the corporation had occurred.

The commission on April 22, 1964, approved a previous request for a move-in of KHMA toward Baton Rouge (BROADCASTING, April 27, 1964). However, the U. S. court of appeals remanded the case to the commission for a hearing.

Mitch Miller added to state presidents' agenda

Mitch Miller, a performing artist who hopes to become a television licensee, will speak on the role of creativity in broadcast management at the National Association of Broadcasters'

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Contact—Richard A. Shaheen in our Chicago office.

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Contact—DeWitt "Judge" Landis in our Dallas office.

Flornilton-Landis

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Public wants variety CATV can give

Why not use community antenna television as a tool to insure diversity of programming for the public, an article in the December 1965 *Harvard Law Review* asks.

The article, a discussion of the FCC and its proposals for CATV regulation, is carried as an unsigned note in the publication.

After discussing CATV and its relation to TV, the article finds that CATV does have an impact, but unmeasurable at the moment, on local TV. It then raises the question whether the FCC's system of TV priorities (first a television signal to all homes, then a local signal etc.) may not be outdated, since it was established in 1952 in television's infancy.

"In light of the assumption underlying the Communications Act, which seemingly allows the public to choose among broadcasting services and to select those that it finds most desirable, the priority system may well be subverting the fundamental goals of the act's framers," the note reads.

The FCC should not, it says, over-

look the public's desires for diversity in programming.

The FCC's nonduplication rule (requiring a CATV system to protect the local TV station for 15 days before and after it uses a program) are founded, the article says, on a false presumption: A local TV station, it says, is "rather unlikely" to delay broadcasting a local program for 15 days.

The commission's justification was made without examining its validity, the *Law Review* article contends. "What makes this regulation suspect," it says, "is that the FCC admittedly has no empirical evidence that free and equal competition will result in the destruction of local regular television."

The article concludes: "By adopting the 30-day nonduplication requirement, the commission has chosen to forestall a possibly negligible harm, rather than to use the development of CATV as an opportunity to modify the harsh limitations on program choice that adherence to the ideal of local television has produced."

11th annual state presidents conference.

He will speak at the opening day luncheon of the two-day (Feb. 17-18) conference in the Sheraton-Park hotel, Washington.

Mr. Miller is an applicant for channel 50 in Washington through All American Television Features Inc., a TV production firm he heads. He has had two network programs, a Sunday-night interview series on CBS Radio and *Singalong with Mitch* on NBC-TV. The bearded recording star has been artists and repertoire chief of Columbia Records, popular division since 1950 and is also a talent scout for MCA.

RFE kicks off '66 fund raising drive

Radio Free Europe's 1966 national fund-raising campaign begins tomorrow (Jan. 11) at a luncheon in Boston, where C. Rodney Smith, RFE director, will announce its goal of \$13 million.

The RFE campaign, under Chairman Crawford H. Greenewalt, will continue during the next six months with a series of meetings throughout the country.

Additional support will be sought by The Advertising Council, which for 17 years has conducted an advertising campaign in all media. RFE as a private, American-managed organization, broadcasting to 22 million people in the Communist countries of Czechoslovakia, Hungary, Poland, Bulgaria and Rumania, has been endorsed by 83 national civic, fraternal, religious, veterans', business and women's organizations. Members of these groups will participate in this year's drive.

Pay TV in California set for oral argument

Pay TV is heading for still another day in California's courts. The state supreme court last week agreed to hear oral arguments Feb. 1 in San Francisco on the constitutionality of a voter-approved initiative measure outlawing subscription-TV service. The action came in response to an appeal made by Attorney General Thomas C. Lynch asking that the initiative be declared valid.

To date the issue has had an up-and-down journey through the judiciary maze. The initiative forbidding opera-

tion of pay TV in the state, was approved 2 to 1 by California voters in November 1964. Subscription Television Inc., which had been offering wired pay-TV service in Los Angeles and San Francisco, challenged the constitutionality of the vote. Last May Sacramento Superior Court Judge Irving Perluss ruled that the initiative was in violation of the right to free speech. Subsequently Attorney General Lynch lodged his appeal.

Crosley stations change to Avco Broadcasting

The Crosley Broadcasting Corp., a subsidiary of Avco Corp., will change its name to Avco Broadcasting Corp., effective Jan. 17. The change is being made to fully identify Crosley with its parent company.

The Avco name is also being used by other divisions and subsidiaries of the international corporation, in line with the decision to identify their diversified operations with the parent company. In the commercial field, Avco manufactures engines for executive and other light aircraft, specialized farm equipment, abrasives and other products, and operates a large financial services subsidiary.

Crosley stations are: WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton and WLWC(TV) Columbus, all Ohio; WLWI(TV) Indianapolis; WOAI-AM-TV San Antonio, Tex., and WWDC-AM-FM Washington.

NET exploring ways to create live hookup

National Educational Television is negotiating with AT&T to link about 60 ETV stations east of the Mississippi into a network, it was disclosed last week.

John F. White, NET president, reported that NET is attempting to establish rates for this project at a cost of approximately \$2 million. If this package rate can be met and if financing can be obtained from philanthropic sources, he added, the NET hookup may be achieved by the end of 1966. Mr. White said that it will take several months to work out rates and to determine whether the funds can be raised.

Currently, NET mails prints to the stations with half of the affiliates carrying a program one week and the remainder the following week. There are a few limited hookups of stations and these would be tied into the national network, Mr. White said.

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TV, radio cover transit tieup

New Yorkers keep informed about what's going on through broadcast media

Television and radio traveled almost everywhere with grounded New Yorkers last week, providing up-to-the-minute and comprehensive news reports on the transit strike that hobbled the city and many of its suburbs starting Jan. 1.

From wake-up to bedtime, and in many cases through the night, stations fed almost constant reports to the estimated 18 million persons affected by

and factories during the work day.

Radio also was widely evident in the cars that at times clogged Manhattan streets with an estimated 35% increase in automobile traffic.

Rest and Relaxation ■ Television starred as the medium for resting and relaxing New Yorkers while also keeping them informed. At home and in restaurants, cocktail lounges and clubs they tuned to the extended live TV coverage and frequent tape reports and bulletins, often relayed in "crawls" superimposed on regular entertainment programs.

There were portraits of weary foot travelers on the move; the belligerent union pickets; hapless motorists on choked highways; distraught shopkeepers with few customers—and of the main characters in the story, Mayor John V. Lindsay, Transport Workers Union President Michael Quill and the various mediation officials.

The station carries three 15-minute news reports a day, plus five-minute news programs on the hour. It uses the news facilities of the *New York Herald-Tribune*.

WCBS was allotting a considerable portion of its regular talk, news and informational programing to news and discussion of the transit strike, a spokesman said. On several occasions, before he fell ill on Tuesday (Jan. 4) Mr. Quill answered questions from listeners on a special telephone hook-up arranged by WCBS. On at least one occasion he left a bargaining session to appear on a WCBS radio program.

WABC reported it had expanded its news programing by approximately 30%, chiefly through lengthening newscasts on the hour and half-hour and also through frequent use of bulletins and on-the-scene reports.

WOR noted that it was using two helicopters (shared with WOR-TV) to help



Michael Quill—bombastic, flailing away



Michael Quill—exhausted, en route to hospital

Radio-TV chronicles the big day of a transit union leader

the transportation crisis.

They also were widely used as principal channels of communications from the city administration to the public, and in many cases to relay information from big companies to their stranded employees.

Radio, it was generally agreed, had another of its "finest hours." It was the pre-eminent medium for New Yorkers on the move, no matter how snail-like their movement.

Transistors were carried by pedestrians trudging into and through Manhattan on their way to and from their jobs, by commuters backed up at barricades waiting for train and bus gates to open, by employees in stores, offices

Coverage by New York's radio stations was marked by expanded news reports, including extended newscasts, a steady stream of bulletins, on-location reports and special programs.

WINS, an all-news station, provided what was said to be the most widespread coverage of the transit crisis. For 24 hours a day, WINS was devoting from 25 to 50 minutes of each hour to news of strike developments.

Mobile Reports ■ WNBC, which used the services of NBC News reporters, broadcast frequent reports from its mobile units, numerous bulletins and expanded newscasts on the half-hour. WPAT Paterson, N.J., reported that its coverage was expanded only slightly.

provide on-the-spot traffic reports for various sections of New York. A spokesman said its coverage had been "expanded greatly."

WMCA pointed out that in order to accommodate its expanded news coverage, the working hours of its staff were lengthened. The station extended its 24 on-the-hour and on the half-hour newscasts, which were supplemented by news bulletins and reports.

WNEW shifted one of its Washington newsmen to New York "for the duration" and adopted a policy of using two news correspondents on its expanded newscasts. A WNEW spokesman reported that the station was seriously considering the use of motor scooters

to expedite coverage of fast-breaking news events in the future. The station hired a plane to fly over heavy traffic areas. It carried a sign during the day and lights at night with the message: "Patience, patience, there's traffic info on WNEW 1130."

TV Coverage ■ Television also went all-out.

WNBC-TV estimated that it carried an average of five hours a day of strike coverage, primarily in the morning hours between 6 a.m.-10 a.m. and including bulletins and "crawls" during prime and late evening hours.

WCBS-TV also enlarged its early morning news reporting of the strike, using a large portion of the 6-10 a.m. period for coverage of strike developments, traffic information and special interviews.

WABC-TV presented special five-minute reports every half-hour from 6:30 a.m. to 11 p.m. and one-minute reports on the half-hour from 11:30 p.m. to 2 a.m.

WOR-TV provided special reports and live remote pickups from time to time each day during the strike, in addition to bulletin information.

WPIX(TV) stepped up its coverage with an increase in the number of bulletins and special reports.

WNEW-TV made use of bulletins, reports and periodic news segments.

The Mayor Speaks ■ Mayor Lindsay went on the air twice a day with "reports to fellow New Yorkers" that lasted from 10 to 40 minutes.

Stations reported they did not anticipate any appreciable loss of revenue because of extensive strike coverage.

Radio stations reslotted commercial announcements from the peak news periods of morning and late afternoon and early evening to other times of the day.

WCBS-TV and WNBC-TV devoted large segments between 6 a.m. and 10 p.m., during which time they normally schedule some network programs, to strike news. Station spokesman said they had to pre-empt some network commercials but voiced the view that they could recoup through the use of make-goods.

Other TV stations reported they had been able to carry their scheduled run of commercials with few displacements.

The reactions to the transit strike's effect on business by the networks and ad agencies were mixed (see page 36). Opinions about the volume of local business differed, but most concurred that national business was hurt. A large part of the blame for this was laid on the fact that business didn't start until afternoon, when people could get to their office.

BROADCASTING, January 10, 1966

The man who wouldn't talk

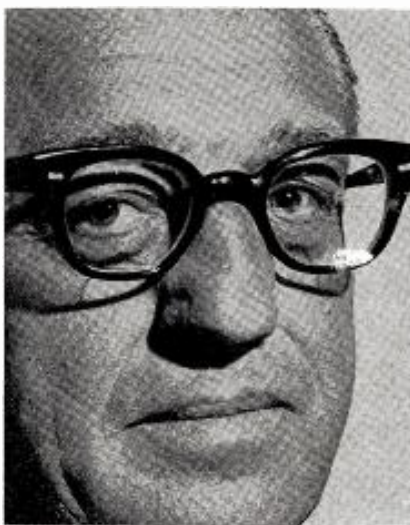
Now with court backing,

FCC will again quiz

Schreiber about MCA

The FCC is scheduled this week to pick up a stitch it dropped in 1961 when Taft Schreiber, vice president of MCA Inc., refused to provide information the commission requested in its inquiry into network programming.

After a legal battle that spanned almost five years and reached the Supreme Court, Mr. Schreiber is now under court order to cooperate with the commission. The date for his appearance before an



MCA's Schreiber
Twice refused to tell all

FCC examiner, in Washington is Tuesday (Jan. 11).

However, conditions have changed markedly in the last five years insofar as the FCC's concern with MCA in connection with the programming inquiry is concerned. The company five years ago was a giant producer of TV programs and talent agency. In 1962, however, it dropped the talent representative business in accordance with a court-entered consent decree that ended a civil anti-trust suit that had been brought by the Justice Department.

The long legal wrangle about Mr. Schreiber's testimony was touched off in October 1960 when, during a commission hearing in Hollywood, he stalked

off the stand without producing documents requested by the commission or answering questions.

He had insisted that, because of competitive business reasons, the commission should agree to keep the information confidential. A key commission request was for information on programs MCA represented.

But the commission, noting that other industry representatives testified in public, declined to accept the condition and directed Mr. Schreiber to testify. He returned to the stand in March 1961, but still refused to answer questions (BROADCASTING, March 13, 1961).

The commission then took the matter to court, but lost in the district court and circuit court of appeals. Then the Supreme Court, in a unanimous decision last May, upheld the commission in its refusal to keep Mr. Schreiber's testimony confidential.

The commission, which proceeded with its inquiry without Mr. Schreiber's testimony, has proposed a rule as a result of its network inquiry that would limit network ownership of prime-time nonnews programming to 50%. The chief architect of the proposed rule, Ashbrook P. Bryant, head of the commission's network study staff, will be commission counsel in the hearing tomorrow, as he was during Mr. Schreiber's previous appearances on the stand.

More opposition to program rule

The FCC was urged again last week to abandon its proposed rulemaking which would require networks to make an affirmative effort to place the programs their affiliates refuse to carry on independent stations.

ABC said the proposed rule would hurt the networks, the stations that seek network programs and the public. The network said it regarded the almost complete lack of support for the proposal "most significant."

The proposal was issued last June (BROADCASTING, June 7, 1965).

The commission also issued a notice of inquiry which asked whether networks should be compelled to affiliate with, or offer programs to, stations in small markets within the service area of large-market affiliates.

Other reply comments in opposition to the proposals were filed last week by NBC, CBS Television Affiliates, King Broadcasting Co. and Meredith Broadcasting Co.

The replies were directed mainly to

answering the comments of WCCB-TV Charlotte, N. C., which did not support the commission proposals but advanced an alternate proposal of its own.

The WCCB-TV proposal would bar any television station which has a primary network affiliation from accepting programs of another network in excess of 25% of the total number of hours weekly of programs cleared from its primary affiliated network.

NBC said that the commission should not consider a proposal advanced in this manner because there is not the same opportunity for comments and reply comments as in the case of a notice of proposed rulemaking.

The network said it was interesting to note that nearly 80% of the programming of WCCB-TV, which is not a network affiliate, consists of network programs. Thus, the situation in Charlotte is that a very substantial amount of network programming is available to the UHF station without any need for restrictive regulation of network program distribution.

King Broadcasting Co. reiterated its belief that the commission does not have jurisdiction to directly regulate the television networks. But even if the commission decides that it does have jurisdiction, King said enough progress has been made toward the development of network program availability for UHF stations to justify the termination of the proceeding.

The commission rulemaking and notice of inquiry were issued after a petition for rulemaking was filed by WUHF-TV (ch. 18) Milwaukee (BROADCASTING, Feb. 24, 1964). WUHF has since been sold to new owners (BROADCASTING, Nov. 15, 1965).

Universal, WGAW agree on post-'48 payments

A six-year squabble over who gets how much when post-1948 Universal Pictures-produced feature films are released to television ended last week when members of the screen branch of the Writers Guild of America West gave nearly unanimous approval to the settlement reached earlier between the guild's council and board and the studio (BROADCASTING, Jan. 3). The vote was 178 to 3.

The dispute, which involved features made after Aug. 1, 1948, and before June 13, 1960, had been argued in the courts with a decision pending in California's District Court of Appeals, Second Appellate Division in Los Angeles. With membership approval of the settlement all litigation has been dropped.

It had been estimated that under terms of the settlement, the writers, as

NBC inches ahead

In the seventh national Nielsen report of the current season, NBC-TV displaced CBS-TV for the lead by nine-tenths of a percentage point. The ratings: NBC—20.2, CBS—19.3 and ABC—16.7. The new report issued Jan. 3 was for the two weeks ended Dec. 19, 1965, covering the 7:30-11 p.m. period on the networks.

In the top 10 list, CBS had six shows and NBC four, ABC none. In the top 20 (including a tie), CBS had 11, NBC 8 and ABC 2. There were no significant changes in the placement of shows in the topside of the ratings lists.

a group, could receive as much as a total of \$1 million. However, union officials last week conceded that this might be an overly optimistic figure.

How much the writers will actually receive as a result of the settlement is still officially undetermined but Universal is currently checking its records to determine an aggregate figure. The agreement calls for the writers to get 1.5% of the producer's proceeds from sale of some 300 features to television.

Garden lines up outlets for syndicated sports

Madison Square Garden-RKO General Sports Presentations moved last week to salvage victory from a setback in its plans to syndicate sports events on TV.

Al Sussman, vice president, reported the New York Rangers-Chicago Black Hawks hockey game set for Jan. 8 was to be telecast in color on WOR-TV New York. But the game's planned syndication to some 35 to 50 markets (BROADCASTING, Dec. 13, 1965) was to be dropped because of a lack of station commitments.

But plans are now underway, he said, for a triple 270-minute track-meet package, carried in 90-minute color installments on WOR-TV and 40-odd TV stations across the country, with one-half of the sponsorship already sold regionally to Rheingold Breweries, Brooklyn, N. Y. More regional sponsorships are being negotiated in other market areas involved, he added.

The events: the 59th annual Millrose games (Jan. 27), the 47th annual indoor athletic meet of the Knights of Columbus (Feb. 4) and the 45th annual indoor track and field championship of IC4A (Inter Collegiate Asso-

ciation of Amateur Athletes of America) (March 5). Each would be taped in color, then edited from their original four to five hours to 90-minute segments for showing 24 to 36 hours after the meets.

The MSG-RKO company, which is negotiating for station affiliations across the country, has plans for 12 to 15 events in both sports and entertainment to be held yearly.

This year's lineup of events from the Garden, Mr. Sussman said, would include four potential championship boxing fights in the lightweight to middle-weight classes, pro basketball, the National Horse Show next fall, hockey and an entertainment special featuring talent "like the Beatles." All events, he continued, would be live and in color, and similarly scheduled for syndication.

LBJ State of Union address in color

When President Johnson delivers his State of the Union message to the second session of the 89th Congress on Wednesday at 9 p.m., the event will be telecast for the first time in color.

NBC-TV is handling the pool for all three TV networks. All agreed that color coverage would be ideal, but there were questions about lighting.

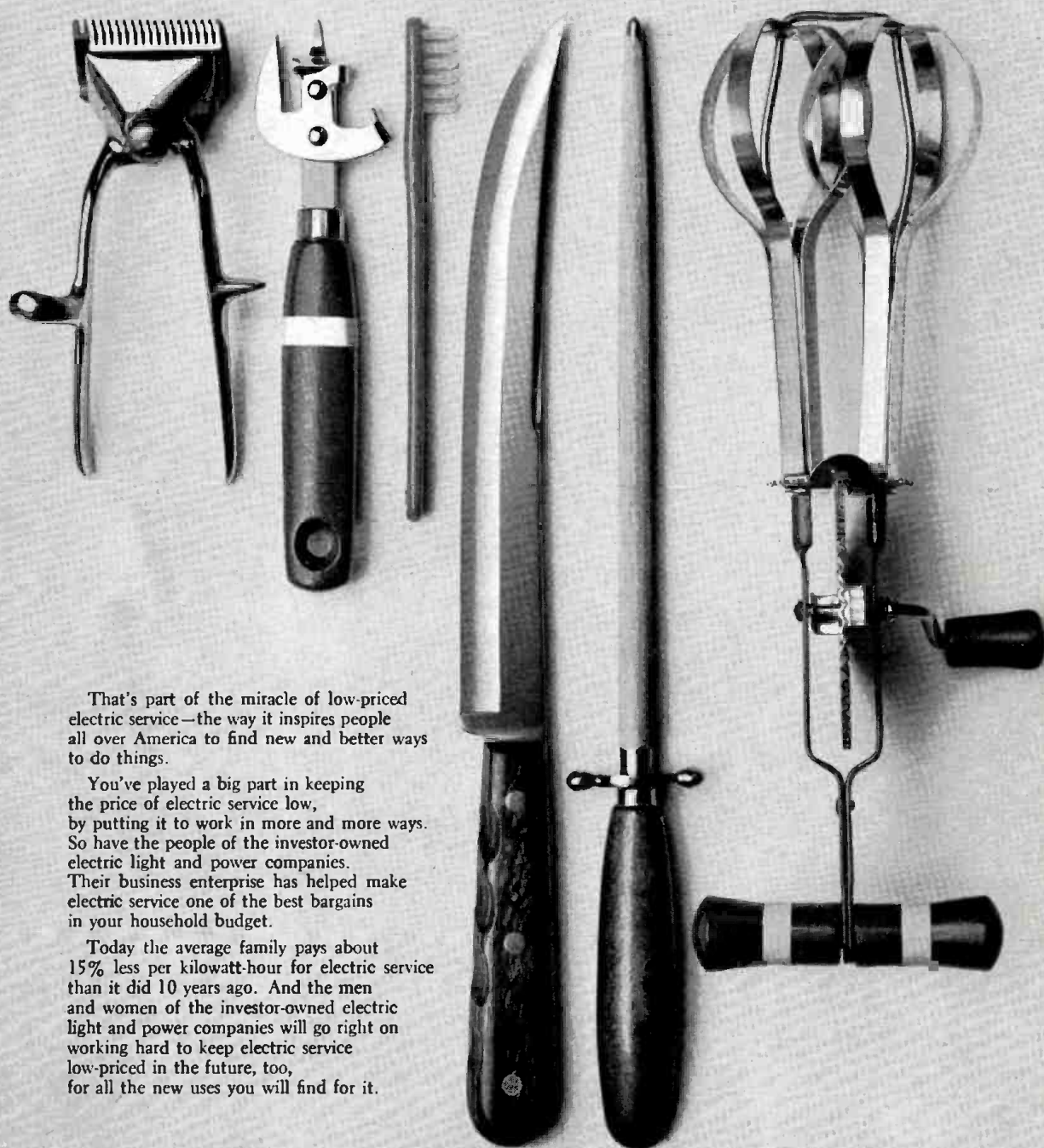
One of the problems, according to White House sources, was whether an increase in lighting levels in the House chamber—where the joint session meets to hear the message—would make it difficult for the President. Since this has been checked out, no objections have been made to the plan to use color.

'O'Brien' gets early rerun treatment on CBS

Reports last week indicated *Trials of O'Brien* reruns will play out the season for the series after Feb. 25. The hour drama, new on CBS-TV this season, started in the Saturday, 8:30-9:30 p.m. period. In December it was shifted to its current spot on Friday, 10-11 p.m., where it is opposite NBC's highly rated *The Man from U.N.C.L.E.*

On Feb. 25, 22 episodes of *O'Brien* will have been produced by Filmways and CBS has not ordered production beyond that date. CBS said last week that the series will show a two-part film, "The Greatest Game," a comedy drama, on Feb. 18 and Feb. 25. A color version reportedly will be distributed overseas by Metro-Goldwyn-Mayer for showing in theaters.

Low-priced electric service makes something or other old-fashioned every day.



That's part of the miracle of low-priced electric service—the way it inspires people all over America to find new and better ways to do things.

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Today the average family pays about 15% less per kilowatt-hour for electric service than it did 10 years ago. And the men and women of the investor-owned electric light and power companies will go right on working hard to keep electric service low-priced in the future, too, for all the new uses you will find for it.

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*Names of sponsoring companies available through this magazine.

How Blumberg left Bogalusa

Station owner tells Klan inquiry how boycott forced him to sell his radio station

Ralph Blumberg, former owner of WBOX Bogalusa, La., last week told the House Un-American Activities Committee that the Ku Klux Klan threatened his family and intimidated his sponsors until he had to sell the station (BROADCASTING, March 22, 1965, et seq.).

Mr. Blumberg testified before the committee in Washington in its continuing Klan investigation.

But he persisted in maintaining that the people of that community were "still good people, and I think that 90% to 95% of them are good people."

He said that the problem with trying to overcome the Klan's power was that "people don't want to be involved. And I mean good people. Educated people, just desire to stay out of trouble. It all revolves around a human problem. I can't think of any additional piece of legislation that could be as helpful as getting these people involved with the social problems."

Mr. Blumberg, now a newsman with WCBS-TV New York, told the committee that he never pushed the integration issue. "I only sought to help my city avoid the pitfalls of racial troubles that other small towns in the South have experienced."

"I never editorialized for segregation or for integration. I only asked for understanding and for the cooperation of the city's power structure."

"But the Klan was able to infiltrate too many businesses too quick and before we could move, they were all around us."

First of His Kind ■ Mr. Blumberg was the first citizen with a complaint against the Klan called from the state of Louisiana, according to a committee spokesman.

On two occasions, Mr. Blumberg stated, he moved his family from Bogalusa to St. Louis to stay with relatives. The first time was to prevent them from harassment by phone calls and to protect them from any harm. The second time was on the advice of an FBI agent "to prevent them from the rumored kidnapping the Klan was supposedly planning."

He said the station's transmitter was shot at with a high-powered rifle. His car windows were smashed, tanks were spread in his driveway and he and his family were threatened and harassed by telephone calls both at the station and at his home at all hours of the day and night, Mr. Blumberg added.

He noted that he bought WBOX in 1961. "For the next three of four years, I knew of no racial problems or racial

tension."

Only a Rumor ■ The Klan existed in Bogalusa only by way of rumor until May 1964, he related. At that time, he added, the Klan had an open rally inside the city "with all the regalia, hooded sheets and 20-foot crosses."

But still the Klan was not openly spreading terror or threats. It was just meeting and trying to recruit new members. There was still no racial tension and no racial problem was evident, he told the committee.

Then, to maintain the peace and tranquility of the community, Mr. Blumberg said he and some other citizens met with two members of the Community Relations Service provided for by the Civil Rights Act of 1965. The group decided to invite former Representative



Mr. Blumberg
A social problem

Brooks Hays (D-Ark.), an avowed racial moderate, to speak to the people. Mr. Hays was to explain the new laws and to suggest steps that might be taken as a precaution against racial violence or disturbances.

Still nothing happened as far as the Klan was concerned, Mr. Blumberg said. The citizens group decided to invite Mr. Hays to speak Jan. 7, 1965. Then the group made its first mistake. It invited the hierarchy of the city government to attend the meeting so that the city officials could see that the

town supported its efforts to curb any racial trouble.

A Leak ■ But a city official, since revealed as a member of the Klan, leaked the group's plans to the KKK. The word spread through the Louisiana cane fields that the committee "was trying to forcibly integrate the meeting with the unlawful and terrible Civil Rights Act," Mr. Blumberg testified.

Within two hours of his meeting with the city officials, Mr. Blumberg said, the intimidation started. And it continued unabated until he sold WBOX last October (BROADCASTING, Nov. 1, 1965).

