JANUARY 31, 1966 50 CENTS 35TH YEAR

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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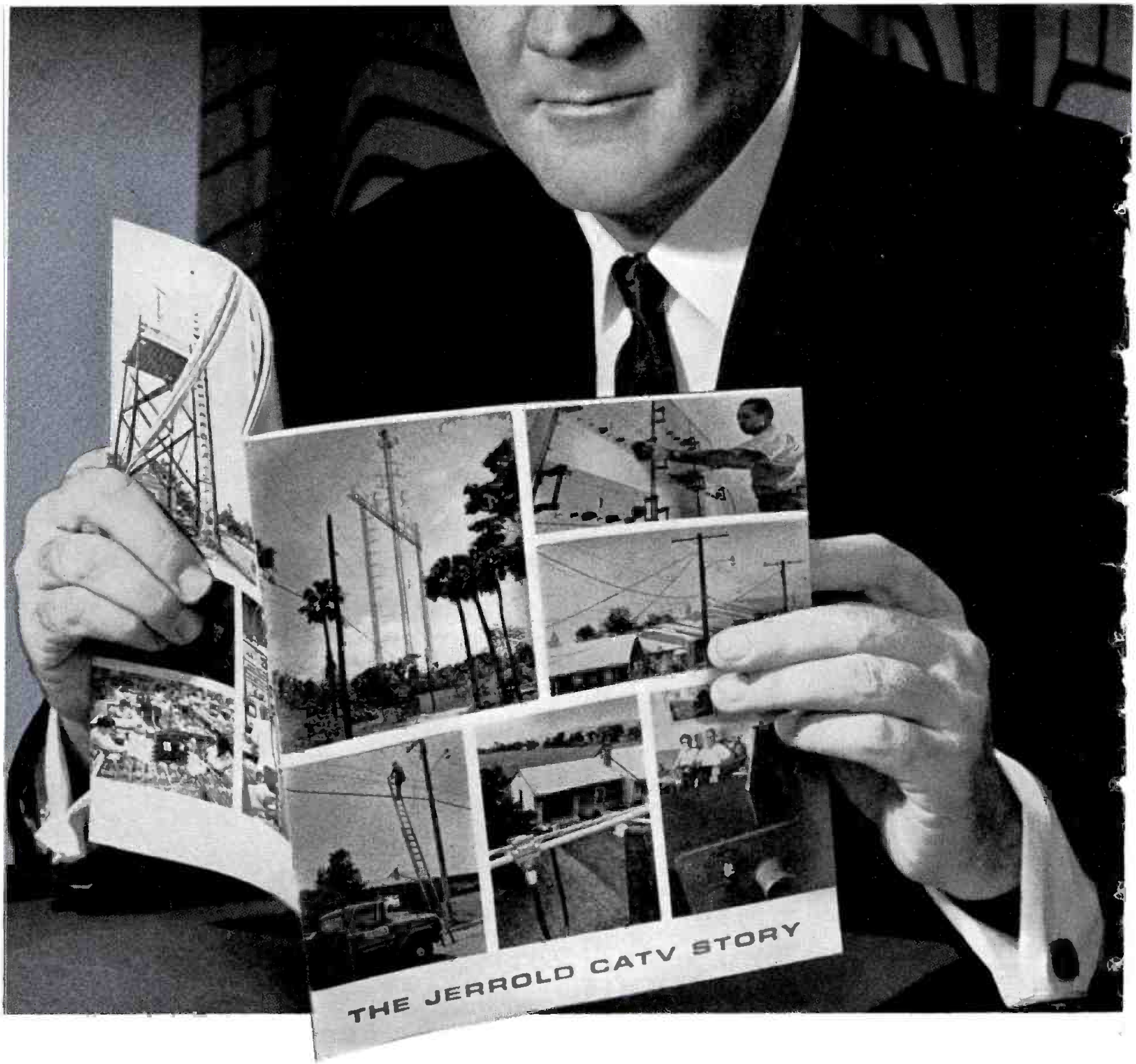

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Next battle

Pay television is shaping up as next major controversy at FCC. Special meeting is scheduled for Feb. 24 on joint petition of Zenith Radio Corp. and Teco Inc. for rulemaking to authorize pay-TV broadcasting on permanent basis (BROADCASTING, March 15, 1965). Commission staff reportedly is impressed by arguments in favor of rulemaking, so betting is that it will recommend grant of petition, at least in major part. Some commissioners, however, feel commission should move slowly. They say Zenith's pay-TV test in Hartford, though underway more than three years, provides too small a base for jump-off point to nationwide TV. They would like broader-scale test as next step.

While FCC considers pay TV on air, venturers in wired pay TV look to their future. Home Theaters Inc., which holds Telemeter (Paramount Pictures) franchise for pay systems in Dallas-Forth Worth, Houston and Kansas City, last week quietly renewed contract with Southwestern Bell Telephone Co. to wire up those cities. Contract execution awaits California Supreme Court ruling on legality of anti-pay-TV vote in November 1964 elections in that state which forced Subscription TV Inc. to suspend operations in Los Angeles and San Francisco. Home Theaters Inc., headed by John W. Allyn, is principally owned by Midwest Video Inc., Little Rock, Ark., group community antenna television owner and microwave relay operator.

Instant flicks

Add one more to list of broadcasting interests caught up in passion to make their own movies for television. Westinghouse Broadcasting Co. has entered field. Word is that this major group operator is making plans for joint ventures for movies, with production costs pegged at about quarter-million each.

Center of power

Contrary to earlier expectations that new chairman of House Commerce Committee would leave communications matters to Communications Subcommittee and its chairman, it's now learned that Harley Staggers has passed word that he and parent committee will handle ticklish question of CATV regulation when it comes up. Representative Staggers (D-W. Va.), who took over Commerce chairmanship vacated by Oren Harris earlier this month, passed word last week that he'd be motorman on CATV matters—and not Walter Rogers (D-Tex.), veteran chairman of Communications Subcommittee.

Seat to be vacated on Commerce Committee when former Chairman Harris (D-Ark.) resigns to become federal judge Feb. 3 is said to be ticketed for Representative Joe D. Waggoner Jr., Democrat from Plain Dealing, La. Mr. Waggoner, now in third congressional term, describes himself in Congressional Directory *biography as descendent of "Anglo-Saxon stock which settled in North Louisiana prior to the Civil War." He's Mason, Shriner, Methodist, Elk, American Legionnaire and wholesale petroleum dealer.*

Views from the top

Now that chairmanship of National Association of Broadcasters has been changed to parttime job (see page 26), there's chance that John F. Dille Jr. will stay on for second term. Mr. Dille, who's head of Communicana group of Indiana, had said he couldn't serve beyond current term, which expires in June, if chairman had to go on living fulltime in Washington. With change, some board members began urging him last week to stay on. So far he's reserving judgment.

Under new NAB command structure, Vincent T. Wasilewski, paid president, got boost in status and salary. Effective April 1, his pay goes to $60,000 a year, $10,000 more than he's been making in his first year on job.

What the staff wants

FCC staff is understood to be recommending that commission assume jurisdiction over all community antenna television (nonmicrowave-served as well as those using microwaves) and apply same rules to all. Recommendations are in 93-page proposed report and order staff has prepared for consideration by commission at special CATV meeting Feb. 10. Details are lacking, but, besides jurisdiction question, it's believed staff recommends that different kinds of procedures might be required in different situations. And in markets like Philadelphia, where CATV's might be considered threat to UHF development, staff was said to favor limiting systems to five channels for period of up to five years. Object would be to give UHF's chance to take root. Distances CATV's may relay television signals would also be restricted.

Original rulemaking did not provide for limitations on channels of service or on distance signals could be carried. But commission could put limits on both through interim policies or rules while proceding with further rulemaking. In one concession to CATV point of view staff reportedly feels local stations should not be afforded nonduplication protection in cases where that would deny viewers color programs.

The ulcer season

D-days for decisions on which pilots win and which lose for 1966-67 television season are coming up first two weeks in February. Before smoke clears from network screening rooms in New York about 20 hours of prime-time programing will have been penciled in with new shows. That's less than par for prime-time course year-to-year. In 1965-66 season, for example, 25 hours of new shows were programed. ABC-TV figures to replace about eight hours of programing, with CBS-TV and NBC-TV following with maybe six hours of replacement shows each.

Musn't touch

What, if anything, should be done about commercial-time standards in radio and television codes was of concern to some members of NAB boards at their meeting last week in Florida, but issue didn't come to vote or even active debate. Questions were raised about desirability of dropping time standards altogether and substituting strong language inveighing against overcommercialization. But NAB leadership regarded subject as too hot to handle and privately expressed concern about reaction in Congress if project was implemented.

Since Congress queered FCC's proposal to adopt NAB time standards two years ago, FCC has been citing individual stations for exceeding code limits on case-by-case basis. So far, however, FCC hasn't acted in enough cases to stir NAB up.

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WEEK IN BRIEF

U. S. television, plagued by lack of suitable program products, has turned to mother country for five hour prime-time shows. Great Britain is thought to be asking far less per program than U.S. producers. See . . .

BRITISH ARE COMING . . . 23

Chairman's role in NAB will become more of parttime nature with greater power delegated to executive committee. Decision of joint boards is interpreted as vote of confidence for President Wasilewski. See . . .

NEW ROLE FOR CHAIRMAN . . . 26

Westinghouse pays $10,750,000 for KFWB Los Angeles to gain full complement of radio stations. Sale provides Crowell-Collier with sufficient revenue to make expected move toward TV. See . . .

BUY NEARS RECORD . . . 40

Stanton says television must show both good and bad aspects of Vietnam war if public is to gain understanding of issues and exercise responsibility for policy. Lauds reporters for thorough coverage. See . . .

HONEST NEWS . . . 56

FCC's Cox blasts television program policies as copying efforts rather than introductions of new concepts. Dislikes networks' ratings race and deplores abundance of feature films as program vehicles. See . . .

NEW SUPER CRITIC . . . 55

RAB study shows that radio, not TV, is overwhelming choice as news source for all hours of day except during evening. Even then radio outranks newspapers. Magazines show poor fourth in all time periods. See . . .

MAIN MEDIUM FOR NEWS? . . . 54

NBC has made move into CATV to get working knowledge of field with purchase of system in Kingston, N. Y. It is on record as favoring regulation by FCC and requiring permission to carry programs. See . . .

NBC TAKES REINS . . . 38

Canadian Association of Broadcasters and CBC take pot shots at Fowler Report. Charge that czar system would be unworkable and urge that regulation be turned over to agency of three fulltime members. See . . .

REPORT GETS LUMPS . . . 63

CATV finances were discussed from soup to nuts in NCTA's financial seminar. Operators were told that some form of regulation is on its way, but were given no clues as to what it would be. See . . .

CATV AND MONEY MEN . . . 33

House subcommittee plans to scrutinize broadcasting with FCC and TV networks bearing main roles. Dingell's small business group wants to know how well small business is faring and what can be done to help. See . . .

RADIO-TV GROWING PAINS . . . 42

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Broadcasting
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NAB takes new stand on CATV, and it's tough

TV BOARD DRAWS LINE AT 100 MICROVOLTS

National Association of Broadcasters adopted Friday (Jan. 28) hardest-line position it has yet taken on regulation to curb community antenna television. It proposed that CATV's be prohibited from reaching for TV signals beyond range of dominant station in their own areas. Territory to which any CATV would be confined would be described by 100-microvolt contour of TV station with biggest coverage in its area.

Action Friday was tougher version of one taken day before (see page 28) when NAB television board voted to contain CATV's within 50-microvolt contours. Fifty-microvolt range is said to extend about nine miles beyond 100-microvolt range for VHF's on channels 2 through 6. Thus effect of TV board's overnight revision was to cut nine miles from radius in which CATV's could reach.

According to NAB plan, CATV's could reach outside their contours only to import network service unavailable from station in their area.

Action of TV board was reported to radio board. In absence of dissent by latter, TV board's resolution became official NAB policy. It will be basis for new proposal association will submit to FCC, which is due to consider CATV regulation Feb. 10.

At Thursday's TV board meeting seven members voted for 50-microvolt contour, four dissented on grounds it was too liberal, three abstained. On Friday vote favoring 100-microvolt restriction was unanimous, except for abstensions by Peter Kenney of NBC-TV and Mike Shapiro of WFAA-TV Dallas, TV board chairman. William Lodge, CBS-TV, who abstained on Thursday had left for another meeting in San Francisco before board met Friday. Final resolution was same as first (see text page 28), except for 100-microvolt standard.

Vote to tighten contour came after overnight persuasion by those who felt 50-microvolt standard was not strong enough. Donald McGannon, president of Westinghouse Broadcasting, said that if original "soft" line had stood, it would have had "divisive effect" on NAB membership.

Mr. McGannon said 50-microvolt contour would permit Philadelphia CATV's to import New York independents, for example. (His company owns KYW-TV Philadelphia.) Mr. McGannon isn't on NAB board, but was present at scene of meetings. Charles H. Tower of Corinthian stations was spokesman of Association of Maximum Service Telecasters at NAB sessions. He argued for contour confined to station's Grade B coverage, smaller area than 100-microvolt range. Final action was compromise between 50-microvolt and Grade-B standards.

Four board members who voted against 50 microvolts Thursday and for 100 on Friday were Mr. Tower, Joseph Baudino of Westinghouse, Glenn Marshall of WJXT(TV) Jacksonville, Fla., and Mortimer Weinbach, ABC-TV.

Other Matters ▪ At joint board meeting Friday, here were other actions:

Approved 1966-67 budget of $2,393,548 income and $2,253,780 expenses producing surplus of $139,768.

Confirmed $1,838,000 for new seven-story headquarters building on NAB's two lots. Building will have 46,000 square feet of usable space above ground and two floors for parking beneath street level.

Clair McCollough, Steinman Stations. building committee chairman, said that project is aimed for fall start with completion in about one year. During construction, NAB will rent about 20,000 square feet for temporary offices.

Also approved $135,000 research department budget, $45,000 of this for new projects, $50,000 for All Radio Methodology Study and $40,000 previously appropriated for carry-over projects, chief of which is continuing study of broadcasting and public.

Of new projects, $30,000 will go for special studies to be developed from continuing studies; $10,000 in NAB grants for research in broadcasting and $5,000 for research guidelines for small stations.

▪ Supported report of American Values Committee that NAB name permanent committee and establish clearing house within association to compile and distribute on-air material. Editorial and documentary matter will be sent out without "editorial judgment." Request by committee chairman Charles H. Crutchfield, Jefferson Standard Stations, for special staff was dropped after President Vincent T. Wasilewski said such matters could be handled by present staff members. He named James Hulburt, assistant to president, and John Couric, vice president for public relations. Mr. Wasilewski will appoint permanent committee.

Renewed Harold E. Fellows Memorial Scholarships; considered updating NAB *Engineering Handbook;* approved Fall Engineering/Management Seminar at Purdue University and set week of June 19 for summer board meeting to be held at Washington-Hilton hotel, Washington.

Grey Advertising drops $2.5 million in billings

Grey Advertising Inc., New York, has dropped approximately $1.5 million in Rival Packing Co. (pet foods) billing and almost $1 million in Westinghouse Electric Corp. (portable appliance division) business, it was reported Friday (Jan. 28).

These changes were announced in memorandum distributed to Grey personnel by Herbert D. Strauss, president. He said Westinghouse had decided to consolidate all its consumer goods business at McCann-Erickson and Grey had elected to resign Rival pet foods in order to "insure long-term growth." It was speculated that Grey had resigned Rival because last month it obtained about $9 million of General Foods business (BROADCASTING, Jan. 17). Rival pet foods spends about $1.4 million in TV.

Hearings on fairness will be held: Pastore

Senate committee is definitely going to take look at FCC's fairness doctrine. That's official; it comes from Senator John O. Pastore (D-R. I.) who made announcement Friday (Jan. 31) in talk to Washington chapter of American Women in Radio & Television.

Senator Pastore, who's chairman of Senate Commerce communications subcommittee, stated that hearings on fairness issue would be held because "it's the duty of the Congress under law to make sure that all sides of issues are aired."

Calling on broadcasters to take more responsible position in programing, Senator said: "It's a responsibility that belongs to the industry. This industry has grown up—it's in the hands of responsible people. . ."

Senator Gale McGee (D-Wyo.), subcommittee member who has long advocated inquiry into controversial fairness doctrine, said hearings would also cover

more AT DEADLINE page 10

WEEK'S HEADLINERS


Mr. O'Leary


Mr. Campbell

Richard A. O'Leary appointed general manager of ABC's WBKB-TV Chicago and **John E. Campbell** named to similar post at ABC's WXYZ-TV Detroit, both effective Feb. 11. Mr. O'Leary takes over from **D. Thomas Miller,** who has resigned as VP and general manager of WBKB-TV to head new TV production firm (see page 59). Mr. Campbell replaces **John F. Pival,** who resigned as president of WXYZ Inc. and general manager of WXYZ-TV to form Pival Productions, Detroit, which will specialize in development of TV travel programs for national syndication. No successor named for Mr. Pival as president of WXYZ Inc. Charles Fritz continues as VP and general manager of WXYZ radio. Mr. O'Leary, 39, has been with ABC 10 years at KABC-TV Los Angeles, where he has been general sales manager since 1960. Mr. Campbell, 45, was with KABC-TV nine years, becoming sales manager, and has been general sales manager of WBKB-TV since March 1964. Hubbell Robinson, TV producer and former CBS-TV programing executive, joins ABC-TV network as executive in charge of production for *ABC '66* (see page 62).

Michael E. Kennan, manager of media operations, Fuller & Smith & Ross, New York, elected VP and media director. **Mitchell DeGroot Jr.,** associate creative director, also elected VP. Mr. DeGroot had been VP-sales at Paul H. Raymer Co., New York, before joining F&S&R in 1964. Other VP's elected at agency: **Philip B. Hoppin** and **Nicholas G. Noble,** account executives.

For other personnel changes of the week see FATES & FORTUNES

question of balanced programing. "There are persons with lots of money to spend," he said, "who place programs on certain small stations to further their views. Most cases of this deal with with rightwingers, but it's a bad situation whether from extremists on right or left."

Informed committee sources said fairness hearings were about four months away.

Question of television using questionable movies was raised by Senator Pastore. After mentioning several "adult-oriented" films by name ("Never on Sunday," "Peyton Place," "Marriage Italian Style") he asked: "How can we dare put these into homes" in front of impressionable children?

BMI-broadcaster meeting finds both sides firm

Neither side apparently gave or gained ground Friday (Jan. 28) in meeting on Broadcast Music Inc.'s call for higher payments for use of its music on radio stations.

Meeting, between BMI officials and All-Industry Radio Station Music License Committee, reportedly found committee resisting BMI's bid, as it did when first meeting was held last month (BROADCASTING, Dec. 20, 1965). Another session has been set for March 9.

BMI contends it has never had radio rate increase and that one is currently long overdue because stations are using its music more than ever. All-industry group challenges justification for increase.

Robert T. Mason of WMRN Marion, Ohio, committee chairman, headed station group at Friday's meeting, held in New York. BMI group was led by President Robert B. Sour and Chairman Sydney M. Kaye.

'Shadow' headed for TV

Long-time radio series, *The Shadow,* is headed for television. CBS-TV has acquired TV rights to thriller program for possible use during 1967-68 season.

CBS-TV obtained rights to *The Shadow* from Conde Nast Publications Inc., New York, after negotiations with Charles Michelson, C-N representative and distributor of syndicated radio dramas.

NH&S moves Chicago offices

Needham, Harper & Steers, Chicago, over weekend moved from Prudential Building to top four floors of new Equitable Building at 401 N. Michigan. Phone: 527-3400.

D.C. may have two candelabra towers

Popularity of candelabra-type towers capable of carrying three or four television antennas is pretty well established. There are, after all, five already in existence in that many cities, and half dozen at least in projected versions. But leave it to Washington to go for candelabra towers in duplicate—one for VHF stations and one for UHF stations.

Proposal to place all of capital city's V's on 1,218-foot-above-ground tower in Silver Spring, Md., area was approved Friday (Jan. 28) by Federal Aviation Agency. Next step is zoning approval and then submission of application to FCC. Three of Washington's four V's have agreed to move to tower. Stations: WMAL-TV, WTOP-TV and WRC-TV. Only V in Washington which has not signed to join candelabra group is WTTG(TV).

Meanwhile, WDCA-TV, on channel 20, is due to occupy its own candelabra in March. This 809-foot, platform-topped tower is in Bethesda, Md., area. It is capable of carrying four U's. At present Washington has two UHF stations operating (noncommercial, educational WETA-TV and commercial WOOK-TV). Fourth U in city is being contested in four-applicant FCC hearing. At moment none of opening U's are committed to joining WDCA-TV on its tower, but negotiations are underway.

First candelabra tower was built in 1955 in Dallas-Fort Worth. It is 1,521-feet above ground and carries three stations. Other candelabras: Baltimore, built in 1957, originally 729 feet, now 999 feet, carrying three stations; Sacramento, built in 1961, 1,548 feet, carrying three stations, and Houston, built in 1963, 1,473 feet, and carrying two stations.

Although not candelabra, Empire State Building tower in New York carries that city's nine TV stations (seven V, two U), plus six FM stations.

'Batman' still flying

ABC-TV's *Batman* showed well in Thursday night 7:30-8 p.m. competition with overnight Arbitron rating of 27.4 against CBS-TV's *Munsters* at 14.3 and NBC-TV's *Daniel Boone* at 14.1.

Other new Thursday night shows for ABC fared less well. *Double Life of Henry Phyfe* (8:30-9) scored 15.0 while CBS-TV's *My Three Sons* won time period with 22.6 and NBC's *Laredo* had 19.6.

In 10-11 block movie won first place for CBS with 19.2, NBC's *Dean Martin* had 19.0 and ABC's entry, *The Baron,* scored 12.1.

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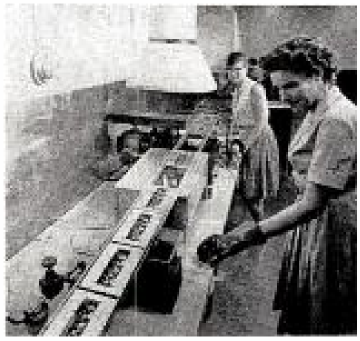

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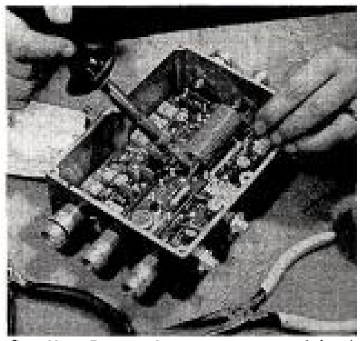

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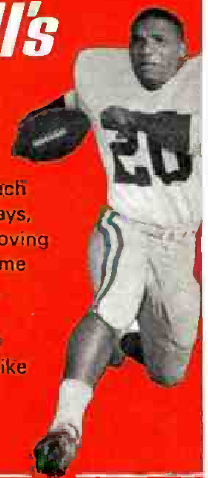

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DATEBOOK

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

■Indicates first or revised listing.

Jan. 31—Seminar on color TV sponsored by the Television and Radio Advertising Club of Philadelphia. The Urban Club, Philadelphia.

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

FEBRUARY

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

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

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

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

Feb. 1—Entry deadline for fourth annual station award and fourth annual international award of National Academy of Television Arts and Sciences. Entries should be sent to 54 West 40th Street, New York.

Feb. 1—Deadline for entries for U. S. Conference of Mayors-Broadcast Pioneers awards to radio and television station making greatest contribution to the good of the local community. Contact: Broadcast Pioneers, 589 Fifth Avenue, New York 10017.

■Feb. 1—Deadline for entries for the Gabriel Awards competition sponsored by the Catholic Broadcasters Association. Entries should be to Gabriel Awards Board, Catholic Broadcasters Association, 1229 South Santee Street, Los Angeles 90015.

■Feb. 1-March 22 (Tuesdays, 4-6 p.m.)—Institute for Advanced Marketing Studies, sponsored by New York chapter of American Marketing Association. Classes on media research; instructor: Jerome D. Greene, consultant, New York.

■Feb. 2—International Radio and Television Society's newsmakers luncheon. Highlights of the committee on nation-wide TV audience measurements report to be presented by Julius Barnathan, VP in charge of broadcast operations and engineering, ABC; Hugh M. Beville Jr., VP, planning, NBC; Jay Eliasberg, research director, CBS-TV. Waldorf-Astoria, New York.

Feb. 2-4—Western Radio and Television Conference. Speakers include FCC Commissioner Robert E. Lee and William Harley, president of the National Association of Educational Broadcasters. Jack Tar hotel, San Francisco.

Feb. 2-4 — Institute of Electrical and Electronics Engineers annual winter convention on aerospace and electronic systems, formerly convention on military electronics. International hotel, Los Angeles.

Feb. 3—Meeting of the Minnesota AP Radio and Television Association. Minnesota Press Club, Minneapolis.

Feb. 3—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss color television. Panel chairman is Shelly Platt of Benton & Bowles. Johnny Victor theater (Rockefeller Center), New York.

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

Feb. 4-5—Annual Radio-TV News Seminar sponsored by the Northwest Broadcast News Association and the School of Journalism of the University of Minnesota. Speakers include John F. Dille, board chairman of the National Association of Broadcasters, and Robert Gamble, president of the Radio-Television News Directors Association. University of Minnesota, Minneapolis.

■Feb. 6—Meeting of the Iowa Associated Press Radio-Television News Association, Des Moines.

Feb. 7—Deadline for reply comments on FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for new class of 10-kw community TV stations with 200-foot antenna limitation. Former deadline was Jan. 5.

Feb. 7—Seminar series sponsored by the Television and Radio Advertising Club of Philadelphia. Topic: "Who's out there anyway," with David Arnold, vice president of Gray & Rogers Advertising, as moderator. The Urban Club, Philadelphia.

■Feb. 7—Deadline for comments on criteria FCC should use in determining market rank, in connection with policy aimed at limiting spread of multiple TV owners in top 50 markets. FCC asked for comments in connection with application of WGN Inc. to purchase KCTO(TV) Denver.

Feb. 7-9—Eighth annual conference on advertising/government relations co-sponsored by Advertising Federation of America and Advertising Association of the West. Luncheon speaker on Feb. 9 is John T. Conner, secretary of commerce. Senator Warren G. Magnuson (D-Wash.), Federal Trade Commission Chairman Paul Rand Dixon, and Donald H. McGannon, president of Westinghouse Broadcasting Co., will take part in Wednesday panel session. Shoreham hotel, Washington.

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

Feb. 9-11—Annual meeting of the National Telephone Cooperative Association. Featured speaker will be Bill Daniels, president of Daniels & Associates, Denver CATV brokerage firm. Denver Hilton hotel, Denver.

Feb. 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss video tape. Panel chairman is Charles Adams of Videotape Center. Johnny Victor theater (Rockefeller Center), New York.

■Feb. 10—American Marketing Association/New York chapter, marketing distribution committee meeting. Dr. David Valinsky, professor of statistics at City College of New York, and research consultant, will discuss "Decision Models in Retail Management." Americana hotel, New York.

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

Feb. 12—Third annual Washington section awards banquet sponsored by the Institute of Electrical and Electronic Engineers. Statler-Hilton hotel, Washington.

Feb. 14—Seminar series sponsored by the Television and Radio Advertising Club of Philadelphia. Topic: "Bring 'em back alive," with William Baker, program manager of KYW-TV Philadelphia, as moderator. The Urban Club, Philadelphia.

■Feb. 14—Annual meeting of stockholders of A. C. Nielsen Co. to elect directors and to transact other business. A. C. Nielsen Co., Chicago.

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Reading at the top

EDITOR: I enjoy reading BROADCASTING regularly and hope to continue for many years.—*Arthur C. Fatt, chairman, Grey Advertising Inc., New York.*

The CATV muddle

EDITOR: I want to certainly compliment you on the very good judgment and real sound sense in your editorial (BROADCASTING, Jan. 17). I certainly consider this a very worthwhile contribution to the community antenna television muddle.—*J. Lee Johnson III, vice president,* WBAP-AM-FM-TV *Forth Worth.*

The father of Smokey Bear

EDITOR: I read with interest the account of Smokey Bear in the "Monday Memo" from Edward Wilson (BROADCASTING, Jan. 24). Smokey's introduction to the American public happened so long ago that I daresay few persons are still around to verify the story but I believe my father, Harry Irion, was the first one to conceive the image of this little bear as a fighter for protection of the national forests.

My father. who died last March, was at that time (1943) an attorney in the Forest Service. The story as he told it to me, and I have every reason to believe it to be true, was as follows:

In the aftermath of a terrible forest fire, one of the rangers rescued a cub bear who was brought to the Washington Zoo and was treated for severe burns. He was something of a pet for the Washington foresters and was nicknamed Smokey. Dad seems to have had an especial fondness for the bear and he suggested that Smokey might be put to practical use in an advertising compaign on behalf of fire prevention. From that point on the PR boys took over but my father never lost his affection for Smokey. If any old-timers at the Forest Service are still around, I think they would confirm this story and say that Harry Irion first invented Smokey the Bear.—*H. Gifford Irion, hearing examiner, FCC, Washington.*

Resource material

EDITOR: The 1966 BROADCASTING YEARBOOK arrived and has proved already to be an outstanding addition to resource material about stations throughout the country.—*Robert P. Slingland, director of television education, Tacoma Public Schools, Tacoma, Wash.*

(The 1966 YEARBOOK is available at $5 a copy from the BROADCASTING Circulation Department, 1735 DeSales St., N.W., Washington 20036.)

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Broadcasting
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*Reg. U. S. Patent Office

MONDAY MEMO from JOHN R. ALLEN, McCann-Erickson, New York

Risk is a necessary element of profit

Last year brought McCann-Erickson a wonderful bonus thanks to *A Charlie Brown Christmas* and the *National Geographic* series. The bonus was a reaffirmation of the rich rewards to be reaped from taking a little risk.

On Sept. 10, 1965, a calculated risk paid off handsomely. On Dec. 9, a jackpot. And on Dec. 22, our first risk paid extra benefits a second time. More rewards are to come in February, April, May and June, I am confident.

What were the risks that delivered the rewards? They came from the exploration and development of independently produced program ideas.

The first was the *National Geographic* series of four, one-hour, nonfiction specials.

Geograp'ic took the initial risk. They went ahead on their own and made specials at a time when the rule of the day was that nonnetwork produced specials would not find a place in good network time.

We took a little risk in vigorously recommending the series to *Encyclopaedia Britannica* as its entry into prime-time television when we could not guarantee any network clearance.

But we felt that the four specials unified by the *Geographic* imprimatur, with the collateral promotion benefits and subject matter that was, in our opinion, both informative and entertaining, offered rewards worth the risk.

Encyclopaedia Britannica agreed, enthusiastically, when we both realized that the safe way to buy nonfiction specials is simply to select from the networks' Chinese menus of availabilities.

So we started to work to clear time on any one of the networks. The conditions we promised to *Britannica* were tough. We were to deliver four hours between 7:30 and 9 p.m. in pre-emptive periods only, not "news department periods."

We crashed into seemingly insurmountable policy obstacles. Suffice it to be known that the four programs appear on CBS in choice, 7:30-8:30 p.m. pre-emptive slots. Ratings for the Sept. 10 and Dec. 22 programs run over 50% higher than the average of nonfiction specials.

Hang on Snoopy ▪ The second risk centered in a boy named Charlie Brown.

In May of 1964, a delightful film arrived on Madison and Michigan Avenues called "A Man Named Charlie Schulz." Produced by young, talented Lee Mendelson, it looked at and into the life and person of Charles (Sparky) Schulz, the creator of "Peanuts."

The treatment, in our opinion, was a bit too fragile for acceptance by the networks in prime time. But it showed all of the shining elements of what could be done in a different form.

We went fast to Messrs. Mendelson and Schulz personally. What evolved was a joint enthusiasm to do a first story with a Christmas theme, fully animated and perhaps in a half-hour.

That was about all we took to Coca-Cola. We had a thin story line. But the total concept, although it had little substance at that point, shone with great promise.

Coca-Cola matched our risk (in presenting such a flimsy plan) and more. Never, to our knowledge, had a half-hour entertainment special appeared in prime-time. And never had the "Peanuts" characters been animated in longer than one-minute commercial form.

The result, *A Charlie Brown Christmas*, was presented by Coke on CBS at 7:30-8 p.m., Thursday, Dec. 9. On Dec. 10, all heaven broke loose! The public acclaimed and the critics praised the show, even beyond our hopes. National Nielsen ratings listed it as number two for the two weeks ending Dec. 19. And best of all, the company and Coca-Cola bottler enthusiasm was most gratifying.

Radio-TV Special ▪ The third risk started as a busman's holiday.

Last August, we were fighting the summer doldrums by batting around ideas. The net was that we felt the public might like to see about what they have been doing more of in the last 40 years than anything but sleeping, and possibly working (except in the 1930's and the war years). Namely, listening to radio and watching television. The host should be Arthur Godfrey, the man who has pioneered the span of broadcasting.

With little more than this basic idea, we went to the Savings and Loan Foundation. They caught the exciting promise and agreed to sponsor the program next May 1, 10-11 p.m. (pre-emptive period) on CBS with Mr. Godfrey as host. We anticipate there will be fine rewards for everyone.

All of the shows mentioned are independent productions, i.e., nonnetwork owned. We believe that in our "risk-reward" concept we have produced some extra advantages for our advertisers. Among the benefits are dollar savings, better time periods, perhaps fuller clearances and programs with a tailored pertinence to specific client objectives. Hopefully, we have presented the public with offerings they might not otherwise have seen.

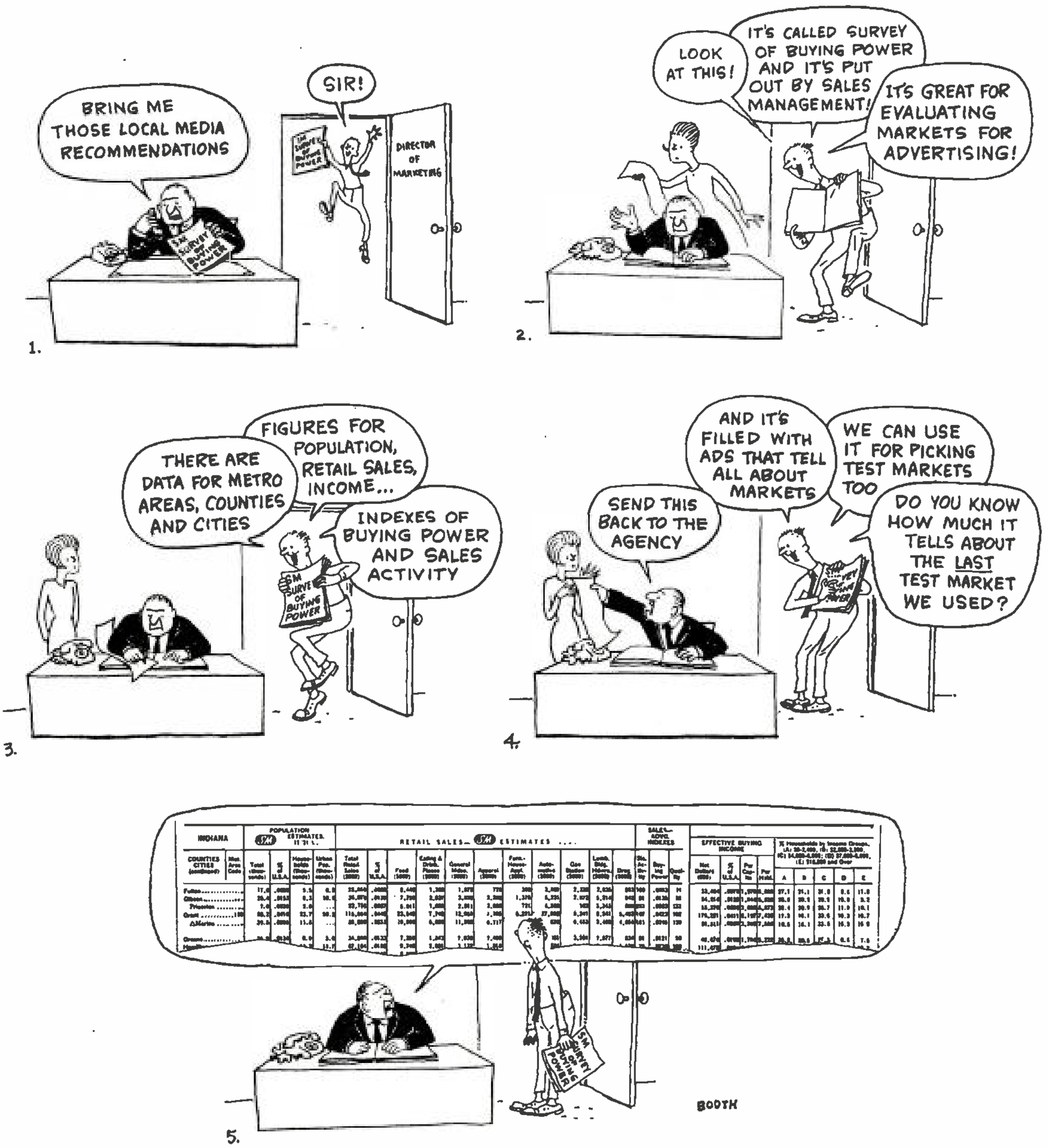
We believe big rewards are worth a professionally calculated risk. We also clearly realize no one can bat 1,000 in this business. But where there is no risk, there is no profit.

An important part of our reward has been in giving young independent producers (who want to retain the advantages of being independent) a chance to show, under the best of circumstances, what they can do.

The rewards-with-risk concept, of course, depends on an agency-advertiser relationship of great confidence and shared responsibility for both success and disappointment.

But I believe strongly the approach benefits all concerned and, most importantly, the great consuming public.

John R. Allen is vice president in charge of the TV-radio programing division of McCann-Erickson Inc., New York. His overall responsibilities cover TV programing for all of the agency's domestic accounts. Before he joined M-E in 1960, Mr. Allen was in charge of the midwestern division of United Artists' TV syndication. Mr. Allen's background includes NBC, Marschalk & Pratt, Lever Brothers and Tatham-Laird. Mr. Allen also served as producer of the 'Crunch and Des' series on NBC-TV.



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*Erdos & Morgan, Inc. study of Sales Management's Primary Subscribers, 1965: 81.2% report that selecting specific advertising media and 66.5% report that selecting test markets is within their sphere of influence.

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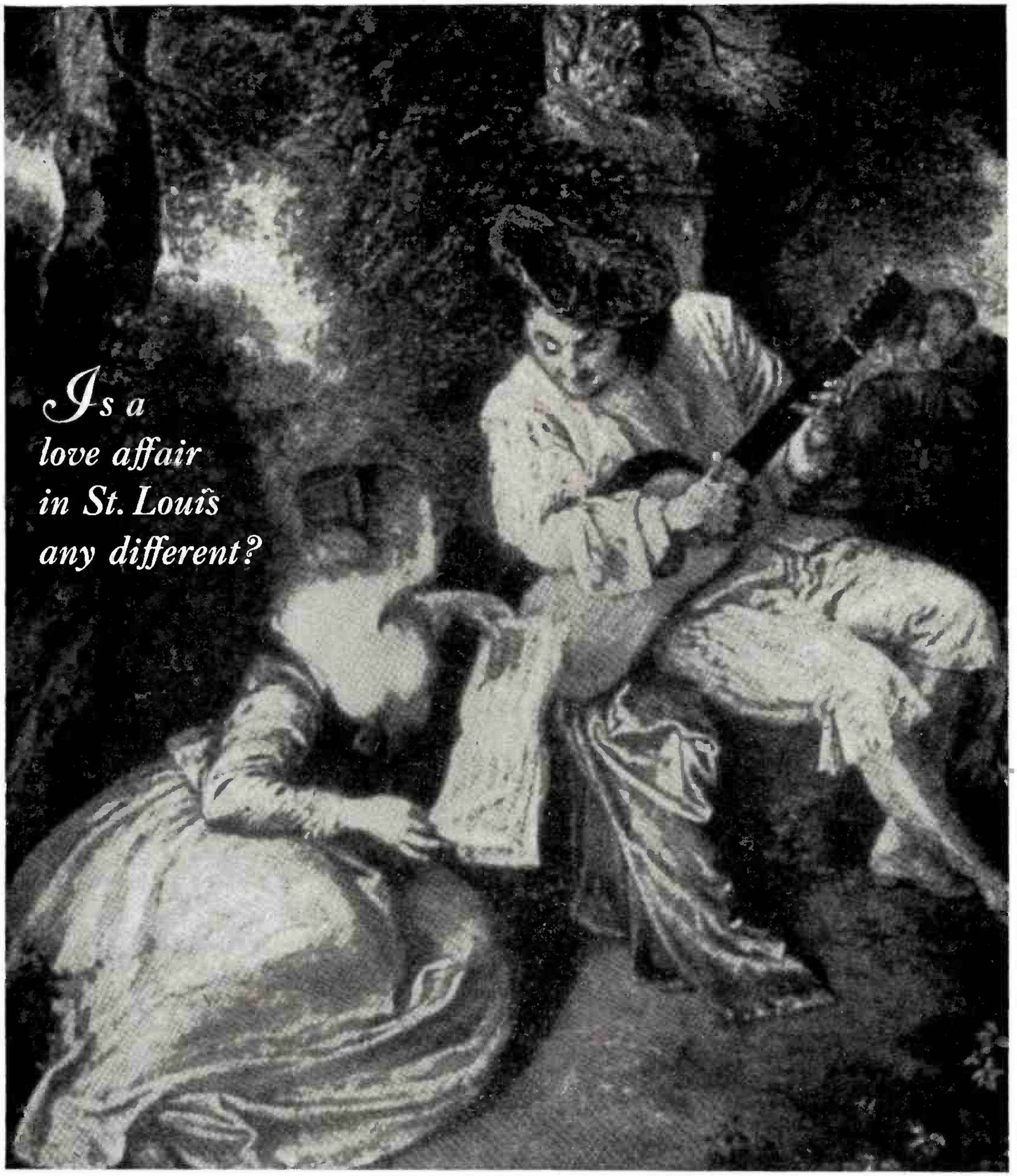


Watteau / Game of Love / London National Gallery

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
January 31, 1966, Vol. 70, No. 5

The British (programs) are coming

Turnabout in export-import balance: for first time British series sales to U.S. exceed U.S. sales to Britain—perhaps by twice as much

The British are infiltrating U. S. television network schedules on a scale that is stirring curiosity, interest and in some cases resentment among U. S. program suppliers and may lead them to do more of their own production abroad.

Authorities appeared agreed last week that British program sources this year will, for the first time, take more money out of the United States than this country's program suppliers will take out of the United Kingdom.

Some estimates placed the probable British dollar advantage as high as 250% above total U. S. program revenues from Britain, or British sales in the U. S. of $15 million compared to British purchases from the U. S. of $6 million. Most sources, however, thought the British were selling about $8 million in programs to the U. S. while they were buying about $6 million in programs from this country.

The British breakthrough on the three TV networks this year has already reached unprecedented proportions, with five one-hour programs scheduled for prime-time presentation this winter, spring or fall.

