



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

A churning beehive of activity at CBS. p27
 AFA/AAW hear pleas for government-business cooperation. p32
 Three TV stations change hands for \$6.5-million. p52
 UHF allocations table modified slightly by FCC. p68

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What is an influencible?

Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.*® On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

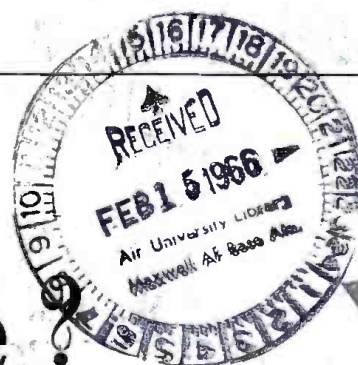
© 1965 Storz Broadcasting Co., Inc.

STORZ

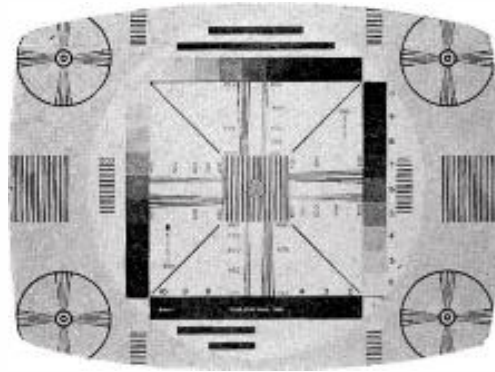
WDSY Minneapolis-St. Paul
 (Blair)
 KXOK St. Louis
 (AM Sales)

WHB Kansas City
 (Blair)
 WTIW New Orleans
 (Eastman)

KOMA Oklahoma City
 (Blair)
 WOAM Miami
 (Blair)



If you want to broadcast the sharpest TV,



be sure you use the picture-perfect tape

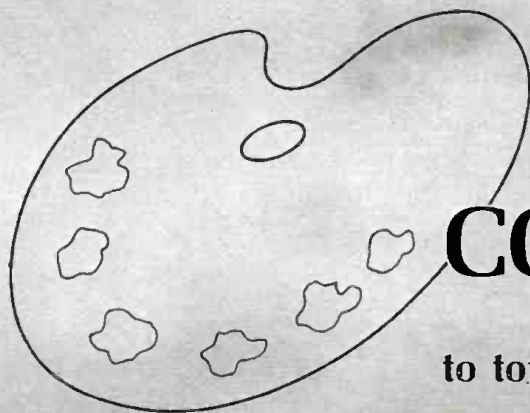
MEMOREX
PRECISION MAGNETIC TAPE

Two important points of superiority you'll find in Memorex video tapes—both of which result in visibly better pictures—are their super-smoothness and their high-conductivity coating. These features result in absence of dropouts, picture clarity, and freedom from static build-up. You'll also get significantly reduced head-wear and a greater number of re-plays—a direct benefit from Memorex's experience in

producing premium error-free tapes for computer use.

If you'll write Memorex Corporation at 711 Memorex Park, Santa Clara, California 95052, we will send you video tape specification data and a bibliography of technical information available from the Memorex library of reprints. Also let us know, by letter, if you'd like a free sample reel of Memorex video tape.

Memorex Branch Offices in New York, Philadelphia, Washington, Atlanta, Orlando, Dayton, Chicago, Detroit, Dallas, Los Angeles, San Francisco; Offices and Affiliates in London, Cologne, and Paris.



COLOR

to touch up the Arizona scene

... another FIRST for KGUN-TV

at Tucson

Latest color film and slide equipment, now in use,
assures one more distinguishing feature for KGUN-TV.

Channel 9, the ABC station in Tucson, carries
a "first" designation in many respects. Now it moves
ahead in color, too.

It's all part of the plan of Gilmore Broadcasting:
To grow with alertness and progressiveness in serving
as "a responsible factor in the community."



James S. Gilmore, Jr., president

A responsible factor in the community . . .

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

KODE-TV-AM Joplin
WEHT-TV Evansville
KGUN-TV Tucson
WSVA-TV-AM-FM Harrisonburg

WANT TO SELL....

baked goods?

cereals?

cosmetics?

paper products?

(mops?)

or any of the thousands
of products purchased
mainly by women...

In the Dallas-Fort Worth market, KRLD-TV delivers 50.6% of the total women's viewing audience per average quarter-hour, 9 AM-5:30 PM, Monday thru Friday*. That's more women than view the other three TV stations in the market combined — and at a most efficient CPM.

Get your message to the people who pull the purse strings. See your ADVERTISING TIME SALES representative.

*ARB — Nov. 65



KRLD-TV

represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

More muscle

NBC, which has budgeted record \$60 million for its news and public affairs programming for current season (September to September) will top that figure by minimum 5% for upcoming season. So says Julian Goodman, senior executive vice president, who was second in command of NBC News prior to becoming network's chief operating officer on Jan. 1. Mr. Goodman also foresees further expansion of news operations, including immediate substantial increase in Vietnam coverage in tempo with acceleration of operations there.

Protection policy

Is product protection being abandoned by CBS-TV? Question arose when network's new rate card, made public last week (see page 29), omitted that subject altogether. Officials say omission is meaningless, however; that they were trying to simplify rate card as much as possible and dropped that section on theory it isn't strictly pertinent to rates. They say policy remains as stated in current card: Network "endeavors" to keep at least 15 minutes between competing-product commercials in adjacent programs, but also reserves right to place them adjacent to each other if need be.

Reason for raise

Although Broadcast Music Inc. music has approximately 50% of "plays" on radio stations, it receives only one out of every three dollars paid by stations in copyright performance fees. Those are among statistics produced by BMI in its quest for 15% increase—first sought since BMI began service in 1941. Another statistic marshalled by BMI for second meeting with All-Industry Radio Music License Committee, scheduled for March 9: average of 1,084 station plays per week in 1964 as against 571 average in 1945.

BMI now realizes, from all sources, annual aggregate of \$18,820,320, of which some \$6 million is from radio stations. BMI contends that although rival American Society of Composers, Authors and Publishers has less than 50% of performance, it gets about double BMI's revenue from radio stations.

Timetable

Directors of ABC and ITT will today vote, presumably favorably, on detailed agreement for merger that

CLOSED CIRCUIT®

was approved in principal last December (BROADCASTING, Dec. 13, 1965). It will take at least another month for lawyers to complete voluminous application for FCC approval. Wise money in Washington is still being bet on eventual clearance from FCC, probably without full-scale hearing but perhaps after some form of oral argument.

Going west

It may be from four to six weeks before it's confirmed but it looks probable that Metromedia's TV division headquarters will be moved from New York to Los Angeles. Under new setup company-owned KTTV(TV) Los Angeles, sporting one of biggest stage facilities of any independent TV station in country, will replace WNEW-TV New York as headquarters station of production-minded Metromedia. Move also will make Albert P. Krivin, vice president and general manager of KTTV, president of Metromedia's Metropolitan Broadcasting Television division replacing Bennett H. Korn.

Links to strengthen Metromedia's new chain of command were formed last week with announcement of new station manager, general sales manager and local sales manager for KTTV (see page 10). Still more help is coming to station with Gerard Mulderri, midwest manager of Metro TV sales, due to be named national sales manager. Big announcement of Krivin-for-Korn replacement awaits culmination of complicated settlement of latter's contract.

Recruit for groups

It won't be announced for while, if ever, but Robert K. Richards, Washington public relations counsel and one-time administrative vice president of National Association of Broadcasters, has been retained as consultant on research project commissioned by station interests that have organized to resist tightening of FCC's multiple-ownership rules. Mr. Richards will work with Pierson, Ball & Dowd, Washington law firm representing Council for Television Development. Council, consisting of some of biggest station interests in U. S., has hired United Research Inc. of Cambridge, Mass., to do massive study of group ownership and its effect on broadcast operations.

Automatic ratings

That device for electronic measurement of auto radio audiences, developed in \$50,000 research project underwritten by ABC Radio (BROADCASTING, Jan. 24), is generating interest among potential users. Officials of Franklin GNO Corp., which developed it, say they can't identify prospects while talks are going on, but it's understood at least one existing radio ratings firm is among those making inquiries. Developers say it will be month or so before they decide how they'll market device. Meanwhile they're going ahead with application for patents, in which ABC Radio presumably would have some rights.

Moving up

Charles A. Pratt, who quietly gave up post couple months ago as director of broadcast services for General Foods Corp., is to be acting general manager of Kaiser-Cox Corp., Phoenix, new CATV hardware manufacturing firm that is joint venture of Kaiser Industries and Cox Broadcasting Co. Mr. Pratt is ticketed for eventual move to Cox headquarters staff in Atlanta, staying in Phoenix long enough to get Kaiser-Cox off ground. Mr. Pratt earlier was vice president-advertising, Alberto-Culver Co., and before that with NBC-TV.

Lunch with a purpose

Members of American Association of Advertising Agencies are meeting over lunch Tuesday (Feb. 15) with members of FCC in Washington. There is no formal agenda, but safe bet is that commission's proposed rule to limit network ownership of programming will be lively subject for conversation.

Back on stage

Ralph Blumberg, who was forced to sell WBOX Bogalusa, La., after advertisers boycotted station in civil rights turmoil, may be in news again—this time cast as victim of government red tape. He's been invited to testify before House Small Business Subcommittee whose chairman, Representative John Dingell (D. Mich.), wants to know whether Mr. Blumberg was damaged by time FCC took to process his application to sell station.