He told the committee that the most effective weapon the Klan can use against a businessman is the boycott. "The boycott and the threat of a boycott against my sponsors kept them from advertising on my station. My advertisers dropped from 75 to only six."

But Mr. Blumberg said that his "appeasement of the Klan" hurt him the most. "When we first started editorializing about the situation that prevented us from having the meeting, the KKK started its phone call intimidation campaign in earnest. But where we made our mistake was after the first campaign. We stopped editorializing. We had no editorials—no nothing. I tried to get the sponsors back. I was appeasing the Ku Klux Klan. When I got the sponsors back, they started the calls again. . . ."

He feels that the Klan was "bothered a lot" by the editorials on his station and that they could not cope with being discussed truthfully and openly.

"The strength of the Klan," he said, "is very much in the amount of secrecy and absence of knowledge of its operations and in the fear that the secrecy creates."

Philosophizes ■ "If we could keep our doors open long enough with outside help, perhaps the merchants would come back. The longer we could keep our doors open, we felt, the better it was going to be for small radio stations and communications media in small markets, particularly in the South. Because if the KKK could close our doors easily, this would be a tremendous display of strength the longer we could stay open, I felt, the more frustrated and more confused these people (the KKK) would get and perhaps make them think twice before hitting the communications media again. This actually was our purpose in this fight, and our fight basically has been one of freedom of speech."

He told the committee members that once the station's sponsors dropped to six, it didn't remain that way. "We would periodically receive new sponsors and then lose them again until it got to the point that I only had one local sponsor left. People were afraid to ad-

Russians see red over 'Volga' but that's about all

CBS News aroused the ire of the Soviet Union with the telecast of its program *The Volga* last Tuesday (10-11 p.m.). By week's end, however, the only reprisal taken against CBS has been the prevention of a scheduled filming in a Moscow kindergarten by a reporter from one of its owned TV stations.

There was some fear that CBS News' Moscow correspondent, Hughes Rudd, might be expelled from the country as a result of the Volga incident.

A flurry of telegrams was exchanged between CBS News and the Soviet television authority in which the Russians attacked the program as "slandrous and hostile commentary on our people" and CBS stood behind it as a "factual and dispassionate view of the USSR." CBS

News refused a Russian request that the program be revised before its presentation.

It was filmed by a CBS News team last summer in villages and cities along the Volga river. The program presented its subject as "a land of eye-catching paradox."

Network news positions in Moscow have been somewhat volatile franchises. In 1958 the Russians expelled CBS News correspondent Paul Niven following the telecast on the network of a *Playhouse 90* program about a plot against Stalin. After that CBS asked that Larry Le Sueur be admitted as its Moscow man. He was refused but Marvin Kalb went to Moscow for CBS in the spring of 1959. He has since been followed there by Stuart Novins and the present correspondent, Hughes Rudd.

ABC News has been without a Moscow reporter since Sept. 30, 1965, when Sam Jaffe was tossed out following comments made about the Soviet Union by another of the network's correspondents, John Scali, in Washington.

CBS News had provided the Russian television authorities with a print of the Volga program to check it for factual accuracy.

A Tass report on the program on the day following its network presentation, said: "It is not an honest but a slanderous film."

CBS News President Fred Friendly said he regretted the Soviet Television office had found the film less than objective but added it had not pointed out any specific factual errors that would necessitate postponement.

vertise with me and I couldn't blame them."

He decided to sell the station "because we had been receiving financial help from other broadcasters around the country and we were running out of money and we finally realized that the merchants wouldn't come back for a long time, if ever."

The news media in Bogalusa today, he said, are very much controlled by the Ku Klux Klan. The local newspaper, he noted, is operated by one of the members of the committee he had served on. He told the committee that it "prints stories with the KKK's point of view—it slants the news to suit the Klan. Its editor cannot print what he believes," he said. The Klan, he added, now has a very great influence over all news media in the city.

"If they control the press, half their battle is won," he concluded.

Felton will leave MGM-TV

Plans for the resignation of TV-series producer Norman Felton from Metro-Goldwyn-Mayer's TV producing team, to join NBC-TV (BROADCASTING, Dec. 27, 1965), were made formal last week. Mort Werner, vice president, programs at NBC-TV, said the exclusive agreement covers the services of Mr. Felton and his firm, Arena Productions Inc. His MGM-TV association ends June 30, and Mr. Felton will continue supervision of any shows currently on the air or "arising from pilot activities." (Non-NBC pilots he is developing are "*Separate Lives*" and "*Jericho*" for CBS-TV.)

Program notes . . .

Word game show ■ Seven Arts Television will place into international distribution on Jan. 17 a new half-hour TV game show, *Oh, My Word!* which is being co-produced with KGO-TV San Francisco.

Switch to prime time ■ WPIX(TV) New York in picking up a 13-week renewable option of *The Merv Griffin Show* (11 p.m.-12:30 a.m.) announced it would move the weekday variety series into a prime time slot—10-11:30 p.m., beginning Jan. 17, to accommodate early-evening viewers and avoid an overlap with another 90-minute talk-and-entertainment show, NBC-TV's *The Tonight Show Starring Johnny Carson*. The *Griffin* show, which started last May on WPIX, is syndicated by Westinghouse Broadcasting Co. (Westinghouse Program Sales).

'Loner' is loser ■ *The Loner*, Rod Serling's attempt to create an adult western series, has come up a loser. The program's option, which was due on Friday (Jan. 7), was not picked up by CBS-TV. It will be cancelled after a 26-week run on the network. The series is a joint venture project involving creator-writer Serling, Bill Dozier's Greenway Productions and 20th Century-Fox TV.

Two for color ■ Cardinal Programs Inc., Los Angeles, has produced and is releasing two new short-subject programs for television. They are *Explore the World*, a new color view of the wonders of the world as seen through the eyes

of two teen-agers and *Nature's Window*, a study of North American birds and animals. Both are in color and are available in packages of 130 shows, five minutes in duration each.

New radio show ■ A television version of *Cincinnati Symphony Report*, 15-minute public service program now on six Cincinnati area radio stations, is planned after this season. The radio show features Max Rudolf, music director of the Cincinnati Symphony, in a weekly discussion of the music and guest artists to appear at the orchestra's coming concerts. Program is recorded at the University of Cincinnati's educational WGUC(FM) for further programming on WZIP-AM-FM and WCPO-FM, both Cincinnati; WNOP Newport, Ky.; WPRB Middletown and WHOH-FM Hamilton, both Ohio.

TV tour of Vatican ■ Griffin Productions has begun filming a tour of the Vatican in association with E.R.C. Productions. The one-hour color special will include areas of the Vatican never filmed before.

SESAC sales soar ■ SESAC Recordings, New York, reported that its LP package sales reached an "all-time high," in 1965. Approximately 2,000 orders were received during the calendar year from broadcast facilities throughout the world.

News consultant ■ NBC Radio has begun a new feature, "What's New," with Barbara Walters reporting on diverse subjects in a *Monitor* Sunday sec-

tion 7:05-7:30 p.m. EST. Miss Walters is currently with NBC-TV's *Today* show, also as a reporter.

Topical newsfilm series ■ Associated Film Consultants is planning three newsfilm series for distribution to TV station news departments across the country. One series will report on regional festivals in support of the U. S. Department of Commerce campaign, "Festival USA '66," to help bolster travel and encourage foreign visits. The other newsfilms will feature a TV cameo series, sponsored by retailers, for local TV women's fashion shows; and another, to begin in February, will have background and news reports from heavy industry. Associated Film headquarters are at 501 Madison Avenue, New York.

Bird watchers—'beep-beep' ■ CBS-TV will begin a color series, *The Road-Runner*, sometime this fall in its Saturday morning cartoon block. The Warner Bros. TV production, featuring a coyote chasing a road-runner through the canyon, will also include unit programs of *Sylvester & Tweety Pie*, and such characters as Speedy Gonzales, Daffy Duck, Elmer Fudd, Yosemite Sam and Foghorn Leghorn. CBS recently announced the coming debut of another Saturday morning series, *The New Adventures of Superman*.

Hollywood report ■ ABC Radio will begin supplying the Fred Robbins' celebrity show, *Assignment: Hollywood*, exclusively to its affiliated stations in this country for local sale after Feb. 14. The daily, five-minute interviews of show-business personalities is heard in Europe over Radio Luxembourg and also in Canada.

Hollywood series ■ *Hollywood Backstage*, a series of 39 half-hours, featuring behind-the-scenes glimpses of motion-picture activities, will be syndicated by RKO General Productions. In keeping with RKO policy, the program is being telecast initially on an RKO station before being syndicated. It began last Friday (Jan. 7) on KHJ-TV Los Angeles.

Rusk on Early Bird ■ Leading journalists in London, Paris, Bonn and Rome will interview Secretary of State Dean Rusk in Washington via Early Bird satellite on NBC-TV and NBC Radio's *Meet the Press* program on Sunday, Jan. 23 (6:30-7:30 p.m. EST). Edwin Newman will be moderator. The show is usually scheduled at 1-1:30 p.m. Sundays.

Change to color ■ WCKT(TV) Miami celebrated its move into the all-color arena with a special premiere on Dec. 27. The first all-color program was NBC's Chet Huntley on video tape. This was followed by S. D. Anson, presi-

Foreign-film package

The tide of feature films flowing to the TV networks (see page 27) has created at least a tributary source of product seemingly headed for local stations. The source is a foreign one, movies produced in Europe and recently purchased for showing in this country by United Screen Arts Inc., Los Angeles.

The American company, of which actor Dale Robertson is chairman of the board, has acquired six movies from Yugoslavia, has an option on seven more and may wind up buying as many as a total of 26. All of the movies come out of the Yugoslav film library of about 400 features, although some were co-produced with Italian and Swedish companies. Those already obtained are 80-minutes to 100-minutes in length and stress war themes. Four are in color.

Currently the entire package is being dubbed into English and will be available for release in February. Indications are that United Screen Arts will distribute the movies through an established syndicator.

dent of the channel 7 station. With the arrival of three RCA live studio cameras, two color tape recorders and special effects equipment, the station has begun telecasting in color all local sports, news and weather shows. Previously it was equipped to colorcast network, film and slide programs.

Fifth for Gleason ■ Renewal of *Jackie Gleason Show* for its fifth season on CBS-TV, effective in September, has been announced by Michael H. Dann, vice president—programs, CBS-TV. Series will continue in Saturday, 7:30-8:30 p.m. period, and next season will be presented for the first time in color.

Summer replacement ■ Broadway singer John Davidson has been signed as host of *The Kraft Summer Music Hall*, a summer replacement in color for NBC-TV's *Andy Williams Show/Perry Como Specials* (Mondays, 9-10 p.m. EST), starting June 6. Twelve summer programs will be produced by Bob Banner Associates and sponsored by Kraft Foods, Chicago, through J. Walter Thompson Co., that city.

Western role ■ Four Star Television has signed Peter Fonda for the role Will Kane in its color TV series, *High Noon*, now being developed by Robert

J. Enders from a script by James Warner Bellah.

Yankee returns ■ NBC-TV will retelevise "The Magnificent Yankee" (in color) with Alfred Lunt and Lynn Fontanne on *The Hallmark Hall of Fame* series, Feb. 3, 1966 (8:30-10 p.m., EST). The TV drama, adapted by Robert Hartung from Emmet Lavery's Broadway play, was first presented in January 1965.

Cycle in Germany? ■ Arnold, Schwinn & Co. is circulating on free-loan basis a 28-minute, 16mm color film, "The Magic of the Bicycle," to TV stations and others, through Association Films Inc., New York. Both the development of and the health advantages to bicycle riding are outlined. Also available from Associated Films on a free-loan basis is "The Romantic Road," a 22-minute color film on sight-seeing in Germany. Prints can be obtained at Associated Film centers in Ridgefield, N. J.; La Grange, Ill.; Dallas; Oakmont, Pa., and Hayward, Calif.

Increased flock ■ Jean Shepherd's monologue radio series will be added to a third RKO General Broadcasting station, WNAC Boston, on a (Monday-Friday (8:15-9 p.m.) basis. Alternating with WOR New York and KRCR San Francisco, WNAC will originate and tape shows.

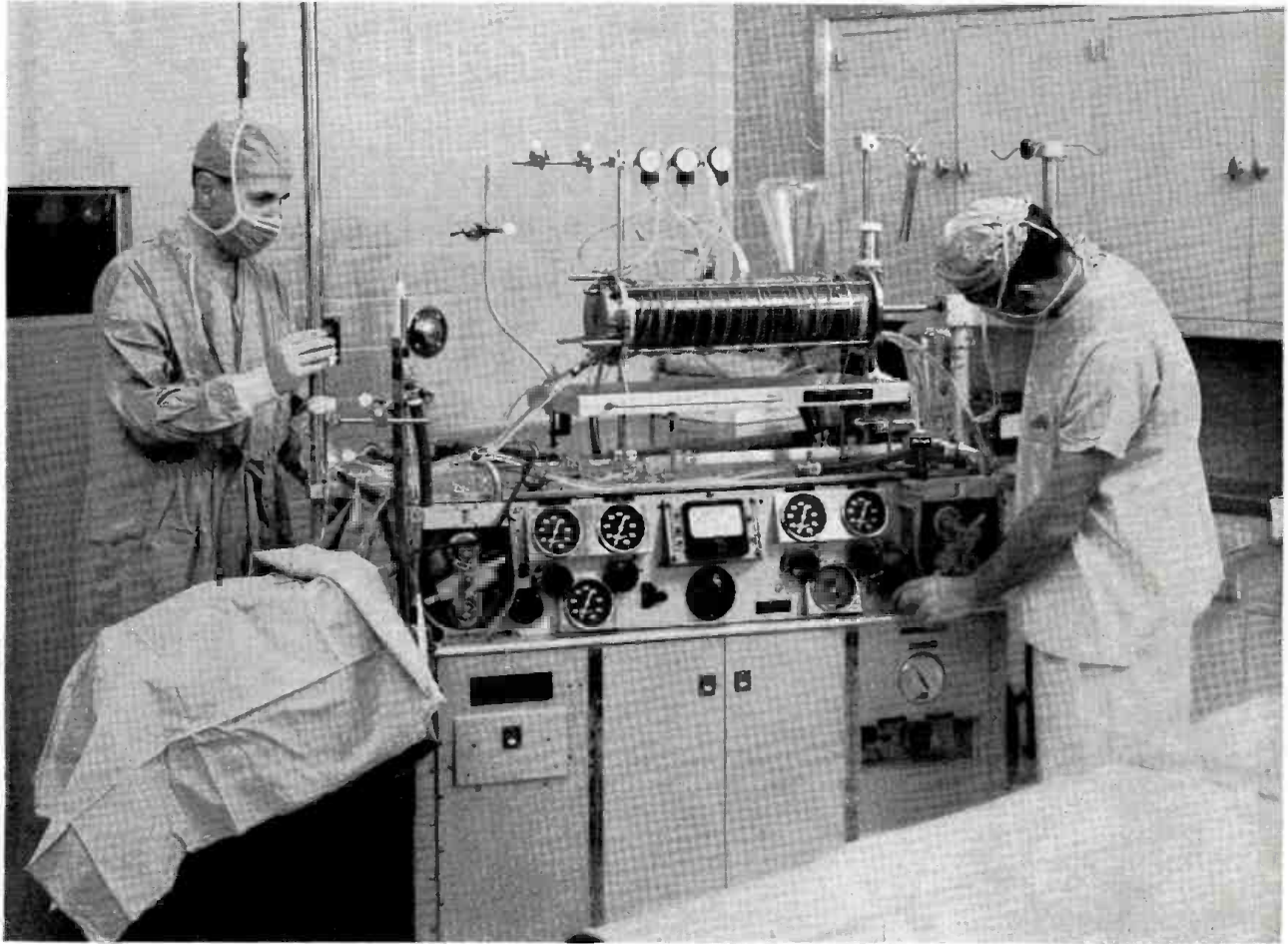
Abbe special ■ Singer Abbe Lane will star in a one-hour taped color special to be syndicated by Four Star Television. The musical program, one of ten now being syndicated by Four Star, will be ready for distribution late this month.

'White Paper' in color ■ NBC-TV's *White Paper* special concerned with the critical spread of nuclear weapons is set for April 17 (6:30-7:30 p.m. EST) as the first colorcast in the NBC News' series. Produced by Fred Freed, the special will explore "go nuclear" pressures on India, Israel, Japan, West Germany and other nations.

NBC-TV in middle of law suit?

Sale of features to TV are beginning to cause all sorts of strange twists. Good example is suit filed recently by actor Anthony Quinn in Los Angeles Superior Court. Indirectly involved is NBC-TV, which telecast feature, "The Savage Innocents," Dec. 21 on its *Tuesday Night at the Movies* program.

Mr. Quinn made film in 1959 and claims he hasn't been fully paid for his services. He'd lost hope of ever collecting from Italian producer Magic Films because movie was flop at box office. But now that it's been sold to TV, Mr. Quinn wants \$22,740 he says is still coming to him.



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TV role complicates Reagan's GOP bid

Actor Ronald Reagan announced his candidacy for the Republican California gubernatorial nomination last Tuesday (Jan. 4), and television was not only the means to this end but the protagonist in the campaign's first controversy. Mr. Reagan's announcement was made on a half-hour television program taped for broadcast over 16 stations throughout the state after being screened for reporters at a news conference.

"As of now, I am a candidate seeking the Republican nomination for governor," Mr. Reagan declared. The TV program showed him in the homey confines of a comfortable den but it reportedly was just a studio set.

Political opponents of the 54-year-old performer warned that they would demand equal time of any television station in the state which telecasts any of his old movies or appearances on entertainment programs.

U. S. Borax & Chemical Co., Los Angeles, sponsor, owner and distributor of the weekly syndicated TV show, *Death Valley Days*, anticipated both the hat in the ring and the waves it

would make. The company moved to replace Mr. Reagan as host of the series in its showings in California. The advertiser had filmed on a contingency basis and is still making sequences using substitute hosts. These will be telecast on the eight California stations which carry the program. The guest hosts include Leon Ames, Walter Brennan, Rory Calhoun, Rosemary De Camp, Don De Fore, Robert Taylor, John Wayne and others still to be announced. All are friends of Mr. Reagan.

Commercials, Too ■ In addition, commercials involving the candidate will be discontinued in California. Hank Simms, veteran radio and television announcer, will replace him in the standard opening.

Mr. Reagan is under contract to U. S. Borax until September 1966. He will continue to appear on the program elsewhere in the U. S. The only stations affected by the change in scheduling are KLYD-TV Bakersfield, KVIQ-TV Eureka, KMJ-TV Fresno, KNBC-TV Los Angeles, KTVU-TV Oakland-San Francisco, KRCR-TV Redding, KQVR-TV Stockton-Sacramento and KOGO-TV San Diego. Should Mr. Reagan lose his bid for the nomination, he would return to the series in California.

Meanwhile the TV pro is not discarding the medium. He's hired Spencer-

Roberts & Associates, a Los Angeles political management firm, to get his campaign organized. Plans call for the raising of a budget by February to finance "two extensive months of campaigning" on television in April and May. Former actor and TV executive George Murphy, also a Republican used television effectively in 1964 and became California's junior United States senator.

Artists' agency moves into film packaging

"The day of a company offering services alone is gone forever," Harold Greene, president of Film Artists Management, said last week. That's why Mr. Greene's Hollywood organization, formerly known as an exclusive agency for representing producers, directors and writers, is branching out into TV and motion picture packaging.

FAM reports having several TV projects in the planning stage including some series for prime-time presentation. Particular emphasis is to be placed on the development of feature-film packages for television and on spin-offs from feature into TV series. Martin Sperber will head the packaging division.



Tandem's 2-year plan includes TV, movies

Television is to get at least two one-hour color specials and one possible new dramatic half-hour series for the 1966-67 season from the independent Hollywood production house of Tandem Productions. In addition a minimum of one more series and several more specials might evolve out of Tandem's production activities over the next two years.

It was disclosed last week that the five-year-old company, headed by comedy writer Norman Lear and director Bud Yorkin, already has completed production of *An Evening with Carol Channing*. The Channing show will be sponsored by General Foods and telecast by CBS-TV on Feb. 18. Another special, tentatively titled *The Scene '66*, is described as "a modern, wild, way-out comedy-variety show." It will be presented on ABC-TV in the early fall of this year. This program, to be taped in February, may serve as a pilot for a projected series on the network.

A second Carol Channing special is also planned for next fall. Reportedly Tandem is near to closing a coproduc-

tion deal with CBS-TV for a half-hour series which would star Miss Channing in a continuing dramatic role each week.

Tandem Productions was founded specifically for TV production. Its early efforts included the Fred Astaire specials and the *Henry Fonda and the Family* special. The latter program may serve as the format for a series of new specials to be produced by the company. Plans call for the use of a different name personality for each special.

All of this television activity is part of a \$20-million motion-picture and TV-production program announced by Tandem which encompasses the making of at least five feature films by 1968. The company already has two movies to its credit: "Come Blow Your Horn" and "Never Too Late."

Film sales . . .

Tarzan Features (Banner Films): WYTV(TV) Youngstown, Ohio, and WTRF-TV Wheeling, W. Va.-Steubenville, Ohio.

Judge Roy Bean (Banner Films): WALA-TV Mobile, Ala.

Big Night Out (Seven Arts Television): WDCA-TV Washington; WNEB-TV

Flint, Mich.; WQAD-TV Moline, Ill.; WHEC-TV Rochester, N. Y.; KCRG-TV Cedar Rapids, Iowa; WILX-TV Lansing, Mich.; KAUZ-TV Wichita Falls, Tex.; WTHI-TV Terre Haute, Ind.; WHNT-TV Huntsville, Ala.; WTAP-TV Parkersburg, W. Va.; WNBK-TV Binghamton, N. Y., and WDSU-TV New Orleans.

Man in Space Specials (Seven Arts Television): WTTV(TV) Indianapolis; WCIA-TV Champaign, Ill.; KSLA-TV Shreveport, La.; WMBD-TV Peoria, Ill.; WHEC-TV Rochester, N. Y., and WHNT-TV Huntsville, Ala.

The Professionals (Seven Arts Television): WBTV(TV) Charlotte, N. C.; WHEC-TV Rochester and WNBK-TV Binghamton, both New York; WRDW-TV Augusta, Ga.; WHNT-TV Huntsville, Ala., and WWSA-TV Harrisonburg, Va.

Volume 10 (Seven Arts): KTVI(TV) St. Louis; WBRC-TV Birmingham, Ala.; WGHP-TV High Point, N. C.; KTBS-TV Shreveport, La.; KRCR-TV Redding, Calif.; WBNS-TV Columbus, Ohio; KROD-TV El Paso, and KID-TV Idaho Falls. Now in 65 markets.

Cinema 90 (Walter Reade-Sterling): WTIC-TV Hartford, Conn.; KMJ-TV Fresno, Calif.; KOMO-TV Seattle; WRGB (TV) Schenectady, N. Y.; WPHL-TV Philadelphia; WTTV(TV) Indianapolis;



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Merv Griffin Show (WBC Productions): WMAL-TV Washington; KUTV (TV) Salt Lake City, and WTVJ(TV) Miami. Now in 32 markets.

Exercise with Gloria (Triangle): WLVA-TV Lynchburg, Va., and KCFT-TV Concord, Calif.

Encyclopaedia Britannica Films Library (Trans-Lux): KOMO-TV Seattle.

Mack and Myer for Hire (Trans-Lux): CKLW-TV Windsor, Ont.-Detroit.

Man in the Moon (Trans-Lux): WPIX(TV) New York.

Bold Journey (Banner Films): WBAP-TV Fort Worth.

Popeye (King Features): WHAS-TV Louisville, Ky.

Charges of 'extremism' denied by McIntire

The Rev. Carl McIntire, head of Faith Theological Seminary which owns WXUR Media, Pa., has asked the Pennsylvania House of Representatives to reconsider a resolution which called for an FCC investigation of the programming practices of WXUR—with particular reference to his *20th Century Reformation Hour* program. The resolution (HR 160) was passed by voice vote on Dec. 17, 1965.

In a letter dated Dec. 22 Mr. McIntire denied charges of "extremism" leveled at him by four Pennsylvania legislators (BROADCASTING Dec. 27, 1965) and requested an opportunity to defend himself and the station before the legislature.

Kaye agrees to fourth season on CBS-TV

Danny Kaye was signed by CBS-TV last week to keep his one-hour program (Wed. 10-11 p.m.) on the network in 1966-67.

Michael H. Dann, vice president, programs, CBS-TV, said the network had started negotiations with the comedian some weeks ago. Mr. Kaye did not agree to a fourth season for his comedy-variety show, however, until his return last week from a European trip.

The renewal was negotiated through The Ashley-Famous Talent Agency.

Cronkite's nightly news joins parade to color

CBS-TV's *Evening News with Walter Cronkite* will convert to color Jan. 31. The announcement last week confirmed earlier reports that a switchover to color for the network's nightly half-hour news show (Monday-Friday 7-7:30 p.m.) was imminent (BROADCASTING, Jan. 3).

The Cronkite program will have all studio segments presented in color and, according to the network, film clips and tape segments will be in color whenever possible.

NBC-TV's nightly *Huntely-Brinkley Report* has been telecast in color since Nov. 15, 1965.

More changes made in WNUS news staff

The all-news format at WNUS Chicago continues under study. And listeners are being invited to express their preferences, it was reported last week. The McLendon Corp. outlet also continued to make major staff changes beyond those on-air newsmen released in

December (BROADCASTING, Dec. 27, 1965). WNUS also is seeking a better transmitter site.

Four newsmen released last week were Harry Brown, H. D. Bryant, Harvey O'Connor and Mike Wolverton. New to the staff as managing editor is Cliff Johnson, formerly with WGN and WBBM, both Chicago. Another addition is Millard Hanson, newsman previously with WCFL Chicago. WNUS presently is testing a half-hour news-reel format.

California chief justice won't remove court ban

California Supreme Court Chief Justice Roger Traynor refused last week to lift or delay the ban on courtroom broadcasting and photography that began Jan. 1 (BROADCASTING, Dec. 13, 1965). He was asked by State Assemblyman George A. Willson (D-Huntington Park), to mitigate the ruling.

Justice Traynor heads the State Judiciary Council which imposed the ban. Assemblyman Willson was the only opponent of the measure in a 17 to 1 vote.

In a news conference held after Judge Traynor's decision was announced, Mr. Willson pointed out that the chief justice "had an open mind on the matter" and added that he thought the council would be willing to see all information relative to the subject, including eight hours of experimental video-tape coverage of an actual trial.

The assemblyman said he will try to set up a special viewing for the council.

Radio series sales . . .

Northwestern Reviewing Stand (Northwestern University): WERB Garden City, Mich.

The Sound of Christmas Around the World (ACA Recording Studios): KUBA Yuba City, Calif.