The English imports are *The Baron*, already on ABC-TV; *Secret Agent*, currently on CBS-TV; *Avengers*, and *Court Martial*, set to begin on ABC-TV this spring (see page 24) and *The Saint*, scheduled to start on NBC-TV next fall. Four of the programs were produced by Associated Television, and the fifth, *Avengers*, by ABC Television Ltd., London.

How Much? ▪ The curiosity factor surrounding the English-made series centers on the prices paid by the networks for this product. One U. S. programer quipped: "I'm very sure that Britannia has waived the rules."

He was alluding to widespread reports, echoed by his American colleagues, that the British series were sold at prices well below those commanded by comparable prime-time U. S.-produced shows.

An official of Independent Television Corp., the U. S. subsidiary of Associated Television, which sold four of the five series, denounced the low-price allegations as "unfounded and unfair."

But no one would quote the precise prices paid by TV networks.

The British surge is stimulating interest among some U. S. production companies with an eye on the potential of producing abroad, including Britain. They plan to scrutinize the acceptance of the British imports carefully and some intend to co-produce series in various parts of the world on the theory that the time might be appropriate for an escape from what they call Hollywood sameness.

The British success story this year is touching off resentment among the overseas distribution arms of some major U. S. production firms. They contend that such British devices as the 14%

Palmy days for NAB leadership

Cordial relations between NAB President Vincent T. Wasilewski (l) and John F. Dille (r), WSJV(TV) Elkhart-South Bend, Ind., chairman of the NAB joint boards, were apparent in this informal photo taken last week in Palm Beach Shores, Florida.

Chairman Dille, in his report to the board, recommended that in the future the chairman need not live in Washington as long as he spends at least one-fourth of his time there. In support of this recommendation he commended Mr. Wasilewski for his "excellence in administration and leadership" (see page 26).

Mr. Wasilewski, who took office as president on Jan. 26, 1965, said that as he started his second year "I don't see any yawning crevices in the ground, but I do see a few hairline cracks." Pointing out that he sees his job as one in which he will help make policy as well as implement it, he added that while he would have no qualms about speaking out on matters which are "embarrasing or difficult" if it is needed he did not consider it "necessary to criticize this industry in order to please some elements of the press or the government nor to achieve personal popularity."

THE BRITISH (PROGRAMS) ARE COMING continued

quota and extremely low prices for U. S. programs are manifestly unfair, viewed from the perspective of the U. S. industry's open-door policy and relatively high price structure for British product bought here.

There was unanimous belief among U. S. programing officials that for the first time Britain in 1966 will take more money out of the U. S. than America will gather from the United Kingdom.

About $7 Million ▪ Abe Mandell, ITC president, who challenged many of the other assertions leveled by American program officials, was inclined to agree with this assessment.

Several distributors stressed that the maximum that the U. S. industry could extract from the United Kingdom in one year is approximately $7 million because of the 14% quota and low prices. They felt actually that a more realistic figure was $6 million. A consensus felt that the British gross would be at least $8 million, even with relatively depressed prices for programs of U. S. networks. They discounted as exaggerated some reports from Britain that exports to the U. S. would reach $15 million in 1966.

Though program executives here evinced interest, curiosity and some resentment over the British network spree, they felt that the impact of the development could not easily be measured. They raised these questions:

▪ Will the British programs measure up in ratings over a period of time?

▪ Are these just back-stop programs to fill a need during midwinter replacement time?

▪ Are these shows merely distress merchandise sold cheaply to fill time slots while the networks regroup their programing?

▪ Why will these programs score well when other British imports, for the most part, have failed when exposed on U. S. networks over the past decade?

Most U. S. program officials expressed doubt that the British imports would survive. Their judgment seemed based largely on intuition but several mentioned that the programs had a sameness in that they were British adventure-thrillers.

The curiosity over the prices paid by the U. S. networks developed into the guessing-game of the week. After discussions with network program officials, U. S. producers and ITC, it was clear that the British film shows are more economical to produce and are sold at lower prices in the U. S. than comparable American programs. But the tantalizing question—"how much lower?"—remained unanswered.

What's the Cost? ▪ There was agreement that most prime-time U. S. programs are sold to the networks for an average $120,000 an hour (though production costs may be higher). There were estimates that a one-hour British program could be produced for 30% to 50% less or in the range of $60,000 to $84,000.

But what do the U. S. networks pay? U. S. program officials estimated anywhere from a low of $30,000 to a high of $60,000. Their reasoning considered that these prices in actuality are high to a British supplier who has recouped his investment via sale in Britain, Australia, Canada and in many other parts of the world. They added that networks can and do point out that this is rerun programing, even though it's first-run in the U. S. and prices paid are astronomically higher than prices extracted in England for U. S. network programs sold there on the same basis.

In an interview with BROADCASTING, Mr. Mandell said he could not divulge the prices paid by U. S. networks for the four programs produced by ATV, but insisted that the low prices quoted to him were "sheer nonsense."

He did say that the prices were a little lower than an American producer would be paid, and stressed that money is not a prime consideration to a network in selecting a TV series.

"They buy a program when they need it," Mr. Mandell declared. "And our programs seem to fit their needs right now. I'm not surprised that some of our competitors are downgrading our efforts. We have been fighting the 'battle of British product' for 10 years. Until recently the first question we were asked by a network or a station was: 'Is it British?' They didn't screen our programs and then decide if they were good or bad."

Acceptance ▪ "Now the doors are opening. Why? I think the timing is right. You have had the Beatles, James Bond, British motion pictures, records and what I like to call the 'British invasion of Broadway.' All of a sudden, British entertainment of all kinds is acceptable in America. After all, the British have talented people—writers, directors, producers. It took British movies 25 years to become accepted here. I think it's taken British TV a decade."

At one point, Mr. Mandell referred to *The Saint*, which is scheduled to begin on NBC-TV next fall in color, and said unequivocally: "We are getting prime-time prices for this show."

The relatively high British representation on U. S. TV is intertwined with the sale of U. S. programs abroad. International distributors here were not concerned with the rash of English TV film series sold here, but were resentful about what they considered to be inequities.

The gist of their stand was this: Only 14% of British TV programing can be foreign programs (meaning largely those made in the U. S.). This amounts to about one hour a day or 21 hours a week on the three available channels. This paucity of available time leads to a fierce competitive situation. By standard practice, the top price for a quality one-hour U. S. program for the entire British Isles is $7,000, and sometimes considerably less.

"Let's grant that there are about 15 million sets in Britain, compared to 53 million here," one distributor explained. "That's about 350% fewer sets than we have here. Even granted that the cost of living is double here and I don't concede that, you'd think Britain could

New ABC programs will be British imports

Like several of its nightime offerings now on the air, ABC-TV's so-called second season is a two-parter.

The network announced last week that to maintain a fresh look for its season-within-a-season it is scheduling two more one-hour shows, *The Avengers* and *Court-Martial*, both British imports (CLOSED CIRCUIT, Jan. 24.) They go into prime time this spring in place of *Ben Casey* and *The Jimmy Dean Show* reruns.

ABC said *Avengers* will start March 28 in the 10-11 p.m. spot now occupied by *Casey*. The show is produced by ABC Television Ltd., a British program contractor not related to the ABC network. *Avengers* has been telecast in England for the past four seasons and is described as a comedy-adventure series about a secret agent.

Court-Martial, an ITC-MCA production in England, will begin April 8 in the *Jimmy Dean* 10-11 period. It's a World War II story about two officer-lawyers in the judge advocate general's department.

ABC sources indicated that *Ben Casey* will not return to the nighttime network schedule next season and that *Jimmy Dean's* chances of being put back in the lineup were not much better.

pay $14,000-$15,000 per episode.

"Isn't it strange that such countries as Italy, Germany and Australia pay a lot more proportionately than Britain when set circulation and economic factors in the different countries are considered? There's a monopoly situation in Britain. I don't mind British films competing here on the open market but I think our product should have the same opportunity."

May Change Pattern ▪ The British program influx is likely to have some effect on widening the production base from Hollywood. This was the view of several major producers and was supported by Michael H. Dann, programing vice president of CBS-TV, and Mort Werner, programs vice president of NBC-TV.

Mr. Dann stated that co-productions with European companies are "definitely in the wind," and said it is merely a matter of time before this is done on a widespread basis. He added:

"CBS-TV has just put up development money for variety shows being produced in Bavaria and for dramatic shows being produced by English production companies. These shows may go into next season's schedules, may be used for replacement programing this season or held for later presentation."

Mr. Dann expressed the opinion that the British have "finally mastered the technique of producing first-rate TV fare," and indicated that this was advantageous to the U. S. industry.

"We, of course, have a high percentage of failures here," he explained. "British product offers the twin advantage of being available for immediate airing and also being available at a reasonable price."

Mr. Dann did not reveal the prices garnered by British productions on U. S. networks but he estimated that these import presentations cost 30% less to produce than similar Hollywood programs.

Mr. Werner was equally optimistic regarding production from abroad. He felt that the emphasis on color could point to a more widespread use of locations throughout the world.

"For example, our *I Spy* series is beout. "*The Saint* is being produced in England. We know the Japanese are good in producing science-fiction programs and we are discussing one project with a Japanese company that would entail production in Japan and the U. S. We are looking into the possibility of a *Wide Wide World* entertainment program with stars from different countries of the world. This could be feasible in view of the growing popularity of foreign motion-picture stars."

Bolstered by the success of the British, several American producers have planned ventures in foreign countries with partners there.

Among these are Seven Arts Television, which is blueprinting a one-hour science fiction series in association with Bavarian film studios; Paramount Pictures, which has completed the pilot of *One-Eyed Jacks are Wild* in association with Associated Rediffussion, London; ABC Films, which is discussing projects with producers in various European countries and Japan, and Screen Entertainment, which is developing several science-fiction and action-adventure series in Japan.

Features from abroad for American viewers

Television's seemingly insatiable appetite for feature films will be fed 20 more provocative morsels, American International Pictures revealed in Hollywood last week. The menu ranges from the arty, Eugene O'Neill's "Long Day's Journey into Night;" to the sensational, "La Dolce Vita;" to the documentary, "The Eleanor Roosevelt Story," narrated by Eric Sevareid and Archibald MacLeish. Most of the features are foreign-made and apparently many will be re-released to theaters before playing television.

American International Pictures was granted both TV and theatrical distribution rights to the 20 films by the Ely Landau-Oliver Unger Co. The agreement also gives AIP first refusal rights to current and subsequent Landau-Unger productions.

The features probably will be released to television on a station-by-station basis, although a network sale has not been ruled out. TV distribution will be through American International Television, AIP's subsidiary company. All of the foreign features have been or will be dubbed into English.

Handling the acquisition negotiations for AIP were James H. Nicholson, president, and Samuel Z. Arkott, executive vice president. The 20 Landau-Unger pictures to be distributed by AIP also include "The Pawnbroker," "File 777," "Bang, You're Dead," "The Umbrellas of Cherbourg," "The Servant," "King and Country," "The Fool Killer," "The Girl Getters," "Love Life of the Teen-Ager," "Life Upside Down," "90 Degrees in the Shade," "The Sands of Beersheba," "The Trial," "Rope Around the Neck," "Three Sisters," "Rocco and His Brothers" and "The Swindle."

Program notes . . .

Meet Marcel ▪ RKO General last week taped a special program featuring famed mime Marcel Marceau in a one-man show. Called *Meet Marcel Marceau*, the program will be shown as an hour or an hour-and-one-half TV special at an unspecified date. The production was handled by RKO General's KHJ-TV Los Angeles and taped at the former Allied Artists studios in Hollywood.

New syndicator ▪ John Vrba and Associates, Los Angeles, are now offering *The Dick Sinclair Show*, a musical-variety program, in syndication. Formerly known as *Hollywood Polka Parade*, the show is seen in 50 markets, 21 of them carrying it in color. Program is produced at KTLA(TV) Los Angeles by Daleridge Productions.

IBM divorce probe ▪ International Business Machines Corp. will sponsor "The Divorce Dilemma," a special on Feb. 15 in its 15-program series that is scheduled in CBS News' *CBS Reports* program (CBS-TV, Tuesday, 10-11 p. m. EST). The program is described as an in-depth probe of the causes and effects of divorce in the U.S. Ogilvy & Mather, New York, is IBM's agency.

Original cast ▪ CBS-TV will present Arthur Miller's celebrated play, "Death of a Salesman," on Sunday, April 3 (9-11 p.m.) with Lee Cobb and Mildred Dunnock taking their original Broadway roles in the television presentation. Cost of the production is estimated at $400,000 and it will pre-empt the network's normal 9-11 p.m. block of programing.

It's 23 for Triangle ▪ Triangle Program Sales has placed into syndication a color series of 52 half-hour programs, *High and Wild*, consisting of sports and nature episodes. The series was produced by sportsman Don Hobart and includes segments on steelhead fishing, dog racing, river rafting and hunts for moose, polar bears, desert birds and rattlers. It is the 23rd TV property offered by TPS.

Perry in color ▪ Color will glimmer for one *Perry Mason* episode next month on CBS-TV. "The Case of the Twice-Told Twist" is being filmed in color at various locations in Los Angeles, showing several city landmarks, for telecast Feb. 27. It'll be the first colorcast in the series' nine-year history. The episode is a modern-day parallel to Charles Dicken's "Oliver Twist."

A new role for NAB chairman

His position will revert to a parttime job, enlarged executive committee will have power to act for board between semiannual meetings

In what was interpreted by most directors as a dual-purpose resolution, the National Association of Broadcasters Board of Directors last week voted to eliminate an on-scene, fulltime chairman and to give the heretofore innocuous executive committee broader powers and responsibilities.

Both moves followed a recommendation by current board chairman John F. Dille Jr., WSJV(TV) Elkhart-South Bend, Ind. He told the board that as broadcasting grows "the demands upon this association become greater. We need more action, more dynamism, broader and balanced leadership." The time has come, he said, for NAB to become "more of an entity of action and less of reaction."

The board's decision at its opening session Tuesday (Jan. 25), was seen as a vote of confidence in NAB President Vincent T. Wasilewski and the staff, and as an answer to those who have been critical of the board as being too unwieldy and/or being dominated by the larger radio group. There are 29 members on the radio board and 15 members on the TV board.

It was generally felt among board members that Mr. Wasilewski's first year performance warranted tangible recognition. It was expected his base salary of $50,000 would be increased probably by $10,000 at the June board meeting.

Under the new concept, the executive committee will become a seven-man organization with the power to make board decisions and set NAB policy between the semiannual board meetings. The present five-man executive committee has been geared more to handling household chores, acting as chairmen of committees and making recommendations to the full board. The changes take effect June 30.

The seven-man committee will be made up of the joint board chairman, president, chairmen and vice chairmen of the radio and TV boards, and the immediate past chairman of the joint board. Currently the executive committee's members are the joint board chairman and chairmen and vice chairmen of the radio and TV boards. The NAB president has sat in on the executive committee meetings but has not been a formal member.

Recommendations ▪ Among the points made by Mr. Dille in his 12-page report:

▪ The joint board should continue to have "broad latitude" in selecting a chairman, who does not necessarily have to be a member of either the radio or TV boards. A nominating committee will be made up from retiring board members.

▪ The chairman should spend a minimum of at least one-quarter of his time at the Washington headquarters. Whether this would be one day one month and two weeks the following month would be left to the chairman in consultation with the president.

▪ There is no need to pay the chairman a salary. (Currently up to $50,000 a year is budgeted for salary and living expenses.) An adequate expense allowance, however, should be available and NAB should be prepared to make up any reasonable difference if the chairman should lose money because of the post. "This appears to be unlikely, but possible."

▪ The executive committee should meet often, eight or nine times a year. NAB is too complex to be run effectively "on two board meetings a year with minimum liaison between meetings."

▪ Candidates for radio and TV chairmen and vice chairmen should be determined before the meetings at which they are elected. Some procedure should be established "to avoid last minute chaotic election procedures which have prevailed too often in the past. Perhaps each board should have a nominating committee. . ."

▪ The chairmen and vice chairmen "should recognize that they are committing some minimum of time dedicated to NAB affairs. I think they should be freed so far as possible from other NAB committee work to better

NAB chooses its man of the year

Sol Taishoff, editor and publisher of BROADCASTING and of *Television* Magazine, was selected last week to receive the National Association of Broadcasters 1966 distinguished service award. The award will be presented at the first general assembly of the association's annual convention in Chicago March 28.

Mr. Taishoff

The award, conferred annually since 1953, is given for "significant and lasting contribution to the American system of broadcasting by virtue of singular achievement or continuing service for or in behalf of the industry."

Mr. Taishoff has covered broadcasting as a reporter and editor since its formative days. He was co-founder of BROADCASTING in 1931 and later acquired sole control. He is now president of Broadcasting Publications Inc., which publishes BROADCASTING, the monthly *Television* and the BROADCASTING YEARBOOK.

Previous recipients of the NAB's highest award have been David Sarnoff (1953), William S. Paley (1954), Mark Ethridge (1955), Robert E. Kintner (1956), Herbert Hoover (1957), Frank Stanton (1958), Robert W. Sarnoff (1959), Clair R. McCollough (1960), Justin Miller (1961), Edward R. Murrow (1962), Bob Hope (1963), Donald H. McGannon (1964) and Leonard H. Goldenson (1965).

NAB TV board votes harder line on CATV

Federal restrictions that would rigidly limit community antenna systems in their pickups of distant stations were proposed last week by the National Association of Broadcasters' television board.

Under the proposal, CATV's would be penned within the signal contours of the dominant stations in their areas. They could reach outside those contours only to import a national network service that was unavailable at closer hand.

The thrust of the proposal is to force CATV's to carry local stations and to prevent them from importing competition from afar. It would eliminate "leapfrogging," the bypassing of nearer stations in favor of those at greater range.

The television board acted on a recommendation of the NAB's Future of Broadcasting in America Committee. The NAB's joint television and radio board was to consider action on the recommendation Friday (see AT DEADLINE). The television board adopted its position by a narrow vote: 7 favoring, 4 opposing and 3 abstaining.

The Proposal ▪ Here is the text of the television board's endorsement of the FBA Committee's plan:

"The FBA committee recommends that there be established new contours of predicted television station coverage to be called 'CATV contours.' These contours will conform to the 50-microvolt computed contour of the station with the largest coverage in the area in which the CATV system is located. CATV systems located in that area shall not be permitted to pick up stations beyond that contour either by microwave or by direct off-the-air pickup.

"As an exception, if the area within the CATV contour is not served by stations with primary affiliations with all national networks, a CATV system may import the signal of the affiliate of the missing network or networks provided that it imports the affiliate which is closest to the CATV city.

"With respect to carriage, the CATV system shall be required, within the limits of its capacity, to carry stations in the following order of priority: (a) all stations whose principal city is a city where the CATV system is located, (b) all stations placing an A-grade signal in the CATV city, (c) all stations placing a B-grade signal in the CATV city.

"It should be noted that the CATV system is permitted but not required to carry stations whose signal is within the CATV contour but is not a B-grade or better.

"Except as noted above CATV systems may not carry the signal of any commercial broadcast station outside the CATV contour."

serve on the executive committee."

Speaking with unqualified praise of Mr. Wasilewski, Mr. Dille said: "In our president we have achieved our needed excellence in administration and leadership." He cautioned the board it must "complement, supplement and provide the guidelines to benefit from this administrative excellence" or it allows for "two major exposures to hazard." The president and staff "will be faced not only with the heavy duties of administering association affairs but also with the problems of conceiving, planning and directing of action projects."

Mr. Dille also urged members of the executive committee to be in "frequent contact with significant individuals and groups in Washington and elsewhere as needed. Individually, in pairs or as a whole committee," there should be contacts with the FCC, Congress and others. No matter how good staff contact is in these directions, he added, "face-to-face contacts made by men who are themselves licensees or direct representatives of licensees are a vitally important complement to the work of the staff."

The report by Mr. Dille came midway in his term as chairman which expires June 30. He is the second broadcaster to serve in the post of resident chairman since Mr. Wasilewski assumed the presidency on Jan. 26, 1965. Mr. Dille's predecessor was Willard Schroeder, WOOD-AM-FM-TV Grand Rapids, Mich.

Limited Field ▪ Mr. Dille recalled the board's feeling when it created the working chairman concept in 1965; i.e. in addition to top administrative leadership, a much stronger identification of the broadcasting field itself was needed at NAB in Washington. Although he feels this need is still present there are "pragmatic considerations" the board has to take into consideration in modifying the concept of the chairman's role. But, he cautioned, it should not "turn its back on the fundamentals" of the reasoning used by the selection committee in seeking a chairman.

He defined the pragmatic conditions as a very limited number of broadcasters who would be considered well-qualified candidates "willing and able to give most of their time to the work for one or two years. Other factors also tend to limit the field: Disruption of family life, severing of numerous home-community ties which most men have and a multitude of personal matters which in the aggregate are complicating."

Although there has been some speculation that with elimination of the full-time on-scene chairman Mr. Wasilewski might seek to name an executive vice president, this was felt by most board members to be unnecessary under the new plan.

And in his report to the board, Mr. Wasilewski did not touch on the subject.

What he did tell the board, in no uncertain terms, was that he sees his job as helping make policy as well as implement it. He said he would resign rather than back a policy he could not support in good conscience. Otherwise, he added: "I'll fight for it."

Will Be Forthright ▪ The NAB president said if the time comes he will have no qualms about speaking on matters "which are embarrasing or difficult" if he feels it necessary. However, "I do not consider it necessary to criticize this industry in order to please some elements of the press or the government nor to achieve greater personal popularity."

He said the first year has been "hectic, harried and demanding." At the start of his second year, he added: "I don't see any yawning crevices in the ground, but I do see a few hairline cracks."

Foremost among these, he said, is community antenna television. The joint board discussed a proposal—adopted two days later by the television board—for new restrictions on CATV pickups of distant stations (see above). The joint board was to consider the proposal again Friday (see AT DEADLINE).

Mr. Wasilewski, a 16-year veteran with NAB, and a long-time staff member at the old Washington headquarters, also recommended that the association erect a new building. (The board was to take up this subject on Friday.)

He said a new building would be "a right move at the right time and it will not only improve working conditions but also provide visual evidence that the NAB is solid, unified and plans to be around for a while." He reminded the board members that the present building has produced "nervous veterans of roof leaks, breakdowns of the heating plant on zero days and breakdowns of the air conditioning plant on 100 degree days, fires, flood, boiler explosions and unsettling statements that rather large cracks have appeared here and there and that this building was never intended to house as many people and as many file cabinets as we have in it."

At the Tuesday meeting, the joint board also named Everett Revercomb to his 11th term as secretary-treasurer and made a major change in the fall conference set-up.

The board approved regional meetings in Boston, Washington, Atlanta, Chicago, Dallas, Denver, Los Angeles and Kansas City, Mo., in 1967.

For 1968 and successive years, the eight conferences will be held in cities selected from a list of 14 cities. This was decided after Mr. Revercomb told the board that the "best-attended meetings are those scheduled in well-located, large metropolitan cities with good hotel facilities." The 14 cities are: Boston, New York, Pittsburgh, Cincinnati, Washington, Atlanta, Chicago, St. Louis, Kansas City, New Orleans, Dallas, Denver, San Francisco and Los Angeles.

No action on NAB aid for multiple-owner group

The National Association of Broadcasters deferred action last week on an invitation to help finance a research project aimed at heading off the tightening of the FCC's multiple-ownership rules.

The research is being underwritten by the Council for Television Development, which was formed by major television station owners to resist the FCC's proposal to limit TV-station ownership in the top-50 markets to three, of which only two may be VHF's. The council had informally suggested that the NAB consider chipping in (CLOSED CIRCUIT, Jan. 3).

At last week's meeting the NAB's television board discussed the council's project at some length, commended it and then asked the NAB's executive committee to determine whether the research would be beneficial to all broadcasters or merely to the group owners.

Radio-code dues increased 50%

Extra money will be used to provide more monitoring, copy-clearance services

For the first time in several years the radio code operation of the National Association of Broadcasters can look forward to showing a profit instead of a steady loss. This outlook was set when the radio board at its meeting Wednesday (Jan. 26) approved a 50% across-the-board dues increase for code stations and networks that should raise code revenues by about $60,000. The board also approved a $30,000 increase in the public-relations budget, bringing it up to $200,000.

Under the revised dues structure, which goes into effect April 1 with the start of the new fiscal year, the radio code anticipates $173,166 income and expenses of $157,312 for a surplus of $15,854. In the current fiscal year the code is getting $110,632 from networks and stations and is using up $17,167 in existing surplus. But this wipes out the radio code's surplus.

Howard Bell, code director, said the extra funds would be used to provide increased monitoring and copy clearance.

The new dues structure sets a station's monthly rate at 75% of its highest one-minute rate with a $27 monthly ($324 yearly) maximum. Stations now pay 50% of the highest minute rate with a $216 yearly maximum. The new structure also raises the yearly rate of each radio network 50% from $2,500 to $3,750.

The only discord in what otherwise was a placid session was a "taxation without representation" charge by ABC Radio President Robert Pauley on the increased network assessment. Mr. Pauley said he opposed the charge in principle rather than the amount. He was joined in a negative vote by Robert Hurleigh, president of Mutual.

Future Seats ▪ The networks have been members of the radio code for only one year and have not been represented on the code board. Under a resolution passed by the radio board last June, the code board will be enlarged from nine to 11 members following the NAB convention, with the networks alternating in the two new seats.

The first networks on the board will be ABC and Mutual. Mrs. Grace Johnsen of ABC will have a one-year term and Joseph F. Keating of Mutual will have a two-year term. NBC will start a two-year term in 1967, CBS starts its two-year term in 1968 and ABC will get its first two-year term in 1969.

Three new members were added to the code board and two members eligible for reappointment were ratified by the board. Named to their first two-year terms were: J. Allen Jensen, KID Idaho Falls; Andrew M. Ockerhausen, WMAL Washington, and John Alexander, WFLA Tampa, Fla. They replace

L to r: Carl E. Lee, WKZO-TV Kalamazoo-Grand Rapids, Mich., and television board member; Mike Shapiro, WFAA-TV Dallas and member of the executive committee, and Daniel W. Kops, WAVZ New Haven, Conn.

L to r: Arthur Hull Hayes, president of CBS Radio; Grover Cobb, KVGB Great Bend, Kan., and vice chairman of the radio board, and George W. (Bud) Armstrong, WHB Kansas City, Mo., and radio board member.

Fairbanks, WIBC Indianapolis, and Robert Mason, WPTF Raleigh, N. C., all of whom are completing their second two-year term and are ineligible for reappointment.

Mr. Brown

Reappointed were: Michael J. Cuneen, WDLA Walton, N. Y., and Clint Formby, KPAN Hereford, Tex.

Richard M. Brown, KPOJ Portland, Ore., was named chairman of the radio code board replacing Mr. Fondren.

The additional $30,000 for the PR budget follows a unanimous recommendation of the public-relations committee, which met Tuesday (Jan. 25). It provides $15,000 extra for personnel (probably one male staff member and a secretary) and $15,000 for special on-air projects.

Prior to the $30,000 allocation, the 1966-67 PR budget was $170,000. The $30,000 allocation was a reduction from the $89,000 requested, after it was learned that the All Radio Methodology Study would require an additional $50,000 from NAB.

The board was told that a preliminary report on ARMS, a joint NAB-Radio Advertising Bureau project, would be released the last week in February.

In other actions the radio board:

- Recommended that TV members be added to the public-relations committee.
- Approved a radio-code amendment eliminating the provision that stations carry a weekly average of no more than 14 minutes of commercials per hour. The revised code time standards now provide for a maximum of 18 commercial minutes in any hour, or 10 minutes maximum in any 30-minute period.
- Asked the Encyclopedia of Recorded Sound committee to continue efforts to find a foundation to take over the project. The committee said it would not require additional funds and would use $5,000 from previously allocated funds to conclude its work.
- Discussed community antenna television and how it affects radio stations, particularly where a CATV system may import distant radio signals as well as TV signals. Rex Howell, KREX Grand Junction, Colo., suggested the radio board go on record as being ready to approve a strong stand on CATV, if the TV board adopted one at its Thursday meeting. This was opposed by Frank Gaither, Cox Broadcasting Corp., Atlanta, and no action was taken.
- Voted to establish a small-markets radio committee that would seek to serve stations in grade C markets (below 100,000 population) and be receptive to the problems peculiar to those stations.
- Heard the jingles for the May Radio Month campaign, which this year has the slogan: "Radio . . . America's sound habit." They also heard excerpts from the coming Stars Speak for Radio disk.
- Approved another spring series of program clinics with the opener set for Portland, Ore., May 9-10. Other clinics will be: Houston, May 12-13; St. Louis, May 23-24; Minneapolis, May 26-27; Tarrytown, N. Y., June 6-7, and Fort Lauderdale, Fla., June 9-10.

Lee Fondren, KLZ Denver; Richard

NAB TV code amended

Votes to ban hypnotism and derogatory ads, dues upped, prime time narrowed

A bigger budget for television code operations and a 15% increase in code subscribers' dues were approved last week by the National Association of Broadcasters' television board.

Four amendments of the code were also adopted.

One prohibits the practice of hypnotism on the air.

Another strengthens an existing rule against derogatory advertising. In its new form the provision prohibits the specific identification of a competitive product or service if derogation is either clear or implied.

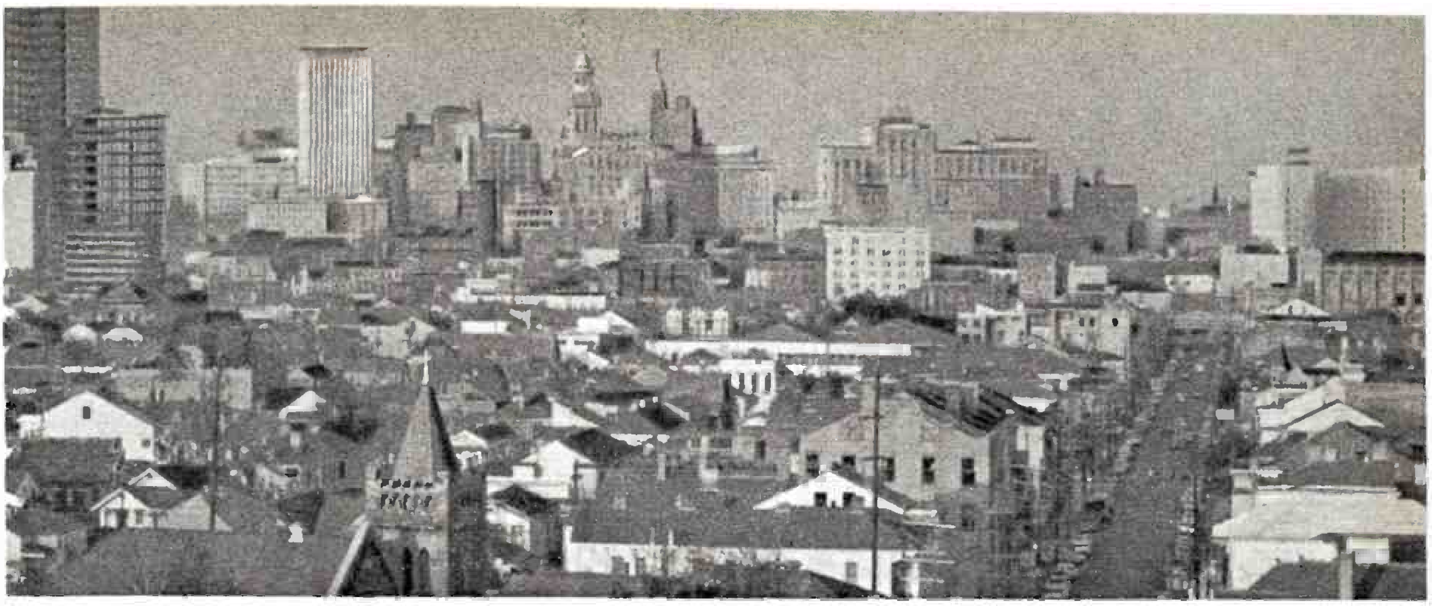
A third narrowed the period in which, for code-observance purposes, stations may designate their blocks of prime time. The new amendment states that prime time may be any three consecutive hours (or more) between 6 p.m. and midnight. Formerly stations could designate prime-time blocks at any time of the day. Code limitations on commercials are stricter in prime time than in other periods.

The fourth amendment adopted by the TV board gives stations new flexibility in scheduling commercials during station breaks. Formerly no more

Glenn Marshall Jr. (l), WJXT Jacksonville, Fla., and member of the television board, and Loyd C. Sigmon, KMPC Hollywood, and member of the radio board.

Dwight W. Martin (l), WDSU-TV New Orleans and member of the television board, and William B. Lodge, CBS-TV New York and also a member of the television board.

Hugh Turner (l), KTIM San Rafael, Calif., and member of the radio board, and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., and member of the executive committee.



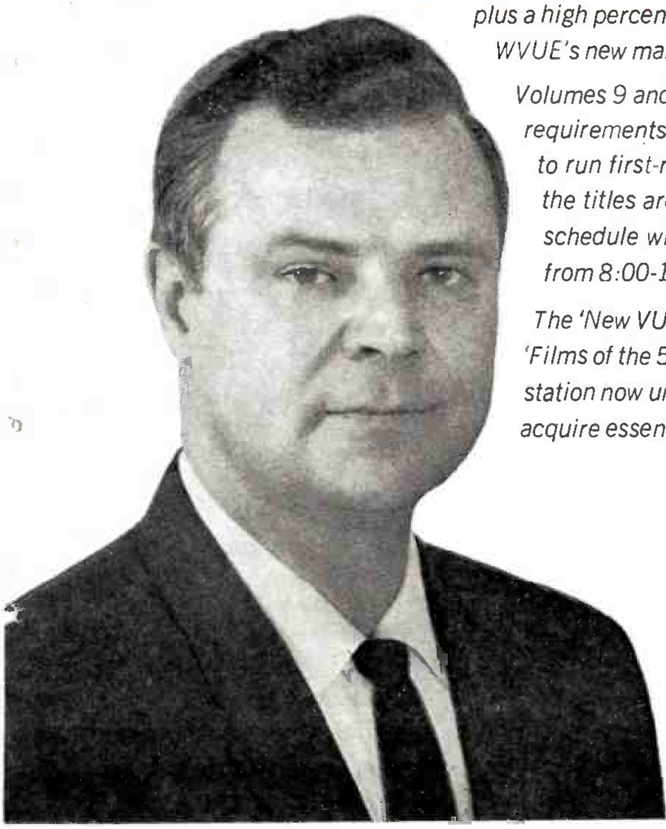
Why WVUE-TV, New Orleans bought Volumes 9 and 10 of Seven Arts' "Films of the 50's and 60's"

Says Douglas Elleson:

Vice President & General Manager WVUE-TV, New Orleans, Louisiana

"*A searching program survey after transfer of ownership of WVUE to Screen Gems Broadcasting in mid-1965 revealed the immediate need for fresh new feature film product to supplant the limited and existing feature film inventory on hand.*

Quantity, without loss of quality



plus a high percentage of color was the criteria established by WVUE's new management for new feature film packages to be considered.

Volumes 9 and 10 of Seven Arts' 'Films of the 50's and 60's' met these requirements perfectly. 256 Top Features were the answer to WVUE plans to run first-run product 7-nights per week. And, the fact that 55% of the titles are in color further dovetailed with WVUE's new colorcasting schedule which includes a prime time movie on Wednesday night from 8:00-10:00 PM.

The 'New VUE' in feature film programming highlighted by Seven Arts' 'Films of the 50's and 60's' complements nicely the 'New VUE' of the entire station now undergoing a complete refurbishing, plus a stepped-up plan to acquire essential new technical equipment."

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

than two commercials plus a 10-second sponsored ID were permitted in each nonprime-time break. The new rule permits three commercials of no specified length, though it makes no change in the maximum length of the break, which is two minutes and 10 seconds.

Not Ready ▪ A fifth amendment that would have tightened limitations on promotional announcements in nonprime time was referred back to the code board. In prime time the code now counts all promotional material—billboards, public service announcements, promotional announcements (except for the show in which contained) and credits for production personnel—as commercial material to be charged against total commercial content. The proposed amendment would have applied the same count to all time periods. It was sent back to the code board for "clarification."

Under the revised dues schedule adopted last week by the TV board and effective April 1, the TV stations' yearly dues will be 115% of their highest hourly rate with a minimum of $350 and maximum of $1,400. Currently stations pay their highest hourly rate with a $300 minimum and $1,200 maximum.

The three TV networks, which now pay $13,000 a year each, had their dues increased to $15,000 a year.

In the present budget of $370,611, the stations and networks are paying $332,100 with $38,511 coming out of existing code surplus. For 1966-67, under the increased dues, the code budget of $396,232 will be covered with $388,340 from the stations and networks and $7,892 from surplus funds.

McCollough Again ▪ The TV board also approved the reappointment of Clair McCollough, Steinman Stations, Lancaster, Pa.; Robert Schmidt, KAYS-TV Hays, Kan., and Bill Michaels, Storer stations, Miami, to the code board. Mr. McCollough was also renamed chairman of the code board.

Reeve Owen, WTVC(TV) Chattanooga, was named to the code board, replacing Roger Clipp, Triangle stations, Philadelphia, who was ineligible for reappointment.

The board was also told that CBS-TV had designated William Tankersley as its code board representative, replacing Joseph Ream who retired as the network's vice president in charge of program practices (BROADCASTING, Jan. 10).

No FCC panel at NAB

The traditional FCC panel at the closing session of the National Association of Broadcasters convention will be replaced this year (CLOSED CIRCUIT, Jan. 10). In its place, said the NAB convention committee, will be a Wednesday afternoon (March 30) legal panel featuring outstanding legal authorities in communications. It will be moderated by Douglas A. Anello, NAB general counsel.

The committee heard Everett Revercomb, secretary-treasurer, predict registration at the March 27-30 convention would equal or surpass the record 4,175 at the 1965 convention in Washington.

That KWK case: on and on and on

The KWK St. Louis case took several turns last week in developments involving the FCC, its Broadcast Bureau and several applicants for permanent authority on the frequency to be vacated by KWK. The developments in brief:

▪ The Broadcast Bureau asked the commission to direct Radio Thirteen-Eighty Inc., the interim grantee which will operate on the KWK frequency, to set forth the costs of the proposed interim operation and explain how such costs are to be prorated among the parties to the operation.

▪ Three parties asked the U.S. Court of Appeals for the District of Columbia to reverse the FCC decision granting interim authority.

▪ Two parties asked the FCC for approval of an agreement to withdraw one of the applications for permanent authority.

The Broadcast Bureau request was made because of allegations in a filing from Victory Broadcasting Co., a losing applicant for interim authority, that the proposed interim transmitter site is covered, at least in part, by 28 feet of waste paper, left over from a junk yard, and that removal of the waste paper will cost between $175,000 and $350,000. The bureau said that such costs were not contemplated by the commission when it granted interim authority to Radio Thirteen-Eighty on the basis of a total capital expenditure of $120,000.

The first appeal from the FCC decision granting interim authority was filed by Beloit Broadcasters Inc. which has alleged interference from KWK to its station (WBEL South Beloit, Ill.). WBEL also operates on 1380 kc.

The second appeal was filed jointly by Thirteen-Eighty Radio Corp. and KWK Broadcasting Corp. They argued that KWK Broadcasting's application for permanent authority will be prejudiced by the grant to Radio Thirteen-Eighty.

The joint request seeking approval of an agreement to withdraw one of the applications was filed by Radio Thirteen-Eighty Inc. and Pike-Mo Broadcasting Co. Under the agreement Pike-Mo would withdraw from the proceeding in return for reimbursement of $4,500 from Radio Thirteen-Eighty.

In another development the FCC last week granted a motion for extension of the time within which applicants may become parties to the interim grantee from Jan. 26 to Feb. 25. The commission also extended the deadline after which KWK must be off the air. The deadline, which has been extended several times previously, was extended from Jan. 31 to Feb. 28.

The license of KWK was revoked by the FCC in 1963 for willful misconduct in connection with two treasure-hunt contests broadcast in 1960 (BROADCASTING, June 3, 1963).

In granting interim authority to Radio Thirteen-Eighty Inc. last December the FCC reversed a finding of its review board which had recommended that no interim grant be made (BROADCASTING, Jan. 3).

Ch. 55 Milwaukee next in Field plans

Field Communications Corp. plans to file with the FCC soon for its second major market UHF station and will ask for channel 55 at Milwaukee. Field earlier this month started channel 32 WFLD(TV) Chicago with one megawatt of power produced by the combination of a new RCA antenna and twin Marconi transmitters (BROADCASTING, Jan. 10).

Sterling C. (Red) Quinlan, Field Communications president and WFLD general manager, will announce today (Jan. 31) that Lawrence Turet, executive vice president and general manager of channel 18 WUHF(TV) Milwaukee, will become a senior executive on the Field staff and will assist in preparing the channel 55 application. Mr. Turet would become general manager of channel 55 when it takes the air. Mr. Quinlan said the Milwaukee venture would be geared primarily as a local Milwaukee operation and would have "the strongest possible Milwaukee orientation in every phase of the operation." It is expected that the station would be solid state and well automated like WFLD and would be operated as a full megawatt outlet too.

Mr. Turet continues as chairman of the FCC's advisory committee for the full development of all-channel broadcasting. He has resigned from WUHF whose sale to WKY-TV Stations, owned by Oklahoma Publishing Co., is awaiting FCC approval.

CATV takes its case to the money men

In New York seminar with security analysts cable association puts best feet forward

Community antenna television was picked apart piece by piece last week in almost every aspect of its regulation, finance and technology and then put back together again and generally given a prognosis of future success.

In an all-day financial session in New York, sponsored by the National Community Television Association, attending security analysts, CATV operators, broadcasters and others with a stake in the industry's future heard:

- FCC Chairman E. William Henry say his mind hasn't been made up on just what form CATV regulation should take. Whatever form it does take, he said, it should apply equally to wire and microwave systems.
- Frederick Ford, NCTA president, warn that FCC proscription of some of the services now provided by CATV may force the industry toward a nationwide cable network and program organization.
- Bradford Underhill of Arthur D. Little, Cambridge, Mass., explain a technical study of satellite communication which concluded that satellite-to-home broadcasting is not feasible in the foreseeable future and represents no immediate threat to community antenna television. He said findings of the Little organization were in conflict with reported satellite broadcasting feasibility studies of the Hughes Aircraft Co.
- Gordon N. Thayer, vice president, AT&T, describe considerable interest on the part of CATV operators in tariff arrangements offered by the phone company for lease-back of wire systems installed and owned by it. He said Bell System companies now provide channel facilities for 12 systems and that construction is under way or ready to begin on an additional 74.
- Benjamin Conroy Jr., chairman of NCTA, berate tariff (lease-back) arrangements with the phone company as "financially inferior modes of operation," and chide system operators for entering into such contracts.

The lone voice of outspoken opposition to CATV in its present form was that of Willard Walbridge, vice president and general manager of KTRK-TV Houston, and a member of the National Association of Broadcasters' Future of Broadcasting Committee.

Mr. Walbridge, explaining the NAB's position, which would allow CATV to exist as a supplemental service, said: "Without regulation the issue is free versus fee. . . ."