WESTINGHOUSE
WTNH-TV
3

TRINITY
WFS-TV
6

CBS
WCAG-TV
10

... and now,
a fourth major
television
broadcaster serving
Philadelphia...

Kaiser Broadcasting

On September 7, Kaiser Broadcasting will introduce a new force in local television—WKBS-TV, Channel 48. Backed by the Kaiser-Broadcasting Group, a national entity consisting of over 100 stations, WKBS-TV will bring to Philadelphia the finest in television programming. The station will offer a complete package of the finest in local, national and international programming, news, sports, and entertainment. WKBS-TV will be the most comprehensive and informative television station in the Philadelphia area.

KAISER BROADCASTING / WKBS 48

Philadelphia, Pa.
Dec.

Viewers In Profile

Average Weekly
Television Audience Estimates
November 18 to December 15, 1965



Nielsen Station Index

A SERVICE OF
A. C. NIELSEN COMPANY



United Station of the Kaiser Corporation, Inc.
 1700 N. 17th Street, Philadelphia, Pa. 19102

In September we said it...

in December we proved it.

If you have any doubt at all which Philadelphia independent TV station delivers the audience, here's the clincher: WKBS, Channel 48, delivers 71% more households per average quarter-hour than the next independent*

KAISER
BROADCASTING

WKBS 48

In Philadelphia, the Number One Independent
REPRESENTED BY BCG

*Source: Nielsen Station Index, November 18-December 15, 1965.
Sunday-Saturday, 9 A.M.-12 midnight

Audience measurements data are estimates only—subject to defects and limitations of source material and methods.

WEEK IN BRIEF

CBS had ants in its pants last week. Schneider given No. 3 command post beneath Paley and Stanton. Paley will forsake retirement. New CBS-TV rate structure sent out and affiliates hear of new compensation plan. See . . .

BUSY WEEK AT CBS . . . 27

Broadcasting has enough continuing troubles with government and civic officials without trying to find more. McGannon worried about art-house films moving to TV screens and more prime-time commercials. See . . .

NEW ERA OF COOPERATION . . . 32

All for one and one for all. WXYZ-TV Detroit makes pitch for television in general to get bigger cut of J. L. Hudson's \$5 million annual ad outlay. Shows retailer how spots on three V's would pay off. See . . .

UNIFIED TV PITCH . . . 47

Feb. 10 has come and gone, and FCC still does not have policy on CATV regulation. Few expected commissioners to reach immediate decision. Seven-hour talkathon produced variety of opinion. See . . .

FCC TAKES ITS TIME . . . 64

The Big Guns have kept silent on FCC's proposal to limit network ownership of programming. But commission's mailbag brings comments from variety of smaller advertisers, agencies and civic groups. See . . .

VOICES HEARD . . . 78

Steinman spends \$5.8 million for WTEV(TV) New Bedford; Medallion shelling out \$600,000 plus for WDTV(TV) Weston; McLendon will get back into TV with \$250,000 outlay for one-third piece of WCIU(TV) Chicago. See . . .

TV STATION SALES . . . 52

FCC's computer takes another crack at UHF allocations table and comes up with 1,098 assignments, increase of 18 from last year's list. New table adds some low-numbered channels. See . . .

ANOTHER UHF PLAN . . . 68

Advance warning of crackdown on false claims is tossed at advertising community by FTC's Dixon. Says few 'indifferent and defiant' ones need velvet glove treatment—after glove is dipped in steel. See . . .

FTC DRAWS BEAD . . . 34

Association of Maximum Service Telecasters wants FCC to liberalize rules on VHF and UHF translators, and permit vast expansion of service. Although not stated, plan is aimed at curbing CATV. See . . .

NEW AMMO IN BATTLE . . . 75

You too may win \$5,000 for sending diary back to ARB. Rating service goes to big cash prizes to see if it will spur return of diaries. Says it is only one incentive method of several being considered. See . . .

INCENTIVES TESTED . . . 76

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Broadcasting

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

**"This is NBC
at the picket line
in Washington"**

**"This is CBS
direct from Parliament
in London"**

**"This is ABC
at army headquarters
in Saigon"**

**"This is Storer
at the scene of the fire
on Central Avenue"**

Emphasis on local news is one of the Storer Standards.



Keeping the public well informed on what happens close to home is just one of the ways Storer carries out its communications responsibility. The exacting standards adhered to by all 12 Storer stations mean more worthwhile listening for the public and more successful selling for advertisers.

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

Storer Standards make every Storer station a great salesman.

Unhappy Friendly is close to resignation

Fred W. Friendly was reported Friday (Feb. 11) to be on point of resignation as president of CBS News in dispute with his new superior officer, John A. Schneider, over CBS-TV network's failure to carry live coverage of Thursday's session of Senate hearings on Vietnam.

He had not submitted resignation as of late Friday afternoon, however, and informed sources said they expected no new developments before this week, if then. Mr. Friendly, who had long session with CBS President Frank Stanton Friday morning, was not taking calls from newsmen. Mr. Schneider, who had moved from presidency of CBS-TV Network into corporate vice presidency with supervision over all CBS broadcasting operations only two days before (see page 27), was reported out of town Friday.

Dispute broke out on Mr. Schneider's first full day as man to whom Mr. Friendly reports. In past, Mr. Friendly had reported directly to Dr. Stanton.

CBS-TV had covered senate hearings live on Tuesday, but on Thursday Mr. Schneider refused to break into regular network programming.

Mr. Schneider said he had decided not to provide live coverage of Thursday's testimony of George F. Kennan, former ambassador to Moscow, because relatively few viewers would watch entire proceedings and CBS-TV could provide "greater service" by distilling news for presentation at night for larger audiences.

Cost of canceling commercial schedules during daytime, which is said to run about \$175,000 daily at CBS-TV, was not determining factor, according to Mr. Schneider.

Independents will open first TV session by NAB

Opening television session at March 27-30 National Association of Broadcasters convention in Chicago will feature five executives of independent stations discussing their operation, construction and programming. Four participants represent UHF interests.

Taking part in session Sunday (March 27): Sterling C. (Red) Quinlan, Field Communications, Chicago; Fred Thrower, WPIX-TV New York; Richard C.

Block, Kaiser Broadcasting, Oakland, Calif.; Arthur M. Dorfner, Overmyer Communications Corp., New York, and Jerry Bassett, KCFT-TV Concord, Calif.

Marketing experts no aces on public's wants: Burnett

Those inside marketing and advertising are not necessarily as expert as they think they are. Leo Burnett, board chairman of Leo Burnett Co., Chicago, said in speech Friday (Feb. 11) upon accepting "marketing man of the year" award from Chicago chapter, American Marketing Association.

Mr. Burnett said it is fallacy for those in marketing to think they understand it best and know what potential customer wants.

"For example," he said, "if TV producers really knew what the public wanted, in entertainment, the mortality rate in programs wouldn't be so wastefully high." He urged open mind to all new ideas and methods as well as guidance to help young talent unfold.

Scripps-Howard organizes TV-radio news awards

Scripps-Howard Foundation announced Friday (Feb. 11) establishment of group of awards and grants in various fields of journalism, including television and radio, newspapers and magazines.

Four awards of \$1,000 each will be given for best news-related interview on U. S. TV station; on U. S. radio station; in American newspaper, and American magazine. Entries cover Aug. 1, 1965 to May 31, 1966 period and for TV and radio classifications, material must be submitted on tape or platter by June 15.

Other awards cover scholarships to journalism students and to newspaper reporters covering municipal government. Foundation also will make grants to schools of journalism. Applications should be submitted to Scripps-Howard Foundation, 1121 Central Trust Tower, Cincinnati 45202.

Schaeffer Pen leaves Gardner

W. A. Schaeffer Pen Co., Fort Madison, Iowa, and Gardner Advertising, St. Louis, announced Friday (Feb. 11) termination of their relationship. Schaeffer seeks new agency. Billing is more than \$1 million.

Statement on CATV may be out this week

FCC closed up shop Friday (Feb. 11) without expected announcement on policy regulating community antenna television (see page 56).

Chairman E. William Henry, at close of second of two full days of meetings on subject, said commission would meet again Monday (Feb. 14) "and may have a statement" early this week.

He said progress had been made in commission consideration of all aspects of CATV problem. But he did not spell out details, and other commissioners said "lid was on pending release of statement." Commission ejected staff from meeting room to thrash out problems in private Friday afternoon.

Statement that commission is scheduled to consider was to be drafted personally by Chairman Henry. No votes were taken in two days of discussion but reportedly "strong consensus" was reached by commission on major points.

This was taken to mean that relatively moderate position was being hammered out, and reports circulating early Friday tended to support that speculation.

Commission was expected to assert jurisdiction over all CATV's, those not using microwaves as well as those that do, and apply same rules to all.

But it wasn't clear that commission

Hobbles TV film editing

Hollywood director George Stevens won partial victory in Los Angeles County Superior Court Friday (Feb. 11) when Judge Ralph H. Nutter enjoined NBC-TV from editing or cutting his movie "A Place in the Sun" in such way that artistic effect will be destroyed. Ruling, however, does not prevent showing of film, scheduled for network's Mar. 12 *Saturday Night at Movies* program.

Mr. Stevens' semi-victory comes month after producer Otto Preminger lost effort to prohibit editing of his "Anatomy of a Murder" on TV (BROADCASTING, Jan. 24).