FANFARE

CBS news fellowship competition opens

Plans for the 10th annual CBS Foundation News Fellowships (1966-67) to Columbia University were announced last week by Ralph F. Colin, foundation president. Candidates' applications will be accepted until March 1. The winners will be named in April.

Mr. Colin said the foundation's 1966-67 selecting committee will include: Mark Ethridge, lecturer in journalism, University of North Carolina, and retired publisher, *Courier Journal and Louisville Times*; Sol Taishoff, presi-

dent, Broadcasting Publications Inc.; John F. White, president, National Educational Television; Dr. Lawrence H. Chamberlain, vice president, and Dean Ralph S. Halford, Graduate Faculties, both Columbia University; Fred W. Friendly, CBS News president; and Gordon Manning, CBS-TV News vice president and director.

The foundation, during the past nine years, has offered grants averaging \$8,000 each from over 1,000 completed applications accepted from people associated with radio and TV journalism. Those qualified for a fellowship can apply for a program of lectures and dinner discussions along with a one-

year enrollment at Columbia for studies in broadcast news and public-affairs programing. Selection is limited to employees at CBS News, associated with news and public affairs; CBS-owned radio-TV stations; CBS radio-TV network affiliates; noncommercial (educational) stations and college and university instructors of news and public-affairs courses.

Fellowships have been held by 72 representatives in the broadcast journalism field from 28 states and three foreign countries. Awards are presented to applicants chosen by the selecting committee, each year composed of three public representatives along with

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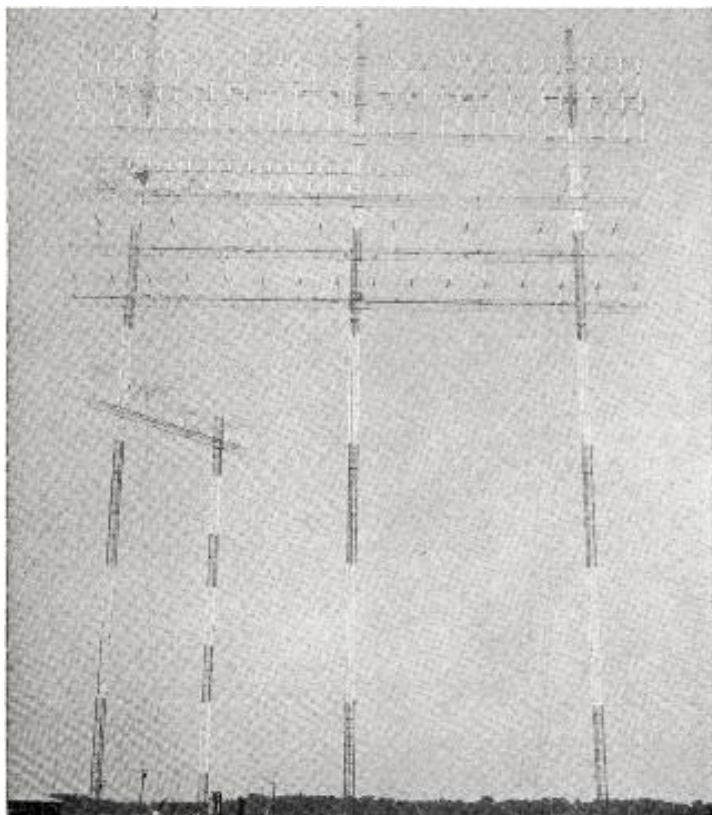
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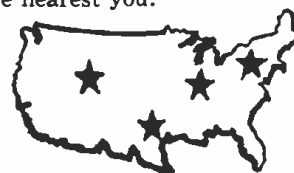
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Memorial library gets inauguration films

Seven reels of film taken by NBC News during its coverage of the 1961 inauguration of President Kennedy have been donated by NBC News to the Kennedy Memorial library that is to be constructed in Cambridge, Mass. Shown above are

William B. Monroe Jr. (r), director of NBC News Washington, presenting the reels to David Powers (c), former special assistant to President Kennedy, while Leonard Allen, director of NBC News operations in Washington, looks on.

two each from Columbia and the CBS Foundation.

The CBS Foundation's board of directors include: Mr. Colin; Dr. Leon Levy of Philadelphia; Goddard Lieberman, president, Columbia Records; Millicent C. McIntosh, president emeritus, Barnard College; and Dr. Frank Stanton, CBS Inc. president.

Drumbeats . . .

Citation for Cowles ■ Gardner Cowles, newspaper and magazine editor and broadcast executive, has been named to receive the ninth annual William Allen White Foundation national citation for journalistic merit. Mr. Cowles is chairman of the board of Cowles Communications Inc., licensee of KRNT-AM-TV Des Moines, Iowa, and WREC-AM-FM Memphis.

Tabatha tie-in ■ The Jan. 13 episode of ABC-TV's *Bewitched* will hail the arrival of the new-born baby Tabatha and local outlets of the AMC Department Store chain plan to tie in with the event. Children born in AMC store cities within a half hour of Tabatha's birth will receive a layette from the store and from the local station carrying the program. AMC stores will also

make up a gift package of Tabatha merchandise.

Tiger winner ■ "Reach From the Top" was the lucky slogan for William L. Gilbertson (l), vice president and account supervisor at Compton Advertising, New York. The slogan, plus



identifying the tigers used as advertising symbols for Kellogg, Humble Oil, Pontiac cars and WAFB-TV Baton Rouge, La., brought him \$500 in a contest conducted by WAFB-TV. Mr. Gilbertson is shown above receiving the check from

Dick Hayes, account executive with Blair Television market division, the station's rep. The contest, which was open to advertising agencies and advertisers, drew more than 800 entries.

AFA medal ■ The Advertising Federation of America has chosen Norman H. Strouse, chairman of the board and chief executive officer of J. Walter Thompson Co., as the 1965 recipient of its Gold Medal award. The award will be presented on Feb. 7 at the Shoreham hotel in Washington during the 8th annual Washington Conference of Advertising/Government Relations, sponsored by the AFA and the Advertising Association of the West.

Zippy campaign ■ The Advertising Council has been asked by the Post Office to prepare a campaign to persuade Americans to ZIP-code their mail for faster, more efficient delivery. The council will ask radio and TV stations, newspapers and magazines to contribute time and space as a public service. Wunderman-Ricotta-Kline, New York, will serve as volunteer advertising agency for the campaign, scheduled to begin this spring.

Token prize ■ Listeners of WNEW New York have been asked to guess the day and the hour when striking subway and bus employees in that city will return to work. The listener who comes closest to guessing the time will receive a prize: a one-year's supply of tokens to ride on the city's transit facilities.

Teen-age awards ■ E. D. Isaacs, KONO San Antonio, Tex., Phil Cousino, *Detroit News*, and Kay Hardeman, WQXI Atlanta, have been awarded 1st, 2d and 3rd prizes, respectively, in the Miss Teen-age America promotion contest. The contest, sponsored by Miss Teen-age America, Dallas, consists of judging each town's "Miss Teen-age Hometown" promotion on the basis of local advertising, merchandising and publicity campaigns for the 1965 back-to-school campaign.

If the stocking fits . . . ■ WDGY Minneapolis-St. Paul put its foot into a Christmas contest in a big way. The station offered to fill with presents the largest Christmas stocking sent to the station. It began to worry when 15-foot stockings began to pile into the station, but these were nothing compared to the winner—an 840-foot stocking. It was designed and sewed by three area college boys, and took \$150 and 300 hours to complete. After much thought, and suggestions from others around the nation, WDGY filled the brightly decorated stocking with a minimum of 500 inflated balloons, each containing a dollar bill.

Too many Americans may be sitting themselves to death

MODERN man, according to a description published by the World Health Organization, "is gradually becoming a soft, sedentary, fat creature living in an artificial hothouse atmosphere." Mechanical power displaces more and more human muscle use at work as well as at play. Even many golfers get their "exercise" steering a golf cart these days.

There is still some dispute about how important physical exercise is in developing and maintaining good health in the human being, but an increasing number of health experts tend to believe that the human body does require a certain amount of exercise, daily if possible, to function most effectively and efficiently.

Americans are expressing more interest in being physically fit. The President's Council on Physical Fitness has reported a substantial gain in programs aimed chiefly at youth fitness—through the schools and other agencies serving the young. This is resulting in marked improvement in the physical skills of the young people exposed to these programs.

Fitness should be a family affair

While parents certainly should be concerned about what kind of physical education teaching is done in the schools, developing a fitness program is not something that should be left to the schools, or other youth agencies, alone. Like so many other habits the young acquire, doing those things that help to assure physical fitness should begin early in life in the home. Active adults can set a good pattern for children to follow.

Physical fitness is not a matter of buying a lot of high-priced exercise equipment to install in the home. Exercise in fact, is only one part of a sound physical fitness program. Fitness does not mean that one's muscles must bulge like those of a professional wrestler.

Fitness requires regular exercise, of course, but it also depends upon eating a well balanced diet, getting adequate rest, providing for adequate medical and dental care. It means, in simple terms, maintaining a certain amount of moderation and balance in all we do—whether we refer to physical inactivity versus activity, food intake versus energy expenditure, etc.

Physical Fitness needs more promotion

Dairy farmer members of the American Dairy Association work closely with the President's Council on Physical Fitness—and for a very selfish reason. Dairy foods play a key role in a well balanced diet, but, in addition to this, we're very much in favor of any program that promises to help our customers live longer and happier lives. We hope you feel the same way and that you will increase your efforts to help the President's Council on Physical Fitness encourage public interest in this important program.

The American Dairy Association currently offers, at no cost to the public, three motion pictures which promote physical fitness. All are 16 mm., sound, color movies. "The Time Of Our Lives," which is designed to motivate audiences—young and old alike—to be interested in fitness, and "The World Is One," which tells the story of U. S. athletes' participation in the 1966 Olympic Games and which urges all young people to do their best to be physically fit, are 28 minutes long. Don

Schollander, the young swimmer who won four Olympic gold medals in Tokyo, narrates a 4½ minute movie on "Physical Fitness" in which he outlines the ABC's of fitness. For details on any of these movies, contact the American Dairy Association.

Several booklets promoting physical fitness are also offered by the American Dairy Association which will make quantities available to any medium which may want to promote them to the public. The booklets include "Family Feeding For Fitness And Fun," "Time Out For Sports," and "The World Is One."

The full story should be told

Interest in physical fitness is growing—but not fast enough to avoid the possibility that many Americans may, indeed, be sitting themselves to death. People need guidance in developing sound family physical fitness programs. Advice should stress all the factors involved—well balanced diets, plenty of the right kind of exercise, getting enough rest, etc. Emphasizing only one factor of a fitness program won't do the job.

Many people are confused these days, for example, about what a well balanced diet is. Food faddists and quacks mislead many people. Yet planning an adequate diet is not difficult if people follow the Daily Food Guide nutritionists have developed.

The Daily Food Guide advises people to select their foods from four major groups: (1) Milk and other dairy foods; (2) Meats, fish, poultry, eggs; (3) Fruits and vegetables; (4) Breads and cereals. The foods are grouped according to the kinds of nutrients they provide.

The following table provides an example of how one of these four food groups fits into the well balanced diet. The table shows the approximate percentages of the Recommended Daily Dietary Allowances (suggested by the Food and Nutrition Board, National Academy of Sciences-National Research Council) supplied for each age-sex group by the quantity of milk indicated:

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman (2 glasses)	30%	72%	14%	64%	18%	16%
Adult Man (2 glasses)	24%	72%	14%	48%	12%	10%
15-18 Year Old Boy (4 glasses)	42%	100%	28%	84%	23%	19%
15-18 Year Old Girl (4 glasses)	62%	100%	28%	100%	35%	28%

Helping to interpret this type of information to the public is an important contribution to the nation's goal of increasing the general level of physical fitness, and we hope you will agree that more effort by all of us is necessary.



a message from dairy farmer members of
american dairy association

Should foreign parts be labeled

Two join those who say policy may backfire and hurt

U.S. sales abroad; question of deception is raised

Radio and TV manufacturers and others in the consumer electronics industry found the U. S. Department of State and the Committee for a National Trade Policy in their corner last week on a labeling question. The high-level organizations supported them in their opposition to the proposed requirement that radio and TV sets with imported components be identified as to country of origin.

Appearing before the Federal Trade Commission in opposition to such a labeling requirement were Murray J. Belman, State Department, and David J. Steinberg, CNTP. Both made virtually

the same points: A regulation requiring that home entertainment instruments be labeled when foreign components are used may backfire to the detriment of American interests.

They stated that many foreign manufacturers use American parts in their own products and are not required to indicate this fact. If the United States requires labeling, they indicated, so might other countries. Such a move, they said, probably would affect the sale of American parts abroad.

The only new witness favoring the move was David Lasser of the International Union of Electrical, Radio and

Machine Workers. He maintained that the consumer has the right to know whether the instrument he buys is all-American or contains foreign parts. Where a substantial part of a radio or TV set (or phonograph or tape recorder) is of foreign origin, he stated, that fact should be noted in advertising, on the carton and on the case.

The FTC resumed its hearing on the question of labeling last week, following a one-day hearing in December (BROADCASTING, Dec. 13, 1965).

A basic concern, expressed by Paul Rand Dixon, chairman of the trade commission, is whether the use of imported components in radio and TV sets, without disclosure, represents a deception of the American consumer.

Last month, the FTC heard arguments in favor of the proposal from Mrs. Margaret Dana, a consumer relations columnist.

Split Industry • The Electronic Industries Association is represented on both sides of the issue. Opposing the proposal is Armin E. Allen, Philco Corp., for EIA's consumer products division. Favoring the idea is Robert C. Sprague, Sprague Electric Co., for EIA's parts and distributor products division. Both testified at the December hearing, and both returned last week to rebut each other and other witnesses.

Mr. Allen contended that allegations that U. S. manufacturers use a double standard in components—lower quality for imported components than for domestic parts—are false. Manufacturers, he said, require the same specifications and quality standards regardless of whether parts are domestic or foreign.

He also disagreed with the charge that the use of foreign components creates service and replacement problems.

In submitting a report by Arthur D. Little Inc. on the use of components and parts in the radio-TV industry, Mr. Allen emphasized that imported products lose their identity in the process of producing a new product.

He reiterated that the overall use of foreign components in radio and TV is "insignificant," averaging less than 5% throughout the industry.

Is There Deception? • He urged that the FTC not require manufacturers to disclose that U. S. built sets contain some foreign components. "Such disclosure should be required only . . . where there is clear and compelling evidence of materially deceptive practices," he said. None has been established, he added.

Mr. Sprague maintained that the 5% figure was not meaningful. Submitting his own figures, he said the use of imported materials in radio and TV

'Musical chairs' is no longer just a game

Yes, it's a chair. But that's not all. In disguise, it's a new form of in-home competition for commercial broadcasting—at least part of the time.

In addition to being a chair that rocks and lounges it also talks from self-contained stereo tapes or the audio of your TV set or radio. It was a sales success in Chicago last week at the annual Winter Furniture Market.

Berkline Corp., Morristown, Tenn., the manufacturer, introduced a wide variety of the chairs at the Chicago market and they won instant attention from department store buyers as well as instant publicity in the broadcast news media. Called the "Stereo Lounger," the models cost about \$300 to \$350.

A concealed panel by one arm opens to reveal the "Lear 8" stereo-tape playback machine now featured by Ford Motor Co. in its autos and soon to be introduced in cars by both Chrysler and General Motors. It plays the same eight-track stereo cartridges for which RCA now is supplying tape recordings.

Twin stereo speakers, the same as used in the auto installations, are concealed in each upper back corner of the chair. They give the rocker or sitter "private" sound and come



close to the stereo effect of earphones without the headset confinement.

At the back of the chair are plugs and cords for hooking the system into the owner's TV set, AM or FM radio or phonograph. The manufacturer was mindful of broadcasters in at least one respect: He forgot to include a hook to hang the device some other manufacturers offer that cuts off the commercials when the recliner decides he will watch TV instead of listening to the uninterrupted programs on the tapes.

ranged from 0.04% in tape recorders to 14.69% in radios. Total imports for five components (capacitors, resistors, transistors, TV picture tubes and radio receiving tubes) are almost \$60 million annually, he reported.

The two basic questions are, Mr. Sprague said, whether U. S. consumers have (1) a preference for American-made products, and (2) an interest in knowing whether American-made brands contain components of foreign origin.

Where a home electronic product "contains essential or material components of foreign origin," this fact, Mr. Sprague said, should be made known to the public. He called for this label to be affixed close to the brand-name of the product and disclosure on the carton, in literature and in advertising.

Go-ahead given for 1 kw UHF translator

The FCC broke new ground last week with approval of an application providing for a 1 kw UHF translator. The action was regarded as potentially significant in commission efforts to help broadcasters ward off or deal with competition from community antenna television systems.

The application was that of Cowles Communications Inc., which is now free to increase the power of its 100 w translator on channel 70 in Fort Dodge, Iowa. The translator rebroadcasts programs of the company's KRNT-TV Des Moines, Iowa.

In approving the application, the commission for the first time waived its rule limiting translators to 100 w. The increased power, according to Cowles, will double the translator's coverage in terms of population from 36,000 to 72,000.

The application was supported by the only other station in Fort Dodge, KQTV-TV (ch. 21), which rents space on its tower to Cowles for its translator. KQTV told the commission the extended service of the higher-powered translator would stimulate the sale of UHF sets in the area.

CATV Protection ■ The station also sees the second free service over the wider area as a safeguard against CATV penetration. So do some commission members, who feel translators should be used more extensively to provide underserved areas with a wider choice of service.

The commission last summer took an initial step in that direction when it amended its rules to permit translators to operate with 100 w on assigned but unoccupied channels. Previously, VHF

October set sales slumped

The sale of television receivers—both black and white and color—by distributors to retailers for the first 10 months of 1965 continued up over the same period in 1964. Sales for October 1965, however, slumped slightly, from those in September 1965.

Color TV sales for the first 10 months of 1965 were up 116% over the total for the same period in 1964. Color sales in October 1965 however, were down 30.9% from sales in September 1965.

Monochrome TV sales followed

the same pattern: for the January-October 1965 period, sales were up 5.4% over the same 1964 period; for October 1965 compared with September 1965, sales were down by 4.1%.

Radio sales for the 10-month period were up 26.4% over sales for the same period in 1964. FM sales for the 10-month 1965 period were up 63.2% over cumulative sales for the same 1964 period.

As reported by Electronic Industries Association last week, here are distributor sales:

TELEVISION			
Period	Monochrome	Color	Total
Jan.-Oct. 1965	6,492,461	2,107,838	8,600,299
Jan.-Oct. 1964	6,162,271	976,069	7,138,340
RADIO			
Period	Home*	(With FM)	'Auto
Jan.-Oct. 1965	10,289,387	(2,258,013)	8,278,037
Jan.-Oct. 1964	8,139,735	(1,383,667)	6,743,565

*Includes table, clock and portable

translators were limited to 1 w.

Commission officials last week predicted that future requests for waiver of the 100-w limit for UHF translators will be treated sympathetically. There is also some feeling at the commission for amending its rule to permit 1 kw UHF translators to operate on assigned but unoccupied channels (BROADCASTING, Dec. 27, 1965).

The commission's unanimous action last week differed from other translator grants made in recent months in that a nonduplication condition was not attached. Chairman E. William Henry and Commissioner Kenneth A. Cox, however, while concurring in the grant, favored adding the condition to prohibit duplication of present or future stations in the area.

Entron gets CATV contract

Entron Inc., Silver Spring, Md., community antenna television equipment manufacturer and operator, has announced receipt of a contract to build a complete, turnkey CATV system in Pacifica, Calif., for Pacifica Cable Co.

The system will run over 65 miles and construction will cost in excess of \$325,000. When completed early this year, the Pacifica CATV will carry TV signals from San Francisco, Sacramento and San Jose. It will also carry a weather-time channel. President of the San Mateo county cable system is David McKay, founder of the CATV system in Santa Cruz, Calif., which is now owned by Teleprompter Inc.

3M fined on monopoly charges

A federal judge in Minneapolis fined Minnesota Mining & Manufacturing Co., St. Paul, \$190,000 on charges it attempted to monopolize the manufacture and sale of magnetic recording tapes, pressure tapes and presensitized aluminum lithographic plates.

A federal grand jury in 1961 returned a nine-count indictment of the company, which also owns the Mutual Broadcasting System. The company pleaded no contest.

U. S. District Judge William C. Juergens commented last week in his opinion imposing the fines that the "activities of 3M should be watched by the Justice Department for some time to come relative to its trade practices."

Technical topics . . .

RCA silicon transistors ■ RCA Electronic Components and Devices has reported the availability of two new VHF-UHF silicon transistors. These are identified as "NPN" (three-layer negative-positive-negative transistors). They are designed to provide high power gains and high efficiency as class C frequency multipliers and amplifiers in transmitters and other communications equipment, RCA said.

PC-60 delivery ■ Reeves Sound Studios, a division of Reeves Broadcasting Corp., New York, has taken delivery of two

Six miles vs. 50-million miles

RCA has proved the feasibility of a sun-pumped laser light beam which could transmit TV pictures across a wideband communications link of some 50-million miles.

But, as a further test, the company plans to transmit from its Camden, N. J., site to a receiver six miles away at its facility in Cherry Hill, N. J. If it works there, the laser will "prove the concept, because six miles through metropolitan smoke and haze represents a more difficult task than penetrating the atmosphere from space," according to William J. Hannan, RCA project engineer.

The laser unit, constructed by

RCA's Applied Research division at Camden, has become an experimental step toward the 50-million-mile goal to probe from earth to Mars.

The system functions by reflection of the sun's rays from a 31-inch parabolic mirror onto the laser device, which is optically pumped after receiving 400 w across its very narrow light-beam width. This narrow laser beam, Mr. Hannan, explained, permits vast distances of communication.

Using ordinary radio antennas to achieve the same pencil-like breadth would require equipment too large for a spacecraft, Mr. Hannan noted.

Norelco PC-60 Plumbicon color TV cameras for use in color-TV taping. Reeves will use the cameras for shooting color commercials and special productions recorded on Reeves' high-band video-tape recorders, according to Visual Electronics Corp., New York, who reported the delivery.

Solid state for ETV ■ Jerrold Electronics Corp., Philadelphia, has introduced a line of solid-state, 2500 mc transmit-

ters and receiver-converters for educational TV. The model SRT-1 transmitter includes traveling-wave tube and uses modular compact design. Models SRR-1 and SRR-2 receiver-converters receive up to five alternately spaced channels and convert to alternately spaced VHF channels.

Videotapes for CBC ■ Ampex Corp., Redwood City, Calif., has received a contract for approximately \$2.5 million

from the Canadian Broadcasting Corp. for 27 VR-2000 high-band color Video-tape recorders.

Indoor antenna ■ Zenith Sales Corp., Chicago, introduced a new indoor TV antenna for both VHF and UHF last week which it claims can match efficiency of some rooftop models. Priced at \$11.95, the new Zenith antenna has VHF rabbit ears embracing twin-loop UHF elements. UHF loop stacking produces front-to-back ratio of up to 15 db, manufacturer said.

Prepublication special ■ Smith Electronics Inc., Cleveland, announces the publication of a "Log Periodic Antenna Handbook," written to provide the engineer and/or high-level technician the information required to design a log periodic antenna for a specific job. The handbook is scheduled for publication on March 2 for \$19.50. Prepublication orders are \$15.50.

Tape price cut ■ Dage-Bell Corp., Michigan City, Ind., has announced the new price for its portable video-tape recorder as \$7,950, cut one-third from the previous \$11,900. The Raytheon subsidiary said that improved production techniques have permitted the lower price for the model DV-300 machine that uses one-inch tape at 5.91 inches per second.

INTERNATIONAL

Sharp blasts sounded on tobacco ads abroad

Magnuson, Neuberger want reasons for cigarette ads and movie being supported by U.S. government

Two U. S. senators last week demanded a full explanation of the report that the U. S. Department of Agriculture, through its Foreign Agricultural Service, is promoting the sale of tobacco products in foreign countries with subsidized advertisements and a pro-smoking film, "World of Pleasure."

The senators, Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee and author of the cigarette labeling act of 1965, and Maurine Neuberger (D-Ore.), long-time leader in the fight to have the sale of cigarettes banned as a menace to health, said they wanted to hear the secretary of agriculture's explanation. They both criticized what they termed inconsistencies in the policies of the

different branches of government.

Senator Magnuson unleashed a very sharp criticism of the secretary of agriculture and expressed surprise that the department would provide funds for the 23-minute Warner Bros.' movie, which reportedly was produced with \$106,000 from U. S. taxpayers.

"I know that you would be shocked to discover," he said, "that a Hollywood film studio had been bribed to show young couples smoking in a romantic setting in a film for distribution to neighborhood theaters in the United States. Is it less shocking, if true, for an agency of the United States government to participate in such a scheme for distribution abroad?"

It Is True, but Old ■ According to a

spokesman for the Agriculture Department, the advertising and film-making charges are true. But he explained that the money spent—\$210,000 for the fiscal year 1965, which ends June 30—was contracted long before the surgeon general's report which said that cigarette smoking could be hazardous to health. And he said that although the department held up its funds immediately after the report was issued, the department decided that since the money was already contracted for, the project should be carried through to completion.

He continued that the money was handled through U. S. trade associations for the tobacco industry and that the advertising was "jointly funded with the trade groups." But he indicated that the government foots the major share of the bill.

Senator Magnuson asked the secretary about the discrepancies in the government's policies on smoking. He said:

"How can a civilized country promote increased cigarette smoking in foreign countries while its own Congress has decreed that domestic consumers must be warned of the potential hazards of cigarette smoking? And how can this country be party to acts which subvert the national policies of such coun-

tries as England and Denmark which are exerting strenuous efforts to discourage smoking particularly among the young?"

Inconsistencies Pressed ■ Senator Neuberger's reaction was sharp. She said: "This is one of the inconsistencies we have with the other policies of other branches of government. I will have a report from the secretary of agriculture about this."

A spokesman for Senator Neuberger said that the Agriculture Department was also shipping approximately \$35 million annually in tobacco products to underdeveloped nations in the Food for Peace program. But the department denied this, putting the figure at "somewhere between \$15 million and \$25 million." A spokesman there said that this amounted to only "around 1% of the total budget for the program."

The funds that were spent advertising cigarettes overseas in most cases were foreign currencies, which the U. S. government receives from sales of surplus foodstuffs.

Spots were placed on television in Japan, Thailand, Austria and West Germany to advertise brands containing large quantities of U. S.-produced leaf.

The movie will be shown in Britain, France, Belgium, Germany, The Netherlands, Denmark and the United Arab Republic.

Neither the advertisements nor the movie say that they are financed in part with U. S. government funds, but there is nothing new in this practice, according to the spokesman for the department. "We've been carrying on these promotions since 1956 and we've never indicated that they were subsidized by our government."