Mr. Walbridge said: "The free broadcasting system is fleshing out its allocated spectrum to full use and will bring several signals into most areas of the nation. The competition will be keen and the variety of program choice will be greatly enhanced for the public. And the only price the public has to pay is to buy a set and plug it in."

But an unchecked CATV imperils the free system, he continued. NAB's position does not seek to wreck CATV, but "give this good and desirable CATV industry ample opportunity as a supplemental service to advance and prosper," he said, emphasizing "as a supplemental service." If it becomes an issue of free versus fee, he warned, "if we must fight it out according to jungle law, then we have just begun to fight."

Regulation ▪ FCC Chairman Henry said he agreed that: "Congress should and will legislate in this matter of CATV and other matters connected with it." As to protection of emerging UHF operations Mr. Henry said: "I don't want to be the albatross around UHF's neck. CATV may or may not affect UHF development but I don't want the FCC to be the agency that gives it the coup de grace." The commission chairman added that CATV's fast development raises the possibility of a "wrenching change" in our system if it engenders the growth of pay television, another area in which he said he couldn't make a prediction.

He concluded that the commission wouldn't be able to take final action on Feb. 10, which had been set as the commission's day of decision on CATV, but that it might "come up with some tentative instructions to the staff, perhaps to begin drawing up rules."

Mr. Ford told the seminar that the commission would undoubtedly be challenged in the courts at every step it may take to regulate CATV without specific congressional authority.

Mr. Ford, former commissioner and once chairman of the FCC, said the agency not only lacks statutory authority at this time to control wire CATV systems but that it has failed to prepare itself, through adequate study of the industry, to assume jurisdiction.

Future ▪ Bruce Merrill, president of Ameco, speaking on the future of the industry, said the attitude of the FCC to date is not the one it will take "when more adequately informed and staffed." When further government control of CATV comes, he said, it will foster growth rather than slow it down. He said the public's demand for CATV service is attested to by the current rate of CATV subscriptions growth, which he put at 50,000 homes per month.

Irving Kahn, president and board chairman of Teleprompter Corp., another system operator, repeated his prediction that 85% of television homes might be receiving TV by cable within the next decade. Before, he said, some had considered him crazy for this projection. Now they just label him an optimist.

John D. Matthews of the Washington law firm of Dow, Lohnes & Albertson, explained general practices of local governments in making CATV grants and offered advice as to how to make applications for system authorizations.

Robert D. L'Heureux, general counsel of NCTA, said the threat of antenna-system regulation by state public utility commissions would probably be averted in spite of the recently adopted resolution by the National Association of Railroad and Utilities Commissioners to draft model controls for PUC regulation of CATV in the various states.

He predicted that PUC-type legislation would be defeated in the future because legislators will see that utility commissions do not have the knowledge or experience to regulate the industry. He suggested that sentiment for PUC control had been furthered by erroneous reports that CATV systems generate amazingly high profits.

One example, he said, was the report of Eugene Loughlin, chairman of the PUC in Connecticut (the only state in which control of CATV has been turned over to the PUC) that one system operator had told of a 400% return on investment. Mr. L'Heureux said it hadn't been explained whether this return applied to one year or 40 years.

CATV's generally, he indicated, would be happy with a 15% to 20% annual return on investment before taxes.

Finance ▪ David Graham of the New York brokerage house of Hornblower & Weeks-Hemphill, Noyes, underwriter of Ameco's public offering, said the unusual stability of earnings of community antenna television had led to the common practice by various sources of capital of offering CATV entrepreneurs five-year loans at 6%. He said three New York banks in the recent past have given CATV managements loans totaling more than $50 million.

Bill Daniels, president of Daniels & Associates, estimated that current investment in CATV operations in this country is between $400 million and $450 million. He cited the case of a new system that cost $1.2 million to construct, minus real estate, asserting three television stations could be built for that amount. He added that this should be ample evidence that CATV entrepreneurs aren't getting away without substantial investment of their own.

FCC takes Cook's tour of Harrisburg CATV

The FCC is moving toward the start of deliberations on the complex community antenna television issue, fortified with whatever knowledge it picked up in a one-day visit to a modern cable company.

Four commissioners and 14 members of the staff, including some preparing recommendations on the CATV matter, spent Tuesday (Jan. 25) in Harrisburg, Pa., visiting Jerrold Corp.'s Perfect TV CATV system.

It was the first collective trip of its kind for the commission, whose members through the years have visited with and talked to broadcasters. And Jerrold officials could hardly contain their delight.

In terms of affording the commissioners a look at the CATV issue from the CATV operators' point of view, said one Jerrold official: "I think we moved mountains." But he quickly added: "I don't know whether we changed any minds."

Henry Impresses ▪ What pleased Jerrold officials the most was what they regarded as FCC Chairman E. William Henry's sincerity in declaring that he and the other commissioners were open minded on the CATV issue. He stressed in talks with Jerrold officials and in a news conference at the close of the day, that their visit was no "sham" and that they had come to learn before taking action.

"It gave us a warm feeling of reassurance" said one of the commission's hosts.

The commission is scheduled to begin deliberations Feb. 10 on basic policy matters affecting the entire CATV industry. At issue is the question of whether the commission should assert jurisdiction over non-microwave-served CATV's, as it has over systems using microwaves.

It is assumed the commission will assert that jurisdiction barring a congressional veto. And then the kind of regulations that will be adopted to fit CATV into the television structure will have to be decided.

The visit to the Harrisburg system was arranged at the request of Chairman Henry, who had never seen a CATV system in operation. Other commissioners who made the trip were Kenneth A. Cox, Rosel H. Hyde and Robert T. Bartley.

Reasons for Harrisburg ▪ The Harrisburg system was selected because it is near Washington, it has a large modern plant that doesn't rely on microwave, and because Harrisburg, served by four area stations, presents many of the problems the commission will face in attempting to reach policy decisions.

The Washington visitors, some of whom had seen systems in operation before, were impressed by the 12-channel system which, though not yet completed, already serves 3,000 homes. More than 15,000 families have signed for service.

Commission officials praised the modern equipment and the clarity of the pictures transmitted. But if anyone saw or heard anything that influenced his thinking on CATV, he wasn't talking.

Chairman Henry was particularly guarded in his comments during the day and on his return to Washington. He said he found the trip very interesting. But he said it was too early even to say whether the trip affected his views.

If no commission minds were swayed, it wasn't for lack of trying on the part of Jerrold officials, who shepherded their guests through a 10-hour day that began at 8 a.m. Robert H. Beisswenger, president of Jerrold, and three other Jerrold officials were on the chartered bus that transported the delegation to Harrisburg, a 2-hour-and-45-minute trip.

The rule of thumb now common for system valuation, said Mr. Daniels, starts with the basic formula of seven or seven-and-one-half times cash flow and is then qualified by such factors as current subscription, remaining subscription potential, competition, good will, status of franchise with local authorities, condition of plant and quality of personnel.

Clifford M. Kirtland of Cox Broadcasting Corp. reviewed factors to be taken into consideration when undertaking a CATV investment, and Joseph Coughlin, Price-Waterhouse & Co., examined accounting practices in the industry.

Mr. Coughlin suggested the CATV industry has put undue emphasis on the importance of cash flow relative to net earnings and warned that use of the term "cash flow per share" could be misleading to investors who should not be led to believe this is more important than earnings per share.

Copyright ▪ NCTA General Counsel L'Heureux said that whichever stand the New York district court takes in the two CATV-copyright cases before it, the issue would surely be carried by program owners or the CATV industry all the way to the Supreme Court. Before this happens, he said, Congress will have enacted a new copyright law that will deal with the problem.

Robert Beisswenger, newly elected president of Jerrold Corp., reviewed the history of the community antenna industry for the seminar and estimated the more than 1,600 systems now offering service have an average of about 1,250 homes each.

Johnson station joins CATV ranks

Texas Broadcasting Co., owned by President Johnson's wife and daughters (although in trust during Mr. Johnson's Presidency) last week bought a 50% interest in an Austin community antenna television system.

TBC paid $485,000 plus the assumption of approximately $1.5 million in indebtedness for a 50% interest in Capital Cable Co. Capital Cable, owned by group CATV owner Midwest Video Inc., Little Rock, Ark., serves 10,500 subscribers in Austin.

The transaction came after almost a month of rumors regarding the move. TBC, which owns KTBC-TV Austin, has held an option to buy 50% of Capital Cable since 1957 when the broadcasting group withdrew its application for a franchise in favor of Capital Cable.

In making the announcement, Morris Roberts, president of Capital Cable, and Paul Bolton, vice president and associate general manager of TBC, said that the "operations [of the CATV system] to date resulted in substantial losses, and the loss for the fiscal year ended Aug. 31, 1965 approximated $370,000. . . ."

After the consummation of the sale, Mr. Roberts was elected president of Capital Cable, G. R. Morrell, vice president, and Donald S. Thomas, secretary-treasurer. Mr. Roberts is publisher of the *Victoria* (Tex.) *Advocate* and is a stockholder and a director of Midwest Video; Mr. Morrell is execu-

Shapp on Hand ▪ Milton Shapp, Jerrold board chairman, met the group in Harrisburg, and stayed with it through a day filled with the sights and sounds of CATV. They visited the system's antenna site on Blue mountain, and saw the two 200-foot towers that bring in signals from as far away as Washington, Baltimore and Philadelphia.

They watched the 12 monitors in the company's offices, and saw duplicated programing on four of them. They visited the homes of two subscribing families, and saw the color and black-and-white programing they were receiving. And they talked to an appliance dealer, happy with the sale of TV sets to viewers wanting color and a second set since Perfect TV came onto the scene.

And throughout the day, Jerrold people talked of the advantages of CATV: It would, they said, help UHF, not hurt it; it provides an "antenna service" which gives viewers a wider choice of programing; and it will bar, not introduce, pay television, by giving viewers enough television to serve all their needs.

Most of these arguments the commission has heard countless times. But Jerrold was hoping that, expressed in the shadow of a functioning system, they would take on new weight.

However, the true value of the trip for Jerrold may have been, as one member of the FCC delegation expressed it, to bring home to the broadcaster-oriented commission that CATV "has good guys" too.

Left photo—The 12 TV monitors in the office of the Perfect TV community antenna television system in Harrisburg, Pa., provide interesting viewing for (l to r): FCC Commissioner Rosel H. Hyde; Robert H. Beisswenger, president of Jerrold; FCC Chairman E. William Henry; Arthur Stambler, special assistant to the chairman; and Commissioner Kenneth A. Cox.

Right photo—FCC Chairman E. William Henry gets the subscribers' point of view in a visit to one of the Harrisburg, Pa., homes where the TV set has been connected with the Jerrold Corp.'s community antenna television cable.

tive vice president of Midwest Video; Mr. Thomas is an Austin attorney who has represented the Johnson family in local broadcast matters.

Originally there were two CATV systems in Austin. The other, TV Cable of Austin Inc., sold o t to Capital Cable in 1964 for a reported $1.5 million. This occurred after the FCC imposed restrictions on CATV systems using microwave relays. Capital Cable does not use microwave relays and has not been affected by FCC conditions. These include a requirement that the CATV system carry local stations, and protect local stations 15 days before or after they carry programs that might be duplicated from ones outside the city.

Besides KTBC-TV, operating on channel 7 and affiliated with all three TV networks, Austin also has KHFI-TV on channel 42, which began operating early in 1965. A second UHF holds a permit but is not on the air; this is KVET-TV, on channel 24, owned by Austin automobile dealer Roy A. Butler. Mr. Butler is a friend of the President.

Capital Cable brings to its subscribers the two operating Austin TV stations, five stations from San Antonio (WOAI-TV, KENS-TV, KONO-TV, KWEX-TV and noncommercial, educational KLRN-[TV]), KWTX-TV Waco and KCEN-TV Temple, all Texas, as well as a weather channel.

Of its 10,500 customers, 8,000 pay $4.95 a month. The other 2,500, who are tenants in apartment houses, pay $1 a month. There is no installation charge. The system consists of 500 miles of cable with its capital investment at $3 million.

Midwest Video owns about a dozen systems in 10 states. It also owns Black Hills Video Inc., a microwave relay system. Midwest Video is headed by financier Hamilton Moses of Little Rock.

In addition to KTBC-AM-TV, Texas Broadcasting has a 29% interest in KWTX-AM-TV Waco. KWTX owns 50% of KBTX(TV) Bryan and 80% of KNAL Victoria, both Texas; 80% of KXII(TV) Ardmore, Okla., and 80% of KLFY-TV Lafayette, La.

A day to remember in Parsons, Kan.

A cable television system has opened in Parsons, Kan., and the 13,000 people of that mid-American town are now receiving more television than the inhabitants of New York City.

The Parsons CATV opened Jan. 2, with parades, variety shows, and special TV set sales and promotions. It brings in three stations from Kansas City, three from Tulsa, two from Topeka and one each from Joplin, Mo., and Pittsburg, Kan. The system also has a weather channel with background FM music.

The Parsons CATV, owned 80% by Narragansett Capital Co. and 20% by Bill Daniels, Denver CATV broker and system operator, charges $14.95 for installation and $4.95 monthly for service. Preopening subscribers had free installations. The system uses a new parabolic antenna at its headend. The entire system was built at a cost of $200,000, it is estimated.

WDIO(TV) brings 3d network to Duluth

WDIO(TV) Duluth, Minn., took the air as an ABC-TV affiliate last week giving the Duluth market its third commercial outlet. WDIO is operating on channel 10.

WDSM-TV there, which has carried ABC-TV too, continues with NBC-TV. KDAL-TV is CBS-TV's outlet.

President and general manager is Frank P. Befera. Other officers are William Quarton, vice president; Gerald Heaney, secretary; A. Reinhold Melander, treasurer; Burns Nugent assistant vice president, and William Watter, assistant secretary.

Principal owners of WDIO include WMT-TV Inc. (WMT-TV Cedar Rapids), Mr. Quarton and John Poole, part owner of KBIG Los Angeles. Mr. Quarton also is part owner of WMT-TV Inc.

WDIO's equipment is mostly solid state and includes two RCA video-tape recorders with electronic editing and a complete video special effects system.

Changing hands

ANNOUNCED ▪ *The following station sales were reported last week subject to FCC approval.*

▪ KFWB Los Angeles: Sold by Crowell-Collier to Westinghouse Broadcasting Co. for $10.75 million (see page 40).

▪ WEEK-TV Peoria and satellite WEEQ-TV La Salle, both Illinois: Sold by West Central Broadcasting Co. to Kansas City Southern Industries Inc. for about $3 million (see page 40).

▪ KTAC-AM-FM Tacoma, Wash.: Sold by Jerry P. Geehan, Richard R. Hodge and other stockholders to M. Lamont Bean, Dan L. Starr and Ronald A. Murphy for $191,381. Mr. Bean is a partner in a Seattle investment firm;

Mr. Starr has printing interests there. Mr. Murphy, a Seattle lawyer, has broadcasting holdings including KELA Centralia and KUEN Wenatchee, both Washington, and KFQD Anchorage. KTAC went on the air in 1942 and operates fulltime on 850 kc with 1 kw. KTAC-FM was added in 1948 and operates on 103.9 mc with 830 w.

- KJOE Shreveport, La.: Sold by Armand Broadcasting Inc. to Ron Rogers, R. Miller Hicks, J. Sam Winters, Walter Caven and Neal Spelce for $105,000. There is interlocking ownership between Armand Broadcasting and Gulf States Theater chain. Mr. Rogers is general manager of KOKE Austin, Tex.; Mr. Hicks is president of Austin business development and consultant firm of R. Miller Hicks & Co.; Mr. Winters is an attorney; Mr. Caven is general counsel for the Texas Association of Railroads, and Mr. Spelce is news editor of KTBC-AM-TV Austin. KJOE went on the air in 1954, operates daytime only on 1480 kc with 1 kw.

- WBRL Berlin, N.H.: Sold by James Morello to Chester C. Steadman for $58,000. Mr. Steadman is owner of WCNL Newport, N.H. WBRL went on the air in 1962, operates fulltime on 1400 kc with 250 w. Broker was Blackburn & Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week* (For other commission activities see FOR THE RECORD, *page* 73).

- KNOB(FM) Long Beach, Calif.: Sold by Ray Torian and associates to John and Jeannette Banoczi for $262,850 which includes $112,850 in consultant fees. Mr. and Mrs. Banoczi are presently owners of KGGK(FM) Garden Grove, Calif., which is to be sold to Mrs. Helen Hall of Fullerton, Calif., for approximately $30,000. KNOB went on the air in 1949; operates at 97.9 mc with 79 kw.

- WFME(FM) Newark, N.J.: Sold by Communications Industries Corp. (Lazer Emanuel, 30.95%) to Family Stations Inc. for $535,000. Family Stations, a nonprofit, religiously oriented corporation, is licensee of KEAR(FM) San Francisco, KECR(FM) San Diego and KEBR(FM) Sacramento, all California. WFME is on 94.7 mc with 13.5 kw.

Community Television

- Watertown, N.Y.: C&H Television Service sold to General Electric Cablevision for reported consideration in excess of $1 million. City council is scheduled to approve ownership transfer today (Jan. 31). C&H Television is principally owned by Charles H. Curtis, who founded the company in 1951. The system serves 5,900 customers with five TV signals (from Syracuse, Watertown and Kingston, Ont.), charges $4 per month and $15 installation fee. C&H Television has been paying the city $4,000 annually on its franchise contract; GE has offered $8,000 per year. GE has told the city council that it plans to spend $250,000 to rebuild the present plant into a 12-channel system and to actuate a new microwave-relay installation.

Henry promises again to keep Hill informed

FCC Chairman E. William Henry has given key members of Congress new assurances that the commission will keep them informed of developments in the effort to decide basic policy on community antenna television regulation.

He also stressed that the commission will not be in a position to take final action on the complex problems involved at the meeting scheduled for Feb. 10 on the CATV issue.

CATV adherents, in their lobbying campaign against what they say is the commission's plan to impose tight new regulations on cable systems, have repeatedly told members of Congress that the commission will act on that day.

Chairman Henry told the Senate and House Commerce committees two weeks ago that action was not imminent (BROADCASTING, Jan. 24). Last week, he did it again, in letters to Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee; and Representatives Harley O. Staggers (D-W. Va.), chairman of the House Commerce Committee, and Walter Rogers (D-Tex.), chairman of the House Communications Subcommittee.

"In light of the complex and extensive record before us," he wrote, "I believe that no dispositive action will be taken at our Feb. 10th meeting, and that subsequent meetings will be required for our final decisions."

He also said he would "be pleased to keep you advised of further developments in these areas and certainly of any actions taken by us."

The chairman has made clear, however, that the commission's intention to keep Congress informed doesn't mean it should delay action.

"As far as I'm concerned," he told one visitor last week, "we are going to go ahead and reach a decision. We can't postpone." He said Congress will be informed of developments and can take any action "they see fit."

NBC takes reins of N.Y. CATV firm

WANTS TO LEARN THE FIELD; WON'T ASK PERMISSION TO CARRY PROGRAMS

NBC took the plunge into community antenna television last week, acquiring a going CATV firm based in Kingston, N. Y.

It did so, officials said, to learn about CATV first hand. They said they had no plans for other CATV acquisitions but would be guided by what they learned in the Kingston area.

In the transaction NBC acquired Kingston Cablevision Inc., which serves more than 7,000 subscribers in Kingston and nearby Hurley, N. Y., and is completing installation of a system that is already partly in operation in Woodstock, N. Y. The CATV potential for the three communities was estimated at 12,000 subscribers.

The Kingston and Hurley systems were said to carry the full schedules of all six New York City commercial TV stations plus programs of WTEN(TV) Albany and WRGB(TV) Albany-Schenectady. The Woodstock system carries the six New York City commercial stations, plus WNDT(TV) Newark, N.J.-New York, a noncommercial station, and WTIC-TV Hartford, Conn. The Kingston area is about 90 miles north of New York City.

NBC officials said the systems would continue serving present subscribers and carrying present services and would also explore the feasibility of carrying additional stations in nearby communities.

They noted that the Kingston area has no local TV station, so that the CATV operation would not be involved in the current industry dispute over CATV's effect on local broadcasters.

Agreement with FCC ▪ NBC is on record with the FCC as favoring regulation of CATV through legislation to require system operators to get permission from broadcasters before carrying their programs.

Network authorities said they did not plan to seek permission of the stations carried on the Kingston Cablevision systems, however, because such action is not now standard practice and because, in NBC's opinion, it is a matter for congressional action.

Kingston Cablevision charges subscribers a $19.50 installation fee and $4.95 a month for program service.

Walter D. Scott, NBC president and chief executive officer, said Kingston Cablevision would be operated as an NBC subsidiary under the general management supervision of Raymond W. Welpott, president of the NBC-owned stations division. Mr. Welpott will be board chairman.

Other board members: Hugh M. Beville Jr., NBC vice president, planning; Rocco M. Laginestra, NBC vice president, financial planning and budgets, and Raymond V. Schneider, NBC director of CATV development, who will also be president of the subsidiary. George Gaillard will be vice president and continue as manager of Kingston Cablevision.

Wants Direct Experience ▪ "CATV is a growing industry development closely related to the broadcasting field which NBC has pioneered," Mr. Scott said. "As a leader in broadcasting, NBC wants to learn more about the potentials and implications of CATV and how it can best serve the public. We believe that the most effective way of developing this working knowledge is through direct operating experience in CATV.

"The modern systems of Kingston Cablevision are well suited to this purpose. They provide a genuine and important public service by bringing a wide choice of television programing to localities that have no local stations and otherwise could not adequately receive the signals of stations from nearby cities."

NBC authorities declined to reveal the price involved.

Kingston Cablevision was owned by 18 stockholders, but a majority of the stock was held by four: Walter L. Hotz of Stamford, Conn., and G. Everett Gaillard, a physician of New Rochelle, N. Y., who were said to be the most active owners; and O. M. Masters of Binghamton, N. Y., and M. Mac Schwebel, an attorney who practices in New York City and lives in White Plains, N. Y., and is said to be an important stockholder in the Seven Arts TV and motion picture production and distribution organization.

Other Officers ▪ New officers of Kingston Cablevision, in addition to Messrs. Welpott, Schneider and George Gaillard, are Robert E. Small, business affairs director for the NBC-owned stations division, who will be treasurer of the CATV subsidiary, and Corydon B. Dunham, NBC assistant general attorney, who will be secretary.

NBC is the first TV network to announce acquisition of a domestic CATV system, although all three have indicated active interest. CBS owns part interest in a system in operation in Vancouver, B. C., and also has acquired a conditional option to purchase a minority interest in one planned for the San Francisco area. CBS is also involved in a pending lawsuit seeking to establish that CATV operators must obtain permission from copyright owners to transmit copyrighted material on CATV.

New headquarters for Golden West

A hole in the ground was started in North Hollywood Jan. 19 which eventually will cost Golden West Broadcasters an estimated $4.5 million (BROADCASTING, Jan. 17). The group broadcaster's new three-level headquarters building is scheduled for completion in April 1967. The structure already is billed as "the nation's most advanced color-television production facility." Also to be housed in the TV complex is KTLA (TV), Golden West's owned and operated station in Los Angeles.

Chairman Gene Autry presided, with more than 125 people representing the entertainment industry, politics and news media attending.

The company's director of public affairs, Johnny Grant, was M.C. for the ceremonies. Los Angeles Mayor Sam Yorty also was on hand.

Westinghouse buy nears record

Purchase of KFWB from Crowell-Collier for $10,750,000, the Number 2 radio price, gives group full complement of radio and VHF stations

Westingbouse Broadcasting Co. acquired KFWB Los Angeles from Crowell-Collier last week for a net price of $10,750,000—the second biggest price ever paid for a radio station (CLOSED CIRCUIT, Jan. 24).

The transaction, subject to the customary FCC approval, will help pave the way for Crowell-Collier's entry into TV radio ownership.

The company is known to be negotiating for at least one major-market VHF station.

Before adjustments for cash and accounts receivable, which are not being transferred, the KFWB sale price was believed to be about $11 million. The highest radio station sale price on record is the $10,950,000 paid by Storer Broadcasting for WMGM (now WHN) New York in 1962, a cash deal not involving receivables.

Westinghouse has long been interested in acquiring KFWB, which gives it its full complement of seven radio stations. In TV, Westinghouse already owns its full VHF complement of five outlets.

Sale of KFWB, an independent on 980 kc with 5 kw, was announced Thursday (Jan. 27) by Raymond C. Hagel, chairman of Crowell Collier & MacMillan Inc.; Joseph C. Drilling, president of Crowell-Collier Broadcasting, and Donald H. McGannon, president and chairman of Westinghouse Broadcasting.

Messrs. Drilling and McGannon reportedly negotiated the transaction. No broker was involved.

Moving into TV ▪ Mr. Drilling said KFWB had been "a source of pride" to Crowell-Collier and that its sale was in line with the company's interest in "moving its broadcast operations primarily into the field of television." Crowell-Collier also owns KDWB St. Paul and recently sold KEWB Oakland-San Francisco for $2,459,000 to Metromedia Inc.

Mr. McGannon hailed "the fine management and staff of KFWB" for the outstanding record the station has achieved, and said the program format would not be changed. "We think that the staff of KFWB will find the new management one which presents opportunity and the career fulfillment which we all seek," he asserted.

An application for FCC approval of the transaction, he said, will be filed in the near future.

Westinghouse owns WBZ-AM-TV Boston, WINS New York, KYW-AM-TV Philadelphia, WJZ-TV Baltimore, KDKA-AM-TV Pittsburgh, WOWO Fort Wayne, Ind., WIND Chicago and KPIX(TV) San Francisco. Like KFWB, the radio stations are not network-affiliated.

Illinois Sale ▪ Second major sale of the week was that of WEEK-TV Peoria and WEEQ-TV LaSalle, both Illinois. They were sold to Kansas City Southern Industries Inc. for about $3 million.

The stations were bought from the West Central Broadcasting Co., owned by the estate of the late Senator Robert S. Kerr (D-Okla.) and oilman Dean McGee.

Kansas City Southern Industries is headed by W. N. Doremus III and is

Court rules congressional meddling out

Broadcasters and other applicants before the FCC, as well as applicants before other government agencies, now have what some administrative legal experts feel is an ironclad safeguard against interference in their cases by Congress or members of Congress. This is a U. S. appeals court decision that has riveted, it's believed, the independence of federal regulatory agencies when they act in their judicial capacities.

The case, decided Jan. 7 by a three-judge panel of the U. S. Fifth Circuit Court of Appeals, New Orleans, vacated a Federal Trade Commission decision and remanded the case for further hearing.

Involved was the 1951-52 acquisition by Pillsbury Co. (flour) of Ballard & Ballard Co., and of the Duff's Baking Mix Division of American Home Products Corp. On Dec. 16, 1960, the Federal Trade Commission ordered Pillsbury to divest itself of these two companies because its acquisition served to substantially lessen competition in the baking flour field.

What caused the court to overturn the FTC's ruling was the interrogation received by former FTC Chairman Edmond F. Howrey from the late Senator Estes Kefauver (D-Tenn.) and other members of the Senate Antimonopoly Committee before the FTC had made a final ruling in the case. The questioning and debate between Mr. Howrey and members of tbe committee were so intense and at times bitter that Hr. Howrey announced he was disqualifying himself from sitting in the case.

The court said that "common justice to a litigant requires that we invalidate the order entered by a quasi-judicial tribunal [the FTC] that was importuned by members of the United States Senate, however innocent they intended their conduct to be, to arrive at the ultimate conclusion which they did reach."

Although the Constitution separates the judicial from the legislative branch, the court said, "the emergence of administrative tribunals as the 'fourth branch' of our federal government has revived the problem. . . ."

Agreeing that administrative agencies have a legislative function about which Congress may inquire, the court continued: "However, when such an investigation [by a congressional body] focuses directly and substantially upon the mental decisional processes of a commission *in a case which is pending before it* Congress is no longer intervening in the agency's *legislative* function, but rather in its judicial *function*. . . ."

The decision was rendered by Chief Judge Elbert Parr Tuttle and Circuit Judges Warren L. Jones and Robert P. Anderson.

engaged in the railroad business. KCSI last month bought KCRG(TV) and KWOS Jefferson City and KMOS-TV Sedalia, both Missouri, from William H. Weldon and wife (BROADCASTING, Dec. 20, 1965).

The purchase is still awaiting FCC approval.

Other Kerr-McGee stations include a 45% interest in KVOO-TV Tulsa and 20% interest in KOCO-TV Enid, both Oklahoma.

WEEK-TV, operating on channel 25 with 562 kw and an NBC-TV affiliation, went on the air in 1953. WEEQ-TV, a satellite of WEEK-TV, operates on channel 35 with 15.1 kw and began operating in 1957.

Siegel to remain as head of WNYC

New York's Mayor John Lindsay last week put an end—at least for the time being—to reports that the city's broadcast properties, WNYC-AM-FM-TV, might be sold. He denied there had been any intention to do so. He also reappointed the stations' director, Seymour N. Siegel.

Mr. Siegel

Mr. Siegel, who had earlier given the city notice of his resignation by filing retirement papers, has served as director of the Municipal Broadcasting System since 1947. The system's budget is currently $1.4 million. Mr. Siegel's annual salary as director is $20,000.

Mr. Siegel said the mayor had expressed complete confidence and faith in the stations' activities and had indicated his desire for increased use of the facilities for coverage of city affairs.

Power increase? ▪ In their discussion last week Mayor Lindsay supported Mr. Siegel's bid for a power increase for WNYC and directed him to pursue the FCC application, which seeks to raise the power from 1 kw to 50 kw.

The filing for higher power had been at least partially responsible for reports that the city was considering sale of one or all of the properties to commercial broadcasting interests.

The future of WNYC-AM-FM-TV had been placed in further doubt when the mayor appointed Richard D. Heffner, former broadcaster and now a communications consultant, to survey and evaluate the city's communications situation (BROADCASTING, Jan. 3).

More economy at U.S. agencies

LBJ's budget would give FCC, among others, less than funds sought

The FCC and other federal agencies connected with broadcasting will be operating at a virtual austerity level in fiscal 1967 even if Congress grants the entire amount the President has requested in his $112.8 billion administrative budget submitted to Congress last week.

For the FCC, the President asked $17,520,000. This is $527,000 more than the $16,992,500 Congress appropriated for it in the fiscal year ending June 30.

But the request is some $750,000 less than the commission asked for in the proposal it submitted to the Budget Bureau last fall and it allows no manpower expansion.

Most of the increase will be consumed in pay raises already approved or pending. Awaiting final congressional action is a supplemental pay bill that would add $346,000 to the commission's 1966 appropriation.

The budget provides for 1,563 permanent positions at the FCC in fiscal 1967, the same as the current fiscal year. But the actual average number of permanent employes would drop, from 1,491 to 1,480. The commission would achieve this reduction, it was explained, by delaying the filling of vacancies as they occur.

The only expansion which is provided for in the budget is in the Common Carrier Bureau where expenditures increase from $2,166,00 to $2,402,000. This reflects the bureau's increased responsibilities in the regulation of international and satellite communications.

The Broadcast Bureau would operate on virtually the same level of expenditures as in the current fiscal year—$4,155,000 is earmarked for fiscal 1967 as compared with the $4,119,000 expected to be spent in the current fiscal year.

The FCC is partially self-sustaining; the fees it charges for applications produce some $4 million annually for the U.S. Treasury.

Deceptive Practices ▪ For the Federal Trade Commission, the President asked Congress to appropriate $14,009,000, almost half a million dollars over the 1966 fiscal sum of $13,550,000.

Allocated for investigation and litigation of deceptive practices is $3,541,000, which is $35,000 more for activity in this field than in the previous fiscal year. And the agency is allotted $433,000 for trade practice conferences, industry guides and small business advice, an increase of $6,000 from the current year.

The FTC expects to issue 220 complaints in fiscal 1967—71 involving restraint of trade, 69 for deceptive practices and 80 for fur and textile labeling laws. The agency expects to institute 1,335 investigations and to complete 1,320.

Information Increase ▪ The budget for the U.S. Information Agency, $185,048,000 is up less than $1 million the amount allocated for 1966. USIA's biggest project in the foreign broadcasting field is the $18 million for a transmitter complex in Greece. This is 90% of the agency's anticipated expenditures for the coming year in the acquisition and construction of radio facilities.

For the broadcasting service as a whole, which is principally the Voice of America, the 1967 fiscal estimate is $31,784,000, up $1.6 million from the 1966 appropriation.

The motion picture and television service, on the other hand, is down—$11,607,000 in fiscal 1967 compared to $11,804,000 in 1966.

Other budget estimates:

▪ In the Department of Health, Education and Welfare's $11,653,521,000 for fiscal 1967, a last installment of $3,304,000 is asked on the $32 million appropriated in 1962 for matching grants to states for educational television. In the current fiscal year, HEW was given $8,826,000 for this purpose. According to HEW estimates, $3,520,000 will be available from the 1966 appropriation, to make a total of $6,832,000 in available funds in 1967.

▪ Civil Defense, Department of Defense, is asking for $76,100,000, up from last year's $64,080,000. The allocation for warning and detection devices is set at $7,448,000, up over $2.5 million from the previous year.

Sitka CATV resumes

The community television system of Sitka, Alaska, resumed operations Jan. 18, following a fire in that city on Jan. 2. The fire gutted the headquarters buildings of Sitka Alaska Television Inc., which housed the system's headend equipment, and extensively damaged downtown cable lines. Damage, it is estimated by R. D. Jensen, president and general manager, is more than $100,000. The Sitka CATV is now operating from leased quarters in the Sitka Telephone Building. Construction of a new building is expected to commence soon.

A new, far-ranging House probe

Small-business subcommittee sets up investigation of most basic business practices in broadcasting

The problems of broadcasting as a small business are scheduled to be opened to the public by the Subcommittee on Regulatory and Enforcement Agencies of the House Select Committee on Small Business, starting Feb. 21.

The subcommittee, headed by John D. Dingell (D-Mich.), will explore such things as network-affiliation contracts, rate cards, corporate structures of the networks, and the long-drawn-out battle of community antenna television and the proliferation of UHF TV.

First on the agenda will be the FCC. And it's expected that some of the commission's policies will be taken over the coals by the subcommittee when it inquires about such things as excessive paperwork required of licensees, the time-loss factor in certain applications, the investigative procedures of the commission and the stock question of the subcommittee: "What is the agency doing to help small business?"

The hearing is designed to alleviate the problems that small businessmen are subject to, and to make it a simpler matter for businessmen to get help from the government once they get in trouble.

Networks, Too ▪ It is expected that all three television networks will be called to testify on network matters.

There is also speculation that the networks will be grilled on the possibility of doing away with the advertising rate discount system, now in effect with all three. The subcommittee will ask if NBC and ABC could adopt such rate-card revisions as are said to be in the works at CBS (BROADCASTING, Jan. 24).

And the subcommittee has other matters to bring up. Among these are the rights that an individual broadcaster has with respect to: (1) scheduling locally produced programs in prime time; (2) availabilities for local advertisers to purchase spots during prime time; (3) the choice an affiliate has on accepting or rejecting a network program, and (4) a discussion of what hours constitute prime time as opposed to fringe time periods.

The subcommittee will also call on the Station Representatives Association to inquire about spot-sales and network-sales contracts and the amount of compensation that affiliates receive from the networks.

It plans to hear also from Adam Young, president of Adam Young Inc., station-representative firm, on the question of option time. Mr. Young has used advertisments in the trade press to relate his views on the option-time regulations of the FCC.

The Television Bureau of Advertising will be asked to testify on the amount of purchased broadcast time and possibly to give comments on the amount of money that finds its way to the affiliates' cash boxes.

Media Concentration ▪ It's understood that the subcommittee will inquire about the consolidation of mass-media ownership in certain localities and request that some representatives testify on whether their advertising sales discriminate in any way against particular businesses or businessmen.

The opening of the hearing is tentatively set for Feb. 21. It will continue each Tuesday and Thursday, until all witnesses have given testimony.

A network spokesman said last week that the subcommittee "is requesting many things from us that could be gotten from the FCC, things such as financial profit-and-loss statements, rate cards, affiliation contracts, etc., in building up its reserve of information for the hearing."

Some speculation was heard at week's end that the subcommittee's investigation—if it gets off the ground on schedule—could rob Senator Hart's Antitrust and Monopoly Subcommittee investigation of some of its glamor. Mr. Hart (D-Mich.) is planning an investigation of the television networks' advertising discounts. Rumors place the beginning of that hearing from the middle of March to the last of June.

How to run up an $85 stamp bill

How do you get your name blazoned across the community antenna TV firmament? Write to 1,700 communities all over the United States asking if the local council would be receptive to an application for CATV.

That's exactly what James K. Donohue, a Boston public relations and advertising man, did beginning three months ago. Today he has about 500 replies and he still hasn't been able to go through them all to determine who's interested and who's not.

But in local newspapers throughout the nation, reports have been printed that Mr. Donohue has "applied" for a CATV franchise. Five showed up two weeks ago.

Mr. Donohue, who has been in business since 1951, said he was going to seek CATV franchises to run from 5 to 20 years in "selected" communities. He stressed that he was a "neophyte" in the CATV business, but he thinks there's a future in CATV. He acknowledged that he has financial backers in this venture, but he declined to name them "at this time."

Mr. Donohue is president of the James K. Donohue Co., 808 Statler Office Building, Boston.

Census reports on UHF, color

Survey shows 92.4% have TV, 23% can receive UHF and 7.4% have color sets

Almost 23% of the nation's television households have sets equipped to receive UHF programing and 7.4% of them have color sets.

These percentages emerged last week from a nationwide survey conducted by the Census Bureau in August. The survey showed that 92.4% of U. S. households, or 53.7 million, had at least one television set.

The survey was undertaken at the request of the government-industry Committee on All Channel Broadcasting and was financed by the Advertising Research Foundation.

The ARF released its own report based on the Census Bureau findings in December (BROADCASTING, Dec. 27). The Census Bureau report, entitled "Households With Television Sets in the United States, August 1965," is available from the U. S. Government Printing Office in Washington at 20 cents a copy. The report is the first by the Census Bureau that provides data on UHF and color sets.

The percentage of TV homes was up only slightly over the previous survey, conducted in May 1964, that showed 92.8% of all homes having at least one set. But the report noted that the number of homes with two or more sets

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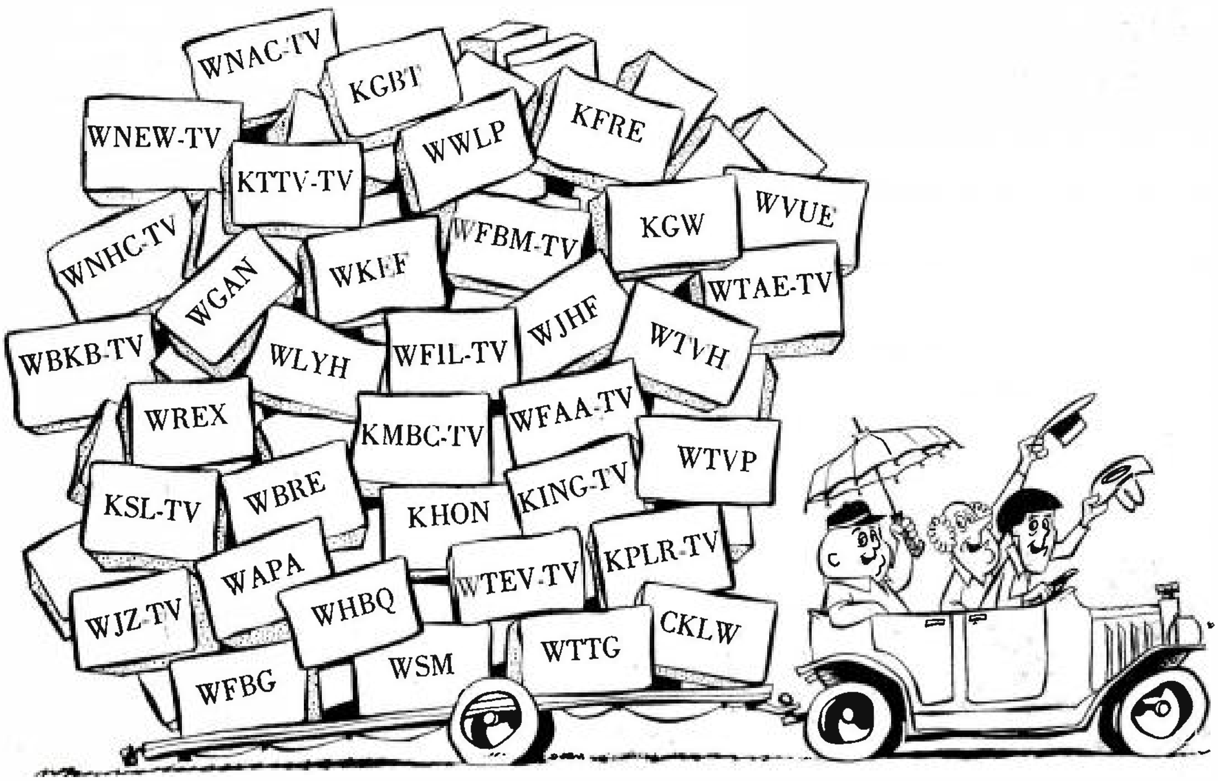

THE NEW THREE STOOGES

JOIN METROMEDIA, WESTINGHOUSE, THE TRIANGLE GROUP, HEARST, RKO GENERAL, and a host of others.

Ready now for immediate delivery 156 fun-filled seven-minute cartoons, packed with laughs, thrills, spills, and PROFIT.