WEEK'S HEADLINERS



Mr. Glazer

Ralph F. Glazer, national radio sales manager for Westinghouse Broadcasting Co., appointed general sales manager for radio division of Broadcast Communications Group, New York, sales representation arm of

Avco Broadcasting Corp. (CLOSED CIRCUIT, Feb. 7). Before joining Westinghouse in 1962, Mr. Glazer was eastern sales manager for CBS Radio Spot Sales in New York. He also had been with CBS in California.

Robert H. Fleming, bureau chief of ABC News, Washington, named deputy White House News Secretary by President Johnson Friday (Feb. 11). He is replaced at ABC News, Washington bureau, by **John F. Lynch**, who had been manager.

Mr. Fleming is veteran of more than 30 years in news, having spent eight years with *Milwaukee Journal* and three years with *Newsweek* before joining ABC News in 1956. He was named Washington bureau chief in 1960.

Mr. Lynch was with UPI for eight years, with NBC News from 1951-59, with CBS News from 1959 to 1961. He joined ABC News as program manager of special projects in 1961 and was named Washington manager in 1963.



Mr. Seidelman

associated with Hygo-Unity, TV film

Robert Seidelman, VP in charge of syndication for Screen Gems Inc., New York, has resigned, effective March 1, to undertake independent production. He has been with SG since 1957 and earlier had been

distribution organization. His successor has not been announced.



Mr. Montgelas



Mr. Reeves

Rudolph Montgelas, vice chairman, Ted Bates, New York, succeeds **Rosser Reeves** as board chairman. Mr. Reeves announced retirement last week after 36 years in advertising business, 25 of them with Ted Bates (see page 47). Mr. Montgelas joined Bates in 1950 as account executive coming from presidency of now defunct Buchanan & Co. agency. At Bates he became senior VP and director in 1956, president in 1959 and vice chairman in 1965.

For other personnel changes of the week see **FATES & FORTUNES**

would require CATV's to provide 15-day before-and-after nonduplication protection, as microwave-served systems do now.

Under consideration, also, is case-by-case approach to question of kind of regulation to apply to CATV's in various cities. Commission would, under proposal, hold hearings on CATV's seeking to serve communities where existing station or applicant felt it would suffer hardship.

Hearings would not only satisfy those concerned with CATV impact on UHF, but also with those worried about transformation of cable communities into pay television systems.

Consider 325 ■ Commissioners also indicated desire to seek congressional authority in some areas of CATV regulation, including amendment of section 325(a) of Communications Act to require CATV's to obtain permission of broadcasters whose signals they pick up.

Base on early reports, speculation is that commissioners would not use much of hard line advocated by staff in its proposed report and order (BROADCASTING, Feb. 7). But technical aspects, including legal rationale supporting assertion of jurisdiction, probably would be retained.

According to one report, Commissioner Kenneth A. Cox, who strongly endorsed staff document, would be only commissioner to take strong exception to commission position—when it's an-

nounced.

Although commission meeting Friday morning was, as usual, confined to commissioners and selected staff members, one interested member of public was present. He was midwestern broadcaster concerned about commission activities in CATV who had come to Washington to keep close eye on situation and, innocent of ban on outsiders attending meetings, walked into meeting room and sat there for hour before anyone realized he was not member of staff. His estimate of commission deliberations: "They don't know what they're talking about."

Sales of three daytimers are okayed by commission

FCC announced Friday (Feb. 11) approval by Broadcast Bureau of following stations sales (all daytimers):

WALT Tampa, Fla.: Sold by Eastern Broadcasting Corp. (Roger A. and Louise H. Neuhoof, 68% owners) to Universal Broadcasting Co. for \$360,000, including \$100,000 for five-year agreement not to compete. Eastern Broadcasting owns WCHV and WCCV (FM) Charlottesville and WHAP Hopewell, both Virginia. Universal Broadcasting is principally owned by Theodore Wiener, Melvin J. Schoem and Robert Leonard. WALT went on air in

1946 and operates daytime only on 1110 kc with 10 kw.

KVIM New Iberia, La.: Sold by Wagenwest Inc. (David Wagenvoort and Fred Westenberg) to Techland Broadcasting Inc. for \$300,000. Techland is group of eleven local investors. Price includes covenant not to compete. KVIM operates daytime only on 1360 kc, 1 kw.

WORL Boston: Sold by Pilgrim Broadcasting Co. (Edward Gallagher Jr., Sidney Dunn, Francis P. Mutrie, James E. Mutrie and George Gray) to Ralph Guild for \$220,000. Mr. Guild is executive vice president of McGovern-Guild Co., New York station representative firm, and 51% owner of WTYM East Longmeadow, Mass. WORL operates daytime only on 950 kc with 5 kw.

Korn resignation official

Bennet H. Korn, president of Metro-media's Metropolitan Broadcasting Television Division since 1962, announced his resignation Friday (Feb. 11). His departure had been rumored for several weeks (BROADCASTING, Jan. 31). His successor at Metropolitan has not been chosen, but division's activities will be coordinated by Albert P. Krivin, who is vice president and general manager of Metromedia's KTTV(TV) Los Angeles.

Warner Bros. Television Audience Magnets...



SUGARFOOT



HAWAIIAN EYE



THE GALLANT MEN



SURFSIDE 6



77 SUNSET STRIP



COLT .45



MAVERICK



CHEYENNE



BRONCO



THE ROARING 20'S



BOURBON STREET BEAT



THE DAKOTAS



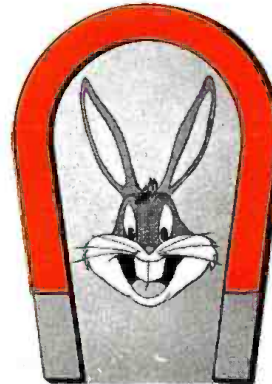
ROOM FOR ONE MORE



LAWMAN



WARNER BROS. ONE-FEATURES



WB CARTOONS-SERIES '64



WARNER BROS. TELEVISION DIVISION

666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

NEW MEASURE OF ACCEPTANCE...

WCCO RADIO ***has nearly*** ***ONE MILLION MORE*** ***LISTENERS*** ***than any other Minneapolis-St. Paul station!***

Total weekly cumulative reach by stations —
total survey area — all hours:

WCCO—1,253,000 LISTENERS

	Listeners		Listeners
Station B	262,000	Station H	77,000
Station C	248,000	Station I	66,000
Station D	173,000	Station J	55,000
Station E	104,000	Station K	49,000
Station F	103,000	Station L	43,000
Station G	90,000		



SOURCE: Based on Mediastat estimates, 82-county survey area, Oct.-Nov. 1965, subject to qualifications which WCCO Radio will supply on request.

***WCCO RADIO delivers more persons per
half-hour than all other stations combined!***

54.6%

SHARE OF AUDIENCE

6:00 AM — 12:00 Midnight, 7 days a week.

**RUN-AWAY WINNER
IN EVERY HALF-HOUR,
SEVEN DAYS A WEEK,
24 HOURS A DAY**

Commanding audience leadership has always been the hallmark of WCCO Radio's outstanding acceptance in the big, rich Northwest market. That's the story to be found in the new Mediastat Report for Minneapolis-St. Paul. The WCCO Radio audience overwhelms all other stations. And it's also very well balanced among all adult age groups to reach your best sales prospects with powerful impact. Get the full story from your WCCO Radio or CBS Radio Spot Sales representative.

WCCO Radio

MINNEAPOLIS-ST. PAUL

REPRESENTED BY **CBS**  **RADIO
SPOT
SALES**

Northwest's Only 50,000-Watt 1-A Clear Channel Station



Adam Young Speaks...

1966 Country Music Year

Nineteen sixty-five saw the big surge in a move toward stations realizing the profitability of adapting the country western format. Nineteen sixty-six appears to be the year in which advertisers will place even heavier schedules on these stations so that they can derive the immense sales benefits of this format.

As representatives of a number of the major country music stations in the country, we have been asked what kind of audience these stations attract and have.

To begin with, the audience is almost entirely adult. Depending upon the market and the precise format used, the country music station will range anywhere from 85 to 95% adult listening. The great preponderance of listeners are in the young adult classification with the greatest number of children.

Demographic data shows, too, that this music has great appeal to people in middle and upper income groups and, on the whole, has very little representation in the lowest income group. A good example of this is the tremendous popularity of WJRZ, New York in Westchester County which is one of the highest per capita income counties in the United States.

The excitement over country music has resulted in all types of advertisers using this type of station in depth. Advertisers today appealing to the masses don't have to be sold on the fact that they reach an immense number of young adults with large families. Advertisers appealing to the upper strata are beginning to realize that this type of station is unusually productive in selling their products and services as well. There has been a rather dramatic increase in the use of this type of station by banks, insurance companies, high priced automobiles, airlines and a long list of other advertisers which normally use class media.



**adam
young inc.**

NEW YORK • CHICAGO • ATLANTA • BOSTON
DALLAS • DETROIT • LOS ANGELES • PORTLAND
ST. LOUIS • SAN FRANCISCO • SEATTLE

DATEBOOK

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

■ Indicates first or revised listing.

FEBRUARY

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. 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.

■Feb. 14-April 4 (Mondays, 4-6 p.m.)—Institute for Advanced Marketing Studies sponsored by New York chapter of American Marketing Association. Classes on communications in marketing. Instructor: Allan Greenberg, VP and director of research. Doyle Dane Bernbach, New York. City University of New York, New York.

Feb. 15—The second Elmer Davis Memorial Lecture presented by the graduate school of journalism of Columbia University. Speaker will be David Brinkley, NBC correspondent. Columbia University, New York.