Senator Magnuson

Senator Neuberger

Canadian rep starts sliding commissions

Byles, Gibb & Associates, Toronto station representative firm, has started a new scale of commissions based on annual gross billings of each individual station. Commissions start at 15% on billings up to \$200,000, with 13½% on billings up to \$300,000, and 10%

BROADCASTING, January 10, 1966

for stations with annual gross billings of \$300,001 up.

Explaining the new system and the reasons for it, Bart Gibb, executive vice president, said: "We have recognized the fact that our costs in representing a station are closely related to the dollar volume of that station. In terms of dollar income, it is less expensive to represent a large volume station than a smaller one. We have taken the realistic view that rep commissions should be based on station dollar volume and not on a flat percentage, regardless of the size of the station."

Hollywood talent to open new Vietnam TV

Television American-style is coming to Southeast Asia. At 7 p.m. on the evening of Jan. 20, the Armed Forces Radio and Television Service will inaugurate a two-channel, airplane-borne TV station operating high above Saigon, Vietnam (BROADCASTING, Jan. 3). According to current plans, American troops for miles around, in barracks and mess halls, will be able to watch as many as 20 hours a week of such U. S.-



WJEF Radio, Grand Rapids, sponsors America's most inclusive Country Club

The roster of WJEF's Country Club has passed the 10,000 mark.

How come? Well, for some time WJEF has been Western Michigan's full-time country and western music station. And people don't just listen — they *get involved*.

Literally by the thousands, they take part in WJEF contests and games. We

furnish them Country Club membership cards, car stickers, prizes, gifts — the works!

Grand Rapids is Western Michigan's biggest market. Our listeners in this industrial center make good money — and they *spend* it. And lots of their spending ideas come from WJEF's "Country Club of the Air." Ask Avery-Knodel about it.

The Folger Stations

RADIO
WJEF GRAND RAPIDS-ENTLE CREEK
WJEF GRAND RAPIDS
WJEF GRAND RAPIDS-GRAND RAPIDS
WJEF GRAND RAPIDS

TELEVISION
WJEF-TV GRAND RAPIDS-GRAND RAPIDS
WJEF-TV GRAND RAPIDS-GRAND RAPIDS
WJEF-TV GRAND RAPIDS-GRAND RAPIDS
WJEF-TV GRAND RAPIDS-GRAND RAPIDS

WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY

Avery-Knodel, Inc., Exclusive National Representatives

produced programs as *The Danny Kaye Show*, *Bonanza* and *Hollywood Palace*. Filmed programs from the states will be presented on a schedule of three hours a day supplemented by locally produced news and other broadcasts.

Opening-night ceremonies call for official messages of welcome from the Vietnamese government, the U. S. ambassador and area commanding general Wm. C. Westmoreland. One channel will broadcast in English, the other in Vietnamese.

At 8:30, the entertainment programming for the U. S. GI's will kick off with an hour variety special featuring such performers as Bob Hope, Jerry Colonna, Anne Margret, Kathleen Nolan and Gene Autry. The program will be taped at Mr. Autry's Golden West Broadcasting Co.-owned KTLA(TV) Los Angeles on Jan. 15 and subsequently will be flown to Vietnam. Golden West Broadcasting personality Johnny Grant is the MC for the program and he's working with the USO and the Hollywood Overseas Coordinating Committee in its production. KTLA is donating the equipment and tape being used and all performers and union craftsmen involved are working gratis.

John Reinemund, chief, information and education production, TV division, AFRTS, will help coordinate the opening-day program in Vietnam.

Who is 'authorized user' of satellites?

PASTORE QUOTED IN ATTEMPT TO CLARIFY TERM

The FCC was urged again last week to define the Communications Satellite Corp. as a "carrier's carrier" and to limit access to the communications satellite system to the four international common carriers.

Among those filing reply comments in answer to the question of who, besides the international common carriers, is an "authorized user" of the communications satellite systems, were AT&T, ITT World Communications, Western Union International, RCA Communications Inc. and Comsat.

Of the five, only Comsat took the position that users other than the common carriers should have direct access to the satellite system. Comsat repeated its position that where the carriers do not provide a desired satellite service to a customer, Comsat should be able to provide the service directly. In addition, where a customer desires to participate in the technical development of a new satellite service Comsat should be able to allow direct access to the satellite system on a nonexclusive and developmental basis.

CBS and ABC, both of which had filed comments last November asking

that they be allowed direct access to the satellite system (BROADCASTING, Nov. 8, 1965), did not file reply comments. Since November the managements of ABC and ITT have agreed to merge the two corporations. NBC, which is jointly owned with RCA, did not file comments or replies.

Service on Rotating Basis ■ Last July the FCC rescinded a previous order telling Comsat to deal directly with the TV networks. At the same time the commission authorized the common carriers to provide service to the TV networks on a rotating basis until it resolved the problem of "authorized users" (BROADCASTING, July 19, 1965).

The four common carriers placed great emphasis on the contemporaneous statements of Sen. John Pastore (D-R. I.), floor manager of the Communications Satellite bill, which they say prove that Congress intended Comsat to be a "carrier's carrier."

AT&T said that if Congress had intended that other entities have direct access to the satellite system, it would have established specific procedures under which such authorizations could be made.

Economy Based on Volume ■ ITT warned of increased cost for its services if the large volume users are allowed to bypass the carriers and deal directly with Comsat. It said the economical rates of the carriers depend, to a large extent, on the business of the large volume users.

Western Union said if the commission were to decide against the position of the common carriers, it should first institute a formal hearing and investigation to determine, among other things, how such a drastic disturbance of the present structure of the international telecommunications industry could be in the public interest.

Abroad in brief . . .

Canadian affiliates ■ CKGM-AM-FM Montreal and CHUM-AM-FM Toronto, will become affiliates of CBS Radio network by July 10. Both are represented by Stephens & Towndrow, Toronto, station rep firm acquired by CBS last spring (BROADCASTING, May 3, 1965). CKGM is on 980 kc with 10 kw; CHUM is on 1050 kc with 50 kw. They are slated to replace CJAD Montreal and CFRB Toronto as CBS Radio outlets.

Canadians on a safari ■ A package of 100 half-hours from the *On Safari* TV series produced by Fremantle International have been purchased by the



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Monday through Friday

NEW YORK HILTON

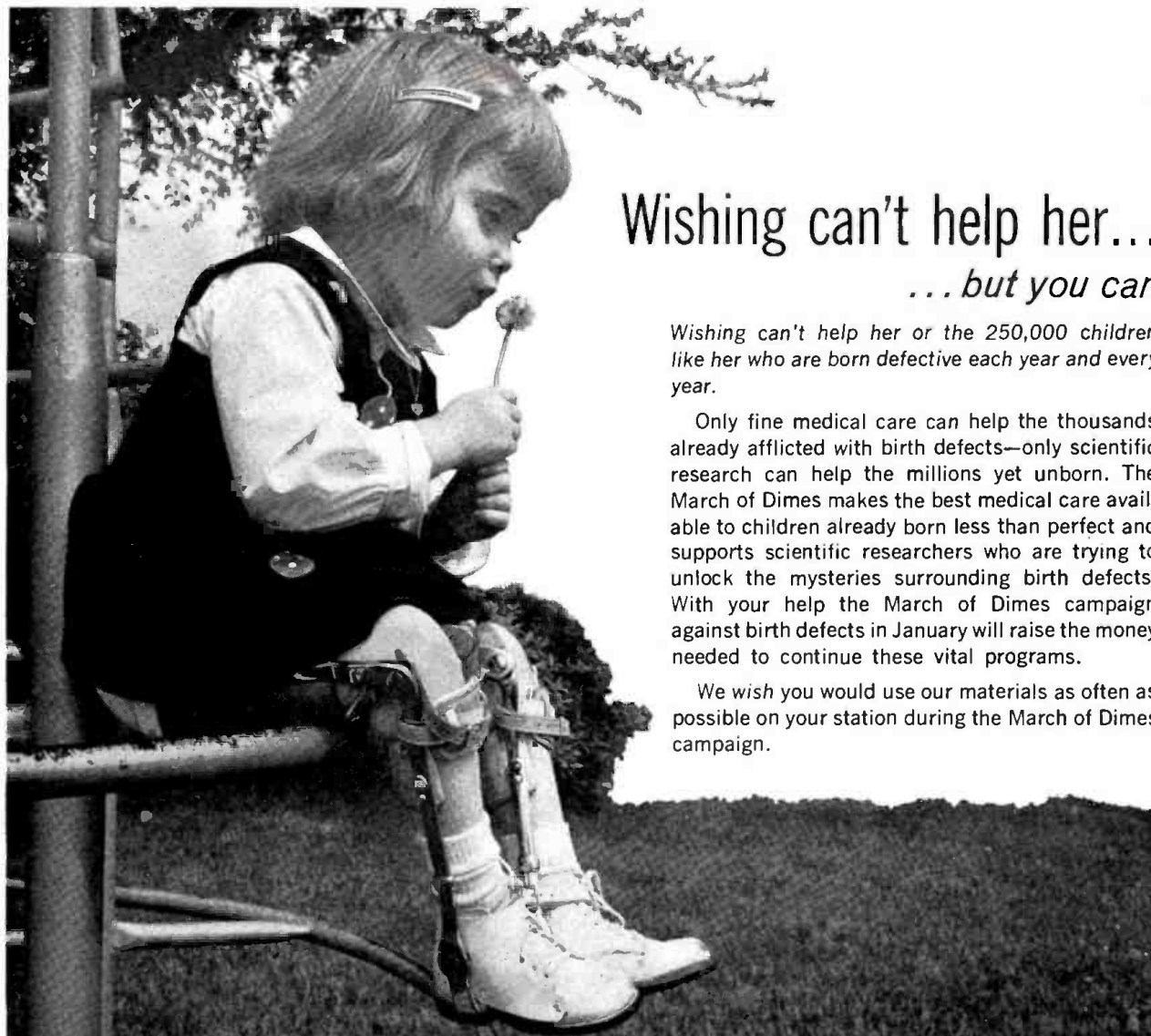
•

MARCH 21-25, 1966

Students (over 14) accompanied by adult will be admitted to Exhibits Thursday only. \$2.00. (Not more than 3 per adult)



IEEE EXHIBITION



Wishing can't help her...

...but you can

Wishing can't help her or the 250,000 children like her who are born defective each year and every year.

Only fine medical care can help the thousands already afflicted with birth defects—only scientific research can help the millions yet unborn. The March of Dimes makes the best medical care available to children already born less than perfect and supports scientific researchers who are trying to unlock the mysteries surrounding birth defects. With your help the March of Dimes campaign against birth defects in January will raise the money needed to continue these vital programs.

We wish you would use our materials as often as possible on your station during the March of Dimes campaign.

**NOTE TO BROADCASTERS: WE'VE SENT YOU THESE MATERIALS
FOR USE DURING JANUARY. MANY THANKS!**

TELEVISION

"LOVE AND LAUGHTER" — A half-hour musical comedy special—16mm black and white. Starring (alphabetically) Allen and Rossi, Ruth Buzzi, Frank Campanella, Sammy Davis, Jr., Sergio Franchi, Lou Jacobi, Julius LaRosa, Linda Lavin, Walter Matthau, Kay Medford, Dina Merrill, Paul Petersen and Arthur Treacher, with Val Bisoglio, Richard Blair, Augusta Ciolli and Thelma Pelish. (Available through January 31, 1966).

FILM SPOTS — Color or black and white in 16mm. One minute, 30 seconds, 20 seconds and 10 seconds. Dina Merrill, Paul Petersen, Lori Wagner (1966 National March of Dimes Child) appear in these appeals to aid birth defects victims through March of

Dimes-supported research and patient care.

ADDITIONAL TV MATERIALS — Live copy with four slides (one in color). March of Dimes "stick-on" lapel badges with individual station channel numbers.

RADIO TRANSCRIPTIONS

CELEBRITY DISC — Three five-minute musical programs by The Supremes, Jack Jones and a special March of Dimes program featuring a children's group, The Curfew Singers performing a new song, "Throw A Dime My Way". On the flip side, one-minute, 30-second and 15-second announcements by Dina Merrill, Hugh Downs, Jane Wyatt, Paul Petersen, Diana Sands, Larry Blyden, Caterina Valente and Walter Matthau.

DISC JOCKEY SPECIAL — A five-minute musical program starring Tom Jones. On the other side, 30-second announcements by Bobby Vinton, Lesley Gore, Tom Jones, Sam the Sham, Barry McGuire and Jack Jones.

SPANISH TRANSCRIPTION — Five-minute musical programs by Caterina Valente and Juan Garcia Esquivel and Spanish language one-minute, 30-second and 15-second announcements.

COUNTRY AND WESTERN DISC — Five-minute programs by Eddy Arnold and Dotty West plus 30-second spots by Eddy Arnold and the Everly Brothers.

SPECIAL FM TRANSCRIPTION — A 15-minute musical program starring the first recordings of young, American concert pianist, Susan Starr. On the other side is a five-minute musical program starring Caterina Valente and spot announcements by Milton Cross.

THE NATIONAL FOUNDATION—MARCH OF DIMES

George P. Voss, Vice President for Public Relations

800 Second Avenue, New York, N.Y. 10017, OXford 7-7700

owned-and-operated stations of the Canadian Broadcasting Corp., according to Vern Furber, vice president of Freemantle of Canada Ltd. The series, which will begin early this year on CBC, initially will be produced in black and white, and will switch to color later in the year. The programs will also be syndicated to other Canadian markets outside the broadcasting area of CBC's stations.

Popular interview ■ CBS Films Inc., New York, has reported that the CBS-TV *Face the Nation* interview of Prime Minister Ian D. Smith, taped in Salis-

bury, Rhodesia, on Dec. 22, 1965, and telecast four days later, has been ordered by broadcasters in Australia, England, Canada, New Zealand, Japan, Singapore, Hong Kong, Germany, Sweden, Ireland and Norway.

Agency acquisition ■ BCJP-Foote, Cone & Belding Pty. Ltd., with offices in Sydney and Melbourne, Australia, has acquired the Webb Roberts McClelland agency in Adelaide, an agency with billings of approximately \$1 million.

Marconi leaves home ■ Canadian Mar-

coni Co., Montreal, has announced it will discontinue making radio and TV sets and phonograph players for the home. Instead, W. V. George, president, said, the company plans to concentrate "on the most advanced aspects of the modern world of electronics, including navigational and communication devices." Home-entertainment products, Mr. George added, represented a "good part" of sales volume but "only a small part" of profits. The company will cease manufacturing radios, TV's and record players by the end of this month.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Hale

Fred Hale, VP and general manager at Cunningham & Walsh Inc., San Francisco, appointed senior VP. **Frank Finn**, all-media buyer with Marschalk Co., New York, joins C&W there as media supervisor. **Vivian**

Warsaw, previously VP and creative supervisor at Norman, Craig & Kummel, New York, joins C&W there as associate creative director. **Edwin Grosso**, account executive with WWRL New York, joins C&W, that city, as media buyer.

Arthur Rumbles, manager of market development departments; **Bruce Baldwin**, associate creative director; **Mary Quirk**, copy supervisor, and **Jack Davis**, executive TV producer, promoted to VP's at Compton Advertising, Chicago.

William I. Pearson, manager of

Kenyon & Eckhardt office, San Francisco, named VP.



Mr. Carter

Donald L. Carter, VP and account supervisor at William Esty Co., New York, joins Lennen & Newell there as VP and account supervisor.

Irwin F. Fredman, copy supervisor at LaRoche, McCaffrey and McCall, New York, appointed VP.



Mr. Budd

R. M. Budd, director of advertising at Campbell Soup Co., Camden, N. J., elected VP, advertising.

Arthur D. Cloud Jr., formerly general manager of WYES-TV New Orleans noncommercial, joins Archer Advertising there as executive VP.

Vincent de Paul Meade, account ex-

ecutive with WNEW-TV New York, joins WTTG(TV) Washington, as general sales manager.

Philip E. Penberthy, assistant marketing director of Consolidated Cigar Corp., New York, elected VP. Prior to joining Consolidated, Mr. Penberthy was senior VP and account supervisor for Muriel Cigars, Consolidated brand, at Lennen & Newell, New York.



Mr. Lincoln

Gregory Lincoln has resigned from Colgate-Palmolive Co., New York, after seven years as manager of radio and television operations. No future plans announced.

Alex Mendoza, formerly with Erwin Wasey, Los Angeles, joins Hixson & Jorgensen there as senior art director.

Barbara Lui, copy group head at Daniel & Charles, New York, joins the

James Lawrence Fly, free-swinging former FCC chairman, dies

James Lawrence Fly, 67, chairman of the FCC in New Deal-World War II days, died of cancer last Thursday (Jan. 6) in his home in Daytona Beach, Fla.

It was during Mr. Fly's stormy chairmanship from 1939 to 1944 that the commission forced NBC to divest itself of what was then its second radio network, now ABC. He also led a drive to prohibit newspapers from owning radio stations (which was later dropped after an investigation of several years). He told a convention of the National Association of Broadcasters in 1941 that industry affairs reminded him of

"a dead mackerel in the moonlight—it both shines and stinks."

Mr. Fly was born in Seagonville, Tex., and was graduated from the U. S. Naval Academy in 1920. After serving in the Navy for three years, he resigned and entered Harvard Law School. After two years, and before he was graduated, he passed the Massachusetts Bar and was admitted to practice. He received his law degree from Harvard in 1926.

After some years of private practice, Mr. Fly was named as an assistant to the Department of Justice in the prosecution of antitrust cases; this was in President Hoover's ad-

ministration. Under President Roosevelt, Mr. Fly prosecuted several cases growing out of New Deal legislation, including major Tennessee Valley Authority and Security and Exchange Commission matters. He was named solicitor of TVA in 1934 and general counsel in 1937.

After Mr. Fly retired from the FCC in 1944, he headed the Muzak Corp. for a year. He returned to private law practice in 1945; the firm is Fly, Shuebruk, Blume & Gauguine, with offices in New York and Washington.

He is survived by his wife Phyllis; son, James Jr., and daughter Sally.

Nugent to Hill post

Pat Nugent, fiance of Luci Johnson, will become staff investigator and researcher for Senate Commerce Committee when his active military duty ends in May.

Mr. Nugent, 22, currently is serving in Air Force at Lackland Air Force Base in Texas, but he will be transferred to Andrews A.F.B., outside Washington, following basic training.

Spokesman for committee said that Mr. Nugent will help out with investigations of several projects committee has undertaken. He emphasized that Mr. Nugent had been interviewed for job before announcing his engagement to President's daughter.

Marschalk Co. there as associate creative director.



Mr. Fithian

Doug Fithian, assistant director of broadcast production at Morse International Inc., New York, named director of broadcast production.

Robert Haftel, editor of *Toys & Novelties* magazine at Haire Publishing Co., New York, joins Foote, Cone & Belding there as merchandising supervisor. **Theodore J. McNeil**, with BBDO, New York, joins FC&B there as art director.

Donald Bruce Reynolds, senior marketing executive with J. Walter Thompson, Chicago, appointed national manager of volume accounts at Liggett & Myers Tobacco Co., New York.

Walter J. Auburn, formerly in sales promotion and advertising with manufacturing and publishing firms, joins Clinton E. Frank Inc., Chicago, in newly created position of sales promotion director.

Ingrid C. Ringer, with Ted Bates & Co., New York, joins Bill Creed Associates Inc., Boston, as director of research and sales promotion.

Frank X. Long, director of corporate communications for ARA Service, Philadelphia, joins Doremus & Co. there as account group head.

Richard Iliff, VP at D. P. Brother & Co., Detroit, appointed account supervisor on Harrison Four-Season Car Climate Control account.

George A. Schmidt, formerly VP and eastern sales manager, named general

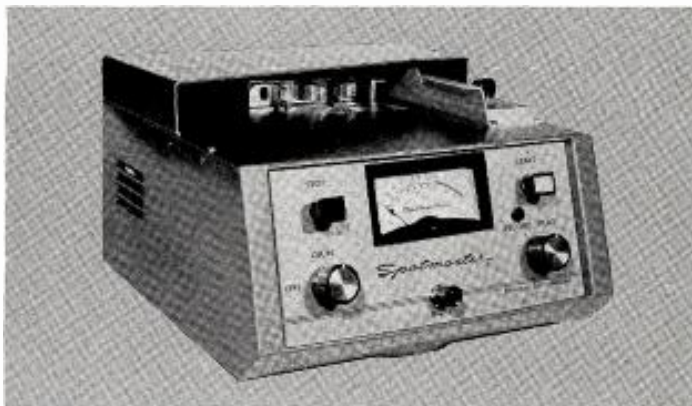
BROADCASTING, January 10, 1966

Advanced, Solid State

Spotmaster

Super B Series

MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

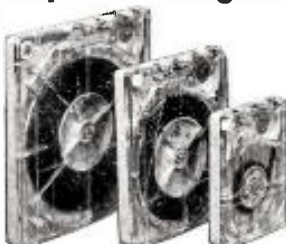


And Here's the New Economy King COMPACT 400-A



Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

Top Quality Tape Cartridges



Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



**BROADCAST
ELECTRONICS, INC.**

8800 Brookville Rd., Silver Spring, Md.
Area Code 301 • JU 8-4983

Ream retires at CBS-TV; Tankersley named as successor

Joseph H. Ream, one of broadcasting's best known executives, retired last week. He resigned as vice president in charge of program practices for the CBS-TV network effective with the start of the new year.

William A. Tankersley, 47, director of program practices for the network, was named to succeed him. Mr. Tankersley was CBS-TV's director of program practices in Hollywood before he was transferred to New York a year ago.

With CBS for the past 16 years, Mr. Tankersley has also been director of program operations for the CBS radio network in Hollywood and merchandising manager for the Columbia Pacific Radio Network.

The timing of Mr. Ream's leaving took even his friends by surprise, although he had frequently expressed the wish to retire.

"You've got to do it some time," he told BROADCASTING last week. "Actually, I don't think I'll be happier retired than I was working, but I'll be happier doing it now than I would be doing it two or three years

from now."

Mr. Ream is 62. He said he planned to "do some traveling and loafing" and probably would leave for Florida this week, but that his home base, at least for the immediate future, would be "this little country place" in New York's Putnam county. The address: Route 1, Box 225-A, Carmel, N. Y.

For many years Mr. Ream was a



Mr. Ream



Mr. Tankersley

key member of CBS top management. During World War II he was on a three-man unit set up to operate CBS while William S. Paley, then president, was away on war service. After the war another member of the operating team, Frank Stanton, was stepped up to the presi-

dency when Mr. Paley moved into the board chairmanship, and Mr. Ream was made executive vice president. He held that post from 1947 to 1952.

Mr. Ream joined CBS as general attorney in 1934 after eight years with a Wall Street law firm. He set up the CBS legal department. In 1938 he was named secretary of the company and in 1942 was made a senior vice president.

Actually, this is his second retirement. In 1952, when his wife was seriously ill, he gave up the executive vice presidency and moved with her to Florida, where he bought and operated a ranch near Tallahassee.

In 1956, a year after her death, he joined the National Security Agency in Washington as deputy director, and in 1957 he returned to CBS as its Washington vice president. Two years later he moved back to New York as program practices vice president for the CBS-TV network. In addition he has served as CBS representative on the National Association of Broadcasters TV Code Review Board.

sales consultant to Stone Representatives, New York. **Charles R. O'Malley**, formerly account executive, succeeds Mr. Schmidt. **Ron Durham**, formerly with George P. Hollingbery Co. and **Richard Filippelli**, formerly with Vic Piano, both New York, join New York sales staff of Stone.

Ronald W. Plummer, formerly with McCann-Erickson and BBDO, joins New York office of Buchen Advertising as director of client services. **Robert B. Crawford**, formerly product promotion manager for institutional food service division of Pillsbury Co., Minneapolis, joins Chicago office of Buchen as account executive.

John Fernandez, account executive with RKO General, New York, named account executive at ABC-TV sales department, that city.

Virginia S. Priest, formerly with marketing department of Alberto-Culver Co., Melrose Park, Ill., joins Knox Reeves Advertising, Minneapolis, as account executive.

Les Einhorn, sales analyst with Television Advertising Representatives, New York, joins The Meeker Co. there as account executive.

Martin Ross, formerly account executive with WMCA New York, joins WNEW-AM-FM there as account executive.

James Adams, formerly salesman for KOMU-TV Columbia, Mo., appointed account executive at KMBC-TV Kansas City, Mo.

James P. Murphy, formerly account executive for Cresmer, Woodward, O'Mara and Ormsbee, New York, appointed account executive with George P. Hollingbery Co., that city.

Robert J. Brancaccio and **Howard H. Rich**, assistant account executives with Sudler & Hennessey, New York, appointed account executives. **Steve Singer**, formerly art director at Warren, Muller, Dolobowsky, New York, and **Myrtle Johnson**, formerly assistant design manager with Ciba Pharmaceutical Co., Summit, N. J., named art directors at S&H, New York.

Silvio J. Fernandez, with WWOM-AM-FM New Orleans, appointed general sales manager.

Stephen Lipson, production supervisor at Norman, Craig & Kummel, New York, named assistant production manager.

Bruce Fleming, formerly with KERO-TV Bakersfield, Calif., joins KOGO-TV San Diego as local sales manager.

John Schaper and **Terry Culver**, assistant buyers in media department of Gardner Advertising, St. Louis, each promoted to buyer. **Mary Ann Brelje**,

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

senior media analyst, promoted to media analysis supervisor. **Paul Simon** and **Ruth Richtmeyer** named media analysts, and **Dolores Overmann** named media coordinator.

Wilgus Wade Hogg, formerly public service director at WTHI-AM-FM-TV Terre Haute, Ind., joins Bozell & Jacobs, Indianapolis, as copywriter.

MEDIA

Joseph S. Rank, station manager of KMEX-TV Los Angeles, elected VP.

James T. Butler, general manager of WISN-TV Milwaukee, and **Herman A. Schneider**, general manager of WISN-AM-FM, named VP's.

Irvine B. Hill, VP in charge of sales at WCMS-AM-FM Norfolk, Va., appointed executive VP.

R. C. Embry, general manager of WITH-AM-FM Baltimore, has resigned to devote more time to other activities. Mr. Embry is president of Baltimore Ice Sports Inc., owner of Baltimore Clippers hockey team, and is also VP of Maryland Music Corp. and VP of Industrial Electronics. Mr. Embry, after more than seven years with WBAL Baltimore, joined WITH as sales manager in 1943. He continues as broadcast and sales consultant to WITH.

Lynn W. Renne, general manager of WCLR Crystal Lake, Ill., named VP.

Stan Gurell, formerly consultant to Programatic Broadcasting Service, New York, named station manager, WNCN (FM), that city.

David D. Matson, sales manager of WEET Richmond, Va., named station manager of WABZ Kingston, N. Y.