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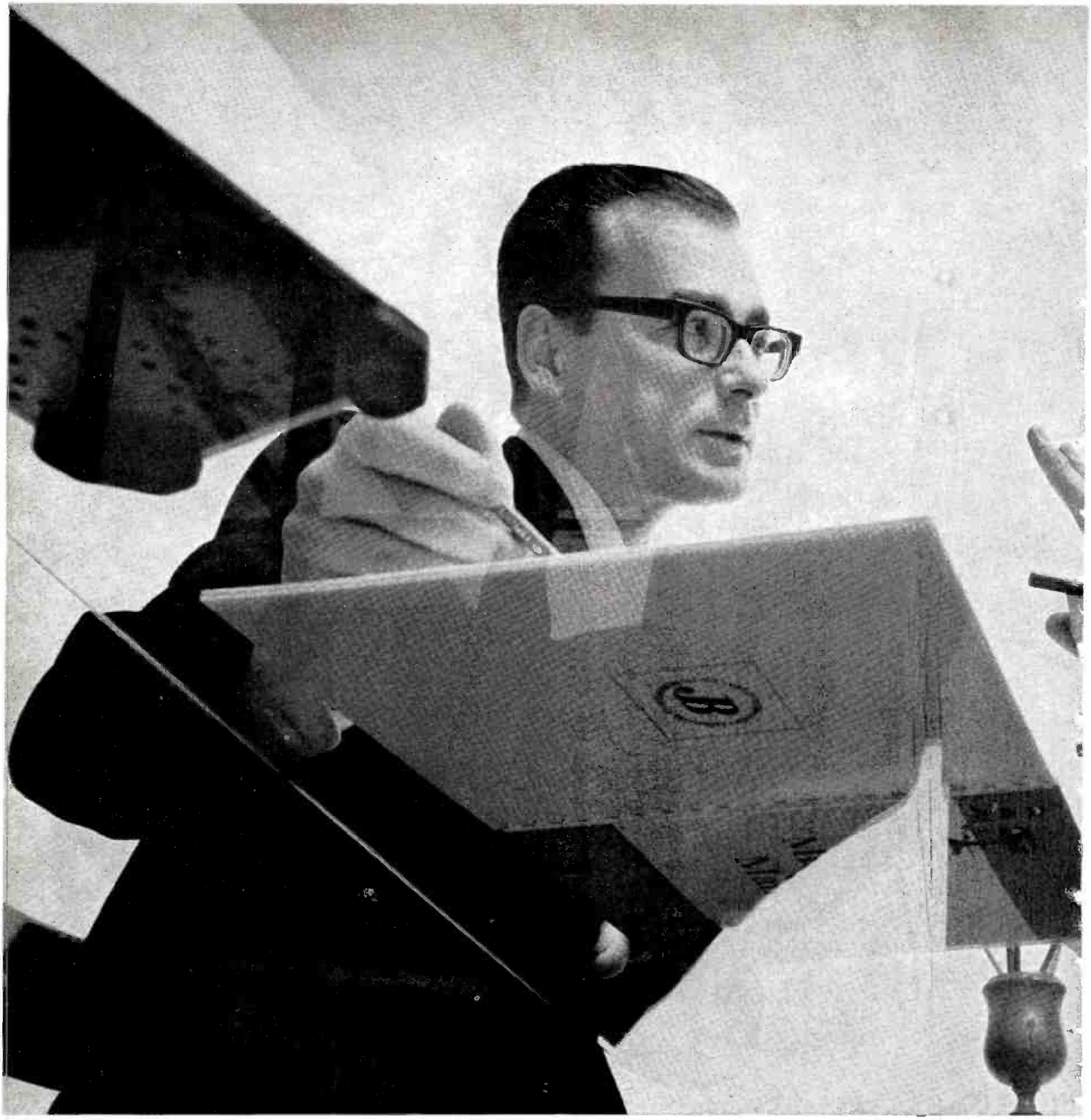


Who helped Madison Avenue track down the slippery summer TV market? And made it pay off?

Blair Television. Who else?

(Just one more reason why agencies listen when Blair talks television.)

They're friends again

Deputy Mayor Robert Price of New York City, who is acquiring a reputation as a controversial figure in local politics, apparently has put an end to his feud with WNBC-TV New York. In the heat of last autumn's mayorality campaign, which was won eventually by his candidate, John Lindsay, Mr. Price threatened to oppose the renewal of the license for WNBC-TV. At that time he notified the FCC that the station had not carried a full quota of spot announcements he had ordered. Mr. Price now has changed his mind. After meeting with station lawyers, he said he was convinced that WNBC-TV would not intentionally deny a political candidate the full amount of purchased spot announcements.

had increased from 16.8% to 19.5%.

Virtually all sets equipped to receive UHF, about five-sixths of them, were all-channel sets. Another eighth were able to pick up UHF signals by means of converters. The report also shows that about 1% of the TV households, some 500,000, received UHF programs on VHF-only sets by way of community antenna television systems.

The east-north-central and New England states were found to have the heaviest concentration of UHF sets—31.9% and 31.1%, respectively. UHF-set penetration was lowest in areas between the Mississippi River and the Pacific states.

The geographic breakdown on color sets was quite different. The heaviest concentrations of color sets, about one household in nine, was found in the Mountain and Pacific Coast states.

CATV pioneers open D.C. consultant firm

The formation of a management and consultant firm to specialize in all phases of community antenna television operations has been announced by Martin Malarkey and Archer S. Taylor. The new firm, called Malarkey, Taylor & Associates, will be located in Washington. Messrs. Malarkey and Taylor, both CATV pioneers, have been active in consulting work in Washington for the past year.

Mr. Malarkey, who founded the National Community Television Association and was its president for five years, is president of the firm. Mr. Taylor, an engineering consultant, CATV operator and NCTA board member, is vice president for engineering. Two others associated with the firm are Alexander E. Lipkin and Abe Frumkin, attorneys, of Pottsville, Pa.

Korn rumored leaving Metromedia

Bennett H. Korn, president of Metromedia Inc.'s Metropolitan Broadcasting Television Division, was reported last week to be on the verge of leaving the company.

Although there was no official confirmation, speculation was already circulating about a possible successor. The name most prominently mentioned was that of Albert P. Krivin, vice president and general manager of Metromedia's KTTV(TV) Los Angeles.

John Kluge, president of Metromedia, was reported to be in meetings at KTTV last Thursday. There was some speculation that the TV division's headquarters might be moved from New York to Los Angeles if Mr. Krivin became president.

Mr. Korn's lawyer was said to be conferring with counsel for Mr. Kluge on settlement terms and termination date.

Mr. Korn became vice president in charge of Metromedia's TV operations in May 1958 and was promoted to president of the division in April 1962. He was with the Dumont TV Network when it owned two of the current Metromedia stations, WNEW-TV New York and WTTG(TV) Washington. Other Metromedia TV stations are KMBC-TV Kansas City, Mo.; WTVP(TV) Decatur, Ill., and KTTV.

ETV group allowed to drop ch. 13 bid

The FCC review board has approved an agreement allowing Rochester Area Educational Television Association Inc. to withdraw its application for channel 13 in Rochester, N. Y. The agreement is between RAETA and three other applicants and contains a provision to reimburse RAETA $68,098 for expenses.

Approval of the reimbursement provision, however, was granted subject to the condition that the parties submit a new agreement within 30 days. In it, all of the applicants who are parties to the channel interim operation are to share the reimbursement expenses.

Eight of the eleven applicants for channel 13 have operated an interim service as WOKR(TV) since 1962. The interim operators have already announced their willingness to share the reimbursement expenses.

The three applicants who originally agreed to reimburse RAETA are Flower City TV Corp., Genessee Valley TV Co. and Community Broadcasting Inc. They also filed a merger agreement with the commission which has not been acted upon (BROADCASTING, Sept. 6, 1965).

The review board dismissed RAETA's application with prejudice. It said that an application can be dismissed without prejudice only when an applicant shows that circumstances beyond its control preclude further prosecution of its application. The board added that the association had not made such a showing.

RAETA has announced its intention to apply for UHF channel 21 in Rochester. It has asked the FCC for approval of an agreement with the New York State Education Department under which it would receive the state's construction permit for channel 21 (BROADCASTING, Dec. 20, 1965).

An applicant whose application is dismissed with prejudice cannot apply for another channel in the same area. But the review board said that RAETA can apply for a waiver of the rules to allow it to file for channel 21.

Former New Yorkers take over in Las Vegas

Ownership of KRAM Las Vegas, has been transferred to Ted Oberfelder and Burton Lambert. Mr. Oberfelder will continue to serve as president and Mr. Lambert will be executive vice president. Mr. Lambert most recently was vice president and general manager of KLAS-TV Las Vegas.

Messrs. Oberfelder and Lambert each own 43% of the station, with their wives each owning 7%. FCC approval of the transfer of control for the book value of the stock took place Dec. 23, 1965. The transaction was consumated Jan. 13. Mr. Oberfelder originally owned 20% of the station. Among other principals before the sale: Leonard Blair and Ovsay Lipetz, both 25%; Sidney Lambert, 10%; Ralph Olswang, 5%; Jack Gross, Sidney Krause and George J. Hirsch, each 3%.

Both owners are former New York broadcasting executives. Mr. Oberfelder was vice president of ABC and Mr. Lambert was a vice president of RKO General Broadcasting.

RKO wants inquiry into L.A. channel 9

Preliminary skirmishing has broken out in the effort of a group of Los Angeles area men to take from RKO General Inc. its authority to operate a television station on channel 9 in Los Angeles (BROADCASTING, Nov. 8, 1965).

RKO has asked the commission to conduct an inquiry to determine whether the original Oct. 25, 1965, application of Fidelity Television Inc. for a new station on the channel was legitimate, or whether it was a "blocking" or "strike" application.

RKO, which operates KHJ-TV on the channel, requested the inquiry after Fidelity amended its application on Dec. 2, 1965, to reflect a more-than-50% change in ownership of the corporation. Additional changes in ownership were reported in an amendment filed Jan. 12.

History of Changes ▪ In the first changes in ownership reported, Ross W. Cortese, 40% owner and the treasurer and a director, disposed of all of his stock and William G. Simon, president, sold 20% of the 40% he had owned.

Eleven new stockholders, two of whom were named directors, were added, all of them owning 10.31% or less. The new stockholders included motion picture producer Mervyn LeRoy and Kenneth E. BeLieu, who had served as assistant secretary and undersecretary of the Navy from 1961 to 1965. Mr. BeLieu is now executive vice president of Leisure World Foundation, which provides services to Leisure World retirement communities. Mr. Simon is president of Leisure World Foundation.

Both Mr. LeRoy and Mr. BeLieu were listed as owning 10.31%, but Mr. BeLieu's holdings were later reduced by about half, and the holdings of all other owners were shaved slightly. This was to permit the sale of a total of 10.11% in stock to five new principals, according to an amendment filed Jan. 12. One of the new owners is Anthony I. Owen, president and 50% owner of Todon Enterprises, a television production company. He is reported to have a net worth of $4,726,600.

The new stockholders who are directors are George R. Johnson, an attorney, and Nello C. DiCorpo, dean of community services of Cerritos College, Norwalk, Calif., and Mr. Johnson. They replaced Mr. Cortese and Dr. Louis J. Cella Jr. on the board. Dr. Cella, a physician with considerable business interests, remains a 10.1% owner of Fidelity.

RKO said that radical changes give rise to a suspicion that Fidelity filed its Oct. 25 application merely as a "blocking" device to prevent the granting of KHJ-TV's renewal application until Fidelity could complete its organizational plans.

RKO said the commission should conduct an inquiry into the bona fides of the original application before designating the applications for a comparative hearing. If the application was not bona fide, RKO said, it could be denied comparative status.

Fidelity's Reply ▪ Fidelity stated that RKO has "no facts to support its groundless suspicion" and urged the commission to deny the request for an inquiry.

Fidelity said the changes in ownership resulted from Mr. Cortese's decision to withdraw "because of the expansion of his principal business ventures and the consequent restriction on his ability to contribute his time and effort to the proposed television station." Mr. Cortese is a real estate developer, with interests in business, shopping and medical centers.

Phone-holding company gets CATV franchises

Universal Telephone Inc., Milwaukee, holding company for a group of independent-telephone companies, announced last week that its subsidiary, Universal Cablevision, had acquired franchises for a chain of community antenna television systems in Northern Wisconsin.

Franchises were acquired, Roy H. Dittmore, president of UTI, said for Ashland, Bayfield, Bloomer, Hayward, Melon, Phillips and Washburn. He also reported that UTI has purchased the CATV system in Spooner, Wis. The company already operates a CATV system at Sparta, Wis., and an affiliated company is constructing a system at Ladysmith, Wis.

UTI, Mr. Dittmore said, has applied for franchises in Milwaukee and other lake shore areas.

BROADCAST ADVERTISING

Why Ajax vanquished Mr. Clean

Exaggerated symbolism proved more successful than reliance on numbers, Katz spot-TV seminar told

Reliance on numbers alone in television today can produce much less than the best advertising results, more than 150 Chicago area agency representatives were advised last week at the third of four spot TV seminars being sponsored across the country by The Katz Agency Inc. Spot TV success stories also were reported.

The final Katz seminar will be held in San Francisco March 3. Earlier meetings were in Boston and New York.

Television advertising consultant Harry Wayne McMahan related how Procter & Gamble's Mr. Clean lost out in the marketplace to Colgate-Palmolive's Ajax by insisting that spot TV buying be done strictly on the basis of cost-per-thousand efficiency. Ajax meanwhile captured the liquid cleaner market through its more creative commercials based on exaggerated symbolism, he said, and with but a fraction of the P&G investment.

After P&G realized it had poured millions down the drain chasing numbers and trying to fight Ajax on numbers and then trying to fight Ajax on a product feature (ammonia), Mr. McMahan said, the soap giant developed a new product, Top Job, and has been successful once again by concentrating more on the commercial content. It proved that the persuasive commercial can be six times more effective, he said.

Look at Ratings ▪ Charles Harriman Smith, president of his own Minneapolis consulting firm and a pioneer in the development of broadcast ratings, cautioned buyers to be more aware of the background details in the rating data such as methods, sample sizes and the degree of respondent compliance.

He warned that the often popular "most rating points" method of buying spot today is "not meaningful and is out of date." Any one of several stations could be chosen best in a market merely by shifting criteria, he explained, suggesting the system be used only as a supplementary guide.

Mr. Smith said agencies have more demographic data to go with their ratings than they are able to process and utilize today but he felt the computer will soon overcome this problem. He warned buyers to be alert to realize how thin a sample base much of the newest data (such as product use) came from in many instances before they were multiplied to show the total market proportions.

Sharp Success ▪ Edward P. Reavey Jr., marketing director of the Hamilton Beach Division of Scovill Manufacturing Co., related how spot TV helped make sales history for the firm's electric carving knife during the past two years. Sales in 1965 passed $50 million, he said, almost double the initial year before.

William B. MacRae, vice president of Television Bureau of Advertising, outlined how spot TV has become the "workhorse medium" for major advertisers like General Mills.

Scott Donahue, Katz vice president-television, cited the extensive research and service facilities offered agencies by the modern representative as part of the creative selling process today.

Mobil buys radio-TV for safety campaign

Mobil Oil Co., operating division of Socony Mobil Oil Co., New York, through its agency Doyle Dane Bernbach, that city, has started a $4 million corporate campaign devoted exclusively to public safety. Half of the budget has been set aside for radio-TV.

Fred H. Moore, president, saw the institutional promotion as a "moral responsibility that goes along with selling gasoline and oil." The advertising message hinges mainly on the theme "We want you to live," with just a mention of the company's identity. By mid-March the campaign will swing into spot and network TV, and later enter radio.

Mobil Oil plans to tie the safety advice into some of its present TV sponsorships: alternate-week time on three network programs and a weekly slot on ABC-TV's *Wide World of Sports*.

The company's consumer account with an estimated $8.5 million in billings, now with Ted Bates & Co., comes under DDB's wing effective April 6 (AT DEADLINE, Jan. 10).

Appreciation of radio citied in Mutual gains

Mutual scored a 20% increase in sales in 1965 over 1964 and has started 1966 with another 20% boost in business placed over the comparable period last year. Raymond H. Smith, general sales manager, in announcing the increase last week, attributed it to "a generally greater appreciation of network radio as a good marketing buy."

Among the new or expanded accounts on Mutual during the past year have been Colgate-Palmolive Co., (through D'Arcy Advertising); State Farm Insurance Cos. (Needham, Harper & Steers); Motorola Inc. (Leo Burnett); National Brewing Co. (W. B. Doner Inc.); E. I. Du Pont de Nemours & Co. (BBDO); AT&T (N. W. Ayer & Son); Reynolds Tobacco (William Esty Co.); Mennen Co. (Warwick & Legler); Campbell Soup (BBDO) and American Tobacco Co. (Sullivan, Stauffer, Colwell & Bayles).

Baking firm turns to color-TV spots

Arnold Bakers Inc., Greenwich, Conn., believes its products represent "a taste of the good life." So it's spreading the word with a $2 million advertising drive in 19 major markets that features color-TV commercials.

The greater part of the Arnold budget is in spot TV. One color-TV commercial already being telecast features Gloria Okon for Brick Oven bread. More color-TV commercials are being produced for the company's bread and roll products, as well as a separate commercial series on cookies for youngsters. In addition, the bakery plans TV spots for its new Giraffe bread to supplement recent promotion.

During 1966, Arnold Bakers will use color and black-and-white TV announcements in news reports, movies, personality programs and various daytime shows. Its TV markets include New York; Boston; Providence, R. I.; Springfield, Mass.; Hartford-New Haven, Conn.; Philadelphia; Baltimore-Washington; Albany, Rochester, Syracuse and Buffalo, all New York, and Charlotte, N. C. Arnold's agency is Norman, Craig & Kummel, New York.

The bell is tolling for Wade Advertising

The remaining accounts of Wade Advertising, Chicago, began looking for new agencies last week despite efforts of agency principals to keep the business together following Miles Laboratories Inc.'s decision to move all of its billings to Jack Tinker & Partners, New York (BROADCASTING, Jan. 24). Among the accounts looking for new agency homes are Toni Co., Hamilton Beach and Dow Corning.


Mr. Wade

The Wade Chicago office is expected to close its doors about May 1. The agency's Los Angeles operation should be able to continue intact although it may choose a new name. Its chief accounts there are Signal Oil Co. and Barbara Ann Baking.

Wade has been a prominent agency name for several decades and first gained wide attention for considerable success in building Alka-Seltzer as a major national proprietary brand through radio and more recently TV. The Miles product moved to Tinker in late 1964. Just a fortnight ago the advertiser announced the remainder of its products at Wade would soon move to Tinker too. Wade billed nearly $30 million just a few years ago, mostly in broadcast.

Official confirmation is expected in about another week or so that A. G. (Jeff) Wade, board chairman of Wade, will join Tinker as executive on the Miles account along with a group of other Wade people who also have been workers on the Miles business there. Mr. Wade is the third generation of the Chicago agency family that over the years had been closely associated with the Alka-Seltzer founding family at Elkhart, Ind.

Two years ago Mr. Wade's sister sold her shares in Wade Advertising to agency employes, many of whom already had substantial holdings. Mr. Wade then became the only member of the family to still retain an interest. He presently is offering all stockholder employes the opportunity to sell their shares back to the corporation at a considerable profit. He ultimately will liquidate the corporate shell.

Forrest Owen Jr., Wade president, stressed Thursday (Jan. 27) that the agency is fully solvent and will be able to close out all of its business in an orderly manner, take care of all of its employes properly and still end up with a surplus. He said the agency has received a "tremendous number of calls" from other agencies offering positions to Wade people.

An informal committee headed by Wayne Schott is handling personnel placement and inquiries. Wade presently has about 150 people.

Toni Co. presently places about $3 million of its business through Wade. The major-TV advertiser's other agencies include North Advertising and Clinton E. Frank Inc., both also Chicago. Hamilton Beach has used Wade for new products. Its other consumer agency is Frank. Dow Corning's billing at Wade has been for consumer products.

Ballantine beer drops another agency

A restless $8-million beer account is on the move again. P. Ballantine & Sons, Newark, N. J., and Young & Rubicam, New York, parted company last week over unspecified advertising-policy differences. The company said Thursday (Jan. 27) it had narrowed its search for a new agency to three possibilities after studying presentations of six.

Ballantine was one of six brewery advertisers active in radio-TV that switched agencies in 1965, contributing to the record $198.5 million in broadcast billings estimated as changing hands last year (BROADCASTING, Jan 3).

In 1965 Ballantine moved its beer and ale accounts, at the time estimated at $6 million and $2 million respectively, out of William Esty Co., New York, and appointed Y & R for the beer and Sullivan, Stauffer, Colwell & Bayles to handle the ale portion.

Ballantine is a consistent user of radio and television. It's estimated that about $6.8 million of the approximately $8 million budget is in broadcasting. The Ballantine ale account is said to be billing about $3 million a year, with a substantial portion in radio-TV.

Last year Y&R worked up a Ballantine radio campaign that features a "2,500-year-old brewmaster" and has received widespread attention among audiences and also in radio broadcasting and advertising offices. Many reports of the Y&R-Ballantine split in the consumer press last week gave primary attention to the brewmaster campaign, a fact that radio authorities regarded as a major compliment, since radio represents less than a dominant share of the advertising budget.

Ballantine said it should name its new agency by Feb. 4. Among those most prominently mentioned: Foote, Cone & Belding; SSC&B, which would add beer to the ale account, and McCann-Erickson. The brewer sponsors New York Yankees and Philadelphia Phillies baseball and New York Giants and Philadelphia Eagles football, among other radio and TV advertising.

DDB gets big account from Lever Bros.

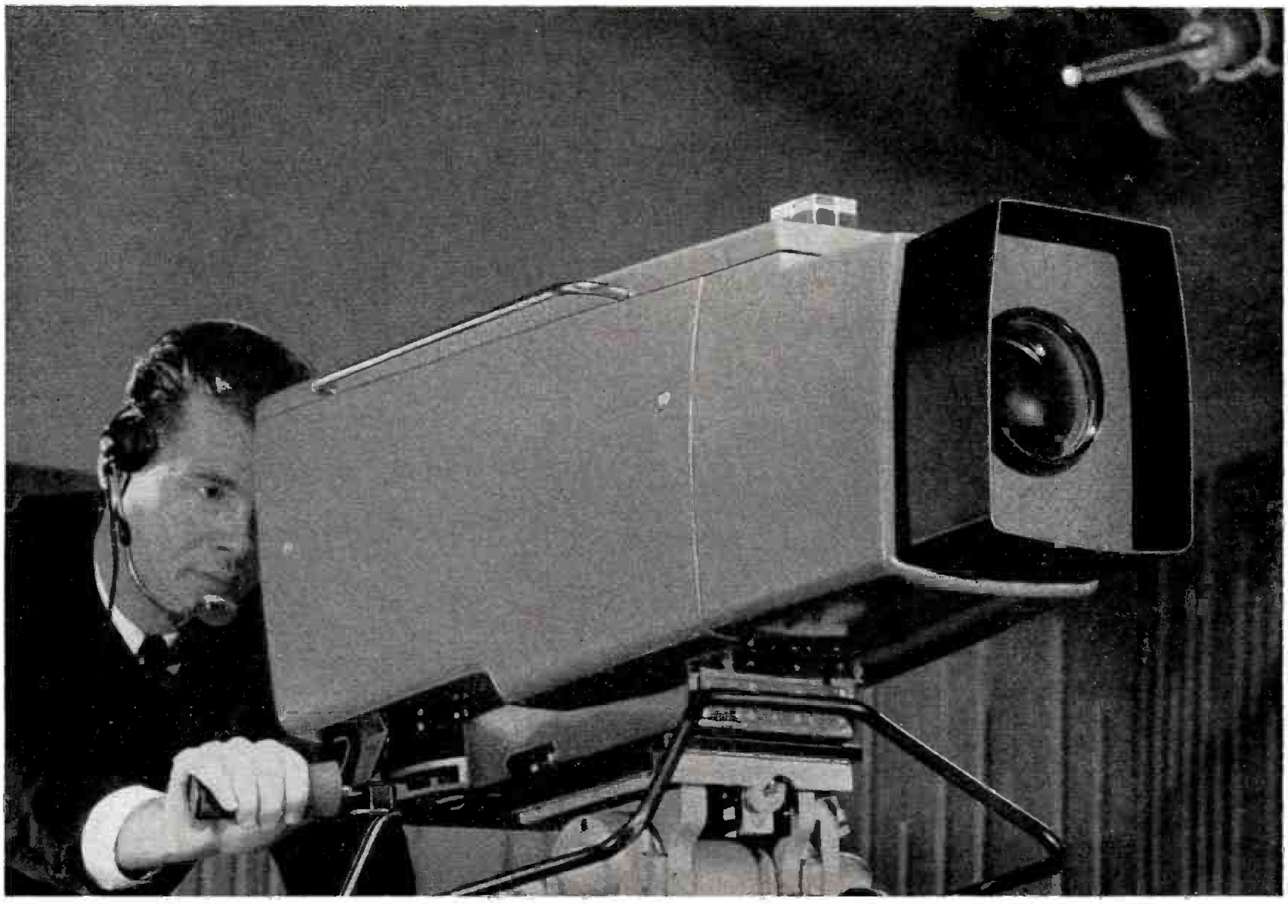
Riding a hot streak of recent account acquisitions—an estimated $40 million in new billings since September—Doyle Dane Bernbach, New York, last week picked up a potential $6 million to $8 million more in a Lever Brothers account switch.

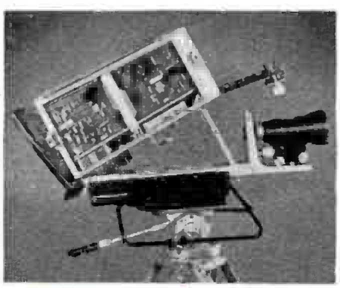
The Lever product involved, Golden Glow soft margarine, was at Sullivan, Stauffer, Colwell & Bayles, New York. Golden Glow, which is now in test markets, is expected to be marketed nationally some time this year with TV playing a major part in the introductory campaign. Lever indicated the agency change was promoted by Lever's assignment to SSC&B of an "important new food product not yet marketed."

In another Lever switch, the Mrs. Butterworth's syrup account, with estimated billings of $1 million of which $240,000 is in radio-TV, went to BBDO, New York, from the J. Walter Thompson Co., also New York.

Rep. appointments . . .

- WEXT Hartford, Conn.: Venard, Torbet & McConnell, New York.
- KROP El Centro, Calif.: J. A. Lucas Inc., Los Angeles.
- WNEB Worcester, Mass.: Harold H. Segal & Co., New York.





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Army's print advertising was 'a bust'

The U. S. Army spent $82,000 on advertising in the last six months. But none of the money found its way into broadcasters' tills.

Instead, the Army placed ads in about 50 newspapers in the same number of markets. The campaign, designed to encourage enlistments, "was a bust" according to a Defense Department spokesman.

In five markets, the Army used display ads in the classified-advertising sections of newspapers. But the results were the same—virtually zero. The other newspaper ads were two columns wide by 14 inches long.

Several popular magazines were used. And they too produced results that were less than spectacular.

"The campaign was run as a trial. And we have no plans for 1966 of renewing the schedule," the Defense Department spokesman said.

At the same time—September, October and part of November—the Army circulated two-minute public-service programs among more than 2,500 radio stations. In television, more than 500 stations carried one-minute spots—all at no charge.

The Navy, Marine Corps and Air Force have not used any paid advertising and feel no need for it at their present enlistment rates. All, however, use the public-service time made available to them by broadcasters. And all of the armed forces credit their broadcast exposure with the bulk of their recruiting success.

Agency for the Army campaign was Ketchum, MacLeod & Grove, New York and Washington.

Interpublic reports TV volume up 7.5%

Advertising expenditures on network and national spot TV rose by 7.5% in 1965 to $2.1 billion, according to the 1965-66 edition of *The Decade of Incentive*, published last week by the Interpublic Group of Companies Inc.

Total advertising expenditures in the U.S. reached at least $15 billion, a 5.5% increase over 1964, according to the report. It is based on studies prepared by Marplan, a market-research component of the Interpublic group. The latest review is the eighth in a series begun in 1959.

Interpublic reported that national advertising in magazines rose by 9% to $1.2 billion, while national advertising in newspapers remained static at an estimated $800 million.

The report indic. ted that national advertising outpaced local advertising, gaining at a rate of 6% in 1965 and reversing the 1964 trend. Local media increased at a rate of 5% last year.

Total media rates rose by about 5% in 1965 and are expected to show a similar rise in 1966. Interpublic estimated that in 1966 network TV rates would jump by 5%; spot TV, 6%; network radio, 3% and spot radio 4%.

Children's unit at BBDO

BBDO has established a unit, called Children's Marketing Opportunity, to offer full agency services oriented specifically to children's marketing.

The services of CMO, staffed by its own account, creative, marketing, promotion and research personnel, will be offered to BBDO and non-BBDO clients for a fee. The group has operated experimentally for two years. It will be headed by Donald A. Wells, executive vice president in charge of marketing, media and research.

Carson/Roberts sets up new media department

Prosperity is bringing changes to Carson/Roberts Inc., Los Angeles. The West Coast-based advertising agency, which has seen its gross billings increase from $10 million to more than $20 million in the last five years, has consolidated its print and broadcast media operations into a single department. The reorganization was made necessary by the agency's recent acquisition of advertising accounts requiring broad multi-media services. The current ratio of broadcast to print is about 60%-40% of gross billings.

Heading the consolidated department is Eddie Smardan, appointed to the newly created post of media director. Under the previous organization, Mr. Smardan was director of broadcast media and shared media planning and buying responsibilities with Beverly Plotkin, who directed print media. Miss Plotkin is now assistant to the president at C/R.

Media-planning operations will be conducted through a media-review board comprised initially of a media-research director and three media supervisors. The supervisors will have responsibility for specific account assignments and will in turn direct the activities of print and broadcast-media buyers (for appointments to key supervisory posts see page 69).

Business briefly . . .

The Maytag Co., Newton, Iowa, through Leo Burnett, Chicago, will begin a special 13-week radio-TV campaign on March 2 for its new line of washers and dryers. Maytag, which is using color commercials for the first time, has scheduled 20 one-minute participations in six NBC-TV prime-time programs and local dealer co-op radio commercials throughout the country. Radio will be used in major markets in Canada along with a TV spot schedule in Montreal.

Zenith Sales Corp. through Foote, Cone & Belding, both Chicago, is increasing its color participations in prime evening shows on all three TV networks during the first quarter of this year as part of a record $4 million advertising budget for the period. A heavy portion of the budget is slated for newspapers and magazines. The budget is 60% greater than for the same period last year.

Ozark Air Lines through D'Arcy Advertising, St. Louis, will make radio its primary advertising medium this year with 30-second and minute commercials being used on 144 stations in 58 cities. Ozark also will use TV spots on 43 stations in 24 markets plus newspaper and outdoor support.

Van Praag adds large facility in Florida

Van Praag Productions Inc., New York, producer of commercials and industrial films, has established facilities at Studio City in North Miami, Fla.

The Van Praag operation at Studio City will offer full production services for commercials and feature films, documentaries, strip and slide films and industrial shows, according to William Van Praag, president. He said that the Studio City complex includes six completely equipped sound stages, covering approximately six acres of ground space, and a processing lab for both color and black-and-white film.

Also in advertising . . .

Sold out ▪ ABC-TV's weekday early-evening newscast, *Peter Jennings with the News*, which begins its second year this week, is sold out for 1966, according to James E. Duffy, ABC vice president in charge of TV network sales. Among major advertisers participating in the news program are American Chicle, Andrew Jergens, Armour, Bristol-Myers, Brown & Williamson Tobacco, Colgate-Palmolive and Menley-James. ABC said *Peter Jennings* is carried on 130 stations.

Record entries ▪ A record total of 2,480 radio and TV entries has been received for the sixth annual International Broadcasting Awards Competition sponsored by the Hollywood Advertising Club. This represents an increase of 585 over last year. The IBA presentation of awards will be held March 15 at the Hollywood Palladium.

Agency appointments . . .

▪ The Whitehall Laboratories division of American Home Products, New York, has appointed Helitzer, Waring & Wayne, same city, to handle advertising for a new medicated children's product to be put in test markets in two or three months. An agency spokesman said that television will be used almost entirely in the company's future advertising plans.

▪ McKesson & Robbins Inc., New York, has appointed Kane, Light, Gladney, that city, to handle its advertising (about $1 million annual billing) for products of both McKesson Laboratories and the company's wholesale drug department. The account, formerly handled by Clyne Maxon, New York, allocates about $100,000 in broadcast for the laboratories division. The company's budget for wholesale drugs is for nonconsumer advertising. An expanded use of broadcast was indicated by agency and client.

▪ Seamless Rubber Co., New Haven, Conn., has appointed Howard Marks Advertising, a subsidiary of Norman, Craig & Kummel, New York. The account bills an estimated $250,000 and was formerly with Hepler & Gibney Inc., New Haven. Howard Marks, producing art and copy for some 13 clients with accounts estimated at somewhere under $1 million (BROADCASTING, Dec. 27, 1965), divides its advertising about equally between radio-television and the other media.

What's the main medium for news?

RAB study says radio is preferred from dawn to dusk, with TV favorite at night

Radio emerges as the dominant source of news in a study being released today (Jan. 31) by the Radio Advertising Bureau.

The study, by Trendex Inc., gives radio a commanding lead over television, and an even more commanding one over print media, as the public's major daytime source of news.

Radio is shown as by long odds the major source of news for people upon arising, throughout the morning and throughout the afternoon. Even at night (6 p.m. to bedtime), when TV moves into top position as a news source, radio continues to outrank newspapers. Magazines are shown in fourth place in all day parts.

The Trendex findings contradict, and RAB sources say they refute, those of Elmo Roper & Associates in a series of studies that placed television in top place as the medium from which most people get most of their news.

The Roper studies, commissioned by the Television Information Office, showed newspapers in first place in 1959 and 1961 but behind TV in subsequent research, conducted in 1963 and 1964. Radio was ranked third in all four studies.

RAB sources contend that Roper used a generalized question in asking people where they get most of their news "about what's going on in the world today." They say many advertisers have found that TV's glamour is so great that people, when asked about a particular ad, often say they saw it on TV even though it may never have been on TV.

Hazard Avoided ▪ RAB authorities say the Roper question was subject to the same sort of reaction but that the Trendex study avoided this hazard by focusing attention on news sources during specific times of the day.

Miles David, RAB president, didn't mention the Roper research but said the Trendex findings "correlate with other studies, including R. H. Bruskin data showing that 80% of all adults average far more time during the daytime hours with radio than with TV or any other medium."

In an apparent allusion to the Roper studies he said that although TV is an important news medium, its claims to being number one are based on generalized rather than specific research techniques.

"Most of TV's impact is within a relatively small number of nighttime news shows," he said, "whereas radio's impact in the news field is continuous."

The Trendex research also shows, he said, that radio is the dominant news medium in the hours "when most news sources normally break major stories.

"The study reaffirms radio's dominance as a news medium, both as the first source of news and for continuing news coverage," Mr. David said. He described the major findings as follows:

"Radio remains far and away the first medium people turn to in the morning for news. Almost 70% said radio was their morning media source of news. Obviously the medium people first learn the news from is radio, and by a margin of five to one compared with TV."

Always Beats Print ▪ "Radio's lead holds firmly throughout the afternoon. Radio is the leading source for news from noon to 6 p.m. by a substantial margin. During two-thirds of the day radio is the dominant news source. In the remaining third—6 p.m. to midnight—when people do the bulk of their entertainment-TV viewing, they report TV also leads as the news source. However, radio remains an important source of nighttime news, running ahead of evening newspapers."

The findings were based on completed interviews with 928 adults distributed almost equally among three major markets: Boston, Chicago and Los Angeles. The study was made last September.

Respondents were asked how they "get the news" when they first arise in the morning and how they "keep up with the news" from then till noon, from noon to 6 p.m. and from 6 p.m. until they go to bed. Here, RAB said, is how they replied:

Source	On arising	To noon
Radio	70.3%	69.1%
Television	9.2	16.2
Newspapers	20.5	13.8
Magazines	0.0	0.9

Source	Noon-6 p.m.	6 p.m. to bedtime
Radio	45.8%	14.7%
Television	27.5	72.2
Newspapers	13.4	12.5
Magazines	13.3	0.6

CATV spots bring fairness into Waco

The FCC's fairness doctrine lurks in the background of the current community antenna television industry campaign to get subscribers to write their congressmen in protest against the FCC's scheduled move to consider assuming jurisdiction over all CATV's (BROADCASTING, Jan. 24).

In Waco, Tex., for example, R. E. Lee Glasgow, president of WACO there, declined to run a schedule of spots ordered by the local CATV system, TV Cable Inc. In the interests of fairness he offered the cable company and KWTX-TV Waco and KCEN-TV Temple a 30-minute discussion program. Though the TV stations accepted, the cable systems declined.

Mr. Glasgow cancelled the proposed discussion program. He remarked: "It would have been a very informative program and we believe we have acted in the best public interest and according to the dictates of the fairness doctrine."

Meanwhile both KWTX-TV and KCEN-TV requested and received free time from Waco's KBGO and KAWA (not WACO as reported in BROADCASTING, Jan. 24) to rebut anouncements run by the Waco CATV system.

Not satisfied with the four daily spots offered by KAWA, Bob Lundquist, general manager of KCEN-TV, reported that he had purchased an additional five daily spots to tell the broadcasters' side of the story. The schedule ran for three days.

A new super critic for TV

Cox deplores tendency to copy success and network ratings race

FCC Commissioner Kenneth A. Cox last week proved to be as tough a critic of television programing as broadcasting has seen since Newton N. Minow left the commission.

"It seems to be generally agreed," he told the final session of the annual radio-television institute in Athens, Georgia, Thursday, "that the current television season falls somewhere in the range between undistinguished and calamitous."

The commissioner indicated he supported that view.

He said there was in the current season "more than the usual effort to copy" successful program ideas. And no new concepts are being introduced, he said, "unless you think the KAPOWS and ZOCKS superimposed on film of *Batman* meet that test."

He deplored the growing trend to programs designed for youngsters. He said that, in view of the increasingly large part of the population that youngsters fill, the trend can be explained in terms of "cultural democracy" and network concern with ratings. But other needs are being ignored, he said.

And the growing number of feature films on network television, he suggested, is as much a matter of sorrow as concern. The network reliance on them, he said, is "a particularly distressing capstone to a long steady trend away from the emphasis on the excitement and fluidity of live television in the 1950s."

He did see one bright spot—the new series that ABC plans to launch in the fall which will feature experimental programing, *ABC '66*.

Another disturbing element of the television programing picture he saw was the increasing emphasis being placed on ratings in relation to the value of network stocks on Wall Street. He said networks would do well to reverse the trend. And if the commission can help in this, he said, it should.

In this connection, he noted that some advertisements he has seen trumpeting ratings successes do not comply with the guidelines that the Federal Trade Commission has laid down for the use of ratings. This should be watched, he said.

The commission, a firm believer in strict regulation of commercial practices, chided broadcasters for considering abandoning the commercial time standards of the National Association of Broadcasters code. He referred specifically to BROADCASTING'S editorial campaign against the code, based in part on the fact that commission uses it to regulate commercial time.

"If a broadcaster doesn't follow the industry standards he said he would follow we ask him for an explanation," the commissioner said. This achieves a flexibility the code lacks, he added. But this use by the commission "is not an adequate reason for scrapping" the code.

The commissioner disclosed that the commission will issue a warning to broadcasters regarding contests and promotions that are "contrary to the public interest."

He said the commission has received a large number of complaints about contests that frighten the public or lead to disturbances, and has issued a warning on them. Actually, the notice, though prepared, has not yet been issued.

The broadcasting picture wasn't all bleak, even from his point of view. Profits are up for radio and television, "which reflects the popularity of broadcasting," he said. Broadcasters, "with some exceptions," performed valuable services during the Watts riot in Los Angeles last summer. Radio stations with auxiliary power were of great help during the Northeast power blackout, he said, and radio and television did a good job in Hurricane Betsy. And television, although viewing by some measurements is down, "remains America's favorite pasttime."

ABC-TV plans preview of '66-67 programs

ABC-TV will unveil its program-development plans for the 1966-67 season on Feb. 1. The network will be host to more than 1,000 advertising and sales executives at a breakfast at the Waldorf-Astoria in New York.

Similar presentations will follow at the Conrad Hilton in Chicago (Feb. 7), the Sheraton-Cadillac in Detroit (Feb. 11) and the Fairmont in San Francisco (Feb. 17). The network calls its showing, which includes a report on its so-called "second season" concept, "The Look of Tomorrow."

FCC obliged to touch religion

Cox views at NRB meeting conflict sharply with '65 Loevinger talk to group

It took a year, but the nation's religious broadcasters last week finally heard a contrasting view on the question of whether the FCC's inquiries on religion violate the Constitution.

Commissioner Kenneth A. Cox, speaking at a luncheon meeting of the National Religious Broadcasters 23d annual convention in Washington, not only said the commission could ask about religious programing without violating the Constitution. He said the commission should ask such questions.

It is the commission's expressed interest in that area of programing, he believes, that has kept religion on the air to the extent that it is.

Commissioner Lee Loevinger, in an address at the religious broadcasters' convention last year, attracted considerable attention with the contrary argument that the commission was breaching the constitutional wall between church and state by inquiring about religious programing (BROADCASTING, Feb. 1, 1965). Communications attorney Marcus Cohn has taken the same position (BROADCASTING, Jan. 4, 1965).

No Danger ▪ Commissioner Cox said there was no danger the commission's queries would violate the ban against establishing a religion. "There is a tremendous diversity" in the religious programing that broadcasters report, he said. "What religion are we supposed to be establishing?"

The commissioner asserted, as he has in the past, that the commission has authority under the Communications Act and court decisions to look into programing—so long as it doesn't censor programs. How else can the commission determine whether a broadcaster is performing in the public interests, he asked. And religious programing is an area of legitimate commission interest, he said.

The commissioner acknowledged the present commission policy poses problems. But he said he would "prefer to continue the dialogue between the regulatory agency and its regulated but highly vocal licensees" than risk a fundamental change in the system of broad-

Why war news must be honest

Stanton says public can't make intelligent judgments if TV yields to pressures for sanitized coverage

Dr. Frank Stanton, president of CBS Inc., stood up last week to the critics who feel that television coverage of the Vietnam war should report only good news and avoid the horrors and unpleasant scenes.

Both the good and the bad must be reported forthrightly if the American people are to understand the issues and properly exercise their "ultimate responsibility" for national policy, he said in a speech Friday (Jan. 28) at the 39th annual convention of the Soap and Detergent Association held in New York.

This applies, he said, to both the war itself and the issues behind it.

"The forthright reporting of unpleasant facts has inspired adverse reactions both from the public and from Washington," Dr. Stanton said. "Unjust and senseless charges of unpatriotic conduct have been made against correspondents for doing their jobs under the most difficult conditions imaginable. . . .

"There are those, too, including many in the government, who would like only the good news reported. Threats of reprisal, of making a difficult job all but impossible, have not been unknown."

Into the Open ▪ But failures and mistakes are an essential part of the story, Dr. Stanton continued. If they are to be avoided or corrected, it will not be by hiding them but only by bringing them fully out into the open where the people have a chance to examine them and then to make their opinion felt."

Television news, Dr. Stanton said, has been accused of "bringing the horrors of war too vividly into the American home," reporting facts, "too unpleasant for the public to know," and showing "too much of the fighting." At the same time, he said, TV has also been accused of "not showing enough of the fighting and too much of the draft-card burning," of being "propagandists for the war, and propagandists against it."

He continued: "The human face of war is never pleasant to look upon, and its stark reality is far more jolting in the quiet living room on Elm Street than it is on the battleground. But the fact of the matter is that Elm Street is no less involved in this conflict because of its distance from the combat area and because fighting is delegated to a comparative few of the young.

"Decisions made in Washington and culminating on a steaming, tortured peninsula 10,000 miles away begin in the living room and end there. To ignore this is to deny our birthright and our responsibility as a free people."

The Facts ▪ "We had better know, as close to first-hand as we can get, the realities, the facts, even the atmosphere and climate of the events both giving rise to and springing from [national policy] decisions," he added.

Unlike any other war, Dr. Stanton said, Vietnam's is witnessed daily by most Americans, and "very possibly before it is over, it will be brought directly by satellite."

Though TV, he continued, "war has ceased to be a far-off thing of cold casualty statistics, unpronounceable geographical names and unread speeches by unknown statesmen. The misery of the war—the fear, the drudgery, the intensely felt convictions, the troubled dissents, the shrill protests, the deep determination—all these are brought full-scale to the people with whom the final responsibilities for national commitments in a democratic society rests."