Feb. 15—Deadline for submission of study from Arthur D. Little Inc., independent research organization, on the business of TV program production and procurement and TV program syndication. The study, which is being prepared for the three major TV networks, relates to the FCC's proposed rulemaking to limit ABC, CBS and NBC to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in the same period, whichever is greater.

Feb. 15—Annual stockholders' meeting of National General Corp. Fox Wilshire theater. Beverly Hills, Calif.

Feb. 15—Forum on "the creativity of illusion" presented by the New York chapter of the National Academy of Television Arts and Sciences. Panel includes painter Salvador Dali; George Schaefer, executive producer and director of the *Hallmark Hall of Fame*, and John Burrell, executive art director, CBS-TV. Gallery of Modern Art, New York.

Feb. 15—Dinner meeting of the Women's Advertising Club of Chicago. Speaker is Charles Revson, chairman, Revlon Inc. Ambassador West hotel, Chicago.

■Feb. 16—American Women in Radio and Television New York City chapter luncheon. Speakers include Ed McMahon of NBC-TV's *Tonight* show; Joseph Tinney, manager of commercial productions, Colgate Palmolive Co.; Wilson Seibert, vice president and group creative supervisor, J. Walter Thompson Co., and Harold M. Spielman, executive vice president, Scherwin Research Corp. Biltmore hotel, New York.

Feb. 17—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss film completion. Panel chairman is Linc Diamant of Grey Advertising. Johnny Victor theater (Rockefeller Center), New York.

Feb. 17-18—Annual State Presidents Conference of National Association of Broadcasters. Presiding at sessions will be Elton Rule, KABC-TV Los Angeles, president of the California Broadcasters Association; Arnold F. (Doc) Schoen Jr., WDBO-TV Orlando, Fla., president of the Florida Broadcasters Association; William P. Becker, WVOW Logan, W. Va., president of

the West Virginia Broadcasters Association, and Michael O. Lareau, WOOD Grand Rapids, Mich., president of the Michigan Association of Broadcasters. Sheraton-Park, Washington.

Feb. 18—Vincent T. Wasilewski, president of National Association of Broadcasters, addresses luncheon of Federal Communications Bar Association. Willard hotel, Washington.

Feb. 18-20—Annual meeting of the New England chapter of American Women in Radio and Television. Hotel America, Hartford, Conn.

■Feb. 21—Seminar series sponsored by the Television and Radio Advertising Club of Philadelphia. Topic: "The facts about color TV . . . in black and white." The Urban Club, Philadelphia.

■Feb. 22—Mid-Atlantic regional meeting of the Intercollegiate Broadcasting System. Villanova University, Villanova, Pa.

Feb. 23—Annual meeting of shareholders of Doyle Dane Bernbach to elect directors and to consider increasing the total number of shares in the qualified stock option plan. Hotel Plaza, New York.

Feb. 24—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss music in commercials. Panel chairman is Roy Eaton of Benton & Bowles. Johnny Victor theater (Rockefeller Center), New York.

Feb. 24—Annual winter meeting and election of officers of Wisconsin Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Park Manor Inn, Madison.

■Feb. 24—Annual stockholders meeting, Metro-Goldwyn-Mayer Inc., to elect directors, ratify selection of independent auditors, vote on proposal of stockholder to limit charitable contributors by corporation and to transact other business. Hotel Astor, New York.

■Feb. 24—American Society of Composers, Authors and Publishers, West Coast membership meeting. Beverly Hilton hotel, Beverly Hills, Calif.

Feb. 25-27—Board of trustees meeting of American Women in Radio and Television Education Foundation. Chase-Park Plaza hotel, St. Louis.

MARCH

■March 1—Annual winter meeting and election of officers of New York State Broadcasters Association. Speakers include Mark Evans, vice president-public affairs, Metro-media Inc. Ten Eyck hotel, Albany.

■March 1—New deadline for reply comments on FCC rulemaking proposal to raise the minimum power for class IV AM stations from 100 w to 250 w. Former deadline was Jan. 31.

March 3—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss production techniques. Panel chairman is A. J. Miranda of Campbell-Ewald. Johnny Victor theater (Rockefeller Center), New York.

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

■March 5—Region 10 conference of Sigma Delta Chi, professional journalistic society. University of Montana, Missoula, Mont.

■March 7—Eighth annual Broadcasting Day of University of Florida and Florida Association of Broadcasters. Speakers include: Marion Stephenson, vice president, NBC; Henry Geller, FCC general counsel; Paul Miller, president, AP; Harold Niven, as-

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Certainly.

Particularly for the personnel manning an NBC color mobile unit. The talented staffs of these fully equipped "color studios on wheels" are forever travelling where the action is, so that NBC viewers can see television's best coverage of news and sports in exciting color.

The latest addition to NBC's color mobile fleet is an ultra-modern caravan of three 40-foot trailers and two supplementary trucks, and more units are coming as we cover more and more of the world of actuality.

Through the use of elaborate mobile color facilities, NBC News has



been able to provide outstanding coverage of such events as the visit of Pope Paul VI to New York and the Gemini launchings. In sports, our color equipment makes possible such colorcasts as weekly AFL contests; the Bowl games; the World Series, and baseball's game of the week.

With all of NBC's ma-

jor, regular news and most of our sports coverage now in color, our color mobile units are busier than ever. As the only fully manned, fully equipped color network, NBC takes such activity in stride.

The network's use of color in news, sports and virtually all prime-time programming is the logical outgrowth of NBC's color pioneering. Over the past decade, ours has been the only network to expand its color programming year after year. So it was only natural for NBC, last Fall, to become known as the Full Color Network. Don't you wish all the networks were?



NATIONAL BROADCASTING COMPANY

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

Is your Blood Pressure HIGH?

Only your doctor can tell. And he can now help most cases of this disease with new drugs and new methods of treatment developed with the help of your Heart Fund dollars. More Heart Fund dollars will support more research to prevent and cure this leading cause of heart attack and stroke.



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to your
HEART FUND

sistant to the president, National Association of Broadcasters; Paul Kauffman, executive producer of public-affairs programming, National Educational Television; Gene Wilkin, vice president, WGAN-AM-TV Portland, Me.; Jack Masla, New York station rep; Tom Wall of Dow, Lohnes & Albertson, Washington. University campus, Gainesville.

■March 7-10—Spring conference of the Electronic Industries Association. Statler Hilton hotel, Washington.

March 8—"Five To Watch" annual banquet of the Detroit chapter of American Women in Radio and Television. Speaker will be Peter Jennings, ABC News. Recess Club, Detroit.

■March 9—International Radio and Television Society's anniversary banquet. Edwin W. Ebel, vice president in charge of advertising at General Foods will receive IRTS Gold Medal Award. Danny Thomas will serve as master of ceremonies. Waldorf-Astoria, New York.

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

March 10—Television Commercials Production Workshop presented by the International Radio & Television Society. Panel will discuss the ingredients of a good commercial. Johnny Victor theater (Rockefeller Center), New York.

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

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

March 15—Deadline for entries for the Alfred P. Sloan Radio-TV Awards for Highway Safety offered to the broadcasting and advertising industries for their service in community traffic accident prevention and for their support of nationwide traffic safety programs. Send entries to Alfred P. Sloan Radio-TV Awards, 200 Ring Building, Washington 20036.

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

March 16—Reception honoring 1966 international broadcaster visitors sponsored by the Educational Foundation of American Women in Radio and Television. Speaker will be John Chancellor, Voice of America. International Center, Washington.

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

■March 17—Region two conference of Sigma Delta Chi, professional journalistic society. University of North Carolina, Chapel Hill, N. C.

■March 17-22—National convention of the National Federation of Advertising Agencies. Pebble Beach, Calif.

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

■March 20-22—11th annual spring convention of the Pacific Northwest Community TV Association. Ridpath hotel and motor inn, Spokane, Wash.

■March 21-23—Annual meeting of the Canadian Association of Broadcasters. Queen Elizabeth hotel, Montreal.

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

March 23—18th annual awards dinner of

Writers Guild of America, Beverly Hills, Calif.

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

■March 26—Technical-committee meeting and board-of-directors dinner meeting of the Association of Maximum Service Telecasters. Sheraton-Blackstone hotel, Chicago.

■March 27—Board-of-directors meeting of the Association of Maximum Service Telecasters. Conrad Hilton hotel, Chicago.

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

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

■March 31-April 2—Texas CATV Association annual convention. Marriott Motor hotel, Dallas.

APRIL

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

■April 1—Deadline for submitting entries for the 1966 Gavel Awards for outstanding contributions to public understanding of the American legal and judicial systems, sponsored by the American Bar Association. Send entries to American Bar Association, committee on Gavel Awards, 1155 East 60th Street, Chicago 60637.

■April 1-2—Region three conference of Sigma Delta Chi, professional journalistic society. Birmingham, Ala.

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

■April 14-25—44th Milan Trade Fair, including the annual spring meeting of MIFED, the International Film, TV film and Documentary market. Milan, Italy.

■April 15—New deadline for comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was Jan. 31.

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

■April 15-16—Region one conference of Sigma Delta Chi, professional journalistic society. Rochester, N. Y.

■April 15-17—Region eight conference of Sigma Delta Chi, professional journalistic society. Fort Worth.

■April 16—27th annual national convention of the Intercollegiate Broadcasting System. Rutgers University, New Brunswick, N. J.

■April 18-19—Annual spring meeting and election of officers of Nevada Broadcasters Association. Dunes hotel, Las Vegas.

■April 18-22—National convention of Alpha Epsilon Rho, the national honorary broadcasting fraternity. Speakers include Thomas Moore, president of ABC-TV. Emerson College, Boston.