Robert W. Marlowe, assistant manager of wsic Statesville, N. C., ap-

Milwaukee changes

Eight promotions have been announced, at WTMJ-AM-FM-TV Milwaukee effective Jan. 31. **Roger Micheln** becomes local sales manager of WTMJ-TV and **William Haig** is named local sales manager of WTMJ while **William Moylan** becomes local sales service supervisor at WTMJ. **Gerald McGrath** is named supervising producer-director, WTMJ-TV. New WTMJ-AM-FM-TV appointments: **Jack Krueger**, news and public affairs manager; **Blaine Walsh**, director of sports; **Rod Synnes**, community relations director, and **Ross Browender**, promotion/publicity director.

pointed station manager.

PROGRAMING

Charles Hsu, with Charles Michelson Inc., New York, named export manager.

Ernst Lutz, account executive with Trans World Airlines, New York, joins Association Films there as eastern sales representative.

Jack Palvino, with WBBF Rochester, N. Y., named program manager.

Glenn Wescott, with KYMS(FM) Santa Ana, Calif., appointed program director.

Dan Parker, announcer at KHOW Denver, appointed program director of KDEF-AM-FM Albuquerque, N. M.

Bruce Viall, with WLTH Gary, Ind., named program director.

NEWS



Mr. Reinhardt, managing editor of UPI Newsfilm, New York, since 1963, elected VP and general manager. Mr. Reinhardt began his career with Movietone News, newsreel organization, as assistant cameraman in 1939, and moved up to assignment editor, news editor and then managing editor of Movietone.

Bob Potts, formerly with KXEL Waterloo, Iowa, appointed news director of KCFI Cedar Falls, Iowa.

FANFARE

Marvin M. Freeman, formerly with WTVO(TV) Rockford, Ill., appointed

promotion manager of KPLR-TV St. Louis.

Jack Metrie, with WFGA-TV Jacksonville, Fla., named promotion manager.

EQUIPMENT & ENGINEERING



Mr. Hoffman

Don W. Hoffman, formerly sales manager of Superior Cable Corp., Hickory, N. C., appointed national accounts manager at Ameco Inc., Phoenix.

Charles Phillips, national sales manager for educational products at Califone/Roberts electronics division of Rheem Manufacturing Co., Los Angeles, appointed manager of marketing services.

Steve Reynolds, sales supervisor with Viking Industries, Hoboken, N. J., appointed sales manager of Rego Communications Inc. division of Viking Industries, that city.

Larry L. Lindsey, sales service representative at Memorex Corp., Santa Clara, Calif., named sales engineer.

Roland G. Yount, formerly senior systems engineer with Collins Radio Co., becomes consultant for design of

Building Block Concept on automatic broadcasting from



Send for FREE 35-pg. booklet "Planning for Automated Broadcasting." Or call collect today 309-829-1228.

AUTOMATIC ATC TAPE CONTROL
1107 E. Croxton Ave. Bloomington, Ill.

wheeling-
steubenville's
tv station
with
the

SPECIAL DELIVERY

you
want

WSTV/TV 9
A RUST CRAFT STATION

community antenna television systems and with own office at 216 Clayton St., Denver.

ALLIED FIELDS

Robert Hoeck, assistant radio sales manager at American Research Bureau, New York, named radio sales manager.

Stephan J. Ophuijsen, formerly network analyst with McCann-Erickson, New York, named account executive with Home Testing Institute/TVQ, Manhasset, N. Y. **Lawrence J. Lynch**, media analyst with Bureau of Advertising, appointed research analyst with HTI/TVQ.

The Rev. Timothy S. Healy, S.J., narrator for ABC of Pope Paul's celebration of mass at Yankee Stadium last fall, named executive VP of Fordham University, New York. Father Healy conducted children's radio show for 15 years during early days of radio. He

was known as Captain Tim.

Mark L. Glidden, treasurer at American Cablevision Co., Beverly Hills, Calif., joins Daniels & Associates, Denver, as consultant and broker.

INTERNATIONAL

Loren Stone, general manager of noncommercial KCTS-TV Seattle, named special consultant by U. S. Agency for International Development to help South Vietnam's government establish national television system. Mr. Stone will be attached to joint U. S. public affairs office for next six months.

Mike Davies, retail sales manager of CFUN Vancouver, B. C., named national sales manager.

Walter W. Bregman, marketing VP at Leo Burnett Co., Chicago, named marketing director at Leo Burnett Ltd., London. **Jay Levinson**, copy supervisor at Burnett, Chicago, appointed creative

director in London office.

DEATHS

Mrs. James J. Wadsworth, 59, wife of FCC Commissioner James J. Wadsworth, died of cancer at her Washington home Dec. 31, 1965. Mrs. Wadsworth was internationally known hostess during her husband's service at United Nations as deputy representative from 1953 to 1960 and as representative from 1960 to 1961. She also accompanied him to number of international conferences. Private services were conducted in Geneseo, N. Y., last Wednesday (Jan. 4), and memorial service is scheduled for Jan. 15 at Washington Cathedral, in Washington. Surviving are her husband and daughter.

Geoffrey Waddington, 62, former director of music for Canadian Broadcasting Corp., died Jan. 3 in Toronto. He is survived by his wife, Mildred, and two daughters.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Dec. 29 through Jan. 5 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV Stations

Applications

Jacksonville, Fla.—Community First Corp. VHF channel 12 (204-210 mc); ERP 316 kw vis., 60 kw aur. Ant. height above average terrain 480 ft., above ground 524 ft. P.O. address: c/o Ira M. Koger, 402 American

Heritage Life Building, Jacksonville 32202. Estimated construction cost \$1,599,000; first year operating cost \$1,245,500; revenue \$1,500,000. Studio and trans. locations both Jacksonville. Geographic coordinates 30° 18' 08.5" north lat., 81° 37' 09" west long. Type trans. RCA TT-25DH; type ant. RCA TW-15A12-P. Legal counsel Welch and Morgan, consulting engineers Jansky and Bailey, both Washington. Principals: Ira McKissick Koger, Edmund C. Bunker, Robert R. Bowen, I. H. Burney II, Ernest S. Allsopp, Jacob F. Bryan III, Gert H. W. Schmidt, Hazel J. Sulzbacher, Thomas R. McGehee, Henry Kramer (each 9.92%) and Guy W. Botts (0.8%). Mr. Koger is director of WJCT Jacksonville; Mr. Kramer is VP director and 13.35% stockholder of WDUV-TV Jacksonville; Mr. Bunker is corporate VP of CBS Inc. until 1961. Ann. Dec. 30.

Macon, Ga.—John M. McLendon tr/as Tele-Mac of Macon. UHF channel 17 (448-494 mc); ERP 246 kw vis., 24.6 kw aur. Ant. height above average terrain 572 ft., above ground 528 ft. P.O. address: c/o Reese Watkins, 914 Persons Building, Macon 31201. Estimated construction cost \$260,000; first year operating cost \$266,000; revenue \$258,000. Studio and trans. both on outskirts of Macon. Geographic coordinates 32° 53' 03" north lat., 83° 34' 33" west long. Type trans.

Townsend TA15-AMT; type ant. Jampro JZZ-4-0-NFS. Legal counsel Prince & Paul, consulting engineer Willis C. Beecher, both Washington. Mr. McLendon is sole owner of WOKJ Jackson, Miss., 99.5% owner of WENN Birmingham, Ala., and is applicant for channel 16 in Jackson, Miss.

*Indianapolis—Metropolitan Indianapolis Television Association. UHF channel 20 (506-512 mc); ERP 71.3 kw vis., 14.3 kw aur. Ant. height above average terrain 841 ft., above ground 964 ft. P.O. address c/o I. Lynd Esch, 4001 Otterbein Avenue, Indianapolis 46227. Estimated construction cost \$224,501; first year operating cost \$40,000. Studio location Indianapolis, trans. location Pike Township, Ind. Geographic coordinates 39° 55' 27" north lat., 86° 14' 30" west long. Type ant. RCA TTU-2A; type ant. RCA (custom). Legal counsel Cohn and Marks, consulting engineer Kear and Kennedy, both Washington. Principals: corporation is nonprofit organization governed by board of 12 trustees and directed toward purpose of operating ETV station under Indiana laws. Ann. Jan. 5.

Existing TV Stations

New Call Letters Assigned

Lake Charles, La.—Victor Radio Co. Assigned KIKS-TV.
Patterson, N. J.—Trans-Tel Corp. Assigned WTVE(TV).
Lubbock, Tex.—KB Co. Assigned KKBC-TV.

New AM Stations

Actions by FCC

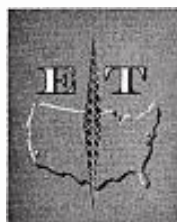
Lakeport, Calif.—Lake County Broadcasting Co. Granted CP for new AM on 1270 kc, 500 w. D. P.O. address 1470 Pastel Lane, Novato, Calif. Estimated construction cost \$19,046; first year operating cost \$42,000; revenue \$50,000. Principals: Hugh E. Turner, Juanita Louise Turner, Donald J. Emerson and Dorothy J. Emerson (each 25%). Mr. Turner has 25% interest in KTIM-AM-FM San Rafael, Calif. Mr. Emerson has interest in golf course and real estate in Cable, Calif., and vicinity. Action Jan. 5.

Preston, Minn.—Obed S. Borgen. Granted CP for new AM on 1060 kc, 500 w. D. P.O. address 1814 16th Avenue, N.W., Rochester, Minn. Estimated construction cost \$24,601; first year operating cost \$36,000; revenue \$48,000. Mr. Borgen is general manager of KWEB Rochester. Action Jan. 3.

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



Applications

Augusta, Ark.—Service Communications Inc. 1190 kc, 250 w. D. P.O. address c/o Gerald L. Blackburn. 505 N. State Street, Wynne, Ark. 72396. Estimated construction cost \$22,800; first year operating cost \$32,000; revenue \$40,000. Principals: James and Clara Henson (25%), Raphael and Barbara Andrews, Edgar and Mary Henson, Gerald and Sharis Blackburn, Rolla DeLoss and Carolyn McKnight, Joseph and Jo Annette Dugan, John and Barbara Griffiee (each 12½%). Principals have no other broadcast interests. Ann. Dec. 29.

Las Cruces, N. M.—Marvin C. Hanz. 1280 kc, 5 kw, D. P.O. address: 423 S. Irving, San Angelo, Tex. Estimated construction cost \$33,859; first year operating cost \$67,320; revenue \$98,000. Mr. Hanz is San Angelo, Tex., attorney and insurance agency owner. Ann. Jan. 3.

Existing AM Stations

Actions by FCC

■ KISN Vancouver, Wash.—Granted increased power on 910 kc from 1 kw to 5 kw, change from DA-N to DA-2, and move ant. site; conditions. Action Jan. 5.

New Call Letters Assigned

Dumas, Ark.—Alan W. Eastham, Mrs. T. W. Eastham & Thomas O. Graves. Assigned KDDA.

WXIV Windermere, Fla.—American Home Stations Inc. Assigned WVCF.

WANE Ft. Wayne, Ind.—Shepard Broadcasting Corp. Assigned WLYV.

Cadiz, Ky.—Barkley Lake Broadcasting Co. Assigned WKDZ.

Franklinton, La.—Parish Broadcasting Co. Assigned WPRH.

Newton, Mass.—Newton Broadcasting Co. Assigned WNTN.

Holly Springs, Miss.—William H. Wallace. Assigned WKRA.

Wagoner, Okla.—Wagoner Radio Co. Assigned KWLG.

Chatham, Va.—George G. Beasley. Assigned WKBY.

Chesapeake, Va.—South Norfolk Broadcasting Co. Assigned WSJT.

Applications

KLAC Los Angeles—Metromedia Inc. Seeks CP to make changes in DA system (DA-N). Ann. Jan. 3.

KVML Sonora, Calif.—Ralph P. Bowen tr/as Sonora Broadcasting Co. Seeks CP to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 29.

WOAH Miami—Latin Broadcasting Corp. Seeks CP to change frequency from 1220 kc to 1190 kc; increase power from 250 w to 10 kw; install DA-D; change ant.-trans. location and install new trans. Ann. Jan. 3.

New FM Stations

Actions by FCC

Atmore, Ala.—Southland Broadcasting Co. Granted CP for new FM on 104.1 mc, channel 281, 29 kw. Ant. height above average terrain 193 ft., P.O. address Box 59. Estimated construction cost \$18,500; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of KATM Atmore. Action Dec. 29.

Tahoe Valley, Calif.—Emerald Broadcasting Co. Granted CP for new FM on 103.1 mc, channel 276, 1.54 kw. Ant. height above average terrain 49.5 ft. P.O. address c/o Donald C. McBain, 533 Marguerita Avenue, Santa Monica, Calif. Estimated construction cost \$4,550; first year operating cost \$8,500; revenue \$8,000. Principals: Robert W. Breckner (50%) and Donald C. McBain (50%). Principals have no other broadcast interests. Action Jan. 3.

Pensacola, Fla.—Santa Rosa Broadcasting Co. Broadcast Bureau on Jan. 4 rescinded Dec. 20, 1965, grant of CP for new FM; returned application to pending status.

Moorhead, Minn.—Central Minnesota Television Co., Granted CP for new FM on 99.9 mc, channel 260, 26.5 kw. Ant. height above average terrain 171.4 ft. P.O. address 720 Hawthorne, Alexandria, Minn. Estimated construction cost \$32,534; first year operating cost \$12,000; revenue \$12,000. Principals: Thomas Barnstable and others. Central Minnesota owns KVOX Moorhead. Action Dec. 29.

Natchez, Miss.—Old South Broadcasting Inc. Granted CP for new FM on 95.1 mc, channel 236, 100 kw. Ant. height above average terrain 330 ft. P.O. address Box 828, Natchez. Estimated construction cost \$75,-

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Boston—WGBH Educational Foundation; \$725,190 to activate a second Boston ETV station, WGBX on channel 44. Total project cost \$978,251.

■ Detroit—Detroit Educational Television Foundation; \$369,604 to relocate and expand facilities of WTVS Detroit. Total project cost \$510,358.

■ Honolulu—University of Hawaii; \$178,881 to activate first ETV facility in Hawaii, channel 11 in Honolulu. Total project cost \$335,576.

■ Orlando, Fla.—Florida East Coast Educational Television Inc.; \$25,000 to add second production studio for WFME Orlando, allowing expansion of broadcast day from six hours to eight.

270; first year operating cost \$15,000; revenue \$17,000. Principal: William S. Perkins (100%). Mr. Perkins owns WNAT Natchez. Action Jan. 4.

Bellwood, Pa.—John R. Powley. Granted CP for new FM on 103.9 mc, channel 280, 225 w. Ant. height above average terrain 918 ft. P.O. address 1012 Third Street, Juniata, Altoona, Pa. Estimated construction cost \$8,245; first year operating cost \$12,000; revenue \$15,000. Mr. Powley, sole owner, is part owner of KTXN(TV) Austin, Tex. Action Dec. 30.

■ WPGH(FM) Nemco Broadcasting Corp., Pittsburgh, Pa.—Commission re-granted assignment of CP to Gateway Broadcasting Enterprises Inc. (WKPA and WYDD(FM) New Kensington); conditioned that in event assignor's proposed application to modify CP to operate station from New Kensington cannot be granted, it will construct WPGH(FM) as presently authorized, and that WPGH(FM) and WYDD(FM) will not be operated simultaneously by Gateway. Aug. 2 grant of application was, on Dec. 1, set aside by commission pending further information. Action Dec. 28.

Applications

WRIP-FM Rossville, Ga.—Jay Sadow. Seeks CP to replace expired CP authorizing new FM. Ann. Dec. 29.

Xenia, Ohio—Baker Broadcasters Inc. 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Vernon H. Baker, Box 133, Blacksburg, Va. 24060. Estimated construction cost \$21,337; first year operating cost \$8,760; revenue \$9,000. Principals: Vernon H. Baker (75%), Virginia L. Baker (15%) and Richard A. Moran (10%). Mr. Baker is 60% owner of WESR Tasley, Va.; 90% stockholder of WGIC Xenia, Ohio; 45% owner of AM applicant in Smithfield, Va.; 45% owner of AM applicant for Salem, N. J. (see application for CP of WJIC Salem, below). Mr. Moran is general manager of WGIC Xenia. Ann. Jan. 3.

Ellwood City, Pa.—Thomas C. DeLanzo. 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 299 ft. P.O. address: Box 928, New Castle, Pa. 16103. Estimated

construction cost \$31,477; first year operating cost \$49,815; revenue \$73,000. Mr. DeLanzo is owner of welding and fabricating industries in New Castle. Ann. Dec. 29.

Existing FM Stations

Action by FCC

KZAM(FM) Seattle—Granted change in station location to Bellevue. Action Jan. 5.

New Call Letters Assigned

Hot Springs, Ark.—Radio Hot Springs Co. Assigned KGUS(FM).

*Allentown, Pa.—Muhlenberg College. Assigned WMUH(FM).

*Waco, Tex.—Baylor University. Assigned KWBU(FM).

*Superior, Wis.—Wisconsin State University. Assigned WSSU(FM).

Urbana, Ill.—Illini Publishing Co. Assigned WPGU(FM).

Peoria, Ill.—Peoria Journal Star Inc. Assigned WJSI(FM).

*Trenton, N. J.—Trenton State College Radio System. Assigned WTSS(FM).

Biloxi, Miss.—New South Communications Inc. Assigned WVMI-FM.

*Torrance, Calif.—Torrance Unified School District. Assigned KNHS(FM).

Loveland, Colo.—Evergreen Enterprises Inc. Assigned KLOV-FM.

Tupelo, Miss.—Tupelo Broadcasting Co. Assigned WELO-FM.

Ownership Changes

Actions by FCC

WLCB Moulton, Ala.—Granted assignment of license from E. B. Bain and Arthur F. Slaton db/as Lawrence County Broadcasting Co. to Billy G. Hogan (51%) and Hiram A. Goodman (49%) db/as Moulton Broadcasting Co. Mr. Hogan is radio time salesman for WNDA Huntsville, Ala. Mr. Goodman has business interests in Huntsville. Consideration \$30,000. Action Dec. 30.

KGHT Hollister, Calif.—Granted assignment of license from San Benito Broadcasters Inc. to Howard C. Miles (90%) and Richard L. Zook (10%) db/as Miles and Logan. Dr. Miles is physician. Mr. Zook is professional announcer and presently employed at KSBW-FM Salinas, Calif. Consideration \$41,500. Action Dec. 30.

KCOY Santa Maria, Calif.—Granted acquisition of positive control of licensee corporation. Arenze Broadcasters, by Ed J. Zuchelli (50% before, 84.5% after) through purchase of stock from James H. Ranger (50% before, none after), Consideration \$120,000. Action Jan. 4.

KSSS Colorado Springs—Granted assignment of license from Hill-Smith Broadcasting Inc. to Northwest Publications Inc. Northwest is licensee of WDSM-AM-TV Superior, Wis.; 50% of Mid-Continent Radio-Television Inc., which controls licensee of WCCO-AM-FM-TV Minneapolis; and 25% of Minnesota Vikings Football Club. Northwest is primarily owned by Ridder Publications Inc., New York, which in turn owns majority interest in licensee of KSDN Aberdeen, S. D.; and majority interests in four daily newspapers. Consideration \$200,000. Action Dec. 28.

WDCF Dade City, Fla.—Granted assignment of license from Pasco Broadcasting Corp. to WDCF Radio Inc., owned by Norman O. Protsman. Mr. Protsman is individual owner of WNER Live Oak and WMAF

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Madison, both Florida. Consideration \$50,500. Action Dec. 30.

WFAC(FM) Mount Dora, Fla.—Granted assignment of CP from Frasure Hull Inc. to Orlando Radio and Television Broadcasting Corp. Orlando Broadcasting already operates WHYY Orlando, Fla., has UHF application and FM application for that city. Consideration \$5293. Action Dec. 30.

WINT Winter Haven, Fla.—Granted assignment of license from Douglas Montgomery and Donald Lamerson db/as Winter Haven Broadcasting to Norman O. Protsman (100%). Mr. Protsman is individual owner of WNER Live Oak, and WMAF Madison, both Florida. Consideration \$98,000. Action Dec. 28.

WAIL Baton Rouge—Granted assignment of license from Merchants Broadcasters Inc. to WXOK Inc., owned by Jules J. Paglin and Stanley W. Ray Jr. (each 50%). Messrs. Paglin and Ray own jointly WBOX New Orleans, WXOK Baton Rouge, KYOK Houston, WLOK Memphis, Tenn., and WGOK Mobile, Ala. Total consideration \$550,000. Action Dec. 29.

WXOK Baton Rouge—Granted assignment of license from WXOK Inc. to Merchants Broadcasters Inc., corporation about to be dissolved, from whom it would be transferred to new corporation, WAIL Inc. WAIL Inc. is owned by Ralph L. Burge, who is presently president and 30.7% stockholder of Merchants and desires to continue in broadcasting business. Consideration \$113,000. Action Dec. 29.

WBBX Portsmouth, N. H.—Granted acquisition of control of licensee corporation, Seacoast Broadcasting Corp., by William A. Gildersleeve (presently 33 1/3% stockholder) through purchase and retirement by corporation of stock now held by Francis J. Mahoney and John P. Dunfey (each 33 1/3% before, none after). Consideration \$29,350 to Mahoney and \$32,350 to Dunfey. Action Dec. 28.

WDOS Oneonta, N. Y.—Granted acquisition of positive control of licensee corporation Ottaway Stations Inc., by James H. Ottaway (40% before, 70% after) through transfer of 30% of stock from James H. Ottaway, executor of estate of Ruth O. Soko-

loff to James H. Ottaway. No financial consideration. Action Dec. 29.

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. Perry E. Auble will sell his 10% interest to Rose A. Auble, giving her 20% with Kenneth H. Auble holding 80%. Consideration \$3,000. Action Dec. 30.

WOLA-FM San Juan, P.R.—Granted assignment of CP authorizing new FM from Ochoa Broadcasting Corp. to Paradise Broadcasting Co. owned by Ricardo Freiria. Mr. Freiria is 100% owner of investment and marketing company and holds interests in wholesale food and liquor distributing business and several real estate investment companies. Consideration \$60,000. Action Dec. 30.

WTJS-AM-FM Jackson, Tenn.—Granted voluntary relinquishment of positive control of licensee corporation, Sun Publishing Co., by Mrs. Sally Person Pigford (57.5% before, 47.5% after) through transfer of stock to George Harvey Jr. and Mrs. Patty Harvey Procter (each none before, 5% after). Transfer is gift; no financial consideration. Action Dec. 30.

KEYS Corpus Christi, Tex.—Granted assignment of license from Charles D. Rossi and James V. Rossi, individually and as executor of estate of V. L. Rossi, d/b Nueces Broadcasting Co., to Radio Corpus Christi Inc., subsidiary of Texas State Network Inc., owned by Arnold Malkin (79%); Stanley E. Wilson (10%), and Audrey Malkin (1%). Consideration \$325,000 plus \$150,000 to Charles W. Rossi for non-competition agreement and 12-year consultation contract. Texas State Network is licensee of KFJZ-AM-FM Fort Worth, Tex. Action Dec. 30.

WARR(FM) Warrenton, Va.—Granted assignment of CP authorizing new FM broadcast station from United States Transdynamics Corp. to Radio Associates Inc., owned solely by Laurens M. Hamilton. Radio Associates Inc. is licensee of WEER Warrenton, Va. Consideration \$3,191. Action Dec. 30.

Applications

WKUL Cullman, Ala.—Seeks transfer of control of licensee corporation, Cullman Broadcasting Co., from Hudson C. Millar Jr. (100% before, none after) to Airmedia Inc., owned by Hudson C. Millar Jr. (57.9%), William T. Baird (18.1%), James Jerdan Bullard (9.0%), Clarence A. Lee Sr. (7.2%) and others. Messrs. Millar and Bullard are applicants for AM in Huntsville, Ala. Consideration \$136,000. Action Jan. 3.

KGLA(FM) Los Angeles—Seeks assignment of license and SCA from E. Edward Jacobson to McLendon Pacific Corp., owned by Gordon B. McLendon (49.9%) and B. R. McLendon (50.0%). McLendon Pacific owns KABL Oakland-San Francisco and is a subsidiary of McLendon Corp., Dallas, owner of: KLIF and KNUS(FM) Dallas, KILT and KOST(FM) Houston, KTSA San Antonio, Tex., WNUS-AM-FM Chicago, WYSL-AM-FM Buffalo. Consideration \$400,000. Ann. Dec. 29.

KSPA Santa Paula, Calif.—Seeks assignment of license from William F. Wallace and Anne Wallace, joint tenants, to Rancho Broadcasting Inc. Assignment is for legal convenience only; no financial consideration. Action Dec. 29.

WSUN-AM-TV St. Petersburg, Fla.—Seeks assignment of license from City of St. Petersburg to WSUN Inc., owned by WCAR Inc., Detroit. WCAR Inc. is in turn controlled by H. Y. Levinson (52.62%) and Celia D. Levinson (23.58%) and is licensee of WCAR-AM-FM Detroit. Consideration \$1,130,000. Ann. Jan. 3.

WALT Tampa, Fla.—Seeks assignment of license from Eastern Broadcasting Corp. to Universal Broadcasting Corp., owned by Robert Leonard (20%), Melvin J. Schoem and Theodore Wiener (each 40%). Mr. Leonard is employee of WNRJ Newark, N. J.; Mr. Schoem is public accountant in Passaic, N. J.; Mr. Wiener is textile manufacturer. Consideration \$360,000. Ann. Dec. 29.

KBYN(TV) Twin Falls, Idaho—Seeks assignment of CP from Sam H. Bennion to Boise Valley Broadcasters Inc., licensee of KBOI-AM-FM-TV Boise, Idaho. Consideration \$3,000. Ann. Dec. 28.

WMOK Metropolis, Ill.—Seeks assignment of license from W. R. Tiner, Noah J. Korte, S. F. Chase, Bernard Lurie, Don M. Park, R. V. Gillespie, Eddie Clark, J. B. Humma and Elva M. Firmin, a limited partnership db/as Fort Massac Broadcasting Co., to Fort

Massac Broadcasting Co. Transfer is for legal convenience; no financial consideration. Ann. Jan. 3.

WIBW-AM-FM-TV Topeka, Kan.—Seeks transfer of control of licensee corporation, Topeka Broadcasting Association Inc., from Capper Publications Inc. (100% subsidiary of Stauffer Publications Inc.) to Stauffer Publications Inc. Transfer is to facilitate dissolution of Capper Publications Inc. Consideration assumption and redemption of corporate stock. Ann. Dec. 29.

WORL Boston—Seeks transfer of control of licensee corporation, Pilgrim Broadcasting Co., from Edward M. Gallagher, Francis P. Mutrie, James E. Mutrie, and Sidney Dunn (total of 100% before, none after) to Ralph Guild (none before, 100% after). Mr. Guild is executive-VP of McGovern-Guild Inc., New York. Consideration \$220,000. Ann. Dec. 30.