In a film that assembled clips from CBS News reports, Dr. Stanton showed examples of the kind of coverage he was both defending and calling for. Among them: a GI dying, another with severe leg wounds, a soldier caught in a bear trap, a helicopter shot down and destroyed, marines burning villagers' huts and, at home, draft-card burnings, protests and debates over U. S. Vietnam policy.

"It seems to me," he asserted, "that there is no more important responsibility of broadcasting today than to report those events fully, accurately and forthrightly, and to analyze their meaning candidly and decisively."

He cited public-opinion surveys, showing that most Americans understand and generally support this country's being in Vietnam, as evidence that the policy of giving the public the facts —"the shocking as well as the placid, the ominous as well as the reassuring, the dissenting as well as the agreeing"—is the only right policy for a free people.

Not National Spokesman ▪ This does not mean, he said, that journalism should be a spokesman of national policy.

Dr. Stanton said that "we scrupulously follow" the general news-reporting principles advocated by the Defense Department to protect military security, and in addition "do everything we can to avoid revealing the identities of in-

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casting.

He raised the possibility of such a change in the event the public, feeling deprived by a lack of religious programing, sought relief from Congress. Members of Congress, he said, would be faced with the same church-state issue that has been raised in connection with the commission actions.

Much of the heat has gone out of the argument over religious programing as a result of the commission revising its program-reporting form for radio and television. The radio form is in use and the TV form is awaiting final approval (BROADCASTING, Jan. 24). Neither mentions religious programing explicitly.

However, Commissioner Cox noted that the form requires information on a general category of programing, which includes religion. It also asks for "typical" programs which the broadcaster carried to serve the public interest. And these could include religious programing also, he said.

FCC Chairman E. William Henry, who spoke briefly, drew applause from the audience with the remark that, "insofar as the commission handling of this [religious] matter is concerned, I see no problem."

He also said, during question-and-answer period following Commissioner Cox's talk, that he would like to see the question of the commission's authority over programing settled by a court case.

He noted he had often urged broadcasters to bring such a suit—which they could do, he said, without jeopardizing their license. "But they won't take me up on it," he said.

Talk format is center of CBS program meet

Talk shows are great, representatives of the seven CBS-owned radio stations have decided, but they ought to be called something else. That's what came out of the third annual program meeting of the network's owned facilities held last week at Highlands Inn, Carmel, Calif.

"We would like to be able to give it one 'umbrella' title," said Fred Ruegg, vice president, station administration, CBS Radio, "but there is danger in calling all types of information in radio just plain 'talk'."

In reaffirming their belief "that information radio is the most effective way of reaching the greatest number of radio listeners," the various CBS station

A soldier tries to hear the heartbeat of a wounded comrade in Vietnam. The fallen GI died, virtually on camera, as CBS News filmed a rescue operation under fire. This was one of the incidents cited by CBS President Frank Stanton last week in asserting television's obligation to give the public full and forthright war coverage despite critics, including many in government, who contend that TV should play down bad and unpleasant news. Dr. Stanton also showed other clips in this vein.

dividual casualties before next-of-kin have been notified."

But like all conscientious journalists, he said: "We are not subscribing to any theory of news by hand-out, telling the American people only what somebody arbitrarily decides that they should know and concealing the rest."

He had high praise for the broadcast reporters and cameramen covering the war:

"Operating on their own in a war of no fixed positions, they have had to use ingenuity, persistence and sheer guts to bring the harsh reality of this agonizing war home to us here in the U. S.

"They have to provide for themselves and work in isolation from their colleagues. For their pains—and I use the word literally—they have been attacked more often then they have been praised. . . . The men who risk their lives in the front line to get the sounds and sights of the embattled, and the men who stay up all night to get the material ready for the air, are treated in many cases as if they invented the events and conditions they are reporting."

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managers reported on their ways of using the talk format. Highlight of the meeting was a description of the "Ombudsman" method, a Scandinavian-originated communications tool, used by WEEI Boston. It places listeners in direct contact with representatives of public agencies and businesses who can best answer their questions. The program technique was said to have contributed largely to a rise of 81% in national spot billing and 51% increase in local sales on the station last year.

The CBS-owned radio stations also announced the start of a talent hunt for more creative people to implement the increase in the amount of talk, news and information shows they plan to produce. Writers, directors, producers and on-air talent will be sought.

Attending the meeting besides Mr. Ruegg and his assistant, Richard Hess, were the seven station managers and program directors and Paul Kagan, manager of press information, CBS-owned radio stations.

Hartke and RTNDA plan fairness meeting

Members of the Radio-Television News Directors Association will meet Feb. 11 with communication experts on Capitol Hill to air problems caused by the FCC's fairness doctrine, Section 315 of the Communications Act, and accessability to regular sessions of the House of Representatives and the Senate.

The RTNDA members, under President Bob Gamble, news director of WFMB-AM-FM-TV Indianapolis, will consult with Senator Vance Hartke (D-Ind.), long an opponent of the equal-time provision; Nicholas Zapple, communications counsel for the Senate Commerce Committee, and Bob Lowe, investigator of the fairness doctrine for the Senate Communications Subcommittee.

Groundwork for the meeting was laid when the senator addressed the RTNDA membership at their convention last October. He called then for an advisory committee from the association to meet with him to help him draft "constructive legislation" to relieve the broadcast industry of the restrictions of Section 315 (BROADCASTING, Oct. 25, 1965).

Joining with Mr. Gamble will be W. Theodore Pierson, Washington communications attorney; Edward F. Ryan, general manager of news and public affairs for WTOP-AM-FM-TV Washington; J. W. (Bill) Roberts, Washington manager of Time-Life Broadcast Inc., and Robert H. Fleming, with ABC News, Washington. All are members of RTNDA's legislative advisory committee.

Also expected to join the meeting are Bruce Dennis, news director of WGN Inc., Chicago, and John Briska, associate member of RTNDA and director of its publicity committee, also Chicago.

According to Mr. Gamble, the meeting will provide RTNDA with an opportunity to discuss repeal of Section 315, the association support "for the use of cameras and microphones to cover the congressional proceedings and committee meetings of the House, support for the freedom of information bill (S. 1160), which would allow citizens to gain information from government as long as certain limitations were retained, and opposition to S. 290, which would make it a criminal offense for a judge, attorney, arresting officer or defendant to give out information concerning a crime prior to the time of the trial.

RTNDA representatives also told the senator they want to express their views on the denial of the coverage of courtroom proceedings, although, Mr. Gamble said: "We know that the Senate has no control over this."

Senator Hartke has asked for consultation with individual broadcasters on their problems with the FCC and its regulations both privately and publicly on several occasions prior to this meeting.

Bob Lowe, whom the RTNDA explicitly asked to meet, is still working on complaints and cases of violations of both the commission's fairness doctrine and Section 315, it was learned from usually reliable Hill sources. Once he's finished, they said, hearings will start on the adequacy of the rules and on suggestions for improvements of them.

No need to wait for the newsboy's delivery

AP-TELEMATION SERVICE INAUGURATED BY SYSTEMS

The 15,247 people in Fort Madison, Iowa, may be far from the centers of world news, but today they have a personal, 24-hour-a-day news printer in their front parlors.

The Mississippi River manufacturing and railroad center in the southeast corner of the state is the first community to have available to it around-the-clock the Associated Press news file. The service is being provided by Iowa Video Inc., the community television system owned by Bill Daniels, Denver CATV broker and group systems operator.

Using the AP-Telemation service, introduced last summer at the Denver convention of the National Community Television Association (BROADCASTING, July 26, 1965), the Fort Madison CATV system is providing TV viewers with a picture of the regular AP teleprinter as it prints the news. The service, an edited version of the regular AP radio file, is presented continuously all day over one channel of the cable system.

The Fort Madison CATV, which was bought by Mr. Daniels last October, also offers eight TV channels (from Cedar Rapids, Davenport, Ottumwa, all Iowa; Moline, Rock Island and Quincy, all Illinois, and Hannibal, Mo.), In addition, it provides a weather channel, including background music.

Two Modes ▪ The AP-Telemation service may be presented in two ways: direct, showing the printer as it is actual typing out the news, and on a "scan" mode, which shows a full view of the report without the teleprinter itself.

Two other CATV systems are also using the News Channel; one is in Brunswick, Ga., and the other is in Longview, Wash.

KUTV(TV) Salt Lake City is broadcasting the AP-Telemation service for one hour after the close of its regular programing at 1:30 a.m., and before its normal programing begins at 6 a.m.

Installation of the AP-Telemation device is underway at 14 other CATV systems, AP officials said in New York last week. The systems: Decatur and Huntsville, Ala.; Monroe and Lafayette, La.; Williamsport, Pa.; Saugus, Calif.; Westerly, R.I.; Mankato, Minn.; Olympia and Bellingham, Wash.; Ware and Greenfield, Mass.; McKenzie, Tenn., and Binghamton, N.Y.

Earlier this month, United Press International announced that it would be offering a similar service to CATV systems and telecasters. The equipment is to be made and sold by Viking Industries Inc., Hoboken, N. J. (BROADCASTING, Jan. 17).

Pyne reaches 165 markets

Paced by sales to 40 radio stations during January, the one-hour *Joe Pyne Show*, has been sold in a total of 165 markets, it was announced last week by Saul Jaffe, president of Hartwest Productions, New York, producer-distributor of the interview program.

The series, which features Mr. Pyne in interviews with controversial guests such as James Baldwin, George Lincoln Rockwell and Helen Gurley Brown, was bought during January by outlets including WBRY Waterbury, Conn.; WNHC New Haven, Conn.; KRIO McAllen, Tex.; KROD El Paso, Tex.; KOLO Reno; KVET Austin, Tex.; WGAN Portland, Me.; WLAD Danbury, Conn.; KBUZ Phoenix; WITL Lansing, Mich.; WEIM Fitchburg, Mass., and WHEB Portsmouth, N. H.

CBS-TV leads in latest Nielsen

CBS-TV claimed last week that its 21.0 average rating in the 7:30-11 p.m. EST period for the two weeks ended Jan. 9 was the highest for any network in the current season. NBC-TV was but a fraction behind with 19.9, while ABC-TV at 17.1 was two-fifths of a point above the mark it had registered in the previous (seventh) national Nielsen report.

In the top 10 list (including a tie) in the eighth national Nielsen of the season issued Jan. 24: CBS had eight, NBC three and ABC none; in the top 15, CBS had 10, NBC four and ABC one. CBS's "Wizard of Oz" motion picture special was Number one with a 31.1 rating, and NBC's consistent ratings champion, *Bonanza,* was just behind it with 31.0. NBC's *Sammy Davis Show*, an NBC mid-season replacement program, was 11th with 26.3.

Top sponsored network television programs based on Nielsen estimates in first NTI report for January 1966 (two weeks ending Jan. 9)*

	Nielsen average audience (†)
1. Wizard of Oz (S) (CBS)	31.1
2. Bonanza (NBC)	31.0
3. NFL Championship Game (S) (CBS)	29.4
4. Red Skelton Hour (CBS)	29.3
5. Rose Bowl Football Game (S) (NBC)	28.5
6. Lucy Show (CBS)	27.8
7. Andy Griffith Show (CBS)	27.6
8. Ed Sullivan Show** (CBS)	27.5
8. Green Acres (CBS)	27.5
10. Dick Van Dyke Show (CBS)	26.5
11. Sammy Davis Jr. Show** (NBC)	26.3
12. Get Smart** (NBC)	26.0
12. Jackie Gleason Show (CBS)	26.0

* Subject to definitions and reminders contained in the NTI report. These are available upon request.

** Telecast only one week of this report interval

(S) "Special" or pre-empting program

(†) Housholds reached during the average minute of the program.

'Batman' adds muscle to ABC-TV ratings

ABC's *Batman* led the 50-market Trendex ratings report last Wednesday. Its 26.5 rating was the highest scored for any network program in the 7:30-9 periods that night, and fell but four-fifths of a point short of its mark attained on premiere night.

The 7:30-9 block on Wednesdays and Thursdays is the core of ABC-TV's second season. In the previous week ratings slipped for the premieres though *Batman* led its 7:30-8 period both nights.

In the first week, *Batman* scored a 27.3 Wednesday and a 29.6 Thursday in the Trendexes. Second-week comparative ratings were 25.5 and 28.8.

Patty Duke at 8-8:30 continued to show a pick-up in ratings points. In the Wednesday Trendex, the ABC show moving up to a 19.2 against an 18.9 for CBS's *Lost in Space* and a 16.8 for NBC's *Virginian.* In the previous weeks of the second season, *Patty* scored 18.3 and 18.2.

ABC's *Blue Light* at 8:30-9 showed a steady decline from its 23.3 premiere sampling to a 19.3 on Jan. 19 and an 18.1 last Wednesday. It lost the time period last Wednesday, according to Trendex, to CBS's *Beverly Hillbillies* (20.6) and was against a 17.4 scored by NBC's *Virginian.*

With *Batman* strength, the Trendex average for the 7:30-9 block last Wednesday was 21.3 for ABC against 17.3 for CBS and 16.7 for NBC.

In other rating developments:

Another new ABC show, *Double Life of Henry Phyfe* (Thursday, 8:30-9), on Jan. 20 scored below CBS's *My Three Sons* but above NBC's *Laredo.*

NBC has claimed the highest nighttime rating of the year for a 90-minute Bob Hope special (Jan. 19, 9-10:30). On the basis of an overnight Arbitron, the program averaged a 35.2 rating.

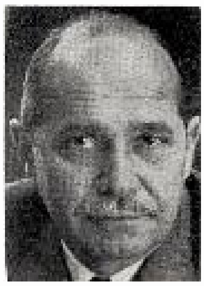
ABC loses two top station men

CHICAGO, DETROIT MANAGERS TO SYNDICATE PROGRAMS

Two new program syndicators will soon go into business as a result of the resignations last week of two top ABC station executives. The paradox: Neither knew the other was quitting or his plans.

John F. Pival, broadcasting and theatrical veteran, confirmed Thursday his intentions to retire as president of WXYZ Inc. (WXYZ-AM-FM-TV Detroit) and general manager of WXYZ-TV effective Feb. 11 the 20th anniversary of his association with the ABC-owned outlets. He will set up an office in Detroit and go into production of outdoor-format color shows.

Tom Miller, vice president and general manager of ABC-owned WBKB-TV



Mr. Pival

Mr. Miller

Chicago, announced his resignation last week. With the backing of four silent partners he plans soon to open an office in New York and to form a corporation that will distribute and syndicate existing properties as well as produce new programs.

Mr. Pival said he will finance his own venture. He will film color series on an assortment of outdoor themes such as hunting, fishing, natural resources and the growing area of participating leisure-time sports. His locales will include upper Michigan, Canada, Florida and the Caribbean, among others.

Long active in theatrical promotion, packaging and production before entering the broadcasting field, Mr. Pival has been credited with helping to start the careers of several name stars. A serious photographer in his own right, Mr. Pival also worked on entertainment presentations for servicemen during World War II.

Mr. Miller has been in broadcasting 16 years. He first joined WBKB in 1950 but also has worked with CBS-TV there and in New York as well as with Harrington, Righter & Parsons, station representative. He will be president of his new program company. His backers include individuals from publishing and major corporate fields who have potential venture resources totaling about $100 million.

'Get into mainstream', religious radio-TV told

Religious broadcasters were given a "sink-or-swim" mandate at their 23d annual convention in Washington last week.

Dr. Eugene R. Bertermann, president of the National Religious Broadcasters, said they should compete with commercial broadcasters in the presentation of top-grade programing or be prepared to lose their audiences.

Dr. Bertermann is the executive secretary of Lutheran Television Productions (*This Is the Life*), Missouri

Radio series sales . . .

The Womanly Art of Self-Defense (ACA Gold Star Recording Co.): WKRG Mobile, Ala.

The Joe Pyne Show (Hartwest Productions): WEIM Fitchburg and WSRS-FM Worcester, both Massachusetts.; WHEB-AM-FM Portsmouth, WGIR-AM-FM Manchester, WTSL Hanover and WTSV-AM-FM Claremont, all New Hampshire.

Here's Heloise (King Features Syndicate): KFSA Ft. Smith, Ark,; WKLZ Kalamazoo, WSGW Saginaw and WXTO-FM Grand Rapids, all Michigan; WKNT Kent, Ohio; KEPR Pasco, Wash.; KFRM Salinas, Kan.; WVLK Lexington, Ky.; WRCD Dalton, Ga.; WGL Ft. Wayne, Ind., and WHAR Clarksburg, W. Va.

The Shadow (Charles Michelson): WTKM Hartford, Wis.; WVBR-FM Ithaca, N.Y.; and WJBK Detroit.

The Green Hornet (Charles Michelson): KMYO Little Rock, Ark., and KWSL Grand Junction, Col.

The Sealed Book (Charles Michelson): WJPG Green Bay, Wis., and KMHO Little Rock, Ark.

The Clock (Charles Michelson): WJPG Green Bay, Wis.

Audio Program Service (Triangle): KXIC-FM Iowa City, Iowa; WAAB-AM-FM Worcester, Mass.; WHBB-AM-FM Selma, Ala., and WGBI-FM Scranton, Pa.

Anniversaries in Sound (Triangle): WDEA Ellsworth, Me., and WCUB Manitowoc, Wis.

Synod, St. Louis.

He also urged the religious broadcasters to "get into the mainstream of the growth" in order to reach the expanding population around the world.

Dr. Ralph Neighbour, producer of the *Morning Sunshine Hour* broadcasts from Elyria, Ohio, praised radio as a medium of spreading the gospel.

This was the largest meeting ever held by the NRB, with 174 members registered for the convention and the largest audience for any one session at 207 (the FCC luncheon, see page 55).

Charles M. Stone, manager of the radio code of the National Association of Broadcasters, drew parallels between the broadcasters who adhere to the codes and the religious broadcasters.

He reported a survey conducted by the NAB on religious programing. The survey showed:

- 74% of broadcasters present live broadcasts of church services,
- 33% present delayed broadcasts of church services,
- 88% present ministers or other representatives of churches in studio broadcasts,
- 94% present special programs of a religious nature, and
- 69% broadcast programs, while not specifically of a religious nature, that do have religious application.

And he urged the religious broadcasters to join with the commercial stations in fighting for the maintenance of broadcasting as "an instrument of free expression in the true tradition of American democracy."

The only new officer for the association is Dr. Roberts, who was named secretary, succeeding Dr. Bartlett Peterson of the Assemblies of God, Springfield, Mo. Dr. Peterson had served as secretary for six consecutive terms.

Re-elected to fill their posts were: Dr. Bertermann, president; Dr. Thomas F. Zimmerman, general superintendent, Assemblies of God, Springfield, first vice president; Rev. Willis Mayfield, manager of radio division, Moody Bible Institute, Chicago, second vice president, and Rev. Stanley N. Whitcanack, producer of *Showers of Blessings*, Church of the Nazarene, Kansas City, Mo., treasurer.

NBC to divert funds to other sports events

NBC-TV will drop its Sunday afternoon *Sports in Action* series on June 5. The series presents an anthology of sports events.

Carl Lindemann Jr., NBC Sports vice president, said the move did not signify either a sports cutback or lack of interest. He said the money allocated to the series, an estimated $2.5 million in rights to various events, would be used more productively for top sports events for the network.

He said the network might seek broader avenues for certain attractions that have appeared in the series, such as several outstanding track and swimming and diving meets held in this country and figure skating competitions in Europe. He indicated that for the most part, however, rights to various events in the series, broadly lumped together as sports, were overpriced.

N.J. announcer beaten unconscious on the air

An announcer for WTTM Trenton, N. J., was beaten into unconsciousness by assailants while he was conducting a telephone-interview program late last Wednesday night (Jan. 26).

The broadcaster, Robert Goldman, attributed the attack to persons who had previously called in to object violently to some of the political opinions expressed on his weeknight *Open Mike* program by himself and his guests. In recent weeks he has voiced opposition to the war in Vietnam and has also attacked the John Birch Society and the Ku Klux Klan.

Before passing out, Mr. Goldman cried: "I can't get up. Won't someone please help me? Someone please help." Trenton police responded to the first of an estimated 2,000 phone calls they received from listeners.

Mr. Goldman was taken to a nearby hospital, treated briefly, and returned to WTTM to make a special half-hour broadcast at 1 a.m. (WTTM usually goes off the air at midnight). Mr. Goldman appeared on several special programs the next day (Jan. 27), and was back on the air that evening with his show.

Mr. Goldman, who was alone in the studio at the time, said he did not recognize his attackers.

Station owner Herbert Scott offered a $500 reward for information leading to the conviction of the attackers.

Senator Harrison A. Williams (D-N. J.) later commented in Washington: "There is no excuse for this vicious criminal action." He said that the attack was more than just a fight with a broadcaster with whom a listener disagreed. "It's an attack on the basic fiber of American life," he explained.

Senator Clifford P. Case (R-N. J.) said that the act was "an intolerable thing." He added: "I don't know what he [Goldman] said, and I don't know him, but anybody who would attack someone in this fashion for whatever reason, including the unpopularity of one's views, is intolerable. . . ."

Comic book company sets up TV arm

To cope with increasing traffic along the comic-book-to-TV-program route, National Periodical Publications, New York, has formed a department for development and production of its properties for TV.

Mr. Ducovny

Allen Ducovny, former producer-director for NPP's *Superman* radio series and more recently a vice president in charge of radio and TV at D'Arcy Advertising Co., has been elected vice president of the department. Mr. Ducovny will handle business for the first property exchange, *Batman*, now an ABC-TV program series, and will act as executive producer for an animated color series, *The New Adventures of Superman*, for CBS-TV next fall. Another NPP property, *The Adventures of Aquaman*, is being planned for syndication in color by Superman TV Corp., the NPP distribution subsidiary.

Film sales . . .

Girl Talk (ABC Films): WFIL-TV Philadelphia and WNBF-TV Binghamton, N.Y. Now in 49 markets.

Bold Journey (Banner Films): WJKS-TV Jacksonville, Fla., and KCTO (TV) Denver.

Tarzan Features (Banner Films): KPIX(TV) San Francisco; WDIO-TV Duluth, Minn.; WNEM-TV Bay City-Saginaw, Mich.; WGHP-TV High Point, N.C.

The March of Time (Wolper Productions Inc.): KLAS-TV Las Vegas; KOLO-TV Reno; KLZ-TV Denver; KETV (TV) Omaha; WFRV(TV) Green Bay, Wis., WIRL-TV Peoria, Ill., and WFGA-TV Jacksonville, Fla.

Dodo-The Kid From Outer Space (Embassy): KOVR-TV *Sacramento*, Calif.

Sons of Hercules (Embassy): WFTV (TV) Orlando, Fla.

Adventure 26 (Embassy): WCAU-TV Philadelphia.

Volume 8 (Seven Arts): WMAR-TV Baltimore; WAII-TV Atlanta; WGHP-TV Greensboro, N.C.; WKTV(TV) Utica, N.Y.; KHOL-TV Kearney, Neb.; WLEX-TV Lexington, Ky.; KMED(TV) Medford, Ore., and KVOS-TV Bellingham, Wash. Now in 69 markets.

Volume 9 (Seven Arts): KOGO-TV San Diego; WBTV(TV) Charlotte, N.C.; WJET(TV) Erie, Pa.; KVAL-TV Eugene, Ore., and KMED(TV) Medford, Ore. Now in 71 markets.

Volume 10 (Seven Arts): KATC(TV) Lafayette, La., and WEEK-TV Peoria, Ill. Now in 67 markets.

11 theater-TV films arranged by TEC

A program of acquisition and production of feature films for television and theatrical release was announced last week by Harold Goldman, president of Television Enterprises Corp., Los Angeles.

Mr. Goldman reported he has arranged a joint venture with Talent Associates Ltd. to produce five features this year and with F & F Productions, Hollywood, for six motion pictures in 1966-67.

All will be in color for initial theatrical exposure, followed by TV release 12 to 18 months later.

Mr. Goldman said these are in addition to motion pictures already under production by Cinema Productions International, a subsidiary of Television Enterprises Corp. He added that he recently has acquired 10 science-fiction features, some of which are in the *Batman* vein.

Georgia senate wants football game on TV

The Georgia state senate has unanimously adopted a resolution calling for statewide televising of the annual Georgia-Georgia Tech football game. The resolution was introduced by Senator Brooks Pennington Jr. of Madison. Don Elliot Heald, general manager of WSB-TV Atlanta, in a wire to Senator Pennington, pledged full support for the resolution and expressed interest in televising the game. Mr. Heald noted that commercial stations "would make it possible for a far greater audience to be served and would enrich the individual schools with the rights payments."

The game, traditionally a sellout, has not been televised in the past because of Southeastern Conference rules that prohibit any conference school from participating in a televised football game not in the National Collegiate Athletic Association network contracts. Under current NCAA plans, games not carried on the network schedule may be televised only if they are sold out and then only in the home areas of the teams involved and the city in which the game is being played if that is neutral territory.

ABC Films, MPO to make feature films

ABC Films and MPO Videotronics will produce an action-adventure feature, "Agent 36-34-36" on the island of Jamaica, starting in mid-February. The film is their first venture into the full-length motion picture field.

Hal Golden, ABC Films president, announced the film will be a wide-screen color production and will be budgeted at approximately $400,000. It will be produced by Paul Heller who served as producer of "David and Lisa," and will be directed by Marshall Stone.

The feature will be released initially to theaters and the TV release will be 18 months after the theatrical bookings are completed. The five ABC-owned-and-operated TV stations have first-run rights on the film in their markets.

Mr. Golden observed that it is "feasible that we will be producing eight to ten full-length features a year within a very short time."

Weekly 'Birch Report' to air society's views

The John Birch Society is taping 15-minute radio programs and plans to have a series of them ready for weekly broadcast by Feb. 18.

The series is called *The Birch Report* and will be distributed nationally. As of last week a lineup of more than 25 stations had been tentatively arranged including outlets in Dallas, Los Angeles and Phoenix. The public relations department of the society, under the direction of former Congressman John H. Rousselot, will supervise the programing and distribution of the radio series.

Format for the programs is a discussion of topics concerning public interests. Their objective, apparently, will be to inform listeners as to what's happening nationally and internationally as the society sees it. Appearing on the shows will be various John Birch officials including Robert W. H. Welch Jr., society president. Their participations are now being taped in different parts of the country. Tapes will be offered to sponsors or stations for a $5-per-program rate.

In the society's January bulletin, where plans for the radio series were first revealed, it is stressed that the "program can definitely and materially help our total educational effort." Businessmen members have been asked to sponsor the programs or purchase the air time so that they can be broadcast. The society indicates that the broadcasting media will be used at least periodically to help its public relations effort.

Writers' royalties drop

The people who write the film series which wind up on television apparently are working less and grumbling more. Their union organization, Writers Guild of America West, last week reported a 31.2% drop in income from television residuals and royalties for 1965.

Cited as probable causes for the decline is the drift away from syndication and the moves toward more first network reruns and programing of feature films in prime time. These trends have conspired, writers contend, to reduce the potential availabilities of first-run and rerun time slots.

WGAW statistics show total income for the writers from TV dropping off some $1 million from $3.3 million in 1964 to $2.3 million in 1965. The collection of royalties actually increased about $350,000 last year, but residuals were down approximately $1.4 million.

Hub Robinson joins 'ABC-'66' series

ABC-TV has added a prominent programing executive to the talent build-up for its *ABC '66* prime-time program innovation series next season.

Mr. Robinson

Hubbell Robinson, whose career has included a 12-year association with CBS, 16 years with Young & Rubicam and shorter periods with the Blue Radio network (later ABC), Foote, Cone & Belding, and as an independent producer, has been placed in charge of production for the *ABC '66* series.

The new program venture will occupy a peak viewing period weekly next fall and feature new musical-comedy and drama written especially for television. The idea for the series was projected by President Leonard H. Goldenson, president of ABC Inc., in his appearance before the National Association of Broadcasters convention last year and later was elaborated upon by Thomas W. Moore, ABC-TV president (BROADCASTING, Nov. 8, 1965).

ABC said last week that *ABC '66* was the working title for the series. The network said that Mr. Robinson will head a staff of ABC programers on both the East and West coasts. Programs in the series will originate in various sections of the United States and overseas.

Mr. Robinson resigned as CBS-TV's programing chief in March 1963, to produce programs independently for the second time in his career. At present he's filming an hour drama, *Hawk*, for Screen Gems in association with ABC. The pilot is being shot in the streets of New York and has been called a contemporary drama of New York after dark.

Prior to his 1963 departure from CBS, Mr. Robinson had left the network once before in 1959, when he resigned as executive vice president in charge of programing. He returned to the top CBS programing post in March 1962. His first CBS association was marked by some of TV's leading advances in program entertainment, including innovations such as the 90-minute *Playhouse 90* drama series.

Universal spreads its movies around

Universal television already has agreed to make movies for two TV networks. Last week it added the third to its list. Hollywood's busiest production house started filming "Winchester 73," a two-hour feature film which will be shown first on ABC-TV. This makes Universal the first studio to coproduce motion pictures with all three networks primarily for showing on television.

The two-hour version of "Winchester 73" now filming is based on the 1950 movie made by Universal starring James Stewart and Shelley Winters. Production also has started on a special 15-minute presentation film which will be used as the pilot for a projected "Winchester 73" series for ABC-TV (BROADCASTING, Jan. 10).

Universal previously contracted to make at least six two-hour features specifically for presentation on NBC-TV and one for showing on CBS-TV. The movie for CBS, "The Plainsman," has been completed, but in a last-minute change of plans the network is allowing its release to theaters first.

Michael H. Dann, vice president-programs of CBS-TV, announced that Universal had requested that the film be released first to theaters and the network agreed to postpone the TV presentation. CBS-TV had scheduled "The Plainsman" for Feb. 10 on the *CBS Thursday Night Movie* (9-11 p.m.).

In return, Universal has agreed to provide CBS-TV with a feature film from its library. It was reported to be "Harvey," starring James Stewart. In addition, Universal will edit "The Plainsman" for an hour pilot for development as a possible series.

CBS-TV entered into an agreement last year with Universal to provide approximately $340,000 toward the estimated $1 million budget of "The Plainsman." Universal at that time retained overseas theatrical distribution rights.

Mr. Dann said Universal made its request because it felt that "The Plainsman" would be "a great box-office attraction." The feature stars Don Murry, Guy Stockwell and Abby Dalton.

New battle front for ASCAP

The American Society of Composers, Authors & Publishers, all tied up in legal battles over music-license rates for radio and television broadcasters, has another problem on its hands.

Song writer Pinky Herman has brought suit in New York state supreme court, asking that the directors of ASCAP be removed from office for allegedly discriminating against poorer and less influential members of the music-licensing society. Mr. Herman's suit asks damages of $685,000 on behalf of some 3,000 "similarly situated" members of the organization.

NET gets federal grant

National Educational Television has received a federal grant of $147,564 from the National Institute of Mental Health to underwrite production of two health programs.

NET said Harold Mayer, who has produced several programs for it, plans to film actual therapy sessions in close cooperation with the NIMH staff, and will avoid re-enactments in the programs. About 10 months of filming is planned for a one-hour portrait of schizophrenia and a half-hour study of sleep and dream research. Both programs will be offered to NET's 104 affiliated noncommercial TV stations.

Stewart hopes for game-show comeback

An expansion in TV game-show activities is underway at Bob Stewart Productions, New York, which is preparing a prime-time pilot in which Lever Brothers has expressed sponsorship interest.

Bob Stewart, president, reported last week that the projected game show, titled *Showdown*, embodies a new concept. It is the fourth property developed by his organization. He added that he could not describe the show's contents at this time because of competitive considerations. But he indicated that Lever and its agency, the J. Walter Thompson Co., regard it highly as a potential nighttime entry on a network this summer or fall.

Mr. Stewart, who left Goodson-Todman 14 months ago after nine years as a G-T producer, currently is represented on daytime network TV with *Eye Guess* (Monday-Friday, 10-10:30 a.m.). Stewart Productions also has completed the pilot of a game show, *The Face Is Familiar*, for CBS-TV. It is designed as a summer replacement or as a daytime entry next fall. The pilot of another program, *Give Or Take*, will be taped on Feb. 10.

Filmways serves as sales representative for Stewart properties.

Fowler report gets more lumps

Both the private and government sectors of Canada's broadcasters oppose appointment of a radio-TV czar

Both the private and government sectors of Canadian broadcasting have expressed opposition to the recommendations of the Fowler report.

In the opinion of the government-owned Canadian Broadcasting Corp., the appointment of a Canadian broadcast czar is unworkable. And in the view of the Canadian Association of Broadcasters, an impartial organization for the regulation of Canadian broadcasting should be maintained.

The CAB represents 228 privately owned radio stations and 55 television stations, practically all of the private sector of Canadian broadcasting.

A special report on Canadian broadcasting by the so-called Fowler committee urged the appointment of a broadcasting czar (BROADCASTING, Sept. 13, 1965). The committee was headed by R. M. Fowler of the Montreal newsprint industry.

In a brief to Judy LaMarsh, Canadian secretary of state, the CAB said its view "is held with deep conviction by virtually all broadcasters." The brief, filed last Tuesday (Jan. 25) at Ottawa, said: "The CAB would prefer such an agency to consist of three full-time members. . . . The CAB is firmly convinced that any other system will lead only to unnecessary suspicions, friction, conflict and, of course, a continuing demand for reinstitution of the impartial-agency-of-regulation system."

The impartial agency of regulation, CAB said, "should recognize broadcasting's vital role as a fundamental part of the press and information services of Canada." The agency, CAB added, should "encourage the development" of news, discussion information and comment programs.

Extend TV Coverage ▪ Television service should be extended in every place that it would be economically feasible, CAB urged. This subject, it noted, "requires an early and clear-cut statement of policy by the government or parliament."

The brief said that any city now having a privately owned TV station should soon get a second station owned by the Canadian Broadcasting Corp. Similarly, cities now having only a CBC-owned station, should be permitted to have a second, privately owned station. A committee comprising the CAB, CBC, Board of Broadcast Governors and the Department of Transport should be established, the brief contended, to allocate channels for such an extension of TV service.

Regarding the Fowler committee's suggestion that educational programing should be substituted for present morning-TV fare, the CAB said that this would drive viewers from Canadian stations to nearby U. S. stations.

The CBC should be financed on a statutory five-year basis, in the CAB's opinion. The fixed amount would be decided by discussions between the CBC and appropriate parliamentary and governmental representatives, according to the CAB's plan. The CBC, the association added, should be encouraged to produce Canadian programs in conjunction with privately owned stations, the National Film Board and other Canadian program-production agencies. After use by the CBC and foreign sale, they should be made available to privately owned Canadian stations, the CAB concluded.

CBC's Views ▪ The CBC said it feels the concentration of responsibility, work load and power in one man would be unfeasible.

CBC said the Fowler report's condemnation of its programing was too sweeping and financially unrealistic. The report called for more Canadian programs and higher commercial revenue. CBC said these recommendations were based on "the assumption that 'quality' and 'popularity' in programing are always synonymous. The CBC view is that improvements can be made, but only through a reduction in commercial operations and by replacing some imports with Canadian-produced shows." CBC said increased commercial revenue would cause "an increase in syndicated U. S. imports and a loss in program variety."

CBC added that it was not consulted on the Fowler committee's proposal for a new broadcasting authority. Neither, it said, was the CAB.

NET looks to Europe for program exchanges

National Educational Television officials have been meeting with TV authorities in Europe to explore the development of program exchange and collaboration.

John F. White, NET president, and Basil Thornton, international division director, as part of a two-week itinerary have completed talks with these TV agencies in the United Kingdom: Associated Rediffusion Ltd., British Broadcasting Corp., Granada TV and Independent Television News Ltd. of London. On Jan. 24-25, Messrs. White and Thornton were in Moscow for discussion with Russian TV authorities. The final visit in their tour was a scheduled meeting with French government TV officials.

Hong Kong to have own commercial TV station

Commercial TV is being added to the Hong Kong scene. Local interests with the assistance of two United States and two British broadcast companies will put a UHF operation on the air using two channels—one for Chinese-language and the other for English-language programing.

A license was awarded last week to Television Broadcasters Ltd., a Hong

'Radio Stateside' producers unknown

An explanation of how noncommercial KPFK(FM) Los Angeles became involved in an apparent Communist-inspired propaganda effort has been given by station manager Robert Adler. He was commenting on a program called *Radio Stateside* picked up in South Vietnam early in January from Radio Hanoi which offered suggestions to American troops on how they may legally get out of service and avoid combat (BROADCASTING, Jan. 10). The broadcast included the further suggestion that letters asking for advice be addressed to *Radio Stateside* and sent to the California station.

In a message to listeners, Mr. Adler told how the station first received an unidentified package last October containing a tape. This was followed a few days later by a mysterious telephone caller who identified himself as *Radio Stateside.* Subsequently two more tapes and a letter were received all signed by the producers of *Radio Stateside.*

Said Mr. Adler: "It became clear that this was no hoax, that the *Radio Stateside* program producers were looking for a way to get their program to Hanoi so it could be broadcast from the North Vietnamese side to be beamed to American troops."

Mr. Adler pointed out that neither the station nor Pacifica Foundation, which owns and operates the outlet, "was involved in the preparation of these broadcasts nor has any knowledge of the identity of the producers."

Given assurance by the Federal Bureau of Investigation that it was not breaking any federal statues and not hindering its investigation of the case, KPFK broadcast excerpts from the *Radio Stateside* tapes on Jan. 14 and followed with a broadcast two days later of one entire tape. Frequent interruptions were made during the playing of the tape to remind listeners that the station was not involved in the production of the program.

Kong company that is majority-owned and controlled by local business people. The U.S. companies, NBC International and Time-Life Broadcast Inc., hold a minority interest (said to be about 12% for each of the U.S. and British firms).

Because of the terrain, it was noted the station will use five transmitters. No specific date has been set for the start of operation, but H. W. Lee, a real estate, tourism and hotel operator in Hong Kong who is chairman of the broadcast company, said Television Broadcasts would get the station on the air as quickly as possible.

Weston C. Pullen Jr., president of Time-Life Broadcast, said that Sig Mickelson, vice president for the firm's international operations, will serve on the consulative board of the Hong Kong TV concern.

Canadian radio-TV profits rose in '64

More Canadian radio and television stations made a profit during 1964 than in earlier years, according to the annual report of the Board of Broadcast Governors, Canada's regulatory body. Its report for the fiscal year ending March 31, 1965, was released at Ottawa on Jan. 20.

The BBG reports that 195 independent radio stations had broadcast revenues of $61.5 million in 1964. Radio revenue increased for this group of stations 6.2% in 1963 over 1962, and 8.4% in 1964 over 1963. The radio stations reporting have shown a steady increase in total operating profit, 9.6% in 1963 over 1962, and 24.9% in 1964 over 1963, resulting in a 36.9% growth over the three-year period. Returns from 35 radio stations in this group, reported an operating loss in 1964.

In TV 56 stations reported revenue of $61.6 million for the year 1964. The three-year returns indicate an increased television broadcast revenue of 11.3% in 1963 over 1962, and 16.5% in 1964 over 1963. The aggregate net profit of the 56 stations in 1964 was $9.8 million. Ten television stations recorded operating losses in 1964.

In nine Canadian cities second TV stations were in operation in 1964. They accounted for 40% of the 1964 net operating profit as opposed to 27% in 1963.

The financial figures were compiled from reports required to be made to the three Canadian government agencies that administer the broadcasting industry.

The report also deals with applications handled by the BBG, changes in ownership shares that were heard before it, amendments made to regulations, stations that were taken to court for breaches of the broadcast regulations, development of community antenna systems in Canada and its regulation, which has not been decided by Canada's Parliament, and color television. Appendices list all applications heard by the BBG and its financial report.

The BBG operated for the fiscal year with 39 people, including its three permanent members, one of whom died during the year. It operated on a budget of $390,300, and had an unexpended balance at the end of the fiscal year of $22,655. Major expenses were for salaries, $266,137; allowances, $36,000, and travel, $32,958.

International film sales . . .

Blue Light (20th Century-Fox TV International): Canadian Broadcasting Corp. TV network.

The Julie Andrews Show (NBC International): British Broadcasting Corp., England; ARD Network, Germany; NTS, Holland; Sveriges Radio (TV), Sweden; Oy Yleisradio (TV), Finland; Schweizerische Radio (TV), Switzerland; Rediffusion, Hong Kong.

Felix the Cat (Trans-Lux TV International): Television Espanola, Spain.

Your trademark might not be yours in Monaco

Some of the biggest names in broadcasting and advertising learned last week that they were potential victims of a scheme to deprive them of their own trademarks.

Parisian operators, it was disclosed, had filed registrations covering 328 of the world's best-known trademarks in the little principality of Monaco. This was possible, authorities said, under laws that went into effect last summer permitting registration there of service marks as well as trademarks even though they had never been used by the registrant. Apparently many companies had failed to make their own registrations immediately.

In any event, the Parisian group registered a batch of blue-chip trade and service marks that reportedly included NBC, CBS, BBC, Metromedia, Mutual, Nielsen, MCA, MGM and 320 others. More than 100 of the registrations, including those involving CBS and MGM, were subsequently withdrawn, although the reasons were not immediately clear.

A CBS source, for instance, said his company had taken steps to hire European counsel to fight the registration of CBS, but that he didn't know whether this had figured in the Paris group's decision to withdraw the CBS filing.

Some authorities said the registrations might prove to be legal but others thought they could be invalidated, although it might be a troublesome process. There was speculation that some of the companies involved might consider it easier to buy back their trademarks from the Paris group.

One expert said most companies were properly registered in other European countries and that even if the bootleg registrations proved valid "it would just mean these companies can't use their trademarks in Monaco, where most of them do little or no business anyway." But, he added: "Even in Monaco you don't want someone else controlling your mark."

He said Monaco was the only place in Europe where this sort of registration could occur, but that it was routine in South America.

Among trademarks reportedly registered but later withdrawn by the Paris operators were, in addition to CBS and MGM, those of well-known advertisers such as Texaco, Bic, Lanvin, Goodyear, Goodrich, Firestone, Sanka and Sylvania.

its name from Crosley Broadcasting Corp. (BROADCASTING, Jan. 10), recorded revenues at their highest peak during the year. Avco Broadcasting stations are WOAI-AM-FM-TV San Antonio, Tex.; WWDC-AM-FM Washington; WLW and WLWT(TV) Cincinnati, WLWD(TV) Dayton, WLWC(TV) Columbus, all Ohio, and WLWI(TV) Indianapolis.

For the fiscal year ended Nov. 30, 1965:

	1965	1964
Earnings per share	$1.78	$2.05
Net sales	443,194,878	431,075,716
Income taxes	19,900,000	21,900,000
Net earnings	24,433,287	22,644,540
Shares outstanding	13,705,064	11,048,255

Nielsen sells stock in order to diversify

A $7,062,500 sale of an A. C. Nielsen Co. registered secondary offering of 250,000 shares of class A common stock was reported last week. Smith Barney & Co., New York, handled the sale by underwriters at $28.25 a share. The offering had been registered by the Nielsen company early this month (BROADCASTING, Jan. 10).

The stock was sold primarily for the account of the Nielsen family, the Arthur C. Nielsen Foundation and certain family trusts. The Nielsen family continues to own 62% of the company's voting stock. It was indicated by the Nielsen firm that the sale of stock was to provide for company diversification and for gift, estate and inheritance taxes to accrue in the future. The stock is traded over the counter.