April 21-23—Annual spring meeting of Oregon Association of Broadcasters. Speakers include Sherril Taylor, vice president

■Indicates first or revised listing.



Put yourself in Pedro's place and decide what you would do!

Pedro Rodriguez is a resourceful 8-year-old who lives in New York City.

Last spring, Pedro went to spend his Easter vacation with relatives in Boonton, N. J. A few days later, he grew homesick, so he slipped away on the bicycle he had with him and started for New York.

After seven long hours of pedaling through strange streets and towns, he realized he was hopelessly lost. It was ten o'clock at night and he had only 15¢ in his pocket.

Through the darkness, Pedro saw the friendly light of a phone booth, dropped his lone dime in the slot and dialed "Operator." Mrs. Anna Appleton, Night Chief Operator in Bloomfield, N. J., took over the handling of his call.

Pedro knew few English words and Mrs. Appleton couldn't understand his frantic Spanish. But her calm

voice reassured the boy and she held him on the line while she enlisted the help of a Spanish-speaking student at a nearby college. Patiently, they pieced together Pedro's story.

But how do you find a boy in a booth who has no idea where he is? Mrs. Appleton knew only that the call must be coming from one of five adjacent communities. In quick succession, she called the police in each town and asked them to check.

The Fairfield police found Pedro in a booth only a block from their headquarters. His mother came to get him and the story had a happy ending—thanks to a boy who knew enough to dial and an operator who lived up to the Bell System's long tradition of serving and helping, whatever the need.

Have you trained *your* children how to dial "O for Operator" in case of emergency?



Bell System

American Telephone & Telegraph
and Associated Companies

AUDIENCE POTENTIAL:
nearly
1/2 MILLION
between
PITTSBURGH
and
HARRISBURG

WJAC Radio
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of the million dollar
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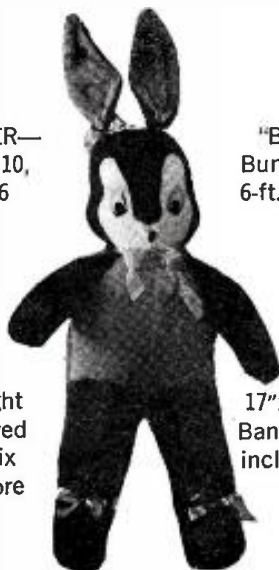
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for the Pulse-ating
story of WJAC's
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10,000 WATTS
Since 1925

WJAC RADIO
Johnstown, Pennsylvania

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YOU THINK!**

EASTER—
April 10,
1966



"Big
Bunny"
6-ft. tall

Freight
Allowed
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or more

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for radio, National Association of Broadcasters. Salishan Lodge, Gleneden Beach.

■April 22-23—Region four conference of Sigma Delta Chi, professional journalistic society. Toledo, Ohio.

■April 22-30—6th Golden Rose of Montreux festival, the international contest for light-entertainment television programs, sponsored by the European Broadcasting Union in cooperation with the Swiss Broadcasting Corp. Montreux, Switzerland.

■April 23-24—Annual spring meeting of Louisiana Association of Broadcasters, Chateau Charles, Lake Charles.

April 24-25—Annual spring convention of Texas Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Fairways hotel, McAllen.

April 25-28—13th annual convention of the Audio Engineering Society. Hollywood Roosevelt hotel, Los Angeles.

April 27-30 — Annual spring meeting and election of officers of Kansas Association of Radio Broadcasters. Speakers include Harold Niven, assistant to the president, National Association of Broadcasters. Bessee hotel, Pittsburg.

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

■April 29-30—Spring regional conference of

regions 9 and 11 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

■April 29-May 2—Annual meeting of the American Association of Advertising Agencies. Shadows hotel and Camelback Inn, Phoenix.

■April 30—Meeting of the California AP Radio TV Association. Del Webb Towne House, San Francisco.

MAY

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

■May 2-4—51st annual conference of the Association of Canadian Advertisers. Royal York hotel, Toronto.

■May 3—Annual meeting of the shareholders of Radio Corporation of America. Carnegie Hall, New York.

■May 3-6—World meeting of the Affiliated Advertising Agencies International. Marriott hotel, Philadelphia.

■May 4-8—Fifteenth annual National Convention of American Women in Radio and Television. Statler-Hilton hotel, Detroit.

■May 5—Seventh annual American TV Commercials Festival Awards Dinner. New York Hilton, New York.

■Indicates first or revised listing.

OPEN MIKE®

Happy horizons

EDITOR: "New horizons for broadcasters" (BROADCASTING, Jan. 24) is a very well done piece, and of particular interest to us was the fact that of the 20 firms you listed as diversifying into broadcasting and other areas, 15 are listed on the New York Stock Exchange.—William Kenneally, manager, radio-TV services, New York Stock Exchange, New York.

More on color-TV report

EDITOR: In your excellent coverage of the color television boom (BROADCASTING, Jan. 3), you failed to mention one of the pioneer television film companies, Hollywood Television Service.

We are very proud to be the southeastern representatives of this firm and to have such outstanding features as the Academy Award winning "The Quiet Man" starring John Wayne and Maureen O'Hara, in Technicolor, among our 40-plus features currently available in color.—C. E. Feltner, president, American Diversified Services, Box 975, Kingsport, Tenn.

EDITOR: Your Jan. 3 color issue deserves high commendation for its deeply penetrating analysis of the subject.

Remember way back (about a year ago) when color was discussed in normal tones? If you were a program

source, you mentioned that you had color available in certain areas, and if you were a TV station executive, you really weren't too interested.

Then suddenly, it's color all the way. If it's not in color, it can't be given proper air time. Even newscasts go color. When was the last time you saw a newsreel in a motion picture theater in color? Answer: never. News has always been a good solid black-and-white medium, but the rage to color is overwhelming and perhaps, colorblind.

The four-color process for the graphic arts has been around for more than a generation, but have you ever seen an all-color publication? The handsomest, most eye-filling publications utilize color in connection with black and white, properly reproducing in color that which shows off best in color, leaving to black and white that which properly belongs in black and white.

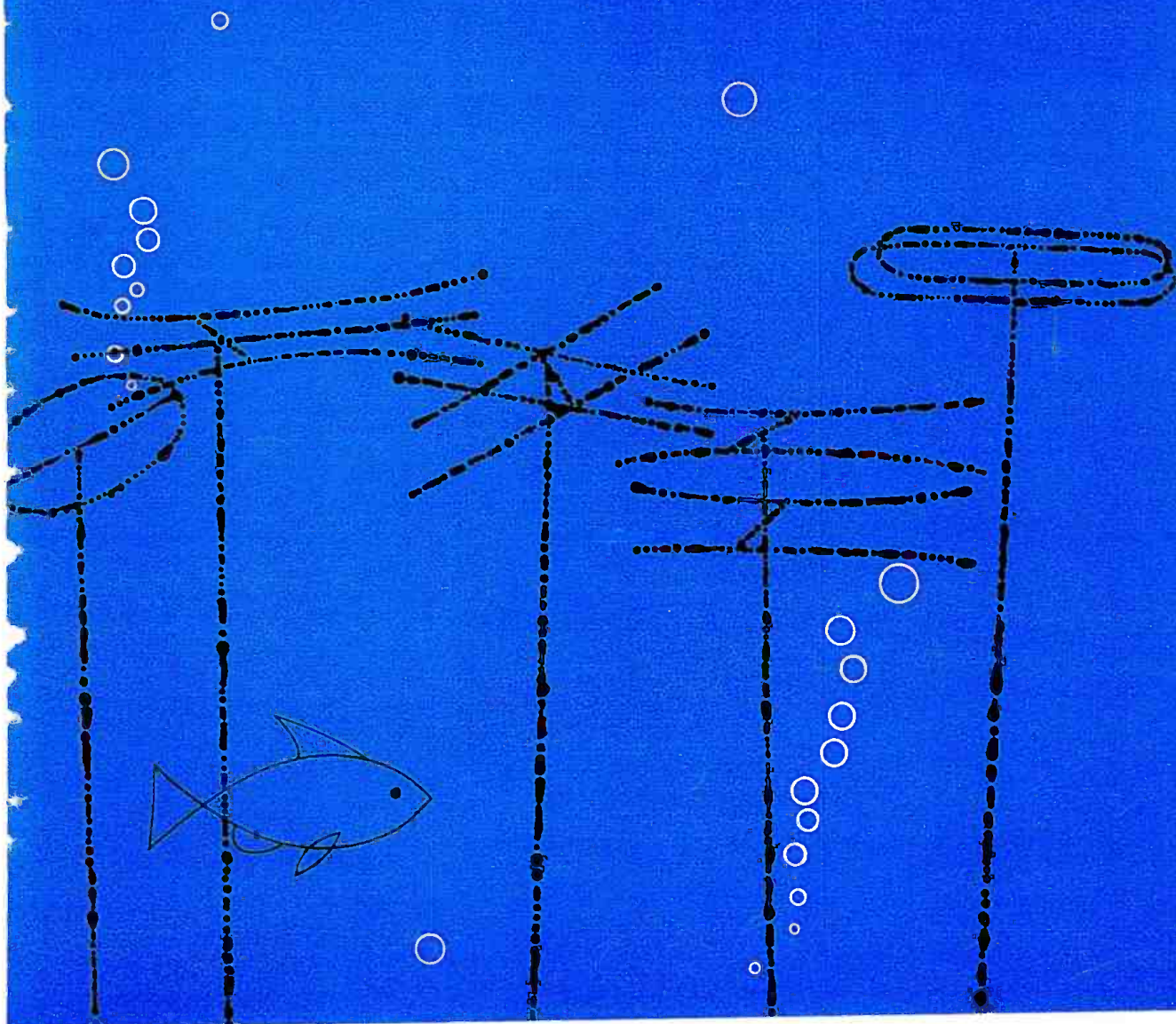
For years, advertisers have had the ability to put color or black and white in their ads in newspapers, magazines, billboards, posters and so forth. Many still choose black and white, not because they are without budget for color, but because black and white delivers the goods more effectively in many instances.