KLFD Litchfield, Minn.—Seeks assignment of license from C. W. Doeblor & Associates Inc. to Litchfield Broadcasting Corp. Both corporations will remain under same ownership, being Alver Leighton and Herb Gross (each 50%). Assignment is for legal convenience only; no financial consideration. Ann. Dec. 29.

WJIC Salem, N. J.—Seeks assignment of CP authorizing new AM from Paul W. Stoneburner t/as Salem County Radio to Jersey Information Center Inc., owned by Paul W. Stoneburner (50%), Vernon H. Baker (45%) and Virginia H. Baker (5%). Mr. Stoneburner is former broadcasting partner of Mr. Baker, presently part owner of construction and engineering company in Harrisonburg, Va. Mr. Baker is 60% stockholder in WESR Tasley, Va., 90% stockholder in WGIC Xenia, Ohio, and 75% stockholder in applicant for new FM in Xenia. Consideration \$6,992. Ann. Dec. 30.

WDVL Vineland, N. J.—Seeks assignment of license from Mortimer Hendrickson, Vivian Eliza Hendrickson and John Thomas Jones Jr. db/as Delsea Broadcasters to Mortimer Hendrickson and Vivian Eliza Hendrickson db/as Delsea Broadcasters. Consideration \$9,200 to Mr. Jones for 33% interest. Ann. Dec. 29.

WREM Remsen, N. Y.—Seeks relinquishment of control of licensee corporation, Town and Country Broadcasting Co., by Edwin L. Siusarczyk (100% before, 10% after) through sale of stock and issuance of stock by licensee corporation to James H. Luce, James J. Serdula and Garbis Pelifian (each none before, 30% after). Mr. Luce is gen. mgr. of WYBG Massena, N. Y.; Mr. Serdula was sales mgr. of WYBG until Nov. 1965; Mr. Pelifian is mgr. of Willow Grove Nite Club in Massena. Consideration \$80,180. Ann. Dec. 29.

WREO-AM-FM, WICA-TV Ashtabula, Ohio—Seeks voluntary relinquishment of positive control of licensee corporation, Radio Enterprises of Ohio Inc., by D. C. Rowley (50.3% before, 42.1% after) through transfer of stock to Jon C. Rowley and Robert H. Rowley (none before, 4.1% after). No financial consideration. Ann. Dec. 29.

WNAK Nanticoke, Pa.—Seeks assignment of license from Wyoming Radio Inc. to Seven-Thirty Broadcasters Inc., owner by Robert Neilson (60.1%), John E. Forry (14.1%), Harold Detweiler, John Joseph Brodecki (each 12.9%). M. Neilson is chief engineer with WTTM Trenton, N. J.; Mr. Forry is restaurant investor; Mr. Detweiler is Souderton, Pa., CPA; Mr. Brodecki is engineer. Consideration \$115,000. Ann. Jan. 3.

KLVI Beaumont, Tex.—Seeks voluntary relinquishment of negative control of licensee corporation, Radio Beaumont Inc., by each, John H. Hicks Jr., and Madelyn O. Hicks (each 50% before, 37.5% after), through sale of stock by licensee corporation to Charles M. Trub (none before, 25% after). Consideration \$25,000. Ann. Jan. 3.

WDMS Lynchburg, Va.—Seeks assignment of license from Southeastern Broadcasting Corp. to Rulon Maynard Corp., owned 100% by L. John Denny. Mr. Denny president and controlling stockholder of Central Virginia

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Telephone Corporation. Consideration \$106,000. Ann. Dec. 29.

WHAW Weston, W. Va.—Seeks involuntary transfer of control of license corporation. Central W. Va. Service Corp., from Francis E. Andrew (49.6%) to Ruth McKinnon Andrew (0.4%), executrix of estate of Francis E. Andrew deceased. Ann. Dec. 29.

Hearing Cases

Initial Decision

■ Hearing examiner Elizabeth C. Smith issued initial decision looking toward granting application of Petersburg Broadcasting Co. for new FM to operate on channel 257 (99.3 mc) in Petersburg, Va. Action Jan. 4.

Other Actions

■ By separate orders in proceeding on applications of Black Hills Video Corp. for renewal of licenses of seven stations in domestic public point-to-point microwave radio service and modification of one license to cover additional facility, which were granted on July 2, 1965, with conditions, commission (1) granted request by Duhamel Broadcasting Enterprises (KOTA-TV), Rapid City, S. D., for extension of time to Jan. 10 within which local TV's at Rapid City and any other interested parties may submit additional information concerning feasibility of using cable channel 4 in Rapid City, and (2) modified carriage and non-duplication conditions imposed upon grants to extent that CATV system serving Rapid City and Ellsworth Air Force Base in South Dakota shall be required to carry or afford non-duplication protection to KRSD-TV in that city pending further order of commission, and authorized other parties to proceeding to file such comments as they desire within seven days in answer to Jan. 3 communication from Black Hills which requested that microwave-fed CATV system serving Rapid City and Ellsworth Air Force Base be relieved of requirement to carry signal of KRSD-TV on cable and be afforded non-duplication protection. Action Jan. 5.

■ By order in proceeding on application of Midwest Television Inc. for new UHF

TV to operate on channel 49 in Springfield, Ill., commission dismissed Midwest's application for review of Oct. 8, 1965, action by review board which denied modification of issues to permit hearing on whether waiver of overlap prohibitions of Sect. 73.636 is warranted. Commissioner Cox concurred in result and issued statement. Action Jan. 5.

■ By order in proceeding on AM applications of Charlottesville Broadcasting Co. (WINA), Charlottesville, and WBXM Broadcasting Co., Springfield, Va., commission denied application by WBXM for review of Nov. 3, 1965, action of review board which added "suburban" and contingent programming needs issues pertaining to WBXM's application. The denial is without prejudice to filing of request with review board within 10 days for clarification of which party has burden of proof with contingent programming needs issue as enlarged by board. Action Jan. 5.

■ By order, commission (1) dismissed, for noncompliance with Sect. 73.35(a) of overlap rules, application by Midwest Broadcast Corp. for new AM to operate on 1190 kc, 250 w, DA-1, U, in Jackson, Minn., and (2) dismissed as moot that portion of petition by Southern Minnesota Supply Co. objecting to Midwest application, and held in abeyance for later consideration that portion seeking waiver of "10%" rule and immediate grant of Southern Minnesota's application to change operation of KYSM Mankato, Minn., from 1230 kc, 250 w-N, 1 kw-LS, to 1190 kc, 500 w-N, 5 kw-LS, DA(CH), DA-N. Action Jan. 5.

■ Commission gives notice that Nov. 9, 1965, initial decision which looked toward (1) granting application of Victor Management Co. for new FM to operate on channel 239 (95.7 Mc) in Little Rock, Ark., and (2) removing from hearing and returning to processing line amended application of Jacksonville Broadcasting Co. for new station on channel 262 (100.3 Mc) in Jacksonville, Ark., became effective Dec. 29 pursuant to Sect. 1.276 of rules. Action Jan. 3.

■ Commission gives notice that Nov. 10, 1965, initial decision which looked toward granting application of Integrated Communication Systems Inc. of Massachusetts for new UHF TV to operate on channel 25 in Boston became effective Dec. 30 pursuant to Sect. 1.276 of rules. Action Jan. 3.

■ Commission gives notice that Nov. 10, 1965, initial decision which looked toward granting application of WHAS Inc. for new FM to operate on channel 248 (97.5 mc) Louisville, Ky., became effective Dec. 30 pursuant to Sect. 1.276 of rules. Action Jan. 3.

■ Review board granted petition by Broadcast Bureau to extend time to Jan. 17 to file exceptions to initial decision in proceeding on applications of International Panorama TV Inc. for new TV to operate on channel 40 in Fontana, Calif. Action Jan. 4.

■ Review board granted petition by Broadcast Bureau to extend time to Jan. 14 to file responsive pleadings to joint petition by Charlottesville Broadcasting Co. (WINA), Charlottesville, and WBXM Broadcasting Co., Springfield, Va., for approval of agreement, dismissal of application and waiver of five-day requirement in proceeding on their AM applications. Member Nelson not participating. Action Jan. 4.

■ Review board denied appeal by Broadcast Bureau from examiner's action which granted petition by Superior Broadcasting Corp. for leave to amend its application for new TV to operate on channel 61 in Cleveland, Ohio, to reflect certain changes in stock ownership. Action Jan. 4.

■ By memorandum opinion and order review board denied appeal by Erway Television Corp. from examiner's action which denied its amendment concerning its staffing and programing proposals in proceeding on Erway's application and that of Chesapeake Engineering Placement Service Inc. for new TV's to operate on channel 45 in Baltimore. Action Dec. 29.

■ By memorandum opinion and order review board denied petition by All American Television Features Inc. to delete financial issue as to its application in Washington TV channel 50 proceeding in Doc. 16088 et al. Member Nelson absent. Action Dec. 28.

Routine Roundup

Actions on Motions

By Chief Hearing Examiner James D. Cunningham

■ Continued Jan. 5 prehearing conference to Jan. 14 and continued without date Jan.

10 hearing in proceeding on applications of WMGS Inc. for renewal of license of WMGS Bowling Green, Ohio, and application of Ohio Radio Inc. for new station in Bowling Green. Action Jan. 4.

■ Designated examiner David I. Kraushaar to preside at hearings in proceeding on applications of Harriscope Inc., Marbro Broadcasting Co., and Supat Broadcasting Corp. for new TV's to operate on channel 58 in San Bernardino, Calif.; scheduled prehearing conference for Jan. 27 and hearing for March 9. Action Dec. 29.

■ Designated examiner Jay A. Kyle to preside at hearings in proceeding on applications of D. H. Overmyer Communications Co., Maxwell Electronics Corp. and Grandview Broadcasting Co. for new TV's to operate on channel 29 in Dallas, Tex.; scheduled prehearing conference for Jan. 27 and hearing for March 14. Action Dec. 29.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at Jan. 3 prehearing conference, continued evidentiary hearing from Jan. 17 to Feb. 28 in Cumberland, Md., on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland. Action Jan. 3.

■ Pursuant to agreements reached at Jan. 3 prehearing conference, continued Jan. 20 hearing to Feb. 23 in proceeding on AM applications of Sawnee Broadcasting Co. (WSNE), Cumming, and Hall County Broadcasting Co. (WLBA), both Gainesville, Georgia. Action Jan. 3.

By Hearing Examiner Charles J. Frederick

■ In proceeding on AM applications of Charlottesville Broadcasting Co. (WINA), Charlottesville, and WBXM Broadcasting Co., Springfield, Va., granted request by latter to continue Jan. 5 hearing to Feb. 1. Action Dec. 30.

By Hearing Examiner Millard F. French

■ Upon request of Erway Television Corp. continued Jan. 18, 1966, further hearing to Jan. 19 in proceeding on its application and that of Chesapeake Engineering Placement Service Inc. for new TV's to operate on channel 45 in Baltimore. Action Dec. 23.

By Hearing Examiner Walther W. Guenther

■ On own motion, continued Jan. 10 further prehearing conference to Feb. 21 in proceeding on applications of WMEN Inc. and Tallahassee Appliance Corp. for new FM's in Tallahassee, Fla. Action Jan. 3.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R., granted request by latter to continue certain procedural dates: Jan. 7 to Feb. 7 for exchange of exhibits and notification of witnesses; and Jan. 21 to Feb. 14 for notification of additional witnesses. Action Dec. 29.

By Hearing Examiner David I. Kraushaar

■ In Syracuse, N. Y., TV channel 9 proceeding granted motion by WAGE Inc. for leave to amend its application to reflect vacancy in office of vice president and director due to death of one of its stockholders who held those positions. Action Dec. 22.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Dec. 29 prehearing conference, scheduled further hearing conference for Jan. 28, 1966, and continued without date Jan. 17 hearing in proceeding on applications of Wilkesboro Broadcasting Co. and Wilkes County Radio for new AM's in Wilkesboro, N. C. Action Dec. 29.

By Hearing Examiner Forest L. McClenning

■ On own motion, scheduled further hearing conference for Jan. 6 in the Costa-Mesa-Newport Beach, Calif., et al AM proceeding. Action Jan. 3.

■ In proceeding on applications of Ocean County Radio Broadcasting Co. and Seashore Broadcasting Corp. for new FM's in Toms River, N. J., granted motion by Ocean County to correct in certain respects transcript of record; and in addition made certain corrections. Action Dec. 27.

■ In Costa Mesa-Newport Beach, et al., Calif., AM consolidated proceeding, granted petition by Voice In Pasadena Inc. for extension of time from Dec. 22 to Dec. 28 to file opposition to petition by Goodson-Todman Broadcasting Inc. to add Evansville issue. Action Dec. 23.

By Hearing Examiner Elizabeth C. Smith

■ Granted motion by Jersey Cape Broad-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 6

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,030	21	77	384
FM	1,406	39	197	229
TV-VHF	472 ¹	21	20	158 ²
TV-UHF	92 ¹	17	78	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 7

	VHF	UHF	Total
Commercial	513 ³	187	700 ³
Noncommercial	67	63	130

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Nov. 30, 1965

	AM	FM	TV
Licensed (all on air)	4,018	1,391	562 ⁴
CP's on air (new stations)	24	32	40
CP's not on air (new stations)	81	208	96
Total authorized stations	4,123	1,631	698
Applications for new stations (not in hearing)	284	185	132
Applications for new stations (in hearing)	70	45	63
Total applications for new stations	354	230	195
Applications for major changes (not in hearing)	201	51	34
Applications for major changes (in hearing)	38	1	8
Total applications for major changes	239	52	42
Licenses deleted	0	0	1
CP's deleted	0	2	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.

casting Corp. (WCMC), Wildwood, N. J., to continue certain procedural dates in proceeding on its AM application, and continued hearing to Feb. 1. Action Jan. 3.

■ Received in evidence exhibit No. 1 of Petersburg Broadcasting Co. and closed record in proceeding on its application for new FM in Petersburg, Va. Action Dec. 28.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 4

*KRCC(FM) Colorado Springs—Granted CP to change frequency from channel 217 (91.3 mc) to channel 218 (91.5 mc), continued operation with ERP 280 w, ant. height minus 770 ft.

■ Granted extension of completion dates for following stations: WRLO, channel 30, Portsmouth, Ohio, to July 4, 1966; KLOC-TV, channel 17, Modesto, Calif., to July 4, 1966; WHNB-TV, channel 30, New Britain, Conn., to July 4, 1966; WFAA-TV, channel 8, Dallas, to July 4, 1966; WMEG Eau Gallie, Fla., to Feb. 1, 1966; WFBC Greenville, S. C., to April 19, 1966; and KOSI-FM Denver, to June 30, 1966.

Actions of Dec. 30

Pikes Peak Broadcasting Co., Alamosa, Colo.—Granted CP for new VHF TV translator station on channel 3 to rebroadcast programs of its station KRDO-TV, channel 13, Colorado Springs.

WNDB-FM Daytona Beach, Fla.—Granted CP to install new trans. and ant., change ant. system, and increase ERP to 54 kw; conditions.

KGAF-FM Gainesville, Tex.—Granted CP to install new trans. and ant.; change ant. system; increase ERP to 100 kw; and ant. height to 370 ft.; conditions.

■ Granted licenses for following UHF TV translator stations: K70DO, K71BN, K78BY, University of Utah, Mantl. Ephraim and Fountain Green; Cannonville and Henrieville; and Panguitch and Rural Garfield county, Utah.

■ Granted licenses for following VHF TV translator stations: K02EJ, K08EA, K10FG, Upper County T.V. Corp., Agricultural Area in Vicinity of Cle Elum, Wash.; and K07GI, Prospect Lions Club Inc., Prospect, Ore.

■ Granted renewal of licenses for following California main stations and co-pending auxiliaries: KFMX(FM) San Diego, KMEX-TV Los Angeles, KQCY Quincy.

Actions of Dec. 29

WBHT-FM Brownsville, Tenn.—Granted license for FM and specify type trans. and ant.

WVEM(FM) Springfield, Ill.—Granted license for FM and specify type trans.

WCER-FM Charlotte, Mich.—Granted license for FM and specify type trans. and ant.

WTRC-FM Eikhart, Ind.—Granted license covering installation of new trans. and ant., and increase of ERP and ant. height.

WELW Willoughby, Ohio—Granted license for AM and specify type trans.; conditions.

KFMB San Diego—Granted license covering change in frequency; change in main ant. system; and with remote control daytime; condition.

WHTC-FM Holland, Mich.—Granted license covering change in equipment and increase in facilities; without prejudice to such further action as commission may deem warranted in connection with review, by U. S. Supreme Court, of judgement order entered Jan. 27, 1965, by U. S. Court of Appeals (7th Circuit) and prior cease and desist orders of Federal Trade Commission involving Paul T. Cheff, director and stockholder in Holland Broadcasting Company.

WPHC Waverly, Tenn.—Granted license covering changes in frequency, power, and ant. and ground system; condition.

WOKZ-FM Alton, Ill.—Granted CP to install new trans. and ant.; change ant. system; increase ERP to 10 kw and ant. height to 500 ft.; remote control permitted; and waived Sec. 73.205(a) of rules to permit identification of its location as Alton.

WTPS Portage, Mich.—Granted mod. of CP to change ant.-trans. and studio location.

■ Granted renewal of licenses for following main stations and co-pending auxiliaries: KEYT(TV) Santa Barbara, Calif.; KHIP Albuquerque, N. M.; KSOJ-FM and SCA San Jose, Calif.; KXQR(FM) and SCA Fresno, Calif.; WPKO Waverly, Ohio.

■ J. C. Stallings and Texan Broadcasting Co. Inc., both Nacogdoches, Tex.—Designated for consolidated hearing applications for new FM's to operate on channel 252

(98.3 mc)—Stallings with ERP 3 kw, ant. height 293 ft., and Texan with ERP 1.9 kw, ant. height 366 ft.

WORM-FM Savannah, Tenn.—Granted mod. of CP to operate on channel 269 (101.7 mc).

Actions of Dec. 28

*KNBU(FM) Baldwin City, Kan.—Granted license for new noncommercial educational FM.

WDOV Dover, Del.—Granted license covering changes in hours, installation DA-N, increase in ant. height, use of auxiliary daytime trans.

KYOK Houston—Granted license covering changes in ant.-trans. location and ground system.

KCCB Corning, Ark.—Granted license covering increase in power and installation of new trans.

WPFL-FM Montrose, Pa.—Granted license covering installation of trans.

KCYL Lampasas, Tex.—Granted license covering increase in daytime power, installation of new trans., and specify type trans.

KASY Auburn, Wash.—Granted license covering changes in ant.-trans. location and ant. system.

KCOG Centerville, Iowa—Granted mod. of license to operate by remote control from auxiliary trans.

WKXI Smyrna, Ga.—Waived section 73.210(a)(2) of rules and granted mod. of CP to change studio and remote control location to Atlanta; change ant. system and decrease ant. height to 410 ft.

■ Granted licenses for following AM stations: WLEY Cayey, P. R.; KYED Burlington, Iowa; KAMI Cozad, Neb.; WPAW Syracuse, N. Y.

■ Granted licenses for following FM stations: WQST Forest, Miss.; KCUE-FM Red Wing, Minn.; KOFM Oklahoma City; and WKBL-FM Covington, Tenn.

■ Granted extension of completion dates to following stations: WPIK Alexandria, Va., to March 15, 1966; condition; WAIR Winston-Salem, N. C., to March 10, 1966; KCAL Redlands, Calif., to Feb. 1, 1966; KNOR-FM Monroe, La., to March 19, 1966; WSEB-FM Sebring, Fla. to June 21, 1966; and WFLA La Crosse, Wis., to June 27, 1966.

■ Granted renewal of licenses for following VHF TV translator stations: K09FH, K13EH, City of Ainsworth, Ainsworth, Neb.; and K02CW, K13EY, City of Creighton, Creighton, Neb.

Actions of Dec. 27

■ Remote control permitted for following stations: WMVG-FM Milledgeville, Ga.; and WLGN-FM Logan, Ohio.

■ Granted change of remote control authority for following stations: WHRB-FM Cambridge, Mass.; WMPL Hancock, Mich.

Actions of Dec. 22

■ Granted change of remote control authority for following station: KCBN Reno.

Rulemakings

Denied

■ By memorandum opinion and order, commission denied petition by Monadnock Broadcasting Corp. for rulemaking to assign second FM channel, 248, to Keene, N. H., by substituting 288A for 248 in Dover, N. H., and deleting 246 and 251 from Rutland, Vt., and substituting 265A in that city. Keene already has two AM and one FM outlets and, since Rutland and Dover are county seats and largest communities in their respective counties, Commission feels proposal is inefficient. Action Jan. 5.

Amended

■ By report and order in Doc. 16186, commission made following changes in its FM table of assignments in Iowa to, in main, eliminate second harmonic interference to TV signals: Charles City, substituted 285A for 224A; Marshalltown, substituted 266 for 296A; Oelwein, substituted 222 for 300; Oskaloosa, substituted 285A for 292A; Ottumwa, substituted 249A for 285A; Waterloo, substituted 300 for 266, and Perry, substituted 285A for 292A. At same time, it modified license of Oskaloosa Broadcasting Co. to specify operation of KBOE-FM on 285A instead of 292A in Oskaloosa. Proposals affecting Denison and Carroll will be considered in outstanding rulemaking in Doc. 16212. Commissioners Bartley and Cox dissented. Action Jan. 5.

■ By report and order in Doc. 16255, commission amended its FM table of assign-

(Continued on page 92)

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

Ohio small market daytimer needs working manager now! Salary plus percentage of net profit. Box M-235, BROADCASTING.

Manager-strong on sales, liberal commission. New station in small midwest market, some announcing, 1st desirable, stock option possible. Send resume, photo and tape. Box A-40, BROADCASTING.

Baltimore—Salesman with track record. Managing now or capable of. Top opportunity. Unique situation. Multiple group. Box A-113, BROADCASTING.

Station manager work under general manager. Rapidly expanding South Florida gold coast area major network affiliate. Essential previous experience heavy sales and collections. State previous earnings, resume. Prefer above 35. Box A-115, BROADCASTING.

Manager, strong in sales. New automated FM, Livermor. Air date March 1. KTUX, 5100 Leona Street, Oakland, California 94619.

Management opportunity for qualified hard working man with background in sales; new station, medium market. Contact Dale Adkins, WQQN, Duquoin, Ill.

Wanted: General manager for new AM radio station at Wagoner, Oklahoma. See call or write Wagoner Radio, Co., Wagoner, Okla.

Sales

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.

Need self starter for remote studio manager. Some airwork; mostly sales. Unusual potential, liberal draw against above average commission. Rural orientation. Box A-109, BROADCASTING.

Fine opportunity in sales in midwest small market station. Call Manager, KLEX, 816-259-3232.

WPIK, serving Greater Washington, D. C. Area, beefing up sales force. Live dangerously and earn sweat stained dollars in an exciting, ever expanding economy. For more details about what the job has to offer send me a resume. Strictest confidence. William Gallagher, Jr., General Sales Manager. WPIK, 523 First Street, Alexandria, Virginia.

Toledo—Top 50 market—member of 7 station group—top 40 needs aggressive salesman to match aggressive programming of staff and management. Great future. Must be experienced. Write WTOD Radio, 3225 Arlington, Toledo, Ohio. Phone EVergreen 5-2507.

Need four salesmen to travel (already have one making \$800 week) to sell prestige promotion (proven) to Radio and Banks. Call on inquiries only. Write Randall, P.O. Box 2029, Tuscaloosa, Ala. Will call you long distance for interview.

Announcers

Announcer with experience for progressive group operated western Pennsylvania station. Forward tape, resume and photo. Box M-205, BROADCASTING.

Aggressive northern Virginia radio station looking for 2 experienced announcers. One should be a combo man with 1st phone. No maintenance required. Plenty of chance for advancement: this is a multiple ownership operation. If you bring enthusiasm to radio we're interested. Are you? These are immediate openings. Rush tape and resume to Box M-234, BROADCASTING.

Announcers—(Cont'd)

Girls wanted for air work . . . must have good voice . . . in top 50 market area. Send photograph, resume and tape with salary requirements to Box A-5, BROADCASTING.

Announcer-Midwest radio-TV group looking for top talent. Announcers and newsmen. Fine opportunity and location. Inquire today, write Box A-11, BROADCASTING.

Experienced announcer-engineer with first phone needed for Maryland AM-FM operation. Join other dependable people in an excellent staff. Box A-53, BROADCASTING.

Announcer with pleasant, authoritative delivery for middle-music Texas station. Box A-90, BROADCASTING.

Morning man . . . must have first phone . . . part time deejay, full time salesman . . . must be exceptional at both . . . outstanding opportunity in major midwest market for right man . . . \$150.00 week plus commissions. Box A-93, BROADCASTING.

Immediate opening announcer 3rd class endorsement. Good music station, CBS affiliate in Capital City. Choice hours, excellent opportunity. KBMR, Phone 701-255-1234, Write Mr. Anderson, Box 1233, Bismarck, N. Dakota.

Opportunity married staff announcer. Tape, resume. KFRO, Longview, Tex.

Experienced, mature, warmth personality to do tightly formatted middle of the road schedule. Third class required. Send tape, photo and resume to Verl Thomson, KISD, Sioux Falls, S. Dak., city of seventy thousand. Four hundred dollars monthly starting pay augment with sales. No calls please. Material will be returned.

Immediate opening for announcer who would also like sales. Good small midwest market. Near large city. Call manager, KLEX, 816-259-3232.

Immediate opening for experienced announcers and creative production man. Must be able to turn out top copy. Ideal spot to settle down in, a beautiful city, mild dry climate, near Kings Canyon National Park. Best of schools, submit air check, production commercials, complete resume, reference to KONG AM & FM, Visalia, Calif.

Immediate opening—young, single announcer with 3rd phone, with broadcast endorsement. Housing available. Radio station, KVWN, AM/FM, Show Low, Arizona.

Top 40 swinger—number one for 7 straight years—needs two number one jocks. One first ticket and one third. We are located in the beautiful Tennessee Valley in Huntsville, Alabama. If you are willing to work hard for us, we're willing to offer you top money and security. Rush tape, resume to Jim Kell, Program Director, WAAY, Box 986, Huntsville, Alabama.

Opening for staff announcer. Send resume and tape to Leo Jylha, WBCM, Bay City, Michigan.

Two openings. Need announcer with mature, but friendly sound. Need newsmen for evening shift. Send tapes and resumes to C. B. Sutherland, WCLO, Janesville, Wisconsin.

Expanding top-40 needs three jocks. (Prefer with first). Showmanship must!! Stan Grams, WCLS, Columbus, Georgia 404-327-3648.

Southeastern Kentucky: Immediate opening, permanent position for third phone announcer. Board, news, general station duties. Serious beginner considered. Keith Buck, WEZJ, Williamsburg, Kentucky.