Emerson founders retiring

Two chief officers of Emerson Radio & Phonograph Corp., Jersey City, N. J., last week announced they would retire on Feb. 16. They are Benjamin Abrams, chairman of the board and chief executive officer, and Max Abrams, company president.

National Union Electric Corp. purchased a majority of the Abrams's family interests in the company in

1965. NUE took control through a tender offer made to Emerson shareholders and by the exercise of an option covering additional stock. NUE now controls 62% of Emerson's capital stock and is expected to have 80% as a result of further exchanges of stock.

C. Russell Feldman, NUE chairman and president, is expected to be elected to the offices being vacated by the Messrs. Abrams after a stockholders meeting to be held in February.

Financial notes . . .

▪ The Outlet Co., Providence, R. I., has declared a dividend of 16¼ cents per share on common stock payable Feb. 2 to stockholders of record Jan. 20. Outlet owns WJAR-AM-TV Providence, WBDO-AM-FM-TV Orlando, Fla., and Providence area department stores.

▪ Wometco Enterprises Inc., Miami, has declared a regular quarterly dividend of 14 cents on class A stock and 5 cents on class B stock. Dividends are payable March 15 to stockholders of record March 1.

▪ An industrywide, systematic central credit system and collection facility has been formed by the Motion Picture and Television Credit Association, 1725 Beverly Boulevard, Los Angeles. Accounts among laboratories, suppliers, optical houses, equipment rental companies, sound studios and studio rental facilities will be channeled into a central organization. Association members will have the advantage of updated credit records through a new electronic data processing system. Administrators of the credit interchange and collection facility will be Creditors' House, a service organization.

▪ The Institute of Broadcasting Financial Management is distributing copies of a legal memorandum to its members asking the U.S. Internal Revenue Service to allow any sound accounting principle of TV-film amortization. IBFM and the National Association of Broadcasters filed a brief Jan. 6 with IRS seeking relief from ruling 62-20 requiring "straight-line" amortization only for films.

FANFARE

Makes own competition

Dennis the Menace is proving a menace to himself in the Los Angeles market. An off-network strip of the former CBS-TV series is being run at 7 p.m. six nights a week on KTTV(TV) opposite a strip of *Twilight Zone* on KHJ-TV. Parker Jackson, promotion director of the latter station, decided that maybe the best way to fight fire is with fire.

He hired Jay North, who portrays Dennis in the series, to make a series of 20-second spots for KHJ-TV plugging *Twilight Zone* as his favorite program.

Now Dennis tells the KHJ-TV audience: "Hi kids. This is Jay North. You know what my favorite television program is? It's *Twilight Zone*, here on channel 9 at 7 o'clock."

Can Sylvia find happiness?

WFBR Baltimore disk jockeys are in a contest to win the honor of being best man at a wedding. The one who collects the most S&H Green Stamps will be the winner. And the station is giving the happy couple a whitewall tire as a wedding present.

Sylvia, a gorilla, will be married at the Baltimore Zoo on Valentine Day. But her fiance is still in Holland, and the zoo needs $4,000 to bring him to the U. S. S&H has agreed to provide the money for 2,000 stamp books.

A spokesman for the Friends of the Zoo Society said last week that the majority of the stamps collected so far have come from WFBR's listeners. The station had collected 50,000 as of last Thursday (Jan. 20), and contributions are now totaling about 20,000 a day.

Drumbeats . . .

Salute to 'other station' ▪ When WGAR Cleveland celebrated its 35th birthday it was saluted in an unusual way by another Cleveland station. The station, WERE, dedicated a three-hour evening program to WGAR. Featured on the program were popular WGAR announcers, both current WGAR employes and past ones, some of whom are now with other Cleveland radio stations.

'P.D.Q.' sell ▪ Four Star International Inc. has begun promoting its weekday produced and syndicated series, *P.D.Q.*, with individual color tapes of host Dennis James talking to viewers about his show as it is programed in a station's afternoon lineup. Tapes are being offered to NBC-TV owned and operated stations, and other outlets carrying the series.

Agency named ▪ WEMP Milwaukee has named Scott & Scott, there, to handle its advertising.

Disney presents ▪ Walt Disney, a former recipient of the award, will present the 1965 Milestone award to Brigadier General David Sarnoff, RCA board chairman, at the Screen Producers Guild annual dinner, March 6, in Beverly Hills, Calif. The awards dinner will feature Bob Hope as master of ceremonies and include an award for the best television program of last year.

FATES & FORTUNES

Robert E. Meyer, research director at Grey Advertising, Beverly Hills, Calif., elected VP.

Mr. Thunhurst

Wilford L. Thunhurst Jr., radio and television director at Erwin Wasey, Pittsburgh, elected VP.

Donald J. Blair named VP of Foote, Cone & Belding, Chicago, and named director of agency's new national data processing center there.

Edward A. McCabe, copy group head at Carl Ally Inc., New York, appointed VP.

Mr. Comita

Harvey J. Comita, VP and account supervisor with Geyer, Morey, Ballard, New York, since 1965, elected senior VP and member of board.

Robert Talpas, director of marketing for United Film Club, named VP and account supervisor of Hixson & Jorgensen, Los Angeles.

Mr. Hill

Lon C. Hill III, VP and copy director, Chirurg & Cairns, New York, named VP-creative director for Hartford, Conn., office.

Edward C. Friedel appointed executive VP-administration by Alberto-Culver Co., Melrose Park, Ill., and is succeeded as VP and director of international division by **John V. Burns** who has been VP and director of prod-

CBS confirms orders for Marconi cameras

The Marconi Mark VII color camera is coming to CBS. The network has an order for five of the new cameras to be delivered this summer for its New York studio 50. CBS authorities say they should be operational by the fall.

CBS officials confirmed an order for five Marconi cameras after the British Information Services in New York reported an order of 39 cameras had been received from CBS as part of orders totaling more than 100 received from "North American companies."

When Marconi Co. Ltd. of England announced its new transistorized, four-Plumbicon-tube color camera would be entered in the American market (BROADCASTING, Dec. 20, 1965), CBS had acknowledged it would give the equipment careful study. The network uses the North American Philips Co. (Norelco) Plumbicon camera (PC 60) extensively.

CBS authorities indicated the British Information Services may have misinterpreted discussions CBS has been having with Marconi representatives concerning further negotiations and possible options.

The Ampex Corp., Redwood City, Calif, which handles distribution of the Marconi camera, said only that orders are being received into 1967 but that distribution would not begin until the fall of 1966. Ampex expects to show the new camera at the National Association of Broadcasters' annual convention in late March.

The BIS news report on "new products and processes" said the cameras will be in commercial production by July and cost approximately $85,000 each. They can be switched to either the 525-line (U.S.) or the 625-line (British) standards.

Visual sells UHF gear

Sale of more than $300,000 worth of equipment to KLPR-TV Oklahoma City was reported last week by Visual Electronics Corp., New York.

The station is scheduled to begin operations in March on channel 14 with a country-and-western-music format and with plans for color. Visual said the station bought two Mark 10 orthicon cameras, Allenized video-tape-recorder systems, video-switching system, vidicon film chain, Townsend 30-kw multiplex transmitter, Jampro 40 gain zig-zag antenna, studio consoles and terminal equipment.

Jack Beasley, president of KLPR-TV (seated-r) signs the order as James A. Phillips, Visual treasurer observes. Also watching (standing, l to r): George H. Wagner, Visual sales manager; Omer Thompson, KLPR-TV general manager, and Linton D. Hargreaves, of Visual.

CBS sues Sylvania on color-tube infringement

CBS Inc. has filed a suit against Sylvania Electric Products Inc., a subsidiary of General Telephone & Electronics Corp., New York, charging infringement of two color-television tube patents.

The complaint, filed in U.S. district court in Boston, seeks an unspecified amount of damages. Though CBS has not manufactured tubes for some years, a spokesman said, it does license manufacturers to use its patents on payment of a royalty. He added that one of the patents, issued in 1954, is licensed to RCA and to several Japanese companies. The other patent was granted last year and has not been licensed, he said. Both patents apply to shadow masks used in picture tubes.

An attorney for Sylvania said the company plans to file a general denial of the allegations. The deadline for filing is March 3.

Comments arrive on need for 100 watters

The FCC proposal to raise the minimum power for class IV AM stations from 100 w to 250 w, day and night, met with mixed reaction last week as comments were filed by station owners and applicants.

The commission issued the proposed rulemaking in December because it said it regarded the operation of 100-w stations as an inefficient use of the AM frequencies.

Victor A. Leisner, an applicant for a 100-w AM in Thurmont, Md., said there are cases where 100 w is the maximum power possible on certain frequencies if interference is to be avoided. He urged the commission to require 250 w as the minimum power only where this would not create interference problems.

KPPC Pasadena, Calif., which now operates on 100 w, said it agreed with the commission that 100 w stations are an inefficient use of the frequency spectrum and that it supports the proposed increase to 250 w.

Fewer than a dozen stations now operate on 100 w.

Storer stockholders get debenture offer

Storer Broadcasting Co. last week offered its stockholders subscription rights to $34,410,000 of convertible, subordinated debentures as part of its program to finance the purchase of 22 new jet aircraft for Northeast Airlines Inc.

Storer owns 87% of Northeast. The aircraft will be bought by Storer Leasing Corp., a subsidiary of Storer Broadcasting, and leased to Northeast.

The debentures, which will be convertible at $51 per share plus adjustments, carry 4½% interest rate and are due Jan. 1, 1986.

The debentures are being offered first to common and class B common stockholders. Each stockholder is entitled to subscribe for $100 principal amount for each 12 shares registered in his name as of Jan. 24. The subscription price is $100. The offer to shareholders expires Feb. 9, after which unclaimed debentures will be sold to the public through an underwriting group headed by Reynolds & Co.

The company stands to receive from $33,936,863 to $33,592,763 from the offer; the difference is due to underwriting commissions.

Storer Broadcasting common closed on the New York Stock Exchange at 44⅝ on Thursday (Jan. 27).

Paramount dissidents keep their board seats

A federal court in New York last week ruled that two dissident directors of Paramount Pictures Corp. have not violated the Clayton Antitrust Act. The ruling blocked a move by Paramount to force them to sell their shares in the company and to remove them from the board.

U. S. District Judge Edmund L. Palmieri refused to grant an injunction against Herbert J. Siegel and Ernest H. Martin. He ruled that Paramount had not proved that their other business associations constituted unfair competition in violation of the antritrust act.

Mr. Siegel is chairman and owns 21% of Baldwin-Montrose Chemical Co. Mr. Martin is president of Martin & Feuer Productions, a producer of Broadway musicals. Through their companies they control 135,000 shares, or nearly 9%, of Paramount's outstanding stock.

Before they were elected to Paramount's board last year, Messrs. Siegel and Martin had threatened a proxy fight for control of Paramount.

A principal argument of Paramount was that General Artists Corp., which was 70% owned by Baldwin-Montrose until the trial started in early December, and Feuer & Martin were competitors of Paramount.

Judge Palmieri ruled, however, that neither GAC, a talent agency, nor Feuer & Martin was in actual competition with Paramount activities. He contended that Paramount's suit was not designed to protect the company or the public against a violation of the Clayton Act, but rather served the interests of the majority of the Paramount board in securing the removal of the dissident directors.

He noted that the proxy fight was dropped and the GAC shares were sold last Nov. 30 and concluded that Paramount could not seek the aid of the court to be relieved of its part of the bargain.

A Paramount spokesman said an appeal would be filed.

DDB net up 34.4%, billing up 27.7% in '65

Doyle Dane Bernbach, New York, heralded for its creativity, issued its annual report for fiscal 1965 last week and printed on the cover was a simple slogan: "Business was good." It was.

Billings rose 27.2%. Gross income jumped by 26.6%. And net income gained by 34.4%.

The company's annual meeting will be held in the Hotel Plaza in New York on Feb. 23.

For the fiscal year ended Oct. 31:

	1965	1964
Net income per share	$2.50	$1.86
Gross billings to clients	134,23[illegible]	105,520,873
Commission and service-fee income	20,666,851	16,816,337
Net income	2,507,473	1,853,954

Avco Broadcasting has record year

Avco Corp., New York, in its consolidated report for fiscal 1965 last week reported earnings were up by $1,788,747.

The company's subsidiary, Avco Broadcasting Corp., which has changed of Mid-West Broadcasting Corp., St. Louis, station representative firm recently organized by Mr. Griffith.

Rudi Neubauer, formerly sales manager of WMAQ-AM-FM Chicago, named sales manager of WEFM(FM), that city.

Bill Wayland, formerly in sales department at WHIL Medford, Mass., named account executive, WNAC Boston.

Ken Schneider, formerly sales manager of KCMT(TV) Alexandria, and KNMT(TV) Walker, both Minnesota, joins WCCO-AM-FM Minneapolis as account executive.

Jack Ulrichs, formerly broker for Hoyt, Schepston and Sciaroni, San Francisco, appointed account executive at KFRC-AM-FM, that city.

Carl Erickson, formerly product group advertising manager, Lederle Laboratories, named account executive, Sudler & Hennessey, New York.

Jens L. Pedersen, with Lennen & Newell, Los Angeles, since 1962, named senior account executive for Dancer-Fitzgerald-Sample, that city. **John P. Odle,** assistant account executive with BBDO, Los Angeles, joins DFS, that city, in same capacity.

Jim Conley, with KRAK Sacramento, Calif., appointed account executive.

Phil Wood, with WBBW-AM-FM Youngstown, Ohio, named commercial manager.

Gene Rhinehardt, merchandising manager of WAVY Portsmouth, Va., named account executive.

Stephen H. Raffel, research director, named account executive with Harrington, Righter & Parsons, New York. **John Power,** formerly with Grey Advertising, New York, succeeds Mr. Raffel.

Carl Seiffer, account executive at Doyle Dane Bernbach, New York, joins Altman, Stoller, Chalk Advertising there as account executive.

Richard J. Boyer, announcer at WTVN Columbus, Ohio, appointed account executive at WCIT Lima, Ohio.

Ramona Curtis, with WGHP-TV High Point, N. C., appointed sales service director.

Claudia Feddeler, formerly with Post-Keyes-Gardner, Chicago, as associate TV producer, joins Knox Reeves Advertising, Minneapolis, as radio-TV producer. **Sys Morch,** with Knox Reeves two years, named account executive. **Flora Fifield,** previously with Benton & Bowles, New York, joins Knox Reeves creative staff.

Tom Anderson, senior producer at BBDO, New York, appointed executive producer at Pelican Films, that city.

John F. Becker, formerly with Producing Artists, commercial production firm, and **Chaunce Skilling,** TV producer at Grey Advertising, both New York, named television producers at Compton Advertising, that city.

Carl G. Getchell Jr., formerly with George P. Hollingbery Co., Chicago, and **James D. Watterson,** formerly with Edward Petry & Co., New York, named to western and eastern sales divisions, respectively, of H-R Television, New York.

Joseph Kerwin, advertising manager of *News Front* magazine, New York, joins sales staff of Blair Television, that city.

Joseph W. O'Sullivan, manager, administration, Fuller & Smith & Ross, New York, named controller.

William Arzonetti and **Roger Levinsohn,** both with J. M. Mathes, New York, named art director and copywriter, respectively, at The Marschalk Co., that city.

John B. Francis, formerly with Advertising Time Sales, New York, joins advertising sales staff of *Look* magazine, that city.

Robert R. Maier, formerly with NBC Spot Sales, St. Louis, joins sales staff of KMOX-TV there.

Charles Harley, formerly with Paul Raymer Co., Chicago, joins sales staff of Eastman TV, that city.

Gloria Bosait, formerly with Erwin Wasey, New York, joins Shaller Rubin Co. there as copywriter.

MEDIA

Everett E. Revercomb, secretary-treasurer of National Association of Broadcasters, re-elected to 11th consecutive one-year term.

William A. Berns, formerly VP of communications and PR for New York World's Fair, named VP and managing director of WCIX-TV South Miami, Fla.

Leslie C. Johnson, VP and general manager of WHBF-AM-FM-TV Rock Island, Ill., named assistant to president and chairman of board. **Maurice J. Corken,** director of sales and assistant general manager of WHBF-AM-FM-TV, named executive VP. **Robert R. Norwich,** comptroller of WHBF stations, named VP.

Raymond S. Green, executive VP of WFLN-AM-FM Philadelphia, elected president.

Allen Wannamaker, VP and general manager of WBIG Greensboro, N. C., named president.

Paul B. Lynch, with NBC legal department, New York,for past 20 years, named assistant general counsel of Metromedia Inc., New York. Mr. Lynch most recently was senior attorney and assistant secretary at NBC.

George Sanders, assistant general manager of KWJJ Portland, Ore., named general manager.

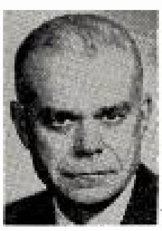
Richard Seevers, with KSEE Santa Maria, Calif., named general manager.

Dick Modig, business manager of KHOW Denver, appointed business manager of KLAC-AM-FM Los Angeles.

Don Cripe, business manager of WFBM-AM-FM Indianapolis, also appointed community antenna television operations director.

Robert C. Flaherty, merchandising promotion director of KTLA(TV) Los

Langhoff succeeds Bryan at ARF



Mr. Langhoff

Mr. Drew

Peter Langhoff, senior VP, Young & Rubicam, New York, elected chairman of board of Advertising Research Foundation succeeding **Arthur C. Bryan,** president of Union Carbide Corp.'s consumer products division. **Robert K. Drew,** VP and business manager of *Milwaukee Journal,* elected ARF vice chairman, and **John D. Henry,** manager of Procter & Gamble's market research department, elected ARF's treasurer. Elected directors of ARF: **Roger H. Bolin,** director of marketing communications, Westinghouse Electric Corp.; **Clay Buckhout,** Time Inc., VP; **William H. Ewin,** The Borden Co.'s director of advertising services, and **Bayard E. Sawyer,** VP-operations, McGraw-Hill Publications. Directors re-elected: **Arthur Hull Hayes,** CBS Radio president; **Peter Langhoff,** senior VP, Young & Rubicam; **Leonard S. Matthews,** executive VP, Leo Burnett Co.; **James M. Wallace,** executive VP, N. W. Ayer & Son.

ucts. **Henry Wittemann,** formerly account supervisor at BBDO, Chicago, joins Alberto-Culver as director of new products.

J. W. McLean, VP and manager of international banking for Bank of America, San Francisco, named senior VP and director of marketing. **Edward L. McDonald,** advertising officer at Bank of America, that city, named senior advertising officer.

Jack R. Schulter, account supervisor at Reach, McClinton & Co., Los Angeles, promoted to manager of West Coast office.


Mr. Brown

Charles E. Brown, director of marketing-media-research at MacManus, John & Adams, Chicago, appointed VP and account group supervisor.

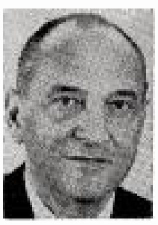
Ray Rasner, head of own New York executive consulting firm for past year, elected senior VP for administration, Lennen & Newell, New York. Responsibilities will cover personnel and financial planning at L&N.


Mr. Greenberg

Alfred N. Greenberg, with CBS affiliate relations department, New York, appointed director of public information and advertising for WCBS, that city.

Elliott Ames, with ABC Sports since November 1963, rejoins ABC-TV network sales development department, both New York. He had been with ABC sales development for four years.

Russell Barry, national sales manager for WBBM-TV Chicago, **Joseph Sullivan,** account executive for WBBM-TV, and **Brian Hogan,** account executive with CBS Television Stations National Sales, Chicago, named account executives with CBS Television Stations National Sales, New York. **George Pious,** with New York office of CBS Television Stations National Sales, named sales manager of WBBM-TV.


Mr. Mann

Marvin Mann, director of advertising at Max Factor & Co., Hollywood, elected VP.

Sam Haven, assistant media director of Benton & Bowles, New York, **Len Pearlstein,** with BBDO, New York, and **George Brent** join Papert, Koenig, Lois there as media supervisors. **Paul Steinhacker** named assistant media supervisor, and **John Collins,** formerly media director at PKL, named account supervisor. **Mal Ochs** and **Jack Green** become associate media directors.

John C. Eberly, joins D. P. Brother & Co., Detroit, as senior project director in market research department. He was with Solomon-Sayles Advertising.

George T. Gale, account executive with Winius-Brandon Co., St. Louis, appointed VP. **Richard X. G. Irwin,** formerly executive VP of Elias-Sergey-Irwin, Chicago, joins W-B there as account director.

Charles R. McKeever, media specialist, appointed assistant to VP, marketing, The American Tobacco Co., New York. Mr. McKeever has been responsible for media budget control and network program and talent contract negotiations for firm.

William Engel, media director of Hoefer, Dieterich & Brown Inc., San Francisco; **Alex Podhorzer,** media supervisor in New York office of Young & Rubicam Inc., and **Margaret Auchstetter,** broadcast media supervisor at Carson/Roberts Inc., Los Angeles, all named media supervisors and appointed to media review board at C/R under new organizational move which consolidates all media operations into single department (see page 52). **Dan Lawrence,** VP and account supervisor at Erwin Wasey, Los Angeles, joins C/R, that city, to work on White King Soap, Sicks' Ranier Brewing Co. and Adolphs Ltd. accounts.

J. Joseph Larsen, formerly senior buyer at Cunningham & Walsh, New York, joins Ketchum, MacLeod & Grove there as media supervisor.

Walker Graham, formerly account supervisor with W. B. Doner & Co., Detroit, joins McCann-Erickson there on special assignment to direct advertising account of Michigan Republican State Central Committee. Agency will handle 1966 campaign advertising for state and federal candidates there.

William W. Wilson, account supervisor at Young & Rubicam, Chicago, named manager of agency's newly formed special services operation which will provide clients with aid in planning broad communication activities such as sales meetings, exhibits and stockholder relations.

George Davidson, national sales representative for KNXT(TV) Los Angeles, named account executive in station's sales department.

Tom Gilligan, on sales staff of WCAU-TV Philadelphia, appointed account executive at WCAU-AM-FM, that city.

Richard G. Walrath, with WHCT(TV) Hartford, Conn., appointed director of sales.

Robert Huth, account executive with H-R Television, New York, joins The Katz Agency, San Francisco, as radio sales manager. **Cliff Hahne,** with Katz, Dallas, elected president of Broadcast Representatives Association of Dallas.

Patrick J. Sullivan, formerly general products manager for B. T. Babbitt Inc., Albany, N. Y., appointed account executive at LaRoche, McCaffrey and McCall, New York.

Walcott Ranck, with WIND Chicago, joins Peters, Griffin, Woodward as account executive.

James Anderson, VP and general manager of Teleguide, New York, and **Michael Devine,** media supervisor at William Esty Co. there, appointed account executives at National Television Sales, that city.

Ronald M. Walker joins D. P. Brother & Co., Detroit, as associate director of broadcast department. Earlier he was with Freberg Ltd., Hollywood.

Homer Griffith, formerly president of Homer Griffith Co., named president

Analysts elect Newman

Edwin Newman, NBC News correspondent, elected president of Association of Radio-Television News Analysts for 1966. He succeeds **Douglas Edwards** of CBS News. Other officers for 1966 are: **Victor Riesel,** WEVD-AM-FM New York, VP; **Bill Costello,** VP in Washington; and **Richard Hottelet,** CBS News, secretary-treasurer. Members of executive committee are Mr. Edwards; **Wilson Hall,** NBC News; **William Winter,** of Los Angeles; **Quincy Howe,** ABC News; and **Pauline Frederick,** NBC News.

Angeles, named director of merchandising and marketing for KTLA(TV) and KMPC Los Angeles, both Golden West Broadcasters stations.

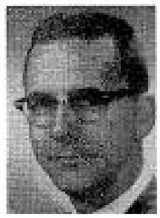
Mickey Hooten, production manager for KTBS-TV Shreveport, La., named operations manager.

Lee Allan Smith, commercial manager of WKY Oklahoma City, named assistant manager of WKY-AM-TV Oklahoma City. **Tom Parrington,** assistant and sales manager of WKY-TV, named manager.

David W. Small, general manager of KBGO Waco, Tex., appointed assistant general manager of KSO Des Moines, Iowa.

Byron Jordon, formerly corporate personnel administrator for National Distiller and Chemicals Co., New York, appointed executive recruiter at D. H. Overmyer Communications Co. there.

Ed Moser, traffic manager at WICS(TV) Springfield, Ill., named operations manager at WCHU(TV) Champaign, Ill., both Plains Television stations.




Mr. Robertson Mr. McBride

James Robertson, VP and general manager of noncommercial KCET(TV) Los Angeles, and **Jack McBride,** director of TV and general manager at noncommercial KUON-TV Lincoln, Neb., elected to board of directors of educational television stations division of National Association of Educational Broadcasters.

PROGRAMING

J. Norman Nelson, manager of program practices, CBS-TV New York, and **Charles C. Pettijohn,** assistant director, CBS-TV program practices department, Hollywood, named directors in respective cities.

Mr. Tapper

David A. Tapper, formerly producer at WBBM-TV Chicago, appointed producer-director at Fred A. Niles Communications Centers, that city. **Herbert S. Bull,** television art director of J. Walter Thompson Co., Chicago, appointed director of Niles, that city.

S. Mark Smith, eastern executive producer at MCA Inc., New York, resigns effective Feb. 5. No future plans announced.

Karl Honeystein, with Ashley Famous Agency, New York, named partner. Before joining Ashley Famous five years ago, Mr. Honeystein was member of Greenbaum, Wolff and Ernst, New York law firm. **Ben Benjamin,** head of agency's West Coast motion picture department, and **Sam Kaplan,** in charge of its business affairs and legal departments, named VP's.

Donald H. Buck, film administration supervisor, WOR-TV New York, named manager of program services.

Bernie Rosen, sports producer at WTVJ(TV) Miami, appointed sports director.

Martin Shapiro, TV packager for General Artists Corp., promoted to VP of talent agency's West Coast TV literary department. **Ed Leffler,** sales executive in agency's New York offices, transferred to work in TV talent department in Hollywood.

Jerry Brooke, with KSEE Santa Maria, Calif., named program director.

Orrin Benjamin, with WRFD Columbus-Worthington, Ohio, appointed program director.

Joe Croghan, formerly with WBAL-TV Baltimore and play-by-play announcer for Baltimore Orioles and Baltimore Colts, joins WCKT(TV) Miami as sports commentator.

Joe Lewin, producer-director at WLWT(TV) Cincinnati, joins KTAL-TV Shreveport, La., in same capacity.

Jerry Steiner, formerly in motion picture-TV department of General Artists Corp., rejoins company after 16 months absence as assistant to Martin Baum, head of the department.

Nick Perry, with WTAE(TV) Pittsburgh, named sports director.

James Karr, with WREX-TV Rockford, Ill., named production coordinator.

David McMurtrey, assistant art director at noncommercial WUFT(TV) Gainesville, Fla., named art director of Georgia Educational Television Network production center, Atlanta. **Ray Carlton,** formerly studio supervisor at WUFT(TV), appointed studio supervisor of GETN.

NEWS

James Huffman, formerly with WBRN Big Rapids and WBCM Bay City, both Michigan, appointed news editor at WOWO Fort Wayne, Ind.

Bob Brown, with KSEE Santa Maria, Calif., named news director.

Frank Goerg, formerly with NBC News in Chicago, joins news staff of WCFL there. **Bill Rees,** previously with WOWO Fort Wayne, Ind., also joins WCFL news staff.

John A. Armstrong, director of information services for Reed College, Portland, Ore., named executive editor of KOIN-TV that city.

Larry Morrone promoted to assistant news director and **John Lane** to news assignment editor at WBBM-TV Chicago.

FANFARE

Paul Mosher, manager, program merchandising, NBC, New York, named director of that department.

Phil Cowan, public relations VP of Metromedia Inc., New York, has resigned for family health reasons and plans to relocate on West Coast, preferably in Los Angeles area. Effective date has not been set, pending selection of his successor. He has headed public relations for Metromedia and its divisions for past six years.

Edward T. O'Toole, formerly financial and economics writer for *The New York Times*, elected VP of Grey Public Relations, that city.

John H. Johnson, program director of WAPI-TV Birmingham, Ala., named promotion director of WBRC-TV, that city.

EQUIPMENT & ENGINEERING

Mr. Chismark

Albert H. Chismark, director of engineering at WHEN-TV Syracuse, N. Y., named director of engineering at parent Meredith Broadcasting Co. He will continue as director of engineering at WHEN-TV.

Guy Cochran, with WALB-TV Albany, Ga., joins noncommercial WABW-TV Pelham, Ga., as chief engineer.

William P. Kruse, formerly systems engineer at Collins Radio Co., Dallas, appointed project engineer at Dynair Electronics, San Diego.

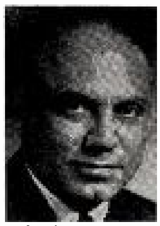
J. R. Woods, formerly national sales manager of Rome Cable Co., Rome, N. Y., appointed president of Ameco Cable Inc., Phoenix, subsidiary of Ameco Inc.

Mr. Auld

John S. Auld, general manager of instrumentation division of Fairchild Camera and Instrument Corp., Syosset, N. Y., appointed general manager of studio equipment division of North American Philips, Mount Vernon, N. Y. He will oversee expansion created by introduction of Plumbicon camera tube.

George Henderson, with Cable TV of Santa Barbara Inc., Santa Barbara, Calif., appointed chief engineer.

ALLIED FIELDS



Mr. PoKempner

Stanley J. PoKempner, VP, Market Research Corp. of America, New York, elected VP of Audits & Surveys Inc., that city, to head new division that will consolidate projects A&S has in studying advertising effectiveness for major advertising clients.

John Hawkinson, investment manager and principal underwriter of Television-Electronics Fund Inc., Chicago, elected president. He replaces **Chester D. Tripp,** named board chairman.

Eddie Dunn, with WHEC Rochester, N. Y., named special assistant to Representative Frank J. Horton (R-N.Y.) at congressman's district office there.

INTERNATIONAL

Jean-Max Lenormand, formerly vice chairman and managing director of R. L. Dupuy, and Sons and Lenormand Agency in Paris, Brussels and Milan, Italy, appointed president and managing director of Interpublic France, Paris.

Mr. Rhodes

Russell Rhodes, VP and director of European operations for Norman, Craig & Kummel, Paris, elected senior VP. Mr. Rhodes will move to agency's London office at Crane, Norman, Craig & Kummel Ltd.

James A. Walker, formerly with McCann-Erickson International S.A., appointed international supervisor, Latin America, of D'Arcy Advertising Co., Mexico City.

Lieutenant Colonel Robert Cranston, U.S. Army, assistant officer-in-charge of Armed Forces Radio and Television Service, Los Angeles, appointed officer-in-charge. He replaces **Colonel Robert R. Eby,** U.S. Air Force, who has been reassigned to information post in Vietnam.

Allan Bestall, formerly manager of CKCY-AM-FM Sault Ste. Marie, Ont., named manager of CKPT Peterborough, Ont. **Ralph Snelgrove,** president and general manager of CKVR-AM-TV Barrie, CKCB Collingwood, and CKPT Peterborough, all Ontario, appointed director of Laurier Life Insurance Co., Toronto.

Ian Cohen, senior account supervisor at Muse, Gallagher, Jones and Smail Ltd., London, appointed to board.

Sydney Shepherd, with London Press Exchange Ltd., London, joins Notley Advertising Ltd. there as media group head.

Mr. Fields

George Fields, since 1964 manager of McNair Survey Proprietary Ltd., of Australia (Australian representative of Daniel Starch), named general sales manager of Audience Studies (Japan) Inc., which recently opened headquarters in Tokyo.

Dennis McDonnell, previously creative group head at J. Walter Thompson Co., London, joins Charles Barker and Sons Ltd., that city, as creative director.

DEATHS

Wright A. Nodine, 45, senior VP and account supervisor of Lennen & Newell, New York, died Jan. 19 at his office. He handled accounts of Consolidated Cigar Corp., Globe-Royal Insurance Companies, and Keep America Beautiful campaign. He is survived by his wife Margaret, and son.

Mr. Bennett

Jack Bennett, 39, news editor of KGO-AM-FM San Francisco, died Jan. 20 of heart attack in Marin General hospital after being stricken in his home in San Rafael, Calif. He is survived by his wife, Margaret, and six children.

Fletcher Wiley, 69, pioneer radio broadcaster who founded *Housewives' Protective League*, died Wednesday (Jan. 26) in fire in his Hollywood apartment. He started *HPL* in 1934 at KNX Los Angeles and sold property to CBS in 1947 for $1 million, staying on a director. He served in advisory capacity for several years before retiring recently to devote fulltime to his ranching interests.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Jan. 20 through Jan. 26 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

Birmingham, Ala. — Birmingham Broadcasting Co. UHF channel 21 (512-518 mc); ERP 202 kw vis., 40 kw aur. Ant. height above average terrain 705 ft., above ground 368 ft. P.O. address: c/o Ellis J. Parker III, Rose Hill, Irondale, Ala. Estimated construction cost $498,000; first year operating cost $150,000; revenue $210,000. Ant. and trans. locations both Birmingham. Geographic coordinates 33° 29' 10" north lat., 86° 48' 20" west long. Legal counsel Grove, Paglin, Jaskiewicz, Gilliam and Putbrese, consulting engineers Raymond E. Rohrer & Associates, both Washington. Principals: James G. Lang, Ellis J. Parker (each 26.65%), Oscar E. Hyde (26.70%), A. G. Gaston (10%) and others. Birmingham Broadcasting is licensee of WIXI Irondale, Ala. Mr. Lang is 58.5% owner of WNOP Newport, Ky. Ann. Jan. 26.

Sacramento, Calif.—Grayson Television Co. UHF channel 39 (620-626 mc); ERP 189 kw vis., 37.6 kw aur. Ant. height above average terrain 480 ft., above ground 509 ft. P.O. address: c/o Sidney A. Grayson, 2001 21st Street, Sacramento 95818. Estimated construction cost $772,660; first year operating cost $150,000; revenue $200,000. Geographic coordinates 38° 36' 35" north lat., 121° 33' 15" west long. Studio located in Sacramento, trans. 4 miles NE. Type trans. RCA TTU-10A, type ant. RCA TFU-25G. Legal counsel Smith & Pepper, consulting engineers Jules Cohen & Associates, both Washington. Principals: Sidney A. Grayson (30%), Andrew C. Bartalini (21%), Dale W. Flewelling (14%), Louis N. Heller, Edwin C. Houx (each 10%), Hugh A. Evans, Milton Levinson, Arthur E. Eissinger (each 5%). Mr. Grayson is owner of KUBA Yuba City, Calif. Mr. Bartalini is Sacramento real estate and insurance broker. Mr. Flewelling is owner of KXRQ(FM) Sacramento and Sonic-Tone Music Co., Sacramento muzak firm. Dr. Heller is orthodontist; Mr. Houx is banker; Mr. Evans and Mr. Eissinger are attorneys with construction and engineering interests; Mr. Levinson is tax representative. Ann. Jan. 21.

Savannah, Ga.—Lewis Broadcasting Corp. UHF channel 24 (530-536 mc); ERP 198 kc vis., 39.6 kw aur. Ant. height above average terrain 507 ft., above ground 509. P.O. address: c/o J. C. Lewis Jr., Box 6447, Savannah 31401. Estimated construction cost $686,425; first year operating cost $420,000; revenue $480,000. Geographic coordinates 32° 04' 37" north lat., 81° 05' 47" west long. Studio and trans. both located in Savannah. Type ant. RCA TFU-30J, type trans. RCA TTU-10A. Legal counsel Pierson, Ball and Dowd, consulting engineers, Lohnes and Culver, both Washington. J. C. Lewis Jr. is sole owner; in addition Mr. Lewis is owner of cab company, various investment companies, motor inn, insurance agency, tractor company, etc. Ann. Jan. 19.

***Wailuku, Maui, Hawaii—University of Hawaii.** VHF channel 10 (192-198 mc); ERP 30.8 kw vis., 6.16 kw aur. Ant. height above average terrain 5,908 ft., above ground 47 ft. P.O. address: c/o Robert M. Reed, 1776 University Avenue, University of Hawaii, Honolulu. Estimated construction cost $167,101; first year operating cost $12,000. Geographic coordinates 20° 42' 40" north lat., 156° 15' 34" west long. Studio location Wailuku, trans. located approx. 20 miles S.E. of Wailuku. Type trans. GE TT-50B; type ant. RCA TF-6AH. Legal counsel Cohn & Marks, Washington; consulting engineer W. J. Kessler, Gainesville, Fla. Station to be licensed and operated by University of Hawaii for Hawaii ETV Council. Station would be satellite of ETV channel 11, Honolulu, applied for Aug. 1965 by University of Hawaii. Ann. Jan. 19.

New AM stations

ACTIONS BY FCC

Port Sulphur, La.—Plaquemines Broadcasting. Granted CP for new AM on 1510 kc, 500 w, D. P.O. address 1547 National Bank of Commerce Building, New Orleans. Estimated construction cost $21,245; first year operating cost $29,000; revenue $35,500. Principals: William D. Womack Jr. (57.25%), John M. Currier (28.5%) and Harry E. Womack (14.25%). Mr. Currier is attorney. Mr. W. D. Womack Jr. has 50% interest in oil sales firm and owns towing service on inland waterways. Action Jan. 21.

Waupun, Wis.—Radio Waupun. Granted CP for new AM on 1170 kc, 250 w, D. P.O. address 6311 North Waveland Avenue, Chicago. Estimated construction cost $21,602; first year operating cost $36,000; revenue $40,000. Principals: Gerald J. Collins (51%), and Catherine J. Miller (49%). Mr. Collins is weekend announcer for WEEF Highland Park, Ill. Action Jan. 19.

APPLICATIONS

Waukon, Iowa—Ralph M. Sweeney. 1140 kc, 250 w, D. P.O. address: Rt. 2, Waukon 52172. Estimated construction cost $28,311; first year operating cost $36,000; revenue $45,000. Mr. Sweeney is real estate and rental property investor in Waukon. Ann. Jan. 19.

Macon, Miss.—James W. Eatherton. 1400 kc, 250 w, U. P.O. address: c/o Radio Station WACR, Columbus, Miss. 39701. Estimated construction cost $4,650; first year operating cost $22,000; revenue $25,000. Mr. Eatherton is owner of WACR Columbus, Miss. Ann. Jan. 24.

Catskill, N. Y.—Caranje Broadcasting Co. 560 kc, 1 kw, D. P.O. address: c/o Jean Czaplinski, 7 Charles St., Hudson, N. Y. 12534. Estimated construction cost $63,316; first year operating cost $48,000; revenue $60,000. Principals: Andrew Wisniewski, Carmine A. Pizza, Jean M. Czaplinski (each 33⅓%). Dr. Pizza is instructor in anatomy and physiology. Mr. Wisniewski is salesman for Montgomery Ward. Miss Czaplinski is secretary for WHUC Hudson, N. Y. Ann. Jan. 19.

Vermillion, S. D.—Siouxland Broadcasting Inc. 1570 kc, 500 w, D. P.O. address: c/o Theodore J. Dolney, 119 E. Main St., Vermillion 57069. Estimated construction cost $22,794; first year operating cost $39,500; revenue $45,000. Principals: Theodore J. Dolney, R. E. Macy (each 48%), Doris M. Dolney, Lenette B. Macy (each 2%). Mr. Dolney is Vermillion attorney; Mr. Macy is manager of trucking firm and owner of lumber company. Ann. Jan. 24.

River Falls, Wis.—Wisconsin Radio Inc. 1170 kc, 10 kw (1 kw CH), D. P.O. address: c/o John D. Rice, 209 E. Main St., Sparta, Wis. 54656. Estimated construction cost $47,948; first year operating cost $48,000; revenue $60,000. Principals: John D. and Vena H. Rice (50% each). Mr. Rice and his mother together own WCOW-AM-FM Sparta, Wis., and have application pending for FM authorization. Mr. Rice also is 100% owner of WRJC Mauston, Wis. Ann. Jan. 24.

Existing AM stations

NEW CALL LETTERS ASSIGNED

Barnesville, Ga.—Barnesville Broadcasting Co. Assigned WBAF.

Eminence, Ky—J. W. Dunavent. Assigned WSTL.

WAIL Baton Rouge—WXOK Inc. Assigned WXOK.

WXOK Baton Rouge—WAIL Inc. Assigned WAIL.

Newberry, Mich.—Newberry Broadcasting Co. Assigned WNBY.

Piedmont, Mo.—Wayne County Broadcasting Co. Assigned KPWB.

Black Mountain, N. C.—Swannanoa Valley Broadcasting Co. Assigned WBMS.

North East, Pa.—James D. Brownyard. Assigned WHYP.

Allendale, S. C.—All-Fair Broadcasting Co. Assigned WDOG.

Hartsville, Tenn.—Hartsville Broadcasting Corp. Assigned WJKM.

KGKB Tyler, Tex.—KDOK Broadcasting Co. Assigned KDOK.

KDOK Tyler, Tex.—Oil Center Broadcasting Co. Assigned KZAK.

Oconto, Wis.—Robert Henry Koeller. Assigned WOCO.

New FM stations

ACTIONS BY FCC

Agana, Guam—Pacific Broadcasting Corp. Granted CP for new FM on 93.9 mc, channel 230, 275 w. Ant. height above average terrain 970 ft. P.O. address: c/o H. S. Killgore, 100 California St., San Francisco. Estimated construction cost $7,080; first year operating cost $2,500; revenue not given. Principals: H. Scott Killgore (65%) and S. N. Rubin (35%). Mr. Killgore is 51% owner of Tele-Broadcasters Inc., licensee of KALI San Gabriel, KOFY-KUFY San Mateo, and KECC-TV El Centro, all California. Mr. Rubin is officer and director of Tele-Broadcasters Inc. Pacific Broadcasting is licensee of KUAM-AM-TV Agana. Granted Jan. 19.

***Oshkosh, Wis.—Wisconsin State University.** Granted CP for new FM on 88.1 mc, channel 201, 13 w. Ant. height above average terrain 121 ft. P.O. address: c/o Robert

L. Snyder, Wisconsin State University. Oshkosh, Wis. Estimated construction cost $6,315; first year operating cost $5,000. Station will be controlled by Board of Regents of State Universities of Wisconsin. Action Jan. 24.

APPLICATION

*Tacoma, Wash.—Pacific Lutheran University Inc. 88.5 mc, channel 203, 10 w. Ant. P.O. address: c/o Dr. Robert A. L. Mortvedt, Box 2068, Tacoma 98447. Estimated construction cost $4,000; first year operating cost $4,500. Station will be financed through university funds and administered by board of regents. Ann. Jan. 26.

Existing FM stations

NEW CALL LETTERS ASSIGNED

WNBX Andalusia, Ala.—Andalusia Broadcasting Co. Assigned WCTA-FM.

Atmore, Ala.—Southland Broadcasting Co. Assigned WATM-FM.

Portland, Me.—Guy Gannett Broadcasting Services. Assigned WGAN-FM.

Alpena, Mich.—Midwestern Broadcasting Co. Assigned WATZ-FM.

Moorhead, Minn.—Central Minnesota Television Co. Assigned KVOX-FM.

Albany, N. Y.—Regal Broadcasting Corp. Assigned WHRL.