The case for black and white is long and strong, but it is not intended to be an indictment of color. Color television is a modern miracle. When it is good, it is so good that you must hail its development. But to all of you decision makers who are about to color the picture frantic, I say, leave some room for

coverage

More coverage. More circulation.
More viewing hours per home
reached*. In short, WJXT spends
more time with *your customers* than
any other advertising medium in the
booming Florida / Georgia Market.

WJXT 
JACKSONVILLE, FLA.
Represented by T.V.A.B.
A POST-NEWSWEEK STATION





**The Features with a
REPUTATION
MGM 6**

**The
Station
with the
MGM/6
REPUTATION
KMSP TV
Minneapolis**



black and white. Don't burn up your huge investments in black-and-white features or other programs originally produced in black and white. Don't reject a program because it's not in color. Don't underestimate our viewers and overestimate the number of sets.

Some time in the past 12 months, logic went out the window and something else took over. With less than 10% of the sets in the country equipped to receive color, there is no reason to go color every hour of the schedule. At best, it will be 1970 before the majority of receivers handle color and even then who is to say that a black-and-white program will offend a viewer with a color set. It might even be welcomed.

For the record, may I note that 70% of Trans-Lux's syndicated film properties are in color.—*Richard Carlton, vice president, Trans-Lux Television Corp., New York.*

EDITOR: We would like to call your attention to an error [in the color issue]. Wolper Television Sales does not distribute the *New Three Stooges*, a series of 156 color cartoons combined with filmed live action. The films are handled exclusively by TV-III.—*Ethel Booth, coordinator of publicity and promotion, TV-III, 1019 North Cole Avenue, Hollywood.*

For CATV regulation

EDITOR: Television viewers in New York City shouldn't be too jealous of the viewers in Parsons, Kan., who "are now receiving more television than the inhabitants of New York City" (BROADCASTING, Jan. 31).

The CATV in Parsons may provide 10 channels, but only four basic program sources; ABC, CBS, NBC, and NET. What is the value of the same network program on three different channels unless it is to destroy our present system of television distribution?

Regulation of all CATV's can't come too soon.—*Dave Pomeroy, graduate assistant, radio-TV film, University of Kansas, Lawrence, Kan.*

Right brew, wrong pew

EDITOR: I read with interest where you advise that Anheuser-Busch through Gardner Advertising will advertise Budweiser beer on the Ivy Radio Network for the 14th consecutive year (BROADCASTING, Jan. 17). As far as we at D'Arcy know, we still handle the Budweiser account.—*J. Dolan Walsh, D'Arcy Advertising Co., St. Louis.*

(Mr. Walsh is correct. The Budweiser account is still at his agency.)

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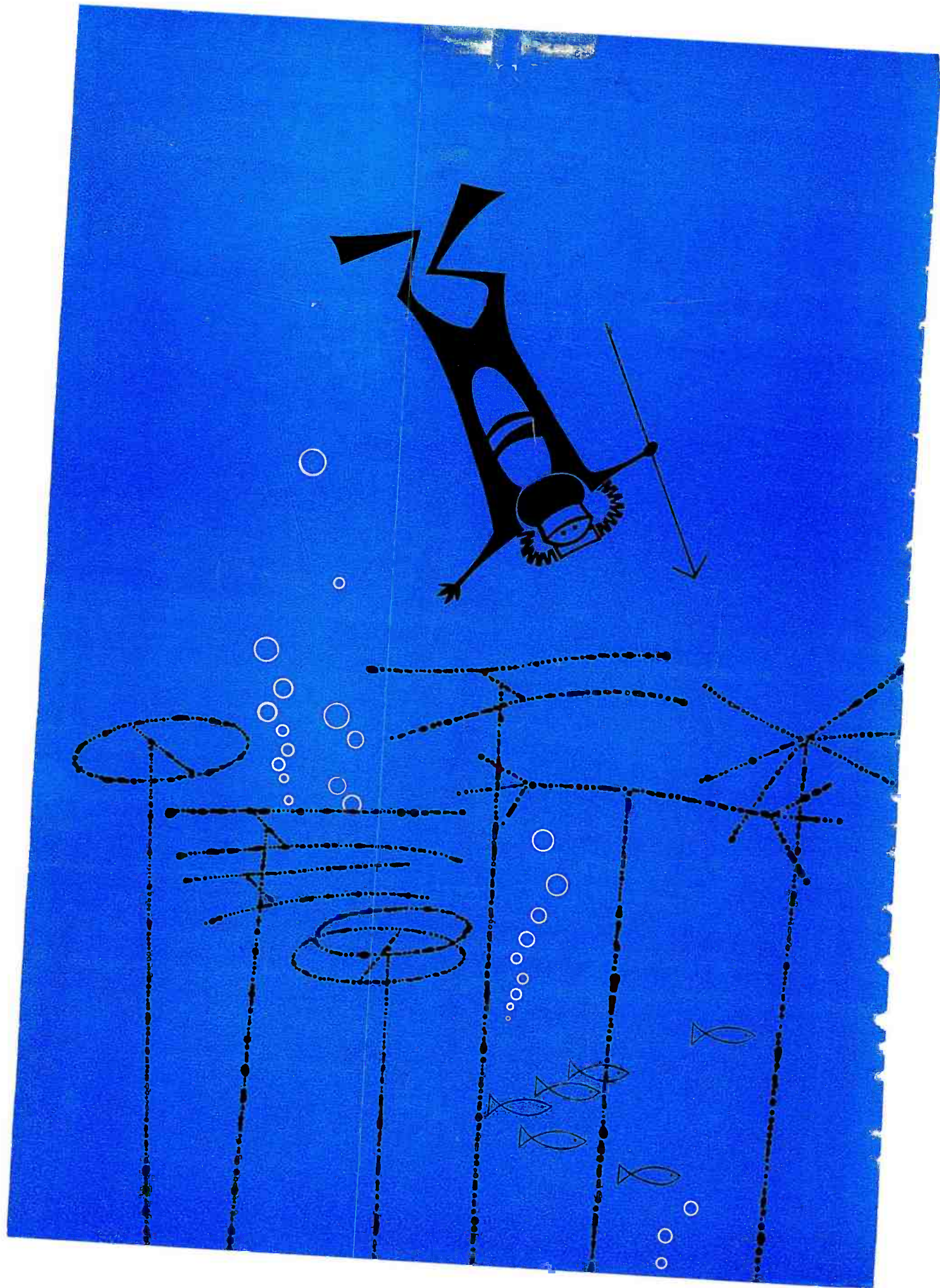
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BROADCASTING, February 14, 1966



**THE
SECRET
WORD
IS**

NEW!



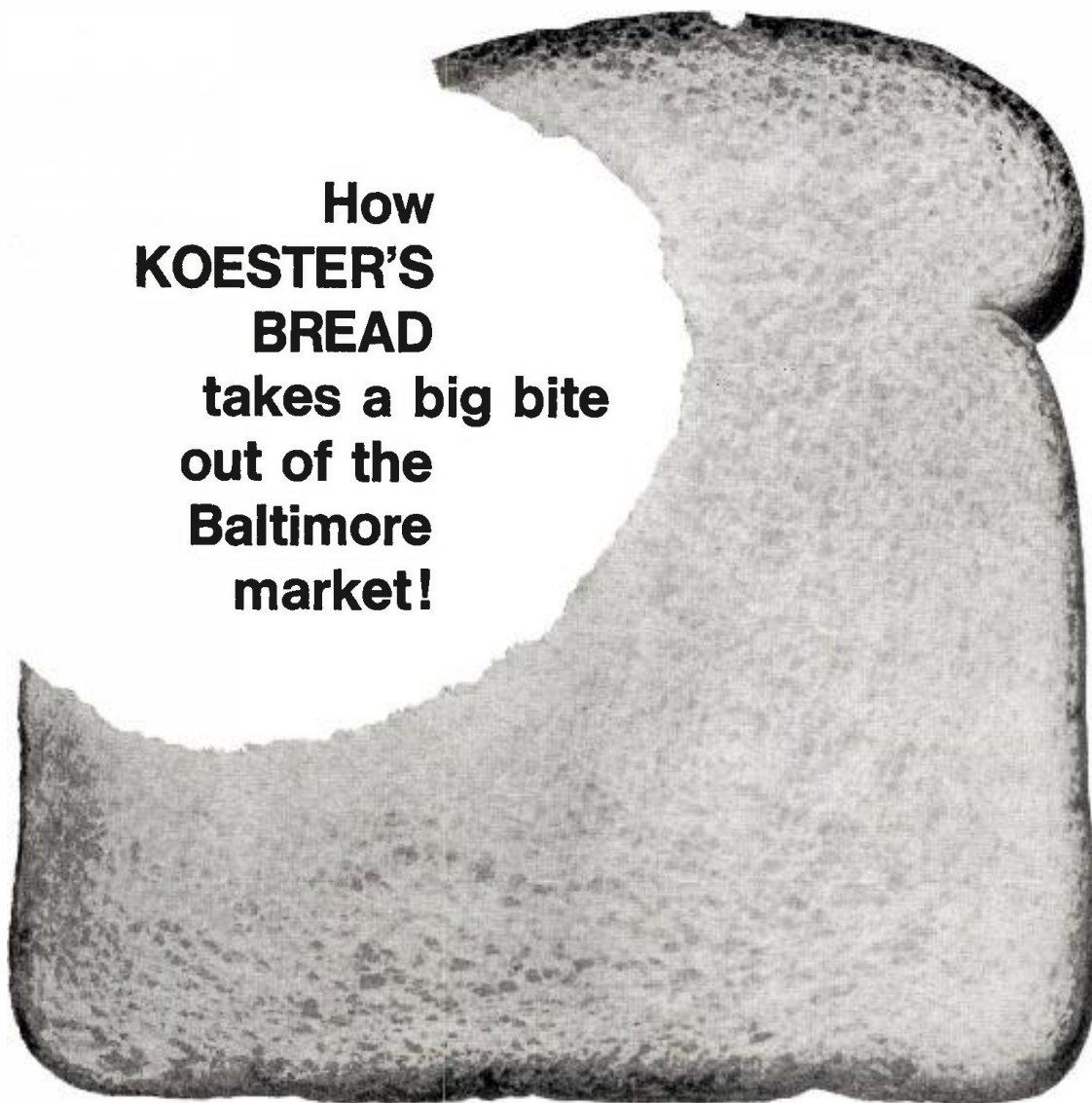
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**How
KOESTER'S
BREAD
takes a big bite
out of the
Baltimore
market!**