Announcers—(Cont'd)

We need a morning man . . . a lively self-starting personality who is aware of the importance of communicating with his audience on that important first shift. Good, popular music, no rock. 200,000 listeners in our primary need stimulating from 6 to 10 am. Start at \$100 weekly. WFIN, Findlay, Ohio. Send tape and resume or contact Program Director, Rick Rawlins.

Announcer . . . Middle of the road . . . strong on production. Staff position now open. Must be mature and self-disciplined. Send resume tape. WGHM, Skowhegan, Maine.

Washington, D. C. metropolitan area is first ranked. WHMC, serves expanding region. Immediate opening for first phone, bright announcer. Quick, call 301-948-9400.

One top 40—One C&W announcer with top 40 delivery. 1st tickets. Send photo, tape, resume to Ted Hite, WKYX, Paducah, Ky.

Announcer, engineer with 1st phone for Albany, Georgia. No maintenance. Jim Rivers, WMJM, Cordele, Ga.

Announcer-1st phone needed by January 31st. Middle of the road music station 5 kw, no maintenance. Rated #1 in market of 130,000. Send resume, tape picture to Don C. Wirth, WNAM-AM-FM, Neenah, Wisconsin.

WPTH, Stereo FM, Fort Wayne, needs production minded announcer.

Need experienced morning man with third ticket. Bright-middle format. Send tape, resume, character and credit references and salary requirement. No phone calls. Write Claude Jones, WRON, Box 69, Roncverte, W. Va.

Good job open for pop personality strong on production at one of highest rated imaginative stations in country. Send tape, pic; details to Burt Levine, WROV, Roanoke, Va.

Immediate opening for an experienced announcer with good voice at top-rated central Wisconsin, modern format station. Production experience and knowledge of sports helpful, but not necessary. Station in new facility. If you desire good pay, pleasant surroundings with group of stations call 715-344-9778 or mail tape and resume to Peter A. Barnard, WSPT, Stevens Point, Wisconsin 54481.

Needed immediately—swinging top 40 announcer for morning and early afternoon shift on number 1 rated station in market. Emphasis on production. Contact Buck Poe, WSSB, 682-4923, Durham, N. C.

Opening available immediately for nite announcer. WTAP Parkersburg, W. Va. Phone Joe Rada, 304-485-4588.

Young, bright, modern sounding disc jockey. Production man. Good pay, you will be heard in Washington, Baltimore area. Send tape & resume to Program Director WYRE Radio, Annapolis, Maryland.

Announcer—morning man for balanced programmed station, relaxed but alert. Ideal location in fast-growing community, many cultural and recreational advantages; home of Indiana University. Contact: E. M. Sears, Box 62, Bloomington, Indiana. We are an equal employment opportunities employer.

Technical

Immediate opening for engineer-announcer at 5 kilowatt. Address replies to Box M-223, BROADCASTING.

First class technical men wanted for Eastern AM expanding into CATV. Growth opportunity with a solid future. Liberal fringe benefits. Box A-4, BROADCASTING.

1st class, experienced engineer for 5 kilowatt major market east coast, AM-FM. Write in detailed 1st letter giving education, background & employment record. Include references which will be checked. Box A-12, BROADCASTING.

Excellent opportunity for Chief engineer; western Mass. Finest resort living. Experience with directional array necessary. Interview required. Box A-116, BROADCASTING.

1st class engineer. No announcing. Contact: Leo Jylha, WBCM, Bay City, Michigan.

First phone-radio engineer for WELM, Elmira, N. Y. Night work. no maintenance, no announcing. \$90-\$100.00 weekly and fringe benefits. Phone Manager 607-733-5626.

Chief engineer for non-directional modern music station—desire man strong on audio and tape equipment. Present chief promoted to TV. Excellent opportunity with growing group. Contact, Myron Jones—WJET, Erie, Pennsylvania.

First ticket engineer suburban Washington—going 5-kw. Excellent conditions. Send tape, resume—WPRW, Manassas, Va.

News

News director & newsman for Michigan's No. 1 news department. Call Bill Chambers, WAAM, Ann Arbor.

Wanted: Assistant news director for mid-west station with established, award winning news department. Prefer journalism degree and experience. Salary open. Call Bert Freedman, News Director, WASK, Lafayette, Indiana 447-2186.

Wanted—News Director. Good opportunity for man with good news background who can operate board. Send audition tape, picture and resume to Blair Eubanks, WPAQ, Mt. Airy, North Carolina, 10,000 watts, 740 kc.

Newsman, experienced, dig and write local news. Must be strong on air work. Good pay and fringe benefits. Near Philadelphia. Call 215-696-3690.

Production—Programing, Others

Opportunity for talented assistant program director in radio station on Texas gulf coast. Box A-91, BROADCASTING.

Opening for copywriter. Experienced. Send resume to Leo Jylha, WBCM, Bay City, Michigan.

RADIO

Situations Wanted—Management

Manager with proof-positive success story. Desires new opportunity in southwest. Box A-29, BROADCASTING.

Husband-Wife successful Pennsylvania small market wants opportunity East or South with privilege to buy part or all. Limited funds . . . but lots of guts. Prefer small market daytime! Completely confidential. All replies answered. Box A-75, BROADCASTING.

Ready for management. Presently PD. Creative sales-programing. Young, family. Box A-88, BROADCASTING.

Veteran manager in N. C. desires small or medium market Florida or Southern station. Good sales and management record. References, sober, available Feb. 1, Box A-104, BROADCASTING.

General manager—Crack broadcaster, 17 years experience, seeks solid operation opportunity, stock, interest options, medium to large market. Family man, first rate reputation, all around creative sales, programing, operation success. Box A-120, BROADCASTING.

Management—(cont'd)

Young, aggressive manager of one of nation's most respected stations desires change. Excellent background, references. Experience in all phases of radio. Box A-125, BROADCASTING.

Considering management change? Mature, experienced, level-headed manager with successful background and best of references available on 30 days notice. Let's talk. Box A-126, BROADCASTING.

Sales

Sales promotion—proven idea man to make your salesmen more effective. Continuity and promotions a specialty. College, married, currently in million market. Box M-163, BROADCASTING.

12 years experience—announcing, sales & sports. Will invest. Employed southeast. Box A-60, BROADCASTING.

Sales manager—eight years industrial experience, eight years N. Y. C. broadcast technician desires opportunity combine experience for broadcasting sales marketing. Box A-119, BROADCASTING.

Young, aggressive salesman with proven sales record seeks a large market opportunity. Experience in sales, sales management and management. Family man with college education. If you have the product, I can sell it! All replies answered. Box A-122, BROADCASTING.

Announcers

DJ, tight board, good news, strong commercials, experienced, happy sound. Box A-7, BROADCASTING.

DJ-wants top 40. Two years middle of road experience. Prefers northeast. Box A-30, BROADCASTING.

Employed first phone announcer. (East coast) vet, single, 28, 3 years experience. Middle of road, big band, only. \$150 minimum. Box A-32, BROADCASTING.

Station folded. Family man lost home, car, credit. Top flight announcer. Football, basketball, baseball play by play. Box A-69, BROADCASTING.

Personality—any format, 23, family, third, sells, production. Box A-70, BROADCASTING.

Six years announcing experience. Ready for program director position. Thorough knowledge music. Good overall radio know-how. Box A-72, BROADCASTING.

First phone—10 years all phases and formats in top 20 markets. Available immediately. Call TA 4-8720, Dallas, Texas, or write Box A-74, BROADCASTING.

Lively personality needs top 40 near college. Short experience. Box A-76, BROADCASTING.

Would you believe two? He: Top 40 deejay, 3rd phone endorsed She: Sales. He and She: Write and produce commercials. When sponsors say great—ratings are out of date. He and She A GO-GO. Write Box A-80, BROADCASTING.

Beginner trained at Midwestern Broadcasting school seeking midwest location. Tape on request, contact 312-237-3831 or Box A-86, BROADCASTING.

Bright, young, top 40 personality would like to move up to a well established contemporary music operation. Five years experience in top 40, 3 at present location. Also writes copy. Prefer west or southwest, but will consider other locations. Air check and resume on request. Box A-97, BROADCASTING.

Top 40 personality looking for eve. or all nite slot, eastern states, reliable, good production, tight board. Box A-98, BROADCASTING.

Announcer—wants top 40. One year experience middle of road music. Can do news, and play-by-play. Interested in any combination. Will relocate. Box A-102, BROADCASTING.

Third phone, light experience, college, hard worker. 212-TR 3-7493. Box A-103, BROADCASTING.

Announcers—(Cont'd)

D.J. announcer bright and happy well rounded experience and sports reporter. Married, authoritative news, want to settle not a floater or prima donna. Third ticket. Box A-106, BROADCASTING.

Announcer—first phone—college graduate—limited experience. Box A-107, BROADCASTING.

First ticket beginning 'Top 40' deejay. College degree. Draft free. Northeast. Box A-110, BROADCASTING.

Emerson College grad (January, 1966) desires radio work in New England. Professional experience includes top 40 work and sportscasting. Married, industrious, and reliable. Top references. Box A-121, BROADCASTING.

Progressive top 40, beginner dj. Production and music director ability, draft exempt. Endorsed 3rd. Box A-130, BROADCASTING.

18 years experience. 9 Boston market. 3 WBZ. Some sales, presently PD New England. Desires upward move. Box A-132, BROADCASTING.

Biff Coillie's Corner daily automated country show. 25 cycle cue tones in. Seven two hour shows \$35.00. For brochure, tape, write 1041 Pine Ave., Long Beach, California. 90813.

Major market top 40, first phone . . . zany personality, sales, copy, call Brown, 904-648-4955 after 5.

Announcer—Engineer, 5 years experience. young, veteran, single, sober. Box 72, Fenwick, West Virginia 26669.

Announcer seeks position in south. State format. Claude Peters, Centerville, Mississippi.

An experienced top 40 announcer, family man, looking for job with a future in a four year college area. Call (805) 947-8754. Willing to work.

Five years experience announcing-sales. Family man desires good position. Contact Art Bell, Bolivar, Missouri, Phone 326-4243.

Now booking relief announcer, newsman, copywriter? Available Feb. 1, 1966 through Dec. 15, 1966. Call Ron 803-833-1625 or 803-833-2501. Will consider relief with possible permanent future.

Technical

Broadcast Chief Engineer—Installer—Commercial Serviceman seeks position expand honest commercial service company handle anything electronic. \$10,000. South. Box A-68, BROADCASTING.

Planning FM Stereo? Top two man team of engineering and programing talent will build a quality sound and begin programing of your stereo operation. Will build from ground up or use existing facilities. Excellent background and references. Box A-78, BROADCASTING.

Experienced AM-FM-TV, chief engineer-dj. Pennsylvania. \$125. Box A-94, BROADCASTING.

Engineer-announcer, good at both. Age 32, family, nine years experience. Five years on present job. Experienced all phases radio. Change to all country music makes change imperative. Any format except country will be acceptable. Minimum salary \$135.00. P.O. Box 821, Roanoke, Va. 24004.

Top-level—of high integrity, industrious, personable Chief Engineer. Age 39, extremely experienced. Directionals, proofs. Sell and announce, general American accent. Unequaled engineering qualifications and performance. \$150 week, Southeast. Require interview and moving expenses for permanent location. John All Jr., Rt. 2, Box 385, Orangeburg, S. C. Available May or before.

News

Experienced newsman. Well-educated. Hard-working. Ambitious. Position with future only. Box A-85, BROADCASTING.

NEWS—(Con'td)

Bright young newsman available late January. 4 years experience, 2 years in major market. Mature voice. Desire major market, midwest, east, Florida. \$125.00 starting. Box A-89, BROADCASTING.

Production—Programing, Others

Planning FM Stereo? Top two man team of engineering and programing talent will build a quality sound and begin programing of your stereo operation. Will build from ground up or use existing facilities. Excellent background and references. Box A-79, BROADCASTING.

Top flight Program Director available. Ten years radio, five years television clear-channel and metro background. Strong on news, sports, sellable adult music and administrative efficiency. Radio preferred. Box A-114, BROADCASTING.

Pro-family man wants to become part of operation. Consider modest investment. Strong on production. Some sales. Box A-133, BROADCASTING.

TELEVISION—Help Wanted

Management

Strong number 2 man for group-operated UHF station to backstop and supplement general manager. Must have solid experience in all phases of operations, sales and administration. Good opportunity to move up for savvy general sales manager, or small market station manager. Submit full resume, references, recent snapshot and salary requirement first letter. Box A-139, BROADCASTING.

Announcers

Sportsman. Middle-sized, mid-west television station needs aggressive commercial announcer with sports background. Must be capable of handling sports desk as well as being strong on commercials. Must be able to shoot own 16mm. Contact Program Manager, WICS, Springfield, Illinois, 217-528-0465.

Immediate opening 2 experienced cameramen. 3 experienced announcers. Southeastern ABC affiliate. Good working conditions, prefer those who have completed military obligations. Nathan Frank, WNBE-TV, New Bern, N. C. Phone 919-637-2111. No collect calls please.

Technical

TV Technician with 1st phone for small but expanding eastern market. Outstanding opportunity to gain TV experience in scenic vacation area. Box M-125, BROADCASTING.

Experienced chief engineer needed for upstate New York college to design, install and operate complete CCTV system. First Class FCC license, broadcast experience required. Degree desirable. Salary excellent. Contact Box M-180, BROADCASTING.

Assistant chief engineer for midwestern VHF. EE degree and field experience with TV transmitters, proofs, VTR, color, strong on maintenance and supervision. Salary commensurate with background. Pension plan, excellent schools, residential areas. Box A-50, BROADCASTING.

Engineer of good character, best technical qualifications for South Texas VHF. Box A-92, BROADCASTING.

Studio technician with 1st class license for studio and microwave maintenance. Also some routine switching. Station installing color film, slide and video tape equipment. Write Director of Engineering, KSOO-TV & AM, 205 N. Phillips Ave., Sioux Falls, S. Dak. or call collect 605-336-1300.

Experienced 1st class radio-TV engineer for University FM radio and TV stations: Position available January 1, 1966. Send credentials and letters of reference to Dr. Duane Tucker, WBGU-TV, Bowling Green Ohio. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.

Technical—(Cont'd)

Assistant chief for transmitter operations of new RCA equipped UHF in Nation's Capital. Must be fully experienced in operation and maintenance of high power UHF transmitting plants; also, familiar with studio equipment and operations. Excellent opportunity for advancement in ultra-modern station now nearing completion. Contact or send resume to Donald W. Kilbrith, Director of Engineering, WDCA-TV, Washington, D. C. 20016. Phone 301-OL 4-2601.

Studio transmitter engineer. First class license and maint. Experience required. Contact Al Ruch, WIRL-TV, Peoria, Illinois, 309-676-8911.

Ground floor opportunity for first phone technicians interested in operating. New ABC network station, new modern equipment, now assembling best staff in television. Contact Dick Zahnizer, Chief Engineer, WJET-TV, Erie, Pennsylvania.

Immediate opening for 3 engineers with first class ticket. No experience necessary. Send all details first letter. Dallas Cox, Chief Engineer, WNBE-TV, ABC, New Bern, N. C. Phone 637-2111 area code 919.

Immediate: need Chief engineer, Television station WPTZ, NBC, Channel 5, Plattsburgh, N. Y. Group owned, company benefits, salary open. Contact David Milligan, Gen. Mgr., or Harry Bowen, present C. E., phone Plattsburgh, 518-JO 1-5555.

WTOC-AM, FM & TV, Savannah, Georgia, has opening for first class engineer. Write for our application form.

Engineers, experienced. For new multi-million dollar transmitter/studio installation operating maximum power VHF and UHF. Salary to \$10,000. Excellent benefits, superb working conditions and location. Contact Director of Engineering WTTW/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

News

Newsman wanted immediately to join staff at midwestern combined radio & television operation. Prefer midwest applicants. Will provide advanced training in news work. Send full resume to Box A-129, BROADCASTING.

News director needed immediately by Virginia VHF. Experienced only apply. Harry Abbott, Operations Manager, WXEX-TV, Petersburg, Va.

Production—Programing, Others

Opportunity for creative commercial copywriter with Texas VHF. Box M-204, BROADCASTING.

Wanted: Creative TV producer-director with at least five (5) years experience. Major group station, located in northeast. Excellent opportunity for directing with ability plus experience. Box A-9, BROADCASTING.

Sales traffic manager for major midwest station. This is a key position in our sales organization, and we're looking for a real pro who can step in and take charge. Send complete resume in confidence to Box A-82, BROADCASTING.

Immediate opening for 2 experienced directors. If no experience do not apply. Southeastern ABC affiliate. Send all details in first letter and all references. Box-A-86, BROADCASTING.

E.T.V. — Producer — director — Large beginning, private school, 2500 megacycle E.T.V. system in New York City. Position requires creative experienced director, preferably with filming background and willing to grow with a challenging program. Resume to Box A-118, BROADCASTING.

Producer/director—Immediate opening for a young person with at least two years experience directing a variety of live entertainment programing. Good starting salary, fringe benefits and opportunity for advancement. Send confidential resume of experience, education, etc. to Personnel Department, WLW-T, Crosley Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Promotion/publicity writer: Immediate opening in Cincinnati for a recent college graduate. Position involves copywriting for on-air, newspaper and trades, and a variety of related publicity activities at the station level. Good starting salary with excellent opportunity for advancement with our expanding organization. Send confidential resume to Personnel Department, WLW-T, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer. (M/F)

Production—Programing, Others

Continued

Promotion manager needed by aggressive midwest NBC affiliate. If you are an experienced promotion manager or assistant promotion manager, send complete resume, photo and salary requirements to Mr. Gene Denari, general sales manager. WTVO, Rockford, Illinois.

Administrative assistant. Secretarial skills, radio-TV-film experience, writing ability. Apply: Daniel Rose, University Relations, State University of New York, Buffalo.

Commercial copywriter needed for AM-FM-TV facility. Send resume to David Hoyle, Time-Life Broadcast, Inc., 120 College, S.E., Grand Rapids, Michigan 49502.

Situations Wanted

Management

Desire position as manager. Twenty years experience in Broadcasting. Sales oriented. Strong on national and department store sales. Box A-84, BROADCASTING.

Sales

Seasoned, mature, professional radio-television salesman seeking relocation. 18 years experience in all phases of broadcasting, from announcer to general manager. Fully qualified for National, regional or local sales. Can also provide you with competent "on-camera" performance. Hold a first class radio-telephone license. Presently employed. Excellent references. Your reply will receive prompt attention. Box A-131, BROADCASTING.

Technical

ETV assistant chief engineer desires position as chief engineer in new ETV station. For complete resume reply Box A-77, BROADCASTING.

Maintenance and operation of broadcast equipment. First phone recently obtained; 7 years as electronics technician, testing, trouble shooting and calibration re aerospace. Box A-81, BROADCASTING.

NEWS

Experienced news reporter-photographer seeks an air radio-tv news position in major market. Thorough knowledge and experience in reporting, writing, newfilm photography, documentary and on camera work. College graduate. Ex-military. Available immediately. Box A-58, BROADCASTING.

TV news—emphasis on-air and writing. Many years of experience in news including filming and editing—General reporting. \$15,000. Box A-87, BROADCASTING.

Dedicated newsman seeks responsible position in active market. Top credentials and references. Experienced in all phases television—radio news . . . specializes in on-scene and on-camera reporting. B.A. and M.A. degrees. Box A-123, BROADCASTING.

Five years radio. News, announcing, copy, some sales. Married, presently employed. Desire TV announcing or to join TV news operation, but will consider anything. Available February 1. K. R. Knowles, 1724 Jackson, Beatrice, Nebraska 68310. Phone 406-223-5152.

Production—Programing, Others

News photographer-heavy photo background processing. Director of photography capabilities. Box A-28, BROADCASTING.

Photographer-artist seeks creative opportunity-production background. Now in Philadelphia. Box A-89, BROADCASTING.

Art director, 11 yrs. experience with major TV station wants new and challenging position. Box A-95, BROADCASTING.

Chief Proud Eagle, Indian kids' personality for hire. 17 months experience at top CBS-TV affiliated Amarillo, Texas. Children's favorite since August 64. Talented in Indian arts and crafts. Will relocate, work hard. Married, 23. Video Tape available. Top references: Bill Cook, CBS-TV, Amarillo, Texas.

WANTED TO BUY

Equipment

We need used 250, 500 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Auricon or other 16mm professional magnetic sound on film camera with 400 to 1200 foot capacity. KOLN-TV, 40th & W Sts., Lincoln, Nebraska. Phone 434-8251.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98. BROADCAST-ING.

4 Gates cartritape II playback units . . . \$350.00 each, 1 Record playback unit . . . \$475.00. 1 Schafer model 400A remote control system: best offer over \$400.00. Excellent condition. Jack Sellmeyer, KXIV, 329 N. Third Ave., Phoenix, Arizona.

Need equipment? Get our listings. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Write, Call or wire about information covering trade-in used tape cartridge equipment of all makes. Sparta Electronic Corporation, Box 8723, Sacramento, California. 95822, 916-421-2070.

Almost all models ATC and ATC/Collins available re-conditioned and guaranteed. Play backs priced from \$225 to \$450. Cartridge tape delay units at \$550. Used Equipment Dep't., ATC, Bloomington, Illinois. 309-829-7006.

We will rebuild and warrant your ITA FM exciter to latest specifications which exceed any other unit. \$325. Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 215-874-5236.

ITA parts, 24 hour technical assistance and service. Call or write Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 215-874-5236.

New ITA FM 10 DMG subcarrier generators. Zero crosstalk. Formerly \$995 now \$695. Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 215-874-5236.

Rebuilt ITA 10 watt FM exciters, warranted as new to meet latest specifications. \$325 with trade-in or \$695 straight sale. Wilkinson Electronics, 1937 W. MacDade Blvd., Woodlyn, Pa. 215-874-5236.

One Stainless type GST 475' guyed tower, complete. On ground ready for shipment. Jack McVey, R.R. #3, Cedar Rapids, Iowa. Phone Area 319-363-0928.

16mm film processor. Reversal and negative. Used. \$700. P.O. Box 3364, Beaumont, Texas.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deeJay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St. Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 36 Texas.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for class starting March 16. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. 814 H St. NW. Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Feb. 7—Mar. 14—Apr. 18—May 23—June 27. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results day and evening classes. Placement assistance. Announcer Training Studios, 25 W 43rd, N. Y. OX 5-9245.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week. On campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. Next class Jan. 18. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted

OPPORTUNITIES IN BROADCASTING

The King Broadcasting Company: three TV stations, three AM stations, two FM stations, a monthly magazine and interests in CATV. Main operations in Seattle, Portland and Spokane. With growth, there are opportunities for young people to fill beginning positions in all areas—sales, news, writing, production, promotion and announcing. This is not a training program, but a chance to grow in broadcasting with a top flight professional organization. Starting positions, as they open, are filled by recent college graduates, preferably with a general educational background rather than specialized Radio-TV training. Prior broadcasting experience not required; youth, character, intelligence and education are. If interested in being considered, and have these qualifications, send a detailed resume plus a copy of your college transcript to:

Personnel Director
King Broadcasting Company
320 Aurora Avenue North
Seattle, Washington, 98109

Ethnic or social background not a factor. All communications will be acknowledged.

Sales

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal-opportunity employer. Send resume to Box A-52, BROADCASTING.

Help Wanted—Announcers

A MID-MORNING AND A TRAFFIC D. J.
Mature—bright—with high adult and teen-age appeal. Ready to move up to a major market in Southern California. Send tape, picture, resume, and salary requirements. Box A-33, BROADCASTING.

DJ—NEWSMAN

Top rated 50 kw fulltime swinger needs one first phone DJ and one hard working, hard hitting, newsman. Resume + tape + salary requirements.

Box A-127, Broadcasting

DOMINANT STATION in growth market is looking for the best radio personality around. Good five figure salary for the right man. Television work available. Top professional performers only. Send tapes, resumes to:

Box A-108, Broadcasting

Announcers—(Cont'd)

Afternoon Traffic DJ

Highly respected Radio-TV group operation in the Midwest needs bright, well-paced afternoon traffic DJ with both adult and teen appeal who can really sell a commercial. Good possibility of working into weekly TV bandstand-type show. Send tape, resume, picture, and salary requirements.

Box A-134, Broadcasting

Technical

CHIEF ENGINEER

Excellent opportunity for qualified chief engineer in well-established midwestern radio and TV operation. Good pay and benefits with growth opportunity.

Send complete resume and salary requirement to:

Box A-83, BROADCASTING

Equal opportunity employer

News

Can you read the news with flair, feeling, and drama?

If so, I'd like to be in touch with you immediately.

Gordon McLendon
2008 Jackson St.
Dallas, Texas

NEWS—SPORTS

Independent radio station in major eastern market considering adding man to do news and sports commentary (No play-by-play). If you have experience in both, send resume, tape and salary requirements to:

Box A-135, BROADCASTING

Production—Programing, Others

PROGRAM DIRECTOR

Needed for midwest metropolitan market no. 1 top 40 station. Move up to fine operation where your goals are only limit. Salary open. Send resume and tape to

Box A-73, BROADCASTING

SECRETARIES NEEDED!

Several Chicago radio and TV stations need experienced secretaries. Interview necessary. Fee paid by station. Phone or write: Nationwide Radio - TV Employment Agency, 645 North Michigan Ave., Code 312-337-7075.

Production—Programing, Others

Continued

PROGRAM DIRECTOR

Quality music AM/FM station has an immediate opening for experienced program director. Duties will include maintenance of record library and programming. Some engineering experience helpful. Location New York City.

Box A-117, Broadcasting

Writer—Announcer

Creative radio writer to prepare documentary-type scripts on research and voice them. Exceptional writing talent most important. College degree necessary. J-school graduate with two or three years' experience preferred. Send personal resume to Personnel Department, B-12 Ives Hall, Cornell University, Ithaca, New York.

An Equal Opportunity Employer

FM Program Director

New FM Station in large midwestern city to begin FM service as part of complete TV and AM service needs experienced FM Program Director. Substantial capital available to make FM successful with right man directing. Give evidence of experience by writing complete facts to

Box A-128, BROADCASTING

Situations Wanted

Management

MANAGER

Young, aggressive manager of one of nation's most respected stations desires change. Excellent background, references. Experience in all phases of radio.

Box A-124, Broadcasting

Production—Programing, Others

MAJOR MARKET

Program Director and assistant seeking contemporary format station which has a sincere interest in prestige and programming. Both airmen. Both with 10 years experience. Finest recommendations. Top markets only.

Box A-111, Broadcasting

TELEVISION

Help Wanted—Management

OPPORTUNITY OF A LIFETIME

for No. 2 man who is strong on television sales and ready to move up to management. Fine Southern market. Send salary requirements, management experience, references. Replies held in strictest confidence.