*Springfield, Ohio—Board of Directors of Wittenberg University. Assigned WUSO.

Tahlequa, Calif.—The Camelleta Corp. Assigned KTLQ-FM.

*Telford, Pa.—United Educational Broadcasting Inc. Assigned WBMR.

Darlington, S. C.—Mid-Carolina Broadcasting Co. Assigned WDAR-FM.

KZAK Tyler, Tex.—Oil Center Broadcasting Co. Assigned KZAK-FM.

Manitowoc, Wis. — Eastern Wisconsin Broadcasting Corp. Assigned WKUB.

WMKE Milwaukee—Suburbanaire Inc. Assigned WAWA-FM.

Ownership changes

ACTIONS BY FCC

KNOB(FM) Long Beach, Calif.—Granted assignment of license and CP from Cerritos Broadcasting Co. to John and Jeanette Banoczi. Mr. and Mrs. Banoczi are presently licensee of KGGK(FM) Garden Grove, Calif. They propose to delete or assign license of KGGK(FM) prior to consummation of this application. Consideration $150,000 plus $112,850 consultation fee. Action Jan. 25.

WNOH Raleigh, N. C.—Granted transfer of control of licensee corporation from James P. Poston (50% before, none after), John P. Gallagher (20% before, none after) and Elmer B. Young (30% before, none after) to Harris Broadcasting Company, wholly owned by Larry W. Harris. Mr. Harris is Charlotte, N. C., beer distributor, game manufacturer and general investor. Consideration $157,500. Action Jan. 21.

WTLK Taylorsville, N. C.—Granted transfer of control of licensee corporation, Center Broadcasting Co., from Robert B. Brown (70% before, none after) to Gray Ingram (none before, 20% after), Thomas Manly Herndon (none before, 20% after), Robert Canada (none before, 17% after), Neale Walsch (none before, 12% after), and Ross Holmes (none before, 1% after). Messrs. Canada, Herndon, Walsch and Holmes are on staff of WORD Spartanburg, S. C. Mr. Ingram is manager of WTLK. Consideration $53,660. Action Jan. 21.

KFHA Lakewood, Wash.—Granted assignment of license from Radio Sales Corp. to Lakewood Broadcasters Inc., owned by Lloyd Burlingham and Arthur L. Swanson (each 50%). Mr. Burlingham is 50% owner of trading stamp company, 100% owner of Petaluma, Calif., *Progress*, and 75% owner of WIXN-AM-FM Dixon, Ill. Mr. Swanson is sales manager for KTOB Petaluma and specialty advertising salesman. Consideration $84,000. Action Jan. 21.

KTAC-AM-FM Tacoma, Wash.—Granted transfer of control of licensee corporation, Tacoma Broadcasters Inc., from Jerry P. Geehan, Richard R. Hodge, et al. (all stockholders) to Radio 850 Corp. owned by M. Lamont Bean, Dan L. Starr and Ronald A. Murphy (each 33⅓%). Mr. Bean is Seattle investment partner; Mr. Starr is Seattle publisher; Mr. Murphy is Seattle lawyer, with various investments including interests in stations KFQD Anchorage, KELA Centralia and KUEN Wenatchee, both Washington. Consideration $191,381. Action Jan. 20.

APPLICATIONS

KUZZ Bakersfield, Calif.—Seeks relinquishment of negative control of licensee corporation, Thunderbird Broadcasting Co., by each Gerald T. Hill and Doris M. Griffiths (each 50% before, 26% after), through sale of stock to Alvis Edgar Owens Jr. (none before, 48% after). Consideration $35,041. Ann. Jan. 19.

KIRV Fresno, Calif.—Seeks assignment of license from Irving E. Penberthy to KIRV Radio Inc., owned by Robert Eurich and Henry Nagel Jr. (each 50%). Mr. Eurich is general manager of KIRV; Mr. Nagel is retired grocery chain owner. Consideration $32,500. Ann. Jan. 24.

WEZY-AM-FM Cocoa, Fla.—Seeks assignment of license from WEZY Inc., to Gannett Florida Corp., subsidiary of Gannett Co., newspaper and publishing chain. Gannett owns WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, both New York; WDAN Danville, WREX-TV Rockford, both Illinois. Consideration $350,000. Ann. Jan. 24.

WJSI Peoria, Ill.—Seeks assignment of CP from Peoria Journal Star Inc. to Illinois Valley Communications Inc., wholly owned subsidiary of Journal Star Inc. Assignment is for legal convenience only; no financial consideration. Ann. Jan. 24.

KNBI Norton, Kan.—Seeks relinquishment of positive control of licensee corporation, Norton Broadcasting Inc., by N. L. Johnson (53.4% before, 10.1% after) through sale of stock to licensee. Consideration $18,500. Ann. Jan. 24.

KANB Shreveport, La.—Seeks assignment of licensee from Kenwil Inc. to Miss-Shreve Broadcasting Corp., owned by R. D. McGregor, Herbert Vardaman Brown (each 49%), Laura Elizabeth McGregor and Rubye Bethe Brown (each 1%). Mr. McGregor is 33⅓% stockholder and general manager of WYNK Baton Rouge. Mr. Brown is president and 33⅓% stockholder of WYNK. Consideration $25,000. Ann. Jan. 19.

WDAL Meridian, Miss.—Seeks assignment of license from Queen City Broadcasting Co. to Broadcasters and Publishers Inc., owned by Paul D. Nichols, Houston L. Pearce (each 40%), Dick Smith (20%). Mr. Nichols is 25% owner of WARF Jasper, 24.5% owner of WBIB Centerville, both Alabama. Mr. Pearce has identical holdings to Mr. Nichols. Mr. Smith is Alabama publishing and office supply company owner. Consideration $82,420. Ann. Jan. 19.

KWRV McCook, Neb.—Seeks assignment of license from Regional Broadcasting Corp., to Semco Broadcasting Corp. Semco is owned by W. O. Corrick (52½%). Vernon A. Meints, Walter E. Sehnert, Russell L. Jensen (12½% each). Mr. Corrick is general manager of KWRV; Mr. Sehnert is sales manager of Waddell and Reed Inc., McCook. Mr. Jensen is branch manager of Waddell and Reed Inc., Cozad, Neb. Consideration $91,000. Ann. Jan. 25.

KTOO Henderson, Nev.—Seeks transfer of control of licensee corporation. KTOO Broadcasting Co., from Henry V. Crosby et al (100% before, none after) to R. S. P. Co., owned by Robert B. Gooden (23.76%), Henry V. Crosby (23.26%), Curtis J. Flanagan (16.28%), Floyd A. Osterman (11.63%), William J. Mullen (16.05%) and others. Mr. Gooden is pharmaceutical consultant; Mr. Crosby is Los Angeles businessman; Dr. Flanagan is physician; Dr. Osterman is physician; Mr. Mullen is director of electronic consultant film; R. S. P. Co. is pharmaceutical company. Consideration approximately $195,000. Ann. Jan. 19.

WTTO Toledo, Ohio—Seeks acquisition of negative control of permittee corporation, Rossford Broadcasting Inc., by Darwin F. Doubrava (48% before, 50% after) through transfer of stock from Ralph J. Bitzer (2% before, none after) to permittee. Consideration $1,000 for stock. Ann. Jan. 24.

KTON Belton, Tex.—Seeks transfer of control of licensee corporation, Belton Broadcasters Inc., from Roy Sanderford et al (100% before, none after) to Sigmor Distributing Service Inc. Sigmor is owner by Tom E. Turner and Mary E. Turner (50% each). Turners are owners of large chain of Texas service stations and refinery outlets. Consideration $300,000. Ann. Jan. 19.

KYLE-FM Temple, Tex.—Seeks assignment of license from Fidelity Communications Inc. to Texas Radio Corp., owned by Boyd Porter Jr., Charles H. Gillespie (each 20%) and Jarrard Secrest. Mr. Porter was VP and general manager of KTEM and general manager of KYLE-FM (both Temple, Tex.) through 1965. Dr. Gillespie is anesthesiologist and has been sec.-treas. for KYLE-FM through 1965. Mr. Secrest is attorney in Temple. Consideration $30,000. Ann. Jan. 26.

Hearing cases

FINAL ACTION

■ Forsyth Township TV Co-op, Gwinn, Mich.—Commission granted CPs for two new VHF TV translator stations on channels 2 and 4 to rebroadcast programs of Green Bay, Wis., stations WLUK-TV (channel 2) and WFRV (channel 5), respectively; conditioned that if translator station operates in area within predicted grade A contour of any existing or future TV station, on such station's request, translator station must not duplicate simultaneously, or 15 days prior or subsequent thereto, program broadcast by such TV station, and subject to outcome of proceedings in Doc. 15971. Action Jan. 20.

DESIGNATED FOR HEARING

■ Commission scheduled oral proceeding for Feb. 14 on application for assignment of license of KCTO (TV) Denver, from channel 2 Corp. to WGN of Colorado Inc. Participants are requested to address themselves to questions: (1) whether Denver's TV market ranking should be determined by American Research Bureau's net weekly circulation ranking or whether other criteria should be employed, and (2) whether WGN has presented "affirmative compelling showing" to allow grant under commission's interim policy statement.

Since first issue is of fundamental importance to effectuating commission's policy statement, other interested parties may file written statements or briefs before Feb. 7 directed to that question only but will not take part in oral presentations. Action Jan. 20.

OTHER ACTIONS

■ In Dallas TV channel 29 proceeding review board granted petition by Maxwell Electronics Corp. to extend time to Feb. 9 to file responsive pleadings to petition by D. H. Overmyer Communications Co. to enlarge issues as to Maxwell's application. Member Nelson not participating. Action Jan. 26.

■ Review board granted petition by Broadcast Bureau for third extension of time to Jan. 31 to file exceptions to initial decision in proceeding on application of International Panorama TV Inc. for new TV to operate on channel 40 in Fontana, Calif. Action Jan. 26.

■ Review board granted petition by B & K Broadcasting Co. to extend time to Feb. 21 to file oppositions to motion by Pal Broadcasters Inc. to clarify or enlarge issues in proceeding on former's application for new AM in Selingsgrove, Pa. Action Jan. 26.

■ Review board granted petition by Northern Indiana Broadcasters Inc. to extend time to Jan. 28 to file opposition to petition by Broadcast Bureau to enlarge issues and remand proceeding to examiner for further hearing on its application for new AM in Mishawaka, Ind. Action Jan. 26.

■ Commission granted authorization in Business Radio Service to Telesystems Corp. to construct microwave relay systems at Ranger, Tex., to relay TV signals to CATV system to serve Eastland, Tex.; subject to Secs. 91.557, 91.559 and 91.561 of rules. Action Jan. 24.

■ By order, commission granted joint motion by Great River Broadcasting Inc. and Missouri Broadcasting Inc. for extension of time from Jan. 26 to Feb. 25 within which other applicants in interim proceeding may become party on equal terms and conditions to interim grantee as provided for in Dec. 27, 1965, memorandum opinion and order which granted application of Radio Thirteen-Eighty Inc. for interim authority to operate AM station on facilities to be vacated by station KWK (1380 kc, 5 kw, DA-N, U), in St. Louis.

By separate order, commission, in view of above action, authorized KWK Radio Inc. to continue operation of KWK until end of broadcast day on Feb. 28. Actions Jan. 24.

■ By memorandum opinion and order in Rochester, N. Y., channel 13 proceeding, review board granted joint request by Flower City Television Corp., Genesee Valley Television Co., Community Broadcasting Inc. and Rochester Area Educational Television Assn. for approval of agreement whereby aforementioned applicants will reimburse Rochester Area Educational Television

PROFESSIONAL CARDS

Service Directory

$68,098 for expenses incurred in prosecution of its application in return for its withdrawal, but dismissed application with prejudice; conditioned that within 30 days parties submit new agreement whereby eight of applicants (parties to interim operation of channel 13) agree to contribute to reimbursement of Rochester Area Educational Television, and affidavits by applicants not participating attesting to fact that no consideration other than that provided for in agreement has been paid or received. Member Berkemeyer concurred in result; Members Nelson and Kessler not participating. Action Jan. 21.

■ By memorandum opinion and order, on board's own motion, review board remanded proceeding on application of Naugatuck Valley Service Inc. to change facilities of WOWW Naugatuck, Conn., to hearing examiner for further hearing on enlarged issues in light of new policy statement on Sec. 307(b) considerations, and for preparation of supplemental initial decision. Member Nelson abstained from voting. Action Jan. 21.

■ Review board granted motion by Jersey Cape Broadcasting Corp. (WCMC), Wildwood, N. J., to extend time to Jan. 26 to file oppositions to motion by Broadcast Bureau to enlarge issues in proceeding on its AM application. Action Jan. 21.

■ By memorandum opinion and order in proceeding on application of Patroon Broadcasting Co. for renewal of license of WPTR Albany, N. Y., commission denied Patroon's petition for reconsideration requesting either (1) grant of renewal application subject to condition that application for transfer of control or assignment of license, whereby licensee and its principals divest themselves of all interests in WPTR, is presented to commission and granted, or (2) action be deferred until such time as commission can consider and act simultaneously on renewal application and upon application for transfer of control or for assignment of license whereby licensee and its principals divest themselves of all interest in WPTR, with simultaneous grant of two applications if transferee or assignee is found to be qualified. Action Jan. 20.

■ Review board denied motion by Community Telecasters of Cleveland Inc. for thirty-day extension of oral argument scheduled for Jan. 25 in proceeding on its application and that of Cleveland Broadcasting Inc. for new TV's to operate on channel 19 in Cleveland, Ohio. Member Slone dissented. Action Jan. 19.

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Jan. 27

	ON AIR Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,031	22	80	391
FM	1,412	42	195	231
TV-VHF	470	22	19	170[1]
TV-UHF	91	17	79	......

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Jan. 27

	VHF	UHF	Total
Commercial	513[2]	189	702
Noncommercial	68	65	133

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Dec. 31, 1965

	AM	FM	TV
Licensed (all on air)	4,034	1,408	557
CP's on air (new stations)	15	38	39
CP's not on air (new stations)	79	211	100
Total authorized stations	4,129	1,657	702
Applications for new stations (not in hearing)	287	173	129
Applications for new stations (in hearing)	70	41	66
Total applications for new stations	357	214	195
Applications for major changes (not in hearing)	206	38	36
Applications for major changes (in hearing)	38	1	7
Total applications for major changes	244	39	43
Licenses deleted	0	0	1
CP's deleted	0	1	0

[1] Breakdown on UHF and VHF applications not available.
[2] Includes three noncommercial stations operating on commercial channels.

Routine roundup

ACTION ON MOTIONS

By Office of Opinions and Review

■ In the Reno-Las Vegas, Nev., Idaho Falls, Idaho, AM consolidated proceeding in Doc. 16110-5, granted motion by WGN Continental Broadcasting Co. to extend time to Feb. 7 to file application for review of review board's action of Jan. 14 which denied its motion to modify and enlarge issues. Action Jan. 19.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Schildhause to preside at hearings in proceeding on applications of Midway Television Inc. and Allied Broadcasting Co. for new TV's to operate on channel 36 in Kansas City, Mo.; scheduled prehearing conference for Feb. 16 and hearing for March 22. Action Jan. 24.

■ Designated Examiner Charles J. Frederick to preside at hearings in proceeding on application of Central Coast Television to change trans. site of KCOY-TV (channel 12) Santa Maria, Calif., and make other changes; scheduled prehearing conference for Feb. 18 and hearing for March 14. Action Jan. 17.

By Hearing Examiner Basil P. Cooper

■ Consistent with ruling made by examiner at evidentiary hearing of Jan. 21 granted motion of WEBR Inc. and ordered that depositions proposed by Ultravision Broadcasting Co. not be taken on Jan. 24 in proceeding on their applications for new TV to operate on channel 29 in Buffalo, N. Y.; also granted WEBR's request for authority to proceed by written interrogatories. Action Jan. 21.

By Hearing Examiner James D. Cunningham

■ Pursuant to agreement of all parties, extended time from Jan. 20 to Jan. 31 to file proposed findings in proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia, Ohio. Action Jan. 18.

By Hearing Examiner Millard F. French

■ Granted petition by Boca Broadcasters Inc. for leave to revise and update its proposed FM programing proposal in proceeding on its application for new FM in Pompano Beach, Fla. Action Jan. 21.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Canadian Broadcasting Corp. for leave to intervene in matter of Communications Satellite Corp., charges, practices, etc., of tariff schedules filed by Comsat to cover its satellite services to common carriers. Action Jan. 24.

By Hearing Examiner Walther W. Guenther

■ Pursuant to agreement reached at Jan. 20 prehearing conference, scheduled further prehearing conference for March 21; and on own motion, continued hearing from Feb. 14 to date to be established at further prehearing conference in proceeding on application of B&K Broadcasting Co. for new AM in Selingsgrove, Pa. Action Jan. 20.

By Hearing Examiner Isadore A. Honig

■ Granted request by Continental Broadcasting of California Inc. (KDAY), Santa Monica, to further continue hearing from Jan. 24 to March 23 in proceeding on its AM application. Action Jan. 20.

By Hearing Examiner David I. Kraushaar

■ Granted joint motion by seven applicants in Syracuse, N.Y., TV Channel 9 proceeding to continue Jan. 31 hearing to Feb. 28; and further ordered that in event proposed merger agreement is not submitted to commission by Feb. 15 proceeding will be considered to be in position to be set for hearing without further delay. Action Jan. 18.

By Hearing Examiner Jay A. Kyle

■ Pursuant to Jan. 19 prehearing conference, scheduled hearing for March 21 in remand proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM's in Matawan, Somerville, and Elizabeth, N. J., respectively; and further ordered that when this session is recessed hearing will be resumed on March 24. Action Jan. 19.

■ Granted request by Broadcast Bureau to continue prehearing conference from Jan. 20 to Feb. 4 in proceeding on applications of WMGS Inc. for renewal of license of WMGS Bowling Green, Ohio, and Ohio Radio Inc. for new station in Bowling Green. Action Jan. 18.

By Hearing Examiner Sol Schildhause

■ Scheduled further prehearing conference for Jan. 26 to reexamine schedule for hearing in proceeding on application of Patroon Broadcasting Co., for renewal of license of WPTR Albany, N. Y. Action Jan. 24.

■ In Lebanon, Pa.-Catonsville, Md., consolidated AM proceeding, scheduled hearing conference for Feb. 25 to consider fixing procedures for further course of hearing. Action Jan. 20.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Jan. 25

KASO Minden, La.—Granted license covering changes in ant. and ground systems.

WGN-AM-TV Chicago—Granted mod. of license to change name of licensee to WGN Continental Broadcasting Co.; includes adjuncts.

WLST Escanaba, Mich.—Granted mod. of license to change studio location; remote control permitted; conditions.

KANS-FM Larned, Kan.—Granted license for FM station.

WHAT-FM Philadelphia—Granted license covering use of old main trans. as auxiliary trans. at main trans. location, with remote control operation.

WKLS(FM) Atlanta—Granted license covering increase in ERP, change in studio location, installation of ant. and new trans. and specify type trans.; conditions.

WPLO-FM Atlanta—Granted license covering change in ant. trans. location, installa-

(Continued on page 83)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)
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- 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

Expanding Ohio company with radio, CATV, TV and Newspaper interest has opening for FM station manager. Must be ambitious with desire to move up in growing organization. Small market sales and programing experience a must. Immediate opening. Send complete resume to Box A-220, BROADCASTING.

Ready for management? New single market station opening in midwest town of ten thousand. Box A-311, BROADCASTING.

Manager-salesman with proven ability and money to invest. Southwest fulltime. Competitive. Take charge immediately! Box A-333, BROADCASTING.

Outstanding opportunity. Sta. Mgr., aggressive, sales-oriented, exper. administrator for successfull major facility 75 mi. N.Y.C. reply Box A-341, BROADCASTING.

Manager! Who's been around. Creative, civic-minded, promotional, strong on sales ideas, ability. This man has been from Pillar-to-post and is seriously looking for that last position. He'll accept sales manager slot . . . build sales department, then take over manager position for life. Competitive medium market. Excellent area to live, work and raise family. $500.00 base, car allowance, commissions, overwrite. Dan Libeg, KSNN, Pocatello, Idaho.

Five-radio, two-TV southern base chain looking for ambitious, sales oriented assistant managers to move up. Send full particulars to Harry Ladas, Exec. Vice-Pres, & General Manager, Wagenvoord Broadcasting Company, 614 North Rampart, New Orleans, La.

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.

Needed immediately—qualified sales manager; excellent base plus strong incentive. Northeast within two hundred miles New York City. Box A-163, BROADCASTING.

New Jersey station expanding sales dept. looking for man who could substantiate good background. Eventual sales manager material. Pay good if you are. Box A-269, BROADCASTING.

Sales managers for full time radio stations in Houston and Baton Rouge. Excellent opportunity to get into the big money and station management starting with five figure base salary, expense account and bonus based on percentage of sales. Write giving detailed experience, including sales record, promotional activities and complete background. Box A-308, BROADCASTING.

Top station in good radio market within 75 mile radius of Pittsburgh—needs aggressive salesman—good salary plus commissions—right than could earn 5 figures first year. Send complete resume plus photo to Box A-325, BROADCASTING.

Hungry, aggressive, creative salesman who can sell, needed for midwest major top 40 station in the most lucrative of the top 10 markets. Top list available to a go-getter. If you want to go where the action is, send your resume now. Box A-366, BROADCASTING.

Experienced salesman. Only promotion minded station in market. Excellent reputation. Adult programing. Good account list, salary, commission. 3rd ticket helpful, not necessary. Contact General Manager, KHIT, Radio, Walla Walla, Washington.

Sales—(Cont'd)

Need stable radio salesman interested in permanent employment in good community. Send full details, salary and snapshot to Manager. KSWS, Roswell, New Mexico.

Experienced AM radio salesmen to sell in second largest county in Georgia, DeKalb, Atlanta metro area. If you are not afraid to sell radio to new and old accounts we will pay 30% commission. Send complete resume to WOMN, 119 E. Court Square, Decatur, Georgia.

Second fastest growing area in U.S.A.-C.S.A. Washington, District of Columbia! Adult programed personality station, WIPK, needs well groomed sales account executive. Must be self confident. some college, ambitious, willing to take pleasant but continuous supervision. Non-turnstile operation, protected account list, security and decent income if you have proper work habits. WPIK is expanding—now is the time to join! Only large station in area with studios in Washington . . . Maryland . . . and Virginia. Confidentially write: Bill Gallagher, General-Sales Manager, WPIK, Celebrity studios, Suite 640 Hotel Washington, 15th & Pennsylvania Ave., NW Washington, District of Columbia.

Announcers

Announcer to train in time sales, some announcing. Top pay, good working conditions. Fine small market station in S. C. Send complete resume. Box A-142, BROADCASTING.

Straight announcer, tight board; good music station. Big Connecticut market; $120.00. Send tape and resume. Box A-145, BROADCASTING.

Immediate opening for adult announcer with endorsed third. Grown-up central Florida established station has permanent position for mature man who wants to practice good radio and believes in top notch production. Send tape, snapshot, resume all in first letter to Box A-149, BROADCASTING.

Will pay up to $150.00 weekly for an announcer. Send resume and tape to Box A-181, BROADCASTING.

Two announcers needed yesterday, third phone endorsed. FM operation in the northeast needs announcers with mature but personable style, at home in adult music format. One man will run morning shift. One man will take over public affairs programing. Both should write good copy and be able to handle program remotes. Immediate opportunity to move up to Program Director position now vacant. Rush tape, resume, salary needs to Box A-244, BROADCASTING.

Top-notch announcer-salesman, must have first phone. Part time announcing and full time sales. Excellent opportunity in attractive, medium Florida market for mature man who knows you have to work for what you get and is interested in making money—$125.00 plus commissions. Box A-258, BROADCASTING.

Announcer needed for Connecticut station. First phone preferred. Must know news. decent music, board operation. Mature, pleasant personality, interest in community affairs. Send photo, resume, tape with first letter. Box A-284, BROADCASTING.

Important New York State market top 40 station needs bright, creative afternoon traffic man. Nice area, hops good. Send tape, resume, and photo immediately. Box A-332, BROADCASTING.

Announcer with experience for good-music Ohio station. Salary commensurate with ability. Must work 3 hours news and 3 hours deejay 6 days a week. Send tape and resume to Box A-338, BROADCASTING.

Announcers—(Cont'd)

Medium southern radio-TV market has immediate opening for a contemporary music dj. Send resume, photo and tape of music and news to Box A-358, BROADCASTING.

Experienced announcer/salesman to do four hour C&W show, and sell for Florida station. Good salary, commission arrangement Box A-361, BROADCASTING.

New Jersey adult music station seeks adult announcer/newsman who is experienced. Interview a must. Send tape & resume to Box A-363, BROADCASTING.

If you can run a tight show, read well, have first class ticket and know the meaning of modern format country music, then you are the man we are looking for. We are 10,000 watts, the established leader in country music in Kansas! Join an excellent staff of dependable people. Rush air check, complete resume and salary requirements immediately to KFDI, Box 1402, Wichita, Kansas.

Alaska—Experienced, mature voice. Affection free delivery. High professional standards for news, production and short board shift. Excellent wage. Good music. Air mail tape, application references to: KHAR—Pouch 7-016, Anchorage.

Top South Dakota daytimer would like top quality announcer with excellent opportunity to supplement announcer income on an established sales account list. Good pay. Contact Manager, KJAM, Madison, South Dakota.

Need 1 more staff announcer for new 50,000 watt good music radio station. Send tape, snapshot, salary & full details by airmail to Manager, KSWS, Roswell, New Mexico.

Opening for evening personality—KWBB, Wichita, Kansas. Contact Rex Hall, P. O. Box 486.

Maryland AM-FM independent has immediate opening for experienced announcer. Forward resume, tape to WASA, Havre de Grace, Md.

Immediate opening for experienced announcer, adult format, five day week. Contact Leo Jylah, WBCM, Bay City, Mich.

Country music is sweeping the nation, and we're all country. Needed, excellent staff announcer capable all phases of operation, news, copy, production, ad lib who wants to play country music. Two years experience. Excellent credit and personal references, minimum requirement. Excellent facilities. Salary open. "We're going places and doing things." WFRB, Frostburg, Md. 301-689-8871.

Florida Keys adult format station has immediate opening for capable announcer with first class license. Send tape to Tony Fairbanks, WFFG, Box 488, Marathon, Fla.

Announcer needed for middle-of-the-road operation, ABC network. Five day week. Good pay. Excellent security. Prefer family man. Contact Ed Carrell, WGAD, Gadsden, Alabama.

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.

Announcers—(cont'd)

Announcer 1st phone for locally owned AM-FM station, good working conditions, morning & early afternnon shifts. Sports and/or sales possible. Send tape, resume, WMRI, 820 South Pennsylvania St., Marion, Indiana.

WRAN Radio, Dover, New Jersey, 25 miles west of New York, is presently looking for a first phone announcer. WRAN is a full time, progressive, middle-of-the-road station, where creativity is a must. WRAN, Dover, New Jersey. 201-366-1510.

Announcer who knows how to read and interpret commercial copy. Restricted third class F.C.C. ticket necessary. WSKI, Montpelier, Vermont.

South's most dynamic Christian station needs trainee for top Managerial position. WVCF, Box 13535, Orlando, Florida.

Going FM and increasing power. Need announcer with minimum 1 year experience. $90 start. Send 7½ips tape. WVSC, Somerset, Pa.

Oregon has openings for announcers both with first and third phone requirements. Also for sales work. Write Frank Loggan, Oregon Association of Broadcasters, P.O. Box 5025, Eugene, Oregon 97403.

Top rate young Negro disc jockey, dynamic personality, for nighttime slot by #1 top 40 station in market. No hotshot. Call 212-OX 5-4459, Mrs. Attenborough, 500-5th Ave., #5226, New York City.

Experienced announcer with first phone. Reply 503-772-9378 after 6:00 pm.

How anncrs can get more commercials: Learn new "conversational" delivery now demanded on most network TV commercials. Learn tested job-getting techniques at Charles Kebbe, TV/Radio Commercial Workshop. Base course, if you're new, 10 lessons. Advanced course if pro; or private coaching. Your chance for more money in free-lance commercial TV. Call or write: Charles Kebbe, PL 3-2164, 18 E. 60th St., N.Y.C.

Technical

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 ticket engineer-announcer with opportunity to move up to chief. Planning ahead for FM-stereo. Good music station. Small town Rocky Mountain area. Need man qualified to install and maintain equipment, tape recorders, etc. 20 hours announcing and 24 hours engineering each week. Send details, experience, salary requirements and snapshot to Box A-293, BROADCASTING.

Chief engineer, 5 kw directional daytimer, 120 mile radius Chicago. Many company benfits. Group operation. Good pay. Only professionals need apply. Box A-347, BROADCASTING.

Chief engineer—successful, high quality, midwest AM needs competent, responsible supervisor to take charge of all technical equipment, do maintenance, installation, etc. Permanent position, salary $160, advancement opportunities, many fine extras. Best of equipment and facilities. Write details, experience, education, references to Box A-353, BROADCASTING.

Man with first phone for transmitter duty. Will train beginner. Please state salary. Box A-359, BROADCASTING.

Excellent opportunity for chief engineer-announcer. Daytime-directional. Needed at once. $125.00 weekly. WCRM, Clare, Michigan.

Assistant chief for Washington, D. C. area top 40 outlet. D.A. background & maintenance and construction experience needed. Good character, background necessary. Send resume & references to Chief Engineer, WEAM, Arlington, Virginia or call 703-534-8300.

First phone experience in studio and transmitter maintenance. Some board work. WEAW-AM-FM, Evanston, Ill.

Draft has created immediate opening for engineer, 5 kilowatt. Contact Morris Schufflebarger, WGOH, Grayson, Kentucky, Phone 606-474-5144.

Technical—(Cont'd)

Combo—engineer-announcer. 1st phone required. Call or write Gene Newman, WHRT, Hartselle, Ala.—773-2558.

Wanted—Good mature technical man capable of assuming responsibility of chief engineer. Contact E. M. Sears, Box 62, Bloomington, Indiana.

The Oklahoma State University will employ a good 1st class engineer at once for the Department of Radio and Television. Chance to attend school if employee so desires. Contact the Head of Radio/TV Department, O.S.U., Stillwater, Oklahoma, at once!

News

Opening available February 1st for news director. You do it all. Challenging job in small, growing market. Send resume and tape, or contact Manager, WDLC, Port Jervis, New York.

Action oriented news department in political hotbed looking for hard hitting digger. If you're the right man, the opportunity is unlimited. WISM, Box 2058, Madison, Wisconsin.

Wanted—News director and/or newsman for Delaware's top rated station. Mobile unit, beeper phone experience. Good pay and benefits. Expanding company. Send tape and resume WAMS Wilmington, Delaware.

Production—Programing, Others

1st rate Program & Production man with brains, initiative, intelligence and imagination for station in top 10 market in the east. We want a real pro with this growing, dynamic organization. Box A-316, BROADCASTING.

RADIO

Situations Wanted—Management

Experienced top-40 general manager. Strong sales background . . . national, regional and local. Excellent regional and national contacts. Desire permanent location. West coast. 200 to 500,000 market. Box A-259, BROADCASTING.

General manager successfully managing the dominant station large southwestern market. Excellent with sales, programing, promotion, personnel, administration. Inspiring leader. Family man, 38, 16 years broadcast. Desire large market with appropriate financial arrangement. One of country's successful managers. Box A-298, BROADCASTING.

General or Sales manager. Have full range of sales experience in medium and major markets. Exceptional personal selling strength. Creative idea man. Can build, train, lead, inspire sales force. Thoroughly experienced all phases station management. 40, family, college, responsible, stable. Box A-302, BROADCASTING.

Attention absentee owner—Looking for a manager you can trust? Your prompt reply could reward you with peace of mind and station profits. I have a perfect record. 16 years in management. Age 43, married, moderate habits. Accent sales and good sound. Box A-309, BROADCASTING.

Currently employed as general manager in small market, programing top 40. Have success story but looking for move to larger market. 17 years experience, strong in sales and programing. Write for details and resume. Box A-321, BROADCASTING.

Need a major market sales manager who produces? I do. Last four years figures say so. Current income $19,000, my station for sale. You'll recognize the names of my references, they're industry leaders. Box A-329, BROADCASTING.

General manager with nation's largest and most successful independent group. Past 8 years general manager for this group in two major markets. Desire new opportunity. Box A-335, BROADCASTING.

Attention! University and college radio stations. I want to manage your station and teach radio M.A. plus 15 years all phases radio. Box A-344, BROADCASTING.

Sales

Sportscaster-salesman seeking College-professional play-by-play plus sales, medium large market. Experienced all phases sports-AM/FM sales. Keen, enthusiastic. Available now. Box A-356, BROADCASTING.

Announcers

Baseball announcing position wanted. Experienced sportscaster. Tape available. Box A-201, BROADCASTING.

Experienced sportscaster-teacher wants New York state part-time sportscasting, including baseball. Tape available. Box A-202, BROADCASTING.

Negro dj-announcer-newsman — college-5 years experience — unique style — smooth tight board—married—dependable—relocate —available now. Box A-226, BROADCASTING.

D. J.—Announcer, experienced. Bright sound. Family man, want to settle down, personable, not floater or prima donna. Tight board and operation. Willing to relocate. Box A-239, BROADCASTING.

Sports director wants bigger market. Seven years radio-TV. High school or college play-by-play. Box A-246, BROADCASTING.

Major market modern format personality available now. Creative, reliable. 25, married, one child. Excellent work, character and credit references. 3rd phone. Box A-265, BROADCASTING.

Top-40 personality jock wants challenge. Airwork or PD. I have good job. Box A-280, BROADCASTING.

DJ-announcer, married, experienced, 3rd class license, draft exempt. Box A-287, BROADCASTING.

Negro, dj-announcer, 3rd phone, top school graduate. Draft free, 24, unlimited potential. Start anywhere immediately. Box A-290, BROADCASTING.

Bilingual dj, currently employed as program director and sales manager, desires position in large metropolitan area. Third class endorsement, five years experience in Spanish and English broadcasting. Speak and write both languages. Box A-294, BROADCASTING.

Professional announcer. Informal morning man. 15 years local radio. Family. Employed. Need new permanent job. Any area. 3rd. Prefer affiliate. Box A-295, BROADCASTING.

1st phone announcer. Some board experience —wants part-time spot—Los Angeles. Write Box A-305, BROADCASTING.

Experienced top 40 Drive time man desires to be relocated by February 15th. Now in top 10 market. Third phone endorsement. Draft free. Box A-307, BROADCASTING.

DJ-announcer, bright happy sound. Authoritative news and combo man. Not a prima donna or floater. Box A-318, BROADCASTING.

Fast pace disc jockey, married, 3rd phone endorsement. Newscaster, young, willing & sincere. Box A-328, BROADCASTING.

10 years in better music. Looking for growth with group. Bright mature sound with occasional wry humor. First phone. $650 minimum. Box A-330, BROADCASTING.

Young top 40 jock—sales, production—experienced—will relocate bigger Texas market. Box A-331, BROADCASTING.

Personality-top 40, R&B & etc. News, production, writer, third. Available. Box A-334, BROADCASTING.

DJ-announcer experienced. Wants to settle. Not floater or prima donna. Box A-336, BROADCASTING.

Top 40 screamer! Young voice. Fast-paced. Less than year experience. College, Pleasant personality. Box A-342, BROADCASTING.

Announcer—1st phone—experienced, excellent references, will relocate. Box A-348, BROADCASTING.

English—this man has talent. DJ, news, top 40/middle road. You name it. Experienced, reliable. Box A-354, BROADCASTING.

Announcers—(Cont'd)

Talk show star available. Well known TV-radio personality. Polished. Controversy. He'll get top ratings—sales. Interested top markets only. Call 212-KI 3-3498 or write Box A-355, BROADCASTING.

Announcing dj; swinging dj; gospel dj; Family man with experience in broadcasting want to settle, news casting, not a floater. The holder of a 3rd class license. Box A-362, BROADCASTING.

Good morning—That's what you'll have when I'm on your staff. Young, experienced, humorous morning man needs job in L.A. or outlying areas. Resume and tape on request. Hurry! Box 70, Marianna, Florida.

Mid-music, 3rd, experienced. K. Sterling, 22 Anderson St., Pittston, Penna. 717-654-4384.

Just because I've had 3 years of #1 ratings (as high as 58%), am part-timing on a 50,000-watt McLendon powerhouse, possess 1st phone, knock out creative copy, produce spots like a mad splicing fool, etc . . . Doesn't mean I don't want to learn more. #1 sounding record personality available Feb. 10th specializing in action night-shows. Top 40 in top 75 market. Reliable with energy unlimited (top ref's to prove it.). $550 month. Call Todd Wallace in Dallas . . . 214-TA 6-7876, 5615 Ross (apt. G).

Recently graduated from Midwestern Broadcasting School. Can deliver news and commercials. Disc-jockey work also. Can operate board. Have third class license. Prefer a station within a fifty mile radius of Detroit. Canada included. Howard Janik, 1910 North Nashville Avenue, Chicago 35.

Recent broadcast school graduate seeks beginning opportunity in Southeast. Tight board, adapt to any format. Strong news. Barry Silver, 1225 Lenox Circle, Atlanta, Ga. 404-875-5748.

First phone—10 years major markets. Country, contemporary, M.R.; Melton—Rt. 5, Box 482-A, San Antonio, Texas MA 3-2648.

Announcer 16 months experience. Tight board, smooth, reliable, seeking break. Albert Mapes, 2933 Cherry Street, Falls Church, Virginia. Call JE 4-6420.

Young man, broadcasting graduate, 9½ months experience seeks relocation recommendation, potential, voice, stable. Byron Holden, 511 Ridge St., Charlottesville, Va. Will relocate. „

Experienced top 40 dj, tight board, endorsed 3rd phone, married, will relocate. Phone 313-334-0888 before 2:00 PM or write 578 Tex. Ave., Pontiac, Mich.

Technical

First phone engineer. Network experienced, radio and television. College graduate. Reliable. N.Y.C. area. Box A-297, BROADCASTING.

Have first phone license, desire part time work or vacation relief etc. Long Island, metro N.Y.C. 212-539-0553 or Box A-352, BROADCASTING.

Inside work anywhere. Communications trained. Not broadcast. First class phone license, Ambulation problem due Muscular Dystrophy. H.D. Schafer, Interlochen, Mich. Phone 616-947-4544.

Experienced radio-television engineer. James Davis, 528 W. Bijou, Colorado Springs, Colorado, 303-634-6096.

News

Radio-TV reporter-photographer seeks news directorship. 9 years experience, top references. Box A-218, BROADCASTING.

Experienced news and sports director seeks position in midwest. Capable of sports play-by-play. Will consider either or both. Seven years in broadcasting. Box A-306, BROADCASTING.

Reader - writer - reporter - production. Now with top suburban chain. Married. 7 years radio. Box A-345, BROADCASTING.

Production—Programing, Others

Versatile radio vet (30, family) seeks responsible, challenging post . . . broad music knowledge, production, programing and writing ability plus intelligent air presentation. Box A-292, BROADCASTING.

Attention southeast. Seasoned pro—11 years radio; 8 years present west coast regional station desires go home to Dixie. Board, sales, 1st ticket, production, sober. Family man. Prefers combo radio-TV opportunity. Box A-323, BROADCASTING.

Program/Production director: Top major market air personality. Fourteen years broadcasting experience. Administrative ability. Flair for imaginative production. Presently employed. Box A-357, BROADCASTING.

Automated stations! "Biff Collie's Corner," taped country personality show with 25 cycle tone ins. Can be two, three, four hours. Seven days $35.00. Tape, brochure write, 1041 Pine Avenue, Long Beach, Calif.

Sports director experienced all sports, news, sales. Andy Denonn, 135 Willow Street, Brooklyn 1, New York. 624-0088.

TELEVISION—Help Wanted

Sales

Virginia network affiliated VHF needs one account executive, TV experience preferred; will consider experienced radio salesman desiring television sales position. Generous guaranteed salary plus commission from first dollar; other benefits. Send full resume to Box A-296 BROADCASTING.

Step up to television sales! Wanted: Top flight salesman for western Montana television market. Must have proven sales ability. Young organization that has doubled in size the past two years. Write Box A-350, BROADCASTING.

Announcers

Northeast VHF needs announcer/newsman —experienced, dependable. On camera news, commercials. Excellent pay, company benefits, 5 day work week, AFTRA. Send letter, picture with VTR only. VTR returned. Box A-273, BROADCASTING.

Versatile announcer wanted by mid-west group station. Opportunity to learn direction. Send resume, salary expected, audio video tape to Box A-364, BROADCASTING.

Excellent opportunity for versatile announcer-director. Permanent job for cooperative staff announcer who is willing to work. Send audio tape, snapshot, salary, and full details by air mail to Manager, KSWS TV, Roswell, New Mexico.

Technical

Progressive, full color, southern station now accepting applications for transmitter engineers and video switchers. First class license required. State experience, military status, etc. in complete resume. Box A-261, BROADCASTING.

Wanted-Experienced chief technician for rapidly expanding CATV system in mid-western area; heart of all summer and winter sports. Applicant must be familiar with microwave techniques and hold appropriate license. Forward background, references and minimum salary expected. Box A-267, BROADCASTING.

Eastern television major market needs ambitious apprentice studio technician. Box A-304, BROADCASTING.

Immediate requirement for experiencd chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Video and transmitter engineers needed by expanding midwestern station. Box A-322, BROADCASTING.

Midwest VHF needs transmitter supervisor. Minimum 5 years experience all phases transmitter operation and maintenance. Good salary, hours, opportunity. Box A-346, BROADCASTING.

Television production company in major northeastern market is placing a color mobile unit in service and has openings for 2 more technicians with color backgrounds. Salary is open for the right men. Send resume and salary requirement Box A-368, BROADCASTING.

Technical—(cont'd)

1st class engineer—Call Chief Engineer, KCND-TV, Pembian, North Dakota, 58271, 701-825-6292.

Alaska—Need chief to layout, install, maintain color TV. Studios-Xmtr of TV-AM-FM on site. Practical experience in color necessary. Excellent wage. Airmail application, references to KHAR—Pouch 7-016, Anchorage.

Wanted: Experienced TV studio engineer immediately to fill permanent position in progressive full color operation. Studio color experience highly desirable. Liberal benefits and salary commensurate with ability. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

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.

Chief engineer for new UHF station in Nation's 22nd market. Your chance to build station from ground up. Must be experienced all phases of installation and technical operation, plus VTR, color maintenance and supervision. Send complete summary, references, photo, salary to S. B. Tremhle, General Manager, Westport Television, Inc., BMA Tower, Kansas City, Missouri 64141.

News

News director—Immediate opening for aggressive experienced news director in competative 2 station Southeastern VHF television market. Salary open—based on experience, ability & background. Rush VTR, resume to Operations Director, WTVM, Box 1848, Columbus, Ga. 31902.

Production—Programing, Others

Production manager—experienced, college, some announcing. Need imaginative, creative, self-starter. VTR's. Rocky Mountain NBC, VHF. Salary open. Box A-160, BROADCASTING.

Large northeastern ETV station seeks a creative experienced producer-director. Excellent opportunity for the right man. Must be capable of handling major project work. Station is an equal opportunity employer. Salary open. Box A-312, BROADCASTING.

Promotion director—Idea-man with proven ability to deliver. Our man must be strong in merchandising and sales promotion. Great opportunity to move up to tenth market, for right man. Send complete resume to Box A-339, BROADCASTING.

Major Pacific northwest University seeks assistant professor of communications and news public affairs manager for educational radio station and ETV station. Practical broadcast experience in both radio and TV is desired. Ph.D. degree is preferred. Master's degree mandatory. Position open Sept. 15, 1966, on annual basis with excellent fringe benefits. Equal Opportunity Employer. Box A-369, BROADCASTING.

Administrative assistant. Secretarial skills, radio-TV-film experience, writing ability. Apply: Daniel Rose, University Relations, State University of New York, Buffalo.

TELEVISION

Situations Wanted

Announcers

Excellent television announcer-personality looking for progressive television operation. Commercials; weather; interview shows. Write for representative VTR. Box A-320, BROADCASTING.

Technical

Chief, Texas UHF educational, desires larger operation. Prefer Appalachian, College affiliated. Consider others. Resume. Box A-252, BROADCASTING.

Need a chief engineer or assistant. I am looking for advancement, presently employed; Experience 12 years. Studio, xmtr, microwave. installation, construction, and trouble shooting. Electrical engineering plus advanced electronic training. Not a drifter. Box A-360, BROADCASTING.

Technical—(Cont'd)

Competent first phone. Technical school graduate. VHF, FM, DA, experience. Military communications schools. Have references. Available May 1966. Robert Faulkner, USCG Air Station, Traverse City, Michigan.

NEWS

News director—Extensive major market experience in public affairs, editorial and special event programing. Top rated delivery, award winning photography. Solid reportorial background including Capitol Hill, Cape Kennedy, etc. Box A-340, BROADCASTING.

College graduate experienced in newscast writing and production, reporting and film. Network and small station background. Available immediately. 1033 N. Genesee, Los Angeles, 90046.

Production—Programing, Others

Award winning documentary writer-director-producer available for temporary assignment. Box A-186, BROADCASTING.

Production manager in medium market seeks advancement in position or market. 14 years background imaginative, able administrator, civic minded, family man. Box A-229, BROADCASTING.

Talented film editor-heavy motion picture & lab background, seeks new horizons in medium market. Salary negotiable. Box A-264, BROADCASTING.

Have experience-will travel. Writer-producer, 100-plus documentaries, seeks to do better things at bigger salary. Box A-301, BROADCASTING.

TV writer-reporter, major O&O, top documentary credits, twelve years exp., newspaper background, seeks real challenge at realistic salary. Box A-326, BROADCASTING.

Stop—As news director then assistant manager, helped build small market "looser" into paying proposition, but pay not enough. Hard-working creative college grad, with experience seeks programing slot—east only. Box A-327, BROADCASTING.

News, program, public relations—14 years. TV-Radio. Age 37, married. Box A-343, BROADCASTING.

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.

Wanted Numade "Neuvator" film cleaner model CL-16 with exhaust unit. Howard Zuckerman, WKBD Detroit (313)444-8500.

Wanted: Four used Collins 37M-4 side-mounted FM antenna rings. Box A-242, BROADCASTING.

Gates model DU-551 dummy load or any 50 ohm that will handle 5 kw. Box A-300, BROADCASTING.

We need good, used Gates or Collins remote turntable console. Bob Behling, Phone area 618-532-1122.

Used 400 foot self-supporting tower and complete UHF station package plus control and production studio equipment for AM. John Kreiger, KVET, 113 West 8th, Austin, Texas. A.C. 512-GR 8-8521.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 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—Equipment

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, BROADCASTING.

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.

For sale: By owner; 5 kw radio transmitter RCA model BTA5H. Excellent condition. Some spare parts available. Price—$5,000. Ready for shipment, F.O.B. Maryland. Box A-212, BROADCASTING.

New Magnecord 1021 transistorized recorders in stock. Trade-ins accepted. Telephone Bill Bruring, La Crosse, Wisconsin, 608-784-7373.

Stereo board & dest, $1,000 FOB Jax. Available 3/1. Don Ritter, WKTZ-FM, Riverton Tower, Jacksonville, Fla. RA 5-2400.

1 Schafer model 400A remote control system: best offer over $400.00. Excellent condition. Jack Sellmeyer. KXIV, 329 N. 3rd Ave., Phoenix, Arizona.

Ampex PR102, MX10 mixers, Telefunken U-47 mikes, EV655C mikes, Altec 601C spks. G. Chapekis, 393 Emerson, Denver, Colorado.

Standard Electronics 5 kw FM and stereo generator 22 thousand hours available now $7625, WKLS, Atlanta.

Gates model M3529-B speech input system w/sta-level. In good working condition. Call 802-295-3167.

ATC-55B Automatic cartridge player. Brand new, less than 50 hrs. use. Would like to sell due to change in automation system. Will sell for $2100.00 cash and you pay shipping cost. Contact John Foster, WCON, Cornelia, Georgia. Phone 404-778-2241.

G.E. TT-6-D VHF high band TV transmitter, G.E. TF-4-A power amplifier voltage regulators, slot diplexer, other associated transmitting equipment all in good condition . . . $10,000 including dismantling and removal. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Modulation monitor, General Radio 1931A. Excellent. $400. Phone Area 507-637-2989.

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.

$50.00 reward for information leading to whereabouts and recovery of 1966 Ford Mustang, two-door hardtop, Minnesota license number 4JB232 owned and driven by former Minneapolis-St. Paul area disc jockey, Robert L. Adams, better known as Kelly, now believed to be in Detroit area. Please contact St. Paul, Minnesota, phone AC 612-222-6666, extension 336 for reward.

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.

INSTRUCTIONS—(Cont'd)

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. **Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.**

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. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week, First Phone course. Classes offered eves, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Starting dates: Feb. 7, May 2, Sept. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Professional School of Radio and Television Broadcasting. Classes taught by working professionals from major stations. Write E.I.T., 2457 Woodward Avenue, Detroit, Michigan, 48201.

RADIO

Help Wanted

Management

GENERAL MANAGER

For Boston's commercial FM station, WBCN. Must have successful radio sales background. Genuine opportunity for young man who is ready for a bigger and better job and knows that FM is here now! Apply in strict confidence to: Whisnand Management Company. P.O. Box 146, Cohasset, Mass. 617-383-0422.

Sales

SALES TRAINEE

Outstanding career opportunity for young man with future management potential in a growth electronic firm and leader in the manufacture of broadcast station equipment. Age 22-30. B.S. degree and First Class radiotelephone license or extensive amateur operator experience.

Ideal size city. Finest of schools. Advancement. Complete employee benefits. An equal opportunity employer. Write or telephone R. M. Veach. Director of Personnel, (217) 222-8202 or evenings (217) 223-2685.

GATES RADIO COMPANY
A subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS 62302

Help Wanted—Announcers

PERSONALITY

Top professional radio personality wanted by major market dominant station. TV work available. Good five figure salary. Top professionals only send tape and resume to

BOX A-268, BROADCASTING

WANTED FOR MID-WEST TOP 10 MARKET, CHAIN OPERATED STATION:

Air Personalities and Newsmen with a minimum of 3 years commercial experience. Send tape, resume, picture and salary requirements immediately to:

Box A-317, Broadcasting
Salary open

GOOD MUSIC
Top 30 market

Group owners seek announcer with big voice, maturity and experience. Send tape, including production, along with complete resume.

All replies treated with confidence.

Box A-303, Broadcasting

Announcers—(Cont'd)

BOSS RADIO

KIMN. . . Colorado's number one station for 7 years is looking for a *BOSS* all night jock. Move up to one of America's great radio stations. Must have first phone and military obligation in line. If you're ready to handle an ultra-modern format and are not over 30 years old here is your opportunity. Must be willing to go "east of midnight" for at least one year. If you're the horse we're looking for write:

Ted Atkins, P.D., KIMN,
Denver, Colorado

Talk Personality

Top rated eastern station wants news oriented talk man. Excellent 5 figure salary, ideal working and living conditions. Rush tape & resume to

BOX A-278, BROADCASTING.

NEWS

RADIO REPORTER

West Coast operation needs top calibre Newsman—minimum 3 years experience as reporter, writer, newscaster, maximum 35 years of age. Great potential in Electronic Journalism. No television exposure. Send resume, picture and tape with self-written newscast and aircheck of special events work and current earnings.

Box A-371, Broadcasting
(No material returned)

NEWSCASTERS
$12,000 PLUS
EARLY STARTING

Don't apply unless you are a network caliber newsman gifted in dramatic reading, rewrite and editing. Please state educational background, past experience and other pertinent data, such as I.Q. score. Enclose picture and send 15-minute off-the-air newscast, or simulated newscast that you would like to do. Positions are now open and will be filled by February 7. Salary guaranty of $12,000 yearly includes scheduled overtime and talent.

Gordon B. McLendon
The McLendon Building
2008 Jackson Street
Dallas, Texas

Production—Programing, Others Continued

KNOWLEDGEABLE BROADCASTER & ADMINISTRATOR . . .

Illinois Broadcasters Association requires a male executive secretary familiar with all aspects of broadcasting. Interested in both national and state legislation. Limited traveling involved. This self-starter will have a working knowledge of promotion and publicity. Relocate to middle downstate Illinois. Challenging, rewarding position. Reply only in writing to:

Ralph W. Beaudin
WLS Inc.
360 N. Michigan Ave.,
Chicago, Illinois 60601

Situations Wanted

Management

A PRO

now in top management of sizable group seeks change. Prefer return to station management in solid radio market. Outstanding record in sales, general management, costs and profits; medium and major market experience. 38, family.

BOX A-257, BROADCASTING.

EXPERIENCED EXECUTIVE

Successful Sales, Sales Management and general administrative background. Corporate officer responsibilities. Looking for opportunity to manage station or station sales for group or individual TV or radio outlets. Age 33, married. Relocation considered. Top references and resume upon request.

Box A-299, Broadcasting

MANAGEMENT PROBLEMS?

OUTSTANDING YOUNG MANAGER OF TOP MAJOR MARKET STATION AVAILABLE FOR RIGHT OPPORTUNITY. PROVEN SALES, PROGRAM. EXECUTIVE ABILITY.

Box A-370, Broadcasting

Situations Wanted—Management

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-365, Broadcasting

Our Employees Know of this advertisement.

Help Wanted—Production—Programing, Others

Great morning men are where you find them.

WHERE ARE YOU?

We're a top 40 station in a top 10 eastern market. We're looking for that rare combination of creative talent and believable personality plus personal discipline and capacity for hard work. You should have a proven track record and be able to pass the most rigid examination. You must be experienced and believe in top 40 radio. Tune, time, temp., men need not apply. We're looking for a true professional talent. Rush your non-returnable tape and resume on a strictly confidential basis to:

Box A-351, Broadcasting

TELEVISION

Help Wanted—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.

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(Continued from page 76)

tion of new ant. and trans., and decrease in ERP and ant. height.

WHAT-FM Philadelphia—Granted license covering installation of new ant.-trans., and change in ERP and ant. height.

WPIX-FM New York—Granted license covering increase in ERP; conditions.

Granted mod. of licenses to reduce aural ERP for following TV stations: WWNY-TV Carthage, N. Y., to 24 kw and change type aural trans.; KARK-TV Little Rock, Ark., to 20 kw, and modify type aural trans.; KSTP-TV St. Paul, Minn., to 15.1 kw and change type aural trans.; KARD-TV Wichita, Kan., to 20 kw; WTVM(TV) Columbus, Ga., to 62.5 kw WSAU-TV Wausau, Wis., to 53.7 kw; WBTV(TV) Charlotte, N. C., to 10 kw; WBTW(TV) Florence, S. C., to 39.8 kw; WJRT-TV Flint, Mich., to 47.9 kw; WESH-TV Daytona Beach, Fla., to 20 kw; KGLD Garden City, Kan., to 39.8 kw; WABG-TV Greenwood, Miss., to 5.62 kw; WKTV(TV) Utica, N. Y., to 5.25 kw; WEHT(TV) Evansville, Ind., to 30.9 kw; KRDO-TV Colorado Springs, to 11.2 kw (DA); KOOK-TV Billings, Mont., to 10.2 kw; WHRO-TV Hampton-Norfolk, Va., to 42.7 kw; *WEDH(TV) Hartford, Conn., to 25.1 kw; *KTXT-91 Lubbock, Tex., to .417 kw; *WSEC-TV Miami, Fla., to 3.2 kw (DA); *WDCN-TV Nashville, Tenn., to 20 kw.

Granted extension of completion dates for following stations: WCMC-TV Wildwood, N. J., to July 25; WEHH-FM Elmira, N. Y., to June 16; WABF-FM Fairhope, Ala., to May 15; KVEG-FM Las Vegas, to March 30; WBEA(FM) Elyria, Ohio, to April 30; WHOM-FM New York, to April 23; KFRN-FM Brownwood, Tex., to June 30; KALB-FM Alexandria, La., to March 1; KSTP-FM St. Paul, Minn., to April 1; WYNR-FM Brunswick, Ga., to June 8; WTAP-FM Parkersburg, W. Va., to March 15; WNXT-FM Portsmouth, Ohio, to April 30; WOYE-FM Mayaguez, P.R., to April 30; and WGBA-FM Columbus, Ga., to March 15.

Actions of Jan. 24

KSBY-FM San Luis Obispo, Calif.—Granted license covering changes in trans. location and increase in trans. line.

WFLY(FM) Troy, N. Y.—Granted CP to increase ERP to 10 kw and show corrected geographical coordinates.

KLAK-FM Lakewood, Colo.—Granted mod. of CP to change ERP to 27 kw and show geographical coordinates.

KLOV-FM Loveland, Colo.—Granted mod. of CP to change studio location to ant.-trans. location, change type trans., and type ant.

American Broadcasting Companies Inc. New York—Granted authority to deliver programs to stations (AM or FM) under control of Canadian Broadcasting Corp. or to any licensed stations in Canada where programs have been, are being, or will be broadcast in U. S. by ABC licensees or permittees.

Granted extension of completion dates for following stations: WATR-TV Waterbury, Conn., to July 24; WRBN Warner Robins, Ga., to Aug. 1; WKKD Aurora, Ill., to Aug. 1; WJLD. Homewood, Ala., to June 1; WHIL-FM Medford, Mass., to Apr. 6; WCOA-FM Pensacola, Fla., to Apr. 3; WNUS-FM Chicago, to Apr. 30; WNTL-(FM) Memphis, to Mar. 15; and WHLI-FM Hempstead, N. Y., to Mar. 31.

Actions of Jan. 21

WJAN(TV) Canton, Ohio—Approved engineering data submitted pursuant to fourth report and order in Doc. 14229 to specify operation on channel 17 in lieu of channel 29; decrease ant. height to 450 ft.; engineering condition, and subject to condition that commission may, without further proceedings, substitute for channel 17 such other channel as may be allocated to Canton as result of pending proceeding in Doc. 14229.

WHCU Ithaca, N. Y.—Granted license covering increased daytime power, with remaining operating time 1 kw (limited); installation of new trans. and specify type trans.; remote control permitted; condition.

WYON(FM) Grand Rapids, Mich.—Granted license covering change in ant.-trans. and studio location; increase in ERP to 50 kw; installation of new trans.; and specify type trans.; remote control deleted.

WPFB-FM Middletown, Ohio—Granted license covering change in ERP to 57 kw.

WLOE-FM Leaksville, N. C.—Granted license covering installation of new ant., change in ant. system, and increase in ERP to 27 kw.

WKRA Holly Springs, Miss.—Granted mod. of CP to change ant.-trans. location, and make change in ant. system.

Granted licenses for following FM's: WFLW-FM Monticello, Ky., and WNAM-FM Neenah-Menasha, Wis.

Granted extension of completion dates for following stations: KCRS Midland, Tex., to July 13; WLOL Minneapolis, to June 1; KDES Palm Springs, Calif., to June 5; WKVM San Juan, to April 15; KLAK Lakewood, Colo., to May 11; KOSI Aurora, Colo., to June 30; WKPT-FM Kingsport, Tenn., to Mar. 1; WKXI(FM) Smyrna, Ga., to July 5; WXQR-FM Jacksonville, N. C., to Mar. 1; and *KUNF(FM) La Canada, Calif., to Mar. 1.

Granted renewal of licenses for following main stations and copending auxiliaries: KAHU Waipahu, Hawaii; KAPA Raymond, Wash.: KAST Astoria, Ore.; KBBO Yakima, Wash.; KBZY Salem, Ore.; KCAM Glennallen, Alaska; KENE Toppenish, Wash.; KENI Anchorage; KEPR Kennewick-Richland-Pasco, Wash.; KFHA Lakewood, Wash.; KFLY Corvallis, Ore.; KFQD Anchorage; KGAL Lebanon, Ore.; KGAR Vancouver, Wash.; KGAY Salem, Ore.; KGU Honolulu, Hawaii; KHAR Anchorage; KICY Nome, Alaska; KIFW Sitka, Alaska; KIMA Yakima, Wash.; KIPA Hilo, Hawaii; KIT Yakima, Wash.; KJR Seattle; KLIQ Portland, Ore.; KMED Medford, Ore.; KMO Tacoma, Wash.; KNDI Honolulu; KNEW Spokane, Wash.; KNND Cottage Grove, Ore.; KONP Port Angeles, Wash.; KORD Pasco, Wash.; KORE Eugene, Ore.; KPEG Spokane, Wash.; KPOI, KPOI-FM Honolulu; KPOJ, KPOJ-FM Portland, Ore.; KPQ Wenatchee, Wash.; KQEN Roseburg, Ore.; KQOT Yakima, Wash.; KRCO Prineville, Ore.; KRDR Gresham, Ore.; KSHA Medford, Ore.; KTDO Toledo, Ore.; KTEL Walla Walla, Wash.; KTOH Lihue, Hawaii; KUAM Agana, Guam; KUMU Honolulu; KURY Brookings, Ore.; KXL-AM-FM and SCA Portland, Ore.; KYNG Coos Bay, Ore.; KZOO Honolulu; KISW(FM) Seattle; KNDX(FM) Yakima, Wash.; *KCPS(FM) Tacoma, Wash.; *KTEC(FM) Klamath Falls, Ore.; *KTOY (FM) Tacoma, Wash.

Actions of Jan. 20

WMJR(FM) Fort Lauderdale, Fla.—Granted CP to install new ant.; increase ERP to 100 kw; and reduce ant. height to 175 ft.

WARR(FM) Warrenton, Va.—Granted mod. of CP to change type trans. and type ant.

KLIZ Brainerd, Minn.—Granted mod. of CP to change studio location and type trans.; remote control permitted.

***WETA-TV Washington**—Granted CP to change type trans., and ERP to 110 kw aural, 1100 kw vis.; subject to compliance with Section 73.640 of rules.

***WCBB Augusta, Me.**—Granted CP to install amplifier as aux. vis. amplifier in conjunction with main trans.

KMOS-TV Sedalia, Mo.—Granted CP to change type trans.

Granted mod. of licenses to permit remote control for following stations: WTNT Tallahassee, Fla., conditions; KGNU Santa Clara, Calif., conditions; and WCUE Cyahoga Falls, Ohio, conditions.

Granted mod. of licenses to reduce aur. ERP for following stations: WISC-TV Madison, Wis., to 11 kw and change type trans.; KRON-TV San Francisco, to 12.3 kw and change type trans.; WBNS-TV Columbus, Ohio, to 52.5 kw; WOC-TV Davenport, Iowa. to 15.1 kw; WDAY-TV Fargo, N. D., to 20 kw; WSOC-TV Charlotte, N. C., to 63.1 kw; KFDX-TV Wichita Falls, Tex., to 20 kw; WTPA Harrisburg, Pa., to 85.1 kw; WGHP-TV High Point, N. C., to 63.1 kw; and WNOK-TV Columbia, S. C., to 21.4 kw.

Granted licenses for following VHF TV

translator stations: W12AK, W06AH, Nelson A. Crawford, Hanover and Lebanon, N. H., and White River Junction, Vt.; condition; K11GT, Liberty Television Inc., College Hill and Friendly Street, East and Southeast of Eugene, and South Willemmette and Fox Hollow, Ore.; W11AN, The Spartan Radiocasting Co., Bryson City, Whittier and Birdtown, Greens Creek, Savannah and Gay, and Alarka, Almond, and Lauada, N. C.; K04ED, City of North Platte, Northern, Eastern, Southern, and Western North Platte, and Rural Area, Neb.; K13GM, Lobo Valley TV Assn., Lobo Valley, Tex.; K09HA, KMSO-TV Inc., Kalispell, Mont.; K12FA, Ashland TV Club, Coal Creek, Home Creek, Otter Creek, and Ashland, Mont.; K05CK, People's T.V. Inc., Leadville, Colo.; and K02EK, Applegate Television Assn. Inc., Applegate Valley, Ore.

Granted CP to Gonewango Valley Television Inc., North Warren, Pa., for new UHF TV translator station, on channel 78, to rebroadcast programs of WICU-TV, channel 12, Erie.

Actions of Jan. 19

KDEF Albuquerque, N. M.—Granted CP to increase daytime power from 1 kw to 5 kw, continued operation on 1150 kc, 500 w-N, DA-N, and install new trans.; conditions.

WMPA Aberdeen, Miss.—Granted CP to increase daytime power from 250 w to 1 kw (SH), continued operation on 1240 kc, and install new trans.; conditions.

WBRB Mt. Clemens, Mich.—Granted mod. of license to change studio location; remote control permitted; conditions.

KTHO Tahoe Valley, Calif.—Granted mod. of license to operate trans. by remote control, and to change studio location and remote control point to Tahoe Marina Inn, Bijou; conditions.

WSEL-FM Pontotoc, Miss.—Granted mod. of CP to change type trans. and type ant.

Granted renewal of licenses for following main stations and copending auxiliaries: KREL Corona, Calif.; KSIL Silver City, N. M.; and KLFM(FM) Long Beach, Calif.

Granted CPs for following new VHF TV translator stations: Don G. Porter, Lyman, Wyo., on channel 7, to rebroadcast programs of KUTV(TV), channel 2, Salt Lake City; and Watters Electronic Service, Oneida, Tenn., on channel 4, to rebroadcast programs of WTVC, channel 9, Chattanooga, Tenn.

Remote control permitted KLEI Kailau, Hawaii, condition.

Action of Jan. 18

Granted CP for new UHF TV translator station to K&M Electronic Co., Ely, Minn., on channel 76, to rebroadcast programs of WIDO-TV, channel 10, Duluth.

Action of Jan. 17

WLCO Eustis, Fla.—Granted CP to increase daytime power from 250 w to 1 kw, and install new trans.

Action of Jan. 14

Remote control permitted KFAB-FM Omaha, Neb.

Action of Jan. 4

Granted CPs for following new VHF TV translator stations: Forsyth Township Co-op, Gwinn, Mich., on channel 4, to rebroadcast programs of WFRV(TV), channel 5, Green Bay, Wis.; and on channel 2, to rebroadcast programs of WLUK-TV, channel 2, Green Bay.

Rulemakings

PETITION FOR RULEMAKINGS FILED

Somerset, Ky.—Oris Gowen, Dr. A. B. Morgan, Beecher Frank, Dr. Thomas Penn, and Hogan Teater. Request amendment of rules so as to assign UHF television channel for Somerset. Received Jan. 17.

Scottsdale and Tempe, both Arizona—Everett G. Taylor and Jerry M. Du Bois. Request institution of rulemaking proceeding to amend Sec. 97.61(10) of its rules and regulations to read as follows: "add the following: A3a and A3b from 50.05 to 54 mhz." received Jan. 19.

KWYN Wynne, Ark.—East Arkansas Broadcasters Inc. Requests commission issue notice of proposed rulemaking looking towards amendment of table of FM assignments by adding channel 224A to city of Wynne, i.e.: Corning delete 285A, add 228A; Paragould, delete 224A, add 285A; Wynne, add 224A. Received Jan. 20.

New call letters requested

Atlanta—Rice Broadcasting Co. Requests WJRJ-TV.

Exeter, N. H.—Coastal Broadcasting Co. Requests WKXR.

Reading, Pa.—Albright College. Requests WXAC.

WIXI Birmingham, Ala. — Birmingham Broadcasting Co. Requests WLPH.

WJSI Peoria, Ill.—Peoria Journal Star Inc. Requests WIVC.

Lakeport, Calif.—Lake County Broadcasting Co. Requests KBLC.

Fayetteville, Ark.—Kessler Mountain Broadcasting Co. Requests KNWA.

Memphis, Tex.—M.W.C. Broadcasting Co. Requests KBGH.

Boston—Integrated Communication Systems Inc. of Mass. Requests WREP.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Jan. 26. 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.

Homewood, Ala.—Southern TV Cable Corp. (M. M. Victory, Fort Walton, Fla., owner) has been denied a franchise. Jefferson Cablevision Corp. (Ben McKinnon, general manager of WSGN Birmingham, Ala., president) holds a franchise for Homewood.

■ **Anderson, Calif.** — Finer Living Inc., Redding, Calif., has been granted a franchise. The firm would charge a $19.95 installation fee and a $5 monthly service fee.

Peoria, Ill.—General Electric Cablevision Corp., a subsidiary of General Electric, has applied for a franchise. The firm has recently been granted franchises in Decatur and Mattoon, both Illinois. Central Illinois Cable Television Inc., Peoria, Peoria Cable-Television Inc. and Multi-Channel Cable TV Inc., Chicago, all Illinois, have also applied for franchises.

■ **Marion, Ind.**—Marion Cable Television Inc. has been granted a franchise. Marion Cable Television Inc. is composed of WBAT Marion, WTAF-TV Marion, Anton Hulman of Terre Haute, all Indiana, and Time-Life Broadcasters Inc.

■ **East Baton Rouge parish, La.**—King Community Antenna Co. Inc., Houston, has been granted a franchise. The firm will charge a $15 installation fee and a $5 monthly service rate. Cablevision of Baton Rouge Inc., Video of Baton Rouge, Metropolitan Communications Inc. and Certified Signal Financing Inc., also had applied for franchises.

Mount Vernon, Mo.—TeleSystems Corp., Glenside, Pa., was denied a franchise by vote of the city council.

■ **Delhi, N. Y.**—Cable Service Inc., Delhi (Mokay Bros., owner) has been granted a franchise. According to the franchise the company will be permitted to charge no more than $49.50 for installation and no more than $4.50 per month. Delhi Video has had a franchise since 1958.

Conneaut, Ohio—City council has repealed the franchise awarded to Conneaut Associates Television Inc. (BROADCASTING Jan. 17). Mayor Edward J. Griswold said that the new city officials wanted to study other systems. The repeal took effect immediately.

Logan, Ohio — Mayor Jack Moorehead vetoed a 10-year franchise awarded Community Cable Service Inc. (Ed Dietz-manager) on the basis that the time period is too long and the city is not getting proper compensation.

■ **Uniontown, Pa.**—Ross Bros., 66 W. South St., Uniontown, has been granted a franchise. Installation fee will be $15 with a $2 monthly service charge. National Cablevision Corp., Meadville, Pa., already has a franchise.

■ **West Wyoming, Pa.**—A 10-year nonexclusive franchise has been granted to Universal Cable Television. There will be no charge for installation, and service will be free to schools and the police.

■ **Laredo, Tex.**—Donrey Broadcasting Co., Forth Worth, Ark. (group owner in radio and television plus newspapers) has been granted a franchise. The firm will pay the city 2% of the gross annual revenue plus $100 yearly. Vumore Television Antenna System has held a franchise since 1959.

■ **Ogden, Utah**—Community Television of Utah has been granted a 24-year franchise.

Roy, Utah — Wasatch Community TV, Wasatch, Utah, has applied for a franchise. Principals in the firm are Haven J. Barlow and Dan B. Shields. Community Television of Utah also has applied for a franchise.

Weston, W. Va.—Weston Television Cable Corp., Weston, a subsidiary of Braxton Cablevision Corp., Weston (group owner), has applied for a franchise.

Fond du Lac, Wis.—Valley Community Antenna Inc., Fond du Lac, has applied for a franchise. Principals in the firm are Albert P. Frank and Nick Frank, both Fond du Lac.

Menomonee Falls, Wis.—Tower Erection Inc., Menomonee Falls, has applied for a franchise. Charles H. Lomas, Menomonee Falls, is president of the firm.

Do it better is always best broadcast aim

BEING "optimistically dissatisfied" is one of Bob Lemon's favorite philosophical avocations. It's his way of saying that he is constantly amazed at the progress of American free enterprise but realizes how much more could be done if all tried a little harder.

This attitude is his approach in the one area of life with which he is most familiar, the business of broadcasting. As vice president of NBC and general manager of WMAQ-AM-FM-TV Chicago, Mr. Lemon is generous in praise for work well done, his associates report. But he also expects that reasonable effort be made to accomplish higher goals.

Mr. Lemon never misses an opportunity to tell how proud he is of the total entertainment and information programing accomplishments of the NBC Radio and TV networks. So, too, the local achievements, especially color-TV pioneering, of the WMAQ stations that he has headed since last fall.

He also notes no single newspaper or combination of papers can match the 24-hour-a-day job performed by the local, national and international news resources of NBC and its stations. In any market it is the best today, he says.

Mr. Lemon appears to be willing to risk moments of criticism in his long-range efforts to constantly improve the programs of the WMAQ outlets. For example, WMAQ-TV recently dropped a weekly half-hour fine music show, *Artists Showcase*, which promptly was taken over by a competing station.

The show had run five years, he explains, and although it received many awards it continued to have too narrow audience appeal. He decided to cancel it in favor of a new series to start in the fall which will be devoted to all of the cultural and artistic accomplishments of the city and not music alone.

Mr. Lemon will admit very strong feelings about the performance as well as the promise of radio as a medium. "Like television, radio is almost a miraculous way to communicate," he says.

Persuaders Not Hidden ▪ Whenever radio or TV are held up for attack by critics who cry hidden persuasion or harmful influence upon children, Mr. Lemon is quick to respond. He points out that the viewer has obligations in the process too, especially the parent. Children learn most from the example of their elders, he believes.

"We have become a nation of persuaders, mostly unhidden," Mr. Lemon contends. "We have persuaded ourselves into the 20th century," he says, "and we should be openly objective about it."

Mr. Lemon agrees it is a fact "that all of us are exhorted daily by our mass media to buy something, stop doing something, change our habits, our medicines, our clothes. We are pounded at to smoke less and to smoke more, to buy more food but to watch our calories and to vote this way or that way."

Government, he continues, "prescribes rules for us, our religious leaders prescribe rules for us and our political leaders and parties appeal to us. Our teachers minister to us. And our wives discipline us. I am persuaded, even at home, that there are more unhidden than hidden persuaders."

All of this persuading has brought progress in America, he observes, "and we have taken some giant steps" even though many faults still need correcting. Broadcasting shares a key role in this vital process, he feels.

"When I was born," Mr. Lemon recalls, "my mother was not allowed to vote. I went to school in a one room building with one teacher for eight grades. There was no Salk vaccine. I don't recall knowing the word 'baby-sitter' when I was a teen-ager."

Parenthetically, he continues, "I can't find anything really bad about the fact that our baby-sitter, a lovely 18-year-old, drives a T-Bird convertible." America's abundance of material things "and our unquenchable desire to get our share of them is a large source of trouble," he agrees, "but let's not decry some of their benefits."

Radio-TV Aim: Balance ▪ Mr. Lemon believes that broadcasters and other communicators should strive to maintain a sense of humility and dedication in their business and to be alert to the subtle influences of the profession that are common human failings. "Those of us in the mass media tend to get quite impressed with ourselves," he says.

"Our typewriters, microphones and cameras make us grow to love the sound of our own voices and to overestimate our strength," he cautions. He adds, "the powerful mass media often presumes knowledge they do not have and which they have not earned."

However, Mr. Lemon notes: "It's said of television that it is mainly a mirror of our society. To make that mirror reflect a better picture, society must be better."

TV of itself won't make a literate society if Johnny can't read, Mr. Lemon holds. But he is concerned more about the fact that while Johnny's father can read he seldom does.

Mr. Lemon's deep feeling for people seems to be based in large measure upon his own experiences. Reared on a small midwest farm with few conveniences, he was an omnivorous reader of all he could obtain from the mobile library.

"I was a terribly curious person," he recalls, but he had his hurdles in high school because he didn't know just what he wanted to do. In the custom of the day he hitchhiked and rode the rods all over the country, working at all types of jobs including logging and power-line construction.

But during tedious Pacific duty in World War II he started a camp newsletter and his talents began to bloom. After the war he helped start the *Bloomington* (Ind.) *Herald*. Subsequently he joined WTTS and WTTV(TV) there at the invitation of Sarkes Tarzian, for whom he holds great personal and professional respect. And later he moved to NBC.

TV's biggest challenge: "Keeping up with the snowball, not pushing it."

WEEK'S PROFILE

Robert Wendell Lemon—VP of NBC and general manager, WMAQ-AM-FM-TV Chicago; b. Aug. 5, 1918, Bloomington, Ind.; U.S. Air Force, 1942-45; salesman, 'Bloomington Herald', 1946-48; joined WTTS Bloomington as salesman in 1948 becoming sales manager in 1949 when it took air; becomes sales manager of sister WTTV(TV) Bloomington 1949; station manager, WTTV, 1952-57; program director, WRCV(TV) Philadelphia, 1957; general executive, NBC-owned stations, Chicago, 1958; station manager, WNBQ(TV) (now WMAQ-TV) Chicago, 1959-65; named VP-general manager of WMAQ stations Sept. 1, 1965. Retiring pres, Chicago chapter, Academy of Television Arts and Sciences; dir, Broadcast Advertising Club of Chicago; former dir, Illinois Broadcasters Assn.; former member, affiliates boards, ABC-TV and NBC-TV; charter member, Television Bureau of Advertising and Society of Television Pioneers; m. Frona O'Bryan of McLeinsboro, Ill., Dec. 30, 1945; children—Kathy 16, Teresa 14 and Robert 4; member—Rotary Club, American Civil Liberties Union, Winnetka (Ill.) Human Relations Committee; hobby—reading.

A way to put out the fire?

THE acrimony generated in recent weeks in the dispute over federal regulation of community antenna television grows more bitter by the day. As long as they adhere to their present positions, the militantly anti-broadcasting CATV interests and the militantly anti-CATV broadcasters can only tear harder at one another's throats. And the FCC and Congress can only act in response to rival pressures of an intensity to thwart reasonable judgment.

A new approach is needed to take the hysteria out of the dispute. What we have to suggest has so far proved unacceptable to either of the militant wings, but we are suggesting it again, in slightly modified form, in the hope of providing a basis for rational discussion.

For some time we have advocated an amendment of Section 325(a) of the Communications Act which now prohibits any station from rebroadcasting the signals of another without the originator's consent. It has been our view that an expansion of Section 325(a) to encompass CATV transmissions would create a reasonable basis for negotiations between broadcaster and CATV operator and would be vastly preferable to the overt policy of economic protectionism that some broadcasters seek.

One objection to our proposal has been that a congressional amendment could not be brought to a vote in time to prevent the wires from strangling the broadcasting business. That objection would be satisfied if the FCC were to take the law in its own hands.

If there is valid reason for the FCC to claim, as it has, that it now has jurisdiction to impose restrictive regulations on all CATV's, on the theory that they are an extension of the broadcast service, there is equally valid reason for the FCC to assert that it has the power to apply Section 325(a) to CATV now. We still retain misgivings about the FCC's basic reasoning, though lawyers of great competence support it. Still, we think it better for the FCC to take a fresh look at its regulatory direction than to attempt to follow the line that has created so much bitterness.

The FCC has called a policy meeting on Feb. 10 to debate its CATV position. Perhaps it will at least consider the Section 325 approach as an alternative to the others that will be before it.

That old question

ABC-TV's new *Batman* series has set not one precedent, but two. The program, billed by in-viewers as the essence of camp, which loosely translated means it's so bad it's good, seems apt to set off a trend in "live" renderings of old comic strips. In providing four rather than three commercial minutes in each half-hour, it seems no less likely to find imitators.

The extra minute has already created a to-do. Several affiliates have protested the increase in commercial time, and at least one, WJZ Baltimore, rejected the show.

To make room for the fourth commercial, however, ABC deleted billboards and trimmed promos and credits. There are experts, both inside and outside ABC, who believe that as a result of this reduction in so-called clutter, *Batman* with four minutes of advertising "seems" less commercial than the ordinary program with three.

It is impossible to say who is right in this argument, because the debaters are dealing in purely subjective judgment. Only the public can define "too many," and thus far nobody has bothered to ask the public what it thinks.

The NAB once announced a plan to research viewer attitudes on questions such as this. So far as we know, nothing ever came of it. We suggest—again—that the project ought to be revived. It's just possible that research would confirm that there is no one standard applicable to all programs in all markets on all stations.

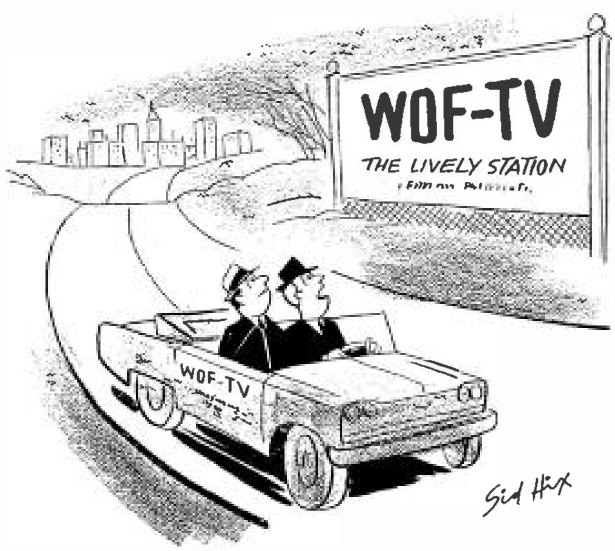
A promising structure

A reasonable solution to a vexing problem was reached by the 44-member board of the National Association of Broadcasters at its winter meeting last week in Florida. Instead of a dual-executive command comprising the full-time president and a full-time chairman chosen from among professional broadcasters, the board implemented what amounts to a corporate structure with a newly constituted seven-man executive committee, headed by the chairman, to act for the full board and to meet as frequently as events in Washington or elsewhere in broadcasting dictate.

The board accepted in all essential aspects the plan proposed by the incumbent joint board chairman, John F. Dille, Jr., Communicana Group, Elkhart, Ind. Implicit in this action was a deserved vote of confidence in Vincent T. Wasilewski, who assumed the NAB presidency a year ago after 16 years as a staff executive.

The main virtue of the new structure, which becomes operative following the next meeting of the full board in June, is that it should mitigate the difficulty of convincing top-echelon broadcasters to assume the joint board chairmanship. Now the board chairman must take a sabbatical year from his company to sit on the hot seat in Washington. Under the concept advanced by incumbent Chairman Dille, well qualified prospects could be induced to accept the call if they would agree to devote at least one week a month to NAB affairs. And the expanded seven-man executive committee would meet in between the semiannual statutory meetings of the full board, at the call of the chairman and president, possibly eight or nine times a year.

The Dille concept, which won unanimous approval of the full board, looks optimum on paper. Its success, however, will depend upon people and events rather than upon pungent phrases and pious hopes. If there is rapport between the president, the incoming board chairman and the executive committee, the prognosis should be good. There can be no end to the problems with government, Congress and competitive media that inexorably lie ahead.



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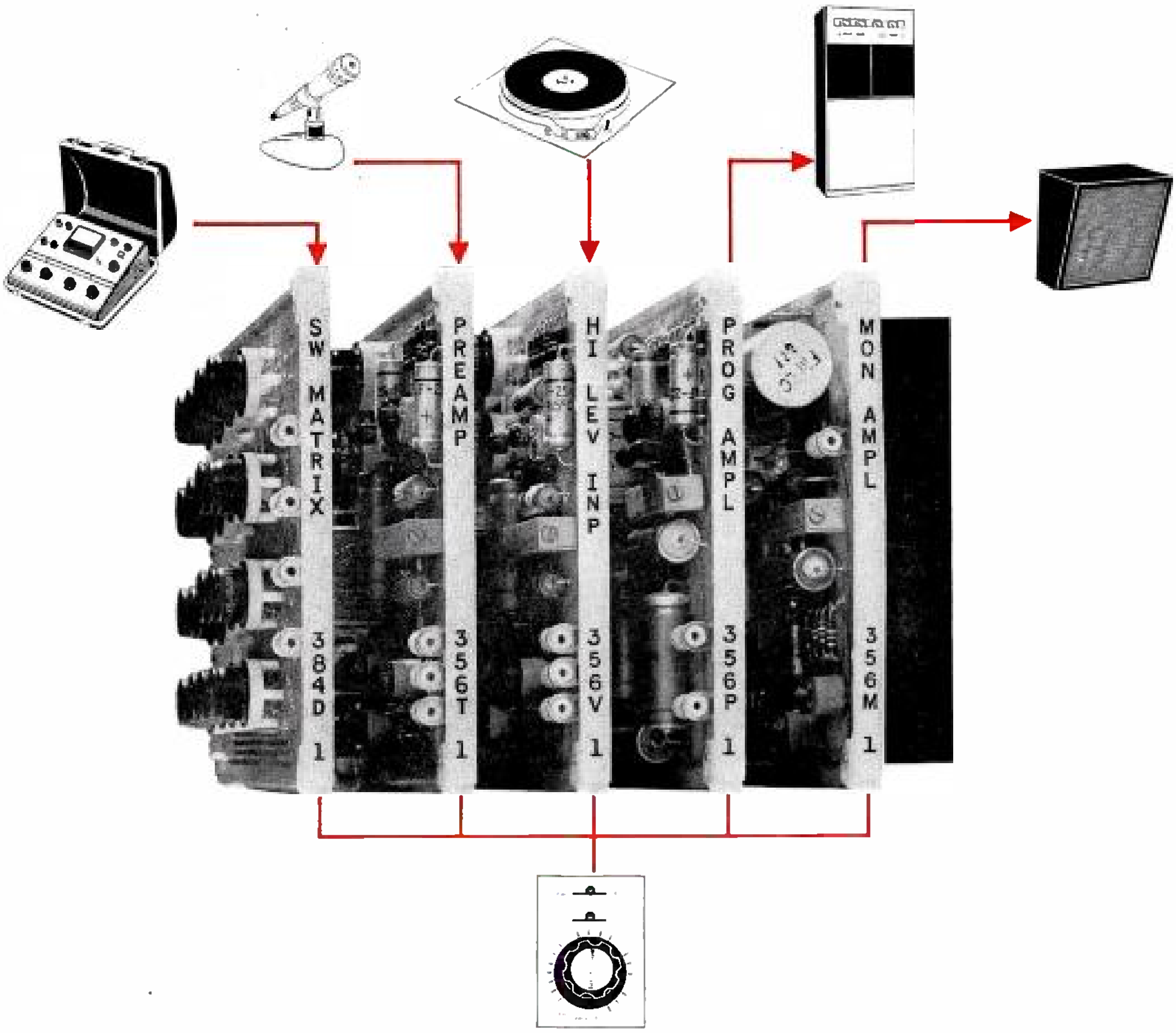

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