SUCCESS STORY—BALTIMORE STYLE!

Koester's Bread and WMAR-TV are an 18-year success story. Koester's is one of the oldest, consistently heavy users of spots on WMAR-TV. Their continuing campaigns on WMAR-TV have been an important factor in the development of Koester's position of sales leadership! And Koester's is just one of many long-time success stories on WMAR-TV, the first TV station on the air in Baltimore. So if you want a big bite—or a bigger bite—of the Baltimore market, schedule WMAR-TV. Check demographics, ratings, "reach" or whatever measurement you use and you'll come up with the same answer—color-full WMAR-TV is the best station for you in this big, booming market!

In Maryland
Most People Watch **COLOR-FULL**
WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.



How TV helps Philadelphia agency reap big harvest for clients

Weightman believes that its function is to sell, not merely to advertise. Therefore we are proud that no major client has racked up less than a 15% annual gain over the last eight years. Some have gained over 48% in one year.

Television deserves a large slice of the credit for this performance. We think we've learned how to work with television. We have developed a very definite specialization in the use of the medium from both a creative and a buying angle. And we apply what we know to accounts like Alpo dog food (division of Liggett & Myers Tobacco Co.), Pennsylvania Dutch Noodles (division of Thomas J. Lipton Co.), Progresso Italian Foods, Pfeiffer Salad Dressings (division of International Salt Co.), the P. J. Ritter Co. and others.

We buy TV to make every dollar count, and we create commercials, not for awards, but to sell the product. In fact, Alpo commercials have won awards. But we're more pleased with the spectacular sales results (up 480% in five years).

We like it that way, because it fits the Weightman philosophy: Don't just advertise . . . sell!

The Alpo Story ■ The Alpo story is a perfect example of our philosophy. About 15 years ago, Weightman was given the Alpo dog food account. Our first year's total advertising budget was \$6,000. Modest? Yes . . . but with Alpo, we were handed two magic elements: a superior product—and a powerful idea. Both came from Alpo President Bob Hunsicker. The product was 100% meat dog food. A premium product. Probably the most expensive on the market, because it was all meat. And the idea was simply that dogs need meat. We entered competition against the big-name national dog foods with a slender but potent arsenal. We grew through a decade of little more than hard-hitting power-packed one-inch print ads. But they paid off. They punched home the unique idea that "your dog needs meat—Alpo is 100% meat." As the story registered with more and more dog owners, Alpo gradually began to create, then pre-empt, the highly specialized all-meat dog food market. And TV became our chief weapon.

Since 1959 Alpo has been investing the bulk of its dollars in television. At first, it seemed a daring move to invest so many dollars in this very costly, very mass medium for such a specialized and expensive product. Especially since

we knew that fewer than one TV home in three owns a dog. But, even so, we had mathematics in our favor. If only one household in three was a potential customer, the high use-up rate of dog food overbalanced the relative scarcity of customers. So we gambled. Results immediately proved the soundness of the decision. Sales have risen spectacularly. And television's share of Alpo's budget has gone up and up.

In 1959, Alpo was a regional brand, so we bought only spot TV, with schedules in major markets for as much as we could afford. We bought carefully and in line with the Alpo consumer profile. We leaned heavily on minutes in fringe time. No fewer than 15 in any given week were ever employed, often 20 or more. We bought horizontal rotation, stripping in at least three per week in a given show—plenty of daytime and late night on two or more stations, plus as many news/weather adjacencies as we could afford. In many markets we latched onto key news/weather program franchises in both early and late evening periods. We watched the rating points, but bought programing and profiles.

We weren't merely trying to reach as many homes as we could, we were selling Alpo. We have never been afraid of duplication in our media strategy. When the techniques of duplication on top of saturation are applied against a superior product that earns its own repeat customers, things begin to happen.

Now Network Too ■ In 1964, Alpo joined the big time with NBC's *Tonight* and *Today* shows. We are still solid in both throughout the year. With these shows, we hit not only the big city

where the broker lives, but practically every TV station throughout his entire territory. Before long, new territories, including Canada, were added.

Our network television efforts in 1965 expanded to include the CBS morning lineup. And we continued with strong spot schedules in selected markets, especially the newer markets.

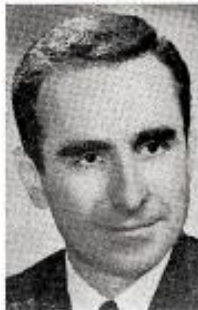
The year 1966 will find Alpo national, on all three networks with the addition of several ABC daytime programs and *CBS News with Walter Cronkite*. And our spot efforts continue.

We produced our first color commercials five years ago and have been virtually 100% color ever since. We have always kept our commercials simple and free of gimmicks. Our commercials have always tried to tell customers clearly why it is well worth the higher price (meat costs more than cereal).

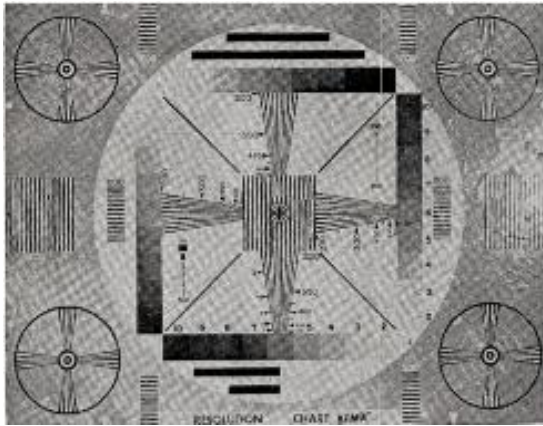
The Results ■ Sales for Alpo in 1965 were tremendous. And we expect them to be even better in 1966. ALPO is growing considerably faster than the industry despite the efforts of such heavy spenders as Quaker Oats, General Foods, Armour, Ralston Purina, Morrell and a host of regional big-spenders.

How is it possible that Alpo should meet with almost instant success? TV isn't the only answer—you also need: (1) a good product with an idea; (2) a good sales and broker organization, guided, not driven; (3) good advertising well-conceived and executed, designed to win sales, not awards, plus enough dollars to get the job done.

And that's the one-two-three punch we try to apply to every Weightman client. It pays off.



Len Stevens is Weightman's vice president and TV/radio director. He has been at the Philadelphia agency since 1958 in that capacity. Earlier he had been with another Philadelphia agency and a TV and radio station. At first he handled both the media and the production ends of the agency's TV department. Later, as volume grew, a separate TV production was established with Mr. Stevens specializing in plans and buying for the agency's multi-million dollar TV operations.



Op Art

It may be a resolution chart to an engineer, but our creative department sees it as "an experiment incorporating the laws of optics in the solution of a particular esthetic problem in spatial relationships." And our sales department claims that if you stare at it long enough you'll get the message:

The real art to op is providing programming that people like. Art critics at ARB agree that WMT-TV practices the art fine. WMT-TV has over two million more viewer hours per week than either of the other stations in our market.*

*Station X: 1,782,700. Station Y: 2,996,400. WMT-TV: 4,478,700. ARB, Television Coverage/1965, Iowa Station Report.

WMT-TV

CBS Television for Eastern Iowa
Cedar Rapids—Waterloo

National Representatives:

The Katz Agency

Affiliated with WMT-AM; WMT-FM;

K-WMT, Fort Dodge



EVER HEAR OF CHARLOTTE?

Charlotte, "The Queen City," was named in 1766 for the reigning Queen of England. This major southern city, whose effective buying income of \$8,395.00 per household **ranks fifth in the nation**,† now reigns over a king-size TV market of 129 satellite cities and towns. Included in this cluster are Lancaster, York, Hickory, Albemarle, Salisbury and Shelby — whose average distance from the Charlotte metro area is 41 miles; yet, an **average of 99% of their TV homes tune in WBTV each week.***

The majestic **WBTV-Charlotte Market** contains **562,000 television homes and ranks 23rd in the nation!*****

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

WBTV
CHARLOTTE

JEFFERSON STANDARD BROADCASTING COMPANY
WBT / WBT-FM / WBTW / WBTV / Jefferson Productions
Represented Nationally By
Television Advertising **TAR** Representatives, Inc.

† 1960 Census (Cities over 200,000 population) • ARR/1965 Coverage Study • 1965 Sales Management Survey of Television Markets



LANCASTER



YORK



HICKORY



ALBEMARLE



SALISBURY



SHELBY

It was a busy week at CBS

Schneider becomes second to Stanton with Reynolds stepping up to TV network head; network eliminates discounts; affiliate compensation plan worked out

CBS was churning last week with a series of far-reaching changes directly affecting its television network, clients and affiliates, its corporate chain of command and, potentially, its TV competitors and possibly other media.

■ John A. Schneider, president of the CBS-TV network, was promoted to the new post of CBS group vice president for broadcasting, with supervision over the TV network and the CBS Television Stations, CBS News and CBS Radio divisions. John T. Reynolds, senior vice president of the TV network, was named to succeed him as president of the network (see page 28).

■ William S. Paley was asked by the CBS board, and agreed, to stay on as board chairman past the normal retirement age of 65, which he will reach in September. He said he wanted to

"draw back a little," however, and there was widespread assumption that the duties of chief executive officer would gradually pass to President Frank Stanton, although Dr. Stanton reportedly was still without a contract since his old one ran out last year (see page 28).

■ The CBS-TV network formally announced its long-awaited new rate structure, virtually eliminating discounts and substituting a system of price lists that vary according to time period and time of year (see page 29).

■ The TV network also disclosed that it is in the final stages of developing, in cooperation with a special committee of affiliates, a new affiliation-contract form in which station compensation will be independent of the prices that CBS charges advertisers.

News of the nearness of the new affiliation contract leaked, in connection with the new rate structure, in a letter sent to all CBS-TV affiliates. The letter described CBS-TV's plans to protect stations against losses in compensation if the new rate structure should become effective before the new affiliation contract.

Actually, the letter said, CBS-TV officials hope the new contract will be in effect with most affiliates well before the Sept. 11 date for the new rate structure to become operative.

It was understood that the new contract will pay stations on the basis of their individual network rates, plus 3%. This was believed to be about equal to their current compensation levels, on the average.

The big difference is that their pay-



Mr. Paley

Dr. Stanton

Mr. Schneider

Mr. Reynolds

Chain of command at CBS begins to take shape

Among the important developments at CBS Inc. last week was the agreement, at the request of the board of directors, of William S. Paley, who will be 65 next September, to continue as chairman beyond the usual retirement age, and the continuance in the presidency of the

corporation of Dr. Frank Stanton. An indication that Dr. Stanton might not be as heavily pressed with operational problems was the appointment of John A. Schneider, president of the CBS-TV network for less than a year, as group vice president-broadcasting. In this position the

presidents of CBS News, CBS Radio, CBS-TV and CBS Television Stations will report to Mr. Schneider. John T. Reynolds, senior vice president of the CBS-TV network, was named to succeed Mr. Schneider as president of that important division (see page 28).

ments currently are tied to CBS-TV's revenues from advertisers. Under the new contract each affiliate will be paid at a constant base rate for each commercial hour without regard to what that hour produces in network revenues.

Of probably even more importance to affiliates, the new contract carries a built-in provision to halt the decline in station compensation that has had stations worried for several years.

Rate to be Set ■ The network rate for each station must still be established, as it always is, in individual negotiations between station and network.

The system was described as a vast simplification of existing practice, which involves such complications as "K factors" and "converted hours" and requires elaborate arithmetic in arriving at those values.

The K factor will remain in the

new contract, but instead of varying from month to month it will be pegged at a constant value. That value has been set at 1.03, which represents 103% of the compensation due under the station's established network rate.

The K factor is what CBS calls the difference between the card-rate hour and the converted hour, the latter being CBS-TV's average per-hour revenue from advertisers after discounts and other adjustments. The whole process was said to date from TV's early days, when rates for a half-hour were first established as 60% of the full hour and those for a quarter-hour at 40% of the full.

As full-hour and half-hour sponsorships decreased and the sale of minute participations soared, the distinction became less meaningful, according to network authorities, and as a result in

recent years the K factor's value has declined sharply. The other networks reportedly have no equivalent of the K factor in today's standard-affiliation forms, paying instead on the basis of a station's straight network rates.

CBS-TV affiliates confirm that the K factor has indeed declined, and steadily. They say that at one time it was as high as 1.15 or 15% above the compensation level indicated by affiliates' network rates, and that as recently as 1963 it was about 1.09.

It was this decline, as reflected in the dollars received from the network, that touched off the study from which the new CBS form is now evolving.

Study Made ■ CBS-TV affiliates, concerned over the downward trend, set up a committee several years ago to study the problem. An economist, Dr. Harold Barnett of Washington University in St. Louis, was retained to make a detailed analysis.

His report confirmed what the affli-

Some big changes in the CBS executive suite

CBS's broadcasting divisions got a new chain of command last week and CBS-TV got a new president, in a realignment of top executives that's expected to see Board Chairman William S. Paley draw back slightly from the day-to-day operations of the company.

John A. Schneider, president of the CBS-TV network for less than a year, was promoted to the new position of group vice president-broadcasting. In that capacity he has the presidents of CBS News, CBS Radio, CBS-TV and CBS Television Stations reporting to him. Mr. Schneider reports to President Frank Stanton. Formerly these division presidents had direct access to Dr. Stanton.

John T. Reynolds, senior vice president of the TV network, was named to succeed Mr. Schneider as network president.

Mr. Paley agreed—at the request of the board last Wednesday—to continue as chairman beyond normal retirement age of 65, which he will reach in September.

No Stanton Contract ■ Dr. Stanton is expected to continue in the presidency as actively as ever and perhaps take on some of the duties of chief executive officer, although his contract ran out several months ago and a new one has not been negotiated.

The moves were interpreted as steps looking toward eventual smooth transfer of power from the long-time chiefs of the company—Messrs. Paley and Stanton—to a younger generation whose brightest stars ap-

pear to be the 40-year-old Mr. Schneider and Mr. Reynolds, 44. Dr. Stanton is 57.

A statement by Dr. Stanton following last week's board meeting said he and Mr. Paley felt the reorganization would "assure the continuity of vigorous and able leadership for the future."

Only two months ago Mr. Reynolds, the new TV network president, sat in the CBS West Coast office, where his title was senior vice president, Hollywood. It appeared that he might be destined for the highest network office when he was brought to New York in December as a senior vice president, the only man around the network with that title.

With that move he assumed responsibility for the network's affiliate relations, engineering, information services, operations, program practices and sports while continuing to be responsible for the network's film studios on the coast.

Before joining CBS-TV Mr. Reynolds had been vice president and general manager at KHJ-TV Hollywood. Before that he had been an account executive and sales manager for Don Lee Broadcasting Co.

Rising Star ■ Mr. Schneider, who took over as president of the television network following the heavily publicized departure of former president James Aubrey Jr., is credited with a successful period of network operation.

When he took over CBS-TV had

lost its long dominance in nighttime ratings and there was fear at CBS that the magic touch of the successful Aubrey years might be disappearing. A stable prime-time schedule this year that has competed relatively evenly so far with NBC-TV and slightly ahead of ABC-TV puts CBS-TV in a stronger light and more sure of itself than it was at this time a year ago.

It was just after Mr. Schneider's takeover that color programing decisions at the network began to mushroom and it was understood that he had a key hand in hastening this development.

Mr. Schneider held the presidency during a year when CBS was experiencing a slight decline in profits (see page 62) but revenues for the year were up \$61 million and the final three months of the year were a record fourth quarter in both revenues and earnings.

Mr. Schneider has been a director of CBS since March 1965. He's been with the company since 1950, when he joined as an account executive in Chicago in what was then known as Television National Sales and is now called CBS Television Stations National Sales. By 1956 he had moved up to general manager of this sales arm in New York and two years later was made general manager of CBS-owned WCAU-TV Philadelphia. In 1964 he was moved to New York as general manager of the WCBS-TV. He is a graduate of the University of Notre Dame.

ates had suspected: that although rate increases had kept the compensation of most stations at or above their former levels, on a constant-rate basis compensation had been declining for several years (BROADCASTING, May 11, 1964).

Following Dr. Barnett's report, the committee, which is headed by Richard A. Borel of WBNS-TV Columbus, Ohio, undertook a long-term project, in conjunction with the network, to "improve and update and simplify" the standard affiliation form. Ernest W. Jennes, Washington attorney, has been working with the committee as legal counsel.

In the letter last week, sent by Carl S. Ward, CBS-TV vice president and director of affiliate relations, the affiliates were told that only "minor re-drafting" remained to be done and that they would be given full details as soon as it is finished.

Other sources indicated that it may be ready for final consideration by the affiliates committee within two or three weeks and almost certainly before the CBS-TV affiliates hold their annual general conference May 3-4 in New York.

Mr. Ward told the stations that "we believe it meets the primary objectives of the special committee—including the separation of the basis of station payments from the variations of contiguity discounts, etc., which have been steadily moving the K factors toward 1.0."

Affiliates will be free to continue under their existing contracts until these expire if they do not wish to switch to the new form. However, affiliate sources said that the current trend could carry the K factor below the 1.03 level if computations were continued on the old basis. Since the new form pegs the K value at 1.03, this prospect was seen as a strong incentive to stations to make the change.

Incentive to Sign ■ If a station has not signed the new contract by the time the network's new rate card goes into effect Sept