Box A-112, BROADCASTING

Help Wanted Management—(Cont'd)

TELEVISION

STATION MANAGER

Communications company operating six stations nationally seeks a fully qualified Television Station Manager for one of their mid-western stations.

Candidates must have complete station operation & management exp.

Operating experience in this geographic area is desirable but not required.

No contact will be made with current or previous employers until a personal interview is arranged at your convenience. Please send resume of experience and earnings in complete confidence to:

Box A-136, BROADCASTING

Our Employees Know of this advertisement.

Sales

TELEVISION

SALES DIRECTOR

Television Sales Director fully qualified for national sales effort is sought by major broadcasting company operating stations in the southwest, midwest and westcoast.

Applicants must have a full range of sales experience including direct supervision of national, regional and local sales programs. Reply in complete confidence detailing experience & earnings to:

Box A-137, BROADCASTING

Technical

Want to get into color? We've been full color for 4½ years! We need technicians who are interested in working at a modern all-color station. There are no state licenses, fee requirements or payments to be made to a third party in connection with this position. Contact the Chief Engineer, KSTP-TV, 3415 University Avenue, St. Paul, Minn. or call collect 612-645-2724.

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.

An Equal Opportunity Employer

RADIO CORPORATION OF AMERICA

TELEVISION—Help Wanted

Production—Programing, Others

PROGRAM DIRECTOR

National television broadcasting company seeks a Program Director for its Corporate staff capable of holding complete responsibility for national and local programming.

All replies will be treated confidentially and should include complete details of experience.

Box A-138, BROADCASTING

TELEVISION

Situations Wanted

Management

N. CALIFORNIA CATV

I have 11 years of Radio-TV & CATV Management experience. I can build or operate your system quickly and smoothly to its best success & profit, from franchise talks thru head-end and home hook-ups. Now CATV Manager, fine record, but wish better climate. B.S. degree. Photo and resume on request.

Box A-67, BROADCASTING

EMPLOYMENT SERVICE



PLACEMENTS

Stations and Applicants use our service with confidence

1615 California St., (303) 292-3730
Denver, Colorado 80202

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



BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

INSTRUCTIONS

LEARN MORE
EARN MORE
Television Camera Operation
Production & Directing
**DON MARTIN SCHOOL
OF RADIO & TV**
1653 N. Cherokee HO 2-3218
Hollywood, Calif. 90028

FOR SALE—Equipment

STAND-BY POWER 3 KW to 100 KW

Reconditioned government generators. Gasoline and diesel powered. For lowest prices and details write:

M. BERGER CO.
1816 Locust St. Pittsburgh, Pa. 15219
Area Code 412 471-5541

USED TOWERS FOR SALE

One 300 ft. Blaw-Knox microwave with two reflectors (ten by fifteen ft.). Two parabolic antennas (eight ft.)
We have a large stock of CATV cable towers.

U. S. Towers
249 Bartow Lane
Petersburg, Va.

CATV Wanted

NOTICE CALL FOR PROPOSALS CABLE ANTENNA TELEVISION

The City Council of the City of Lake Oswego, Oregon invites proposals from qualified firms or individuals for the establishment and operation of Cable Antenna Television facilities and services to operate in the City of Lake Oswego (Population 12,000) under a city franchise. Such proposal to be filed with the City Recorder, City Hall, 40 "A" Avenue, Lake Oswego, not later than January 23, 1966.
Information concerning such proposals may be obtained by contacting the office of the City Manager, City Hall, Lake Oswego, Oregon.

WANTED TO BUY

Stations

STATION WANTED

AM station in Arkansas, Louisiana, or Missouri. Write:

Box A-101, Broadcasting

AM Station in South or Southeast. All inquiries answered promptly on confidential basis. Send complete details.

Box A-71, BROADCASTING

FOR SALE

Stations

STATION FOR SALE

Single Station South Carolina market, receives revenue from four adjacent cities and towns. Owns land, new equipment, and building. Good low overhead operation. \$75,000 cash only. Qualified buyers write:

Box A-105, Broadcasting

FOR SALE

—Small market station in Southwest United States showing good profit.
—Total price—\$60,000.

—Terms—

Write:

Box A-100, Broadcasting

WEST COAST—fulltime profitable—\$157,500
—\$45,000 down.
SOUTH WEST—showing good profit—\$75,000
—\$25,000 down.

Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

Tia Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

TE 2-9362

324 Major market jocks and newsmen

are ready to re-locate . . . several currently top rated N. Y., Chicago and L. A. personalities. Personnel for all formats—Top 40, C&W, Good Music and Talk. No charge to stations.
CALL FOR TAPES AND RESUMES NOW!

Applicant inquiries invited. No fee 'til placed.

NATIONWIDE RADIO-TV EMPLOYMENT AGENCY

645 North Michigan Ave., Chicago, Ill.
Phone area code 312 337-7075

N. E.	small	daytime	\$110M	terms
N. Y.	suburban	AM&FM	650M	terms
South	metro	power	300M	29%
S. E.	metro	AM&FM	225M	terms
M. W.	TOP 50	AM&FM	1MM	29%



CHAPMAN ASSOCIATES
2048 PEACHTREE, ATLANTA, GA. 30308

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Your reading one now
For more information see the 1st page of the Classifieds or Call:

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 85)

ments to add channel 281 to Tallahassee, Fla. Commissioner Cox dissented. Action Jan. 5.

Proposed

■ Commission invited comments to proposed rulemaking looking toward deleting FM channel 274 from Logan and substituting that channel for 290 at Charleston, W. Va. Change was requested by Reeves Broadcasting Corp., licensee of WHTN-TV Huntington, to eliminate second harmonic

interference caused by present operation of FM station WTIO in Charleston, which has agreed to shift. Comments are also invited on question of whether channel 290 cannot be assigned elsewhere in community where there is need for it, and, if not, whether proposal represents inefficient use of available spectrum space. Commissioners Bartley and Cox dissented.

It also invited comments to proposal to substitute channel 280A for 296A at London, Ky., and add latter to Corbin, Ky., as petitioned for by Corbin Times-Tribune.

Chairman Henry not participating; Commissioner Cox dissented. Action Jan. 5.

Fines

Commission notified Lynchburg Independent Broadcasters Inc. that it has incurred an apparent liability of \$500 for violation of sects. 73.117 and 73.287 of rules by failing to identify its stations WWOD-AM-FM Lynchburg, Va., at required times, and to identify stations separately. Licensee has 30 days to contest or pay forfeiture. Action Jan. 5.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Jan. 5. 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.

Glenwood Springs, Colo.—Western Colorado TV Co. was denied a franchise by voters of the city. Western Colorado TV Co. is a subsidiary of Community TV, Salt Lake City. Glenwood Springs is served by a booster system with a volunteer group in charge.

■ Sarasota, Fla.—Venice Central Antenna Network Inc. has been granted a franchise by the Sarasota Board of County Commissioners for Venice Garden Subdivision, Fla. Venice Central Antenna Network Inc. is a subsidiary of International Equity Corp. of Bala Cynwyd, Pa.

■ Decatur, Ill.—General Electric Cablevision Corp., a subsidiary of General Electric, has been awarded a 15-year franchise. The city will receive 6% of the annual gross

revenue. Macon Cable Television Inc. was the only other applicant for the franchise.

■ Elizabeth, Ill.—Galena Cable Co. Inc., Galena, Ill., has been granted a 20-year franchise. Under the agreement the firm will charge a \$5 monthly service fee and \$1.50 for each additional set. The company has agreed to provide free service to schools and public buildings.

Kewanee, Ill.—First Illinois Cable TV Co. Chicago (William E. Clancy, president) a subsidiary of JFD Electronics, has applied for a franchise. The company would offer 12 stations and charge a maximum monthly service charge of \$5 with an installation fee to be set at a later date. Kewanee Cable TV Co. has previously applied for a franchise.

■ Rantoul, Ill.—Rantoul Cable Television Co., organized by officers of Eastern Illinois Telephone Co. (W. Carl Allen, president), has been granted a 20-year franchise. Installation fee will be \$15 with a \$5 a month service charge for the first TV set, and \$1.50 monthly for each additional set. In return the city will receive 6% of the gross receipts. The company will also pay \$3 a year for each municipal power pole it uses. John S. Jacobson & Associates is the only other firm applying for a franchise.

■ Corydon, Ind.—Old Capital Cables Inc., represented by James R. Davidson, has been granted a franchise. It is expected to offer subscribers 12 signals from Ohio, Indiana and Kentucky. The city will receive 3% of gross annual revenues. Subscribers will pay about \$4.75 a month for the service.

Elkhart, Ind.—GT&E Communications Inc., a subsidiary of General Telephone and Electronics Corp., has applied for a franchise. Other applicants: Community Teleception Inc. Indianapolis (a group owner) and Valley Cablevision Inc., Elkhart (owned jointly by WSBT-TV South Bend, WNDU-TV South Bend and WSJV-TV South Bend-Elkhart, all Indiana). Installation fee would be about \$15 with a \$5 monthly service fee. A 2% reduction would be offered for a semi-annual subscription and 4% for an annual subscription.

Worthington, Ind.—Cable TV Inc., Sullivan, Ind. (Robert Snyder, representative) has applied for a franchise. The monthly service fee would be \$6, and the town would receive 3% of the gross receipts. The company already has franchises in Jacksonville, Linton, Sullivan and Brazil, all Indiana.

Worcester, Mass.—Norton Industries Inc. has applied for a 25-year franchise. The firm would charge a \$3.50 to \$5 monthly service fee.

■ Battle Creek, Mich.—Wolverine Cablevision Inc., owned jointly by Time-Life Broadcasters and Fetzer Broadcasting Co. has been granted a franchise. The firm will charge a \$18.50 installation fee and a \$4.90 monthly service rate. The city will receive 5% of the first \$100,000 gross income; 4% of the next \$100,000; 3% of the third \$100,000 and 2% of all over \$300,000. Triad Stations Inc., Marshall, Mich., was granted a franchise last August.

Columbia, Mo.—The city of Columbia denied seven requests for franchise. Those who had applied were: Commonwealth Theaters Inc., Kansas City, Mo.; Meredith-Avco, Des Moines, Iowa; Columbia Master Video Inc., Columbia; KSD-TV St. Louis; Mid-Mo.-CATV Inc., Columbia; Gannett Publishing Co., Rochester, N. Y., and Telesis Corp., Chicago.

■ Island Heights, N. J.—Crosswicks Industries, Trenton, N. J., has been granted a 25-year franchise.

■ Pennsylvania, N. J.—Tri-County Cable TV a subsidiary of Sunbeam Publishing Co., Salem, N. J. (weeklies Salem Standard & Jerseyman and Pennsville Progress), has been granted a franchise. The firm will charge a \$15 installation fee and a monthly service rate not to exceed \$4.95.

Santa Fe, N. M.—National Cable Televi-

sion System has applied for a franchise.

■ Auburn, N. Y.—Auburn Cablevision Corp., a subsidiary of Auburn Publishing Co. (the [Auburn] Citizen-Advertiser and WMBO-AM-FM Auburn) has been granted a franchise.

■ Oswego, N. Y.—A new 10-year franchise for Southern Tier Enterprises has been granted to replace one that would not have expired until December 1966. The move was made so that the company could obtain capital for expansion. The city will receive 1% of the gross revenue of the company.

Wellsville, N. Y.—Wellsville Cable TV Co., Gus Rigas owner-president, has been sold to William Harrison, Alfred, N. Y. The name of the new company will be Allegany Video Inc. In 1956 the company was granted a 99-year franchise. The city council approved the sale.

Nelsonville, Ohio—Nelsonville TV Cable Inc. (Eugene Edwards, owner), has applied for a 20-year exclusive franchise. The monthly service rate would be \$3.25 for two television outlets and one FM outlet per customer. There would be no installation charge.

Point Pleasant, Ohio—Village Cable Corp., State Senator Frank Deem, president, has applied for a franchise.

Trotwood, Ohio—Jackson Communications System of Ohio, Richard Jackson, president, has applied for a franchise. The company already has franchises in Defiance and Wauseon, both Ohio.

Warrensville, Ohio—Telarama Inc. (minority interest held by Scripps-Howard Broadcasting Corp.) has applied for a franchise. The company already has franchises in Shaker Heights and Warrensville Heights, both Ohio.

■ Yorkville, Ohio—Neptune Television Cable Co., Steubenville, has been awarded a nonexclusive franchise.

Brookings, Ore.—Curry County Communications has applied for a franchise.

■ Bristol Twp., Pa.—Telemac of Lower Bux Inc., represented by Pat Deon, Levittown, Pa., has been granted a franchise. The township will receive a remittance of 5% to 5½% of annual gross revenue.

■ Port Vue, Pa.—Borough council has granted a 15-year nonexclusive franchise to Steel Valley Cablevision Inc., Robert Tudek, vice president. There will be no installation charge during the initial offering. Thereafter it will be \$5. Customer service charge will be \$4.50 monthly, and \$5.50 monthly for commercial outlets. Centre Video is the parent corporation of Steel Valley Cablevision Inc. The company already has been granted franchises in Glassport, Liberty and Lincoln, all Pennsylvania.

■ Whitmarsh, Pa.—Suburban Cable Television Co. has been awarded a franchise. The company will pay the township 5% of the gross receipts.

■ Jackson, Tenn.—Sun Publishing Co., Jackson, has been granted a 20-year nonexclusive franchise. The company is publisher of the Jackson Sun and owns WTJS-AM-FM Jackson.

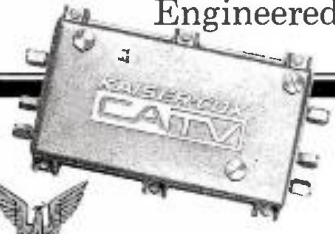
Nashville—WSIX Inc., Nashville, has applied for a franchise. WSIX has been sold to General Electric Co., pending FCC approval.

■ Salt Lake City—The city granted a franchise to Community TV Inc. (Homer K. Peterson), group owner.

Lynden, Wash.—Jan Groton, Ralph Woods and James Kaemingk, all Lynden, have applied for a franchise.

Point Pleasant, W. Va.—Village Cable Corp., Harrisville, W. Va., has applied for a franchise. Principals are State Senator J. Frank Deem, Harrisville, and Howard Sharpley, Hillsdale, Mich. The firm has applied in Ravenswood and Ripley, both West Virginia.

Human Engineered



Kaiser-Cox brings a new degree of sophistication in "human engineering" to CATV equipment design. The "plug-in" modular construction of the new Phoenixian series amplifiers assures ease of installation, efficient field-testing, low maintenance cost and maximum convertibility. More reasons to depend on Kaiser-Cox for CATV leadership today and tomorrow.

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WHEN Lee Loevinger was named to the FCC by President Kennedy in May 1963, the dismay of many broadcasters was almost palpable. As one of them put it, with a sigh: "Oh no! Another one." His concern, he made clear, was that, in the Justice Department's antitrust chief, the President had appointed "another one" of the Newton N. Minow-E. William Henry-Kenneth A. Cox school of strict regulators. But it's evident now that this broadcaster did not know his man.

For as the last two and a half years have made clear, Commissioner Loevinger is not of that school, or of any other school familiar to persons who have observed the FCC down through the years. Indeed, Commissioner Loevinger—aggressive, articulate, and with firm philosophical convictions regarding government's proper role—often seems to be trying to force the commission into a school that he administers.

He has led the way to decisions on a number of policy matters, some of them of considerable importance. He literally drafted the order permitting cross-ownership of community antenna television systems and television stations, for instance, and he persuaded the commission to adopt a number of procedures he felt were necessary to safeguard the rights of persons doing business with the agency. He has also been a vigorous critic of decisions he feels violate broadcasters' freedom of speech.

Win or Lose ■ He doesn't win them all, of course. He was all alone in his opposition to the commission's order adopting procedures for investigating AT&T rates (BROADCASTING, Jan. 3).

That he wins at all can be attributed to forensic ability and the sheer weight of his arguments. For although the commissioner, a sturdily built bantam of a man, can be most congenial in personal conversation, salting his otherwise high-flown language with expressions left over from his Navy days, there is no soft soap in his kit.

His tools include a sharp tongue, a quick mind and a fund of knowledge drawn from a wide range of interests. (His hobby, for instance, is reading philosophy and science.) He has used these tools in some of the liveliest debates—usually with Commissioner Cox, sometimes Chairman Henry—that veteran staff members can recall among commissioners. He has also used them to blister staffers when their work fails to satisfy him. "Aren't there any lawyers on the staff?" he has been known to ask in a room full of commission attorneys.

Not surprisingly, he has become a controversial figure within the commission. One staffer described him recently as "intemperate and injudicious." But he also said the commissioner is "brilliant" and a "legal scholar."

Commissioner Loevinger's policy dis-

He favors competition, not regulation

agreements with Chairman Henry and Commissioner Cox, while no longer causing surprise, point up the difficulty with political labels. All three consider themselves "liberal." But where Chairman Henry and Commissioner Cox would pursue a hard regulatory line to make sure broadcasters discharge their obligations to the public interest, Commissioner Loevinger would prefer to rely on competition to achieve socially desirable ends. Government regulation,

he feels, should be the "abnormal not the normal" approach. Accordingly, he regards himself as a "liberal in the libertarian sense."

"I believe in the maximum degree of freedom and dignity of the individual," he said recently. "And this isn't furthered by imposing government regulations."

Commissioner Loevinger, who is 52, was a surprise choice to fill the unexpired term of former Chairman Minow. And, he makes clear, his move from Justice where he served from March 1961 until his FCC appointment, was a reluctant one on his part.

But whatever his feelings on joining the commission, he brought to it an impressive background. A native Minnesotan, he was an associate justice of that state's supreme court for one year before accepting the bid to work at Justice.

Commissioner Loevinger, who has made news with his views on a number of major issues, appears to regard as among his most important contributions to the commission his work on a number of matters that received little or no attention outside of the agency itself.

Haphazard Reports ■ He was, for instance, the principal instigator of the commission policy decision last summer, to print in its official reports all orders and decisions of precedential value or public interest. Until then, the commission had followed a haphazard system of printing its documents—in some cases omitting important orders from the official reports—a practice the commissioner regarded as "indefensible" in a government agency.

He was also the driving force behind the commission's fairly successful effort to reduce its work backlog. A merciless critic of the staff's writing style, he is forever insisting on higher standards of composition.

"These are not dramatic matters," he said recently. "But they are important. For it's the day-by-day operation of any agency that forms its character."

Because of his background, his interests and his political connections (he is a friend of Vice President Hubert H. Humphrey), there are recurring rumors that Commissioner Loevinger is being considered for a federal judgeship. He always denies knowledge of any facts to support the rumors. In any event, he says he has no intention of remaining on the commission beyond the expiration of his term on June 30, 1968.

"I have no desire for reappointment," he said the other day. "If I'm going to be a lawyer, I've got to get back into that field. The legal standards around here," he said, exhibiting the style that raises his colleagues' hackles, "are not demanding enough for the role I'd like to play. I'd like to be a good lawyer."

WEEK'S PROFILE



Lee Loevinger—member FCC, b. April 24, 1913, St. Paul, Minn.; BA, 1933, U. of Minnesota, summa cum laude; LLB, 1936, U. of Minnesota Law School; U.S. Navy, 1942-45, rising in rank to lieutenant commander; law practice, Kansas City, 1936-1937; attorney, National Labor Relations Board, 1937-1941; attorney, antitrust division, Justice Department, 1941-1946; law practice, Minneapolis, 1946-1960; associate justice, Minnesota Supreme Court, 1960-61; assistant attorney general, antitrust division, Justice Department, 1961-1963; joined FCC June 11, 1963; U.S. delegate to committee of Organization of Economic Cooperation Development, 1961-1963; visiting professor jurisprudence, U. of Minnesota Law School, 1961; lecturer on hospital and nursing law, U. of Minnesota Medical School, 1953-1960; special counsel to Senate small business subcommittee, 1951-1952; chairman, Minnesota Atomic Development Problems Committee, 1957-1959; various articles on law; m.—Ruth Howe of Glencoe, Minn., 1950; children —Barbara, 15; Eric, 12; Peter, 8; hobby—reading.

Priced out of the market

IT looks more and more as if pay TV will have to surmount the same critical problem that many broadcasters feared it would create: a shortage of choice programs.

The limited evidence available from pay-TV experience shows that, by long odds, movies and sports have been the most popular attractions and, therefore, the dominant revenue sources. But the supply of first-run movies continues to diminish, and the costs of sports rights have reached a point almost beyond belief.

Features have long been a mainstay in local free-TV programming, of course, and their use on the networks is still expanding. The networks are currently paying an average of about \$400,000 for each prime-time feature and, as the supply of blockbusters gets smaller, have begun underwriting motion picture production especially for TV.

The going prices for sports events offer no encouragement for pay TV. CBS-TV has just renewed National Football League games at \$18.8 million a year, and that doesn't include post-season games. ABC-TV has committed \$15.5 million for two years of college football, and NBC-TV is laying out \$7.2 million a year for American Football League games, not counting post-season contests. In baseball NBC-TV has renewed the World Series and All-Star games for two years and added a weekly game for three years in a package with a \$30.6 million price tag.

In both sports and movies, the pay-TV operator must compete not only with prices but with the welter of similar programming offered free. Even if he can muster the finances, the sports and feature films he may acquire are apt to be overwhelmed, on the air, by those he cannot. We don't say it cannot be done. But it seems clear that the odds are getting tougher all the time.

Agenda item number one

WHEN the radio and television boards of the National Association of Broadcasters hold their winter meetings late this month, the occasion will be appropriate for a decision on a basic question: Is the NAB to be an accessory or a deterrent to government control of broadcasting?

If the pertinence of that question is doubted, consider the role the NAB has played in the FCC's avowed campaign to limit commercialization. The techniques being used by the commission have been described in detail in several issues of *BROADCASTING* in the past month.

As has been explained, the NAB's radio code contains explicit limitations on the time that commercials may occupy within given broadcast periods. The reporting forms that the FCC has decreed will be used in the submission of license-renewal applications are phrased to correspond with the restrictions in the NAB code. The FCC's reporting form was adopted after lengthy consultation with an industry committee on which the NAB was prominently represented. If a thread of coincidence seems to run through all this, it is a matter that should interest the NAB boards.

But there is more: At each of the eight regional conferences that the NAB held with its members last fall, a major part of the agenda was devoted to instructions from the NAB staff on how the new FCC forms should be filled out. At none of those conferences, as far as we know, did anyone suggest that an effort be made to obtain any modification of the FCC form before it becomes effective later this year. The NAB is apparently resigned to live with the FCC form—and with its own radio code from which the FCC's

time categories were bodily lifted. Indeed the NAB code apparatus has gone a step farther in assisting the government to do its work.

As reported in this publication last Dec. 20, one applicant for license renewal which had been threatened with an FCC hearing on grounds of overcommercialization received the lesser rebuke of a short-term renewal after it advised the commission that it had retained the NAB's Code Authority to monitor its schedule as assurance that it would stay within the commercial limits of the code.

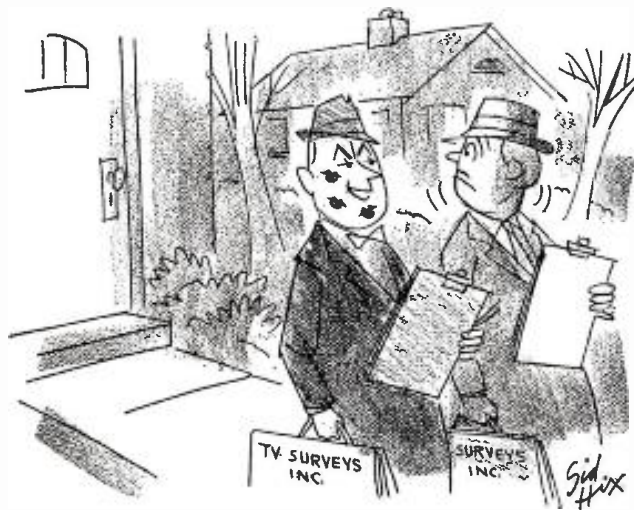
Let us turn now to television. The NAB television code also contains explicit limitations on commercial quantity. The FCC is in the last throes of adopting a new television reporting form. Will the FCC's TV form also be patterned after the NAB code? Is the NAB making a serious effort to avoid, in television, the coincidence to which it was a party in radio? Those are interesting questions that ought to give the NAB boards something to think about.

Perhaps the boards will face up to the fact that rigid restrictions on commercial time have no place in either code and that 56% of all radio and 34% of all television stations do not belong to the codes—a good many of them because they consider the commercial limitations unrealistic. Perhaps it is time to admit that no one set of explicit standards can be equitably applied to all the many kinds of stations now on the air in communities of diverse interests and economic resources.

Perhaps also the boards will want to set out a harder line of action for their association to assure meaningful resistance to the yearning of civil servants for more and more regulatory power.

There has been talk lately that the NAB is running well and that there is no further need for an experienced and working broadcaster to serve as resident chairman in Washington or for an executive committee of board chairmen and vice chairmen to meet often on association policy. That talk, we suggest, is premature at best. In Vincent Wasilewski the NAB has a capable and hard-working president. But he deserves all the support he can get from equally capable and hard-working broadcasters.

If the NAB is to become an effective counter-force in Washington, it needs Mr. Wasilewski, an on-the-scene chairman and an executive committee that meets oftener than just once in a while.



Drawn for *BROADCASTING* by Sid Hix

"I asked her how she liked Peyton Place; then one thing led to another . . ."



☛☛ How did Mom get to Vietnam? ☛☛

Mom went to Vietnam on the wings of an idea—an idea originating with Sam Johnston, General Manager of Taft Station WKRC-TV in Cincinnati, and later adopted by all Stations in the Taft group. He called it "Operation Message From Home."

Over 100 families of Cincinnati servicemen were invited to WKRC studios to record personal messages on sound film for their men-in-uniform serving in Vietnam. These films were then hand delivered and shown to the interested servicemen wherever they could be found in this war torn country. That's right—*hand delivered* by WKRC-TV newsmen, Bill Gill and Terry Armor. And while they were there,

these men filmed return messages which are currently being shown as a part of news telecasts on WKRC-TV. The response to these interviews has been overwhelming—not only because they provide a close up look at a GI's life in Vietnam, but also because they contain such moving expressions of GI determination in the cause for which they fight.

These interviews are being made into a series of half hour documentaries for showing on WKRC-TV. More important, they have inspired other Taft stations to initiate similar "Message From Home" projects in their own station areas.

While it is gratifying to have been "first" to take "Mom" to Vietnam, there is a greater reward in seeing the tender impact of these films which is so apparent in the photo above. If they never win an "Oscar", we couldn't care less.

a **GROUP ACTION** by . . . **TAFT BROADCASTING COMPANY.**



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LEXINGTON WKYT
tv

CINCINNATI WKRC
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BUFFALO WGR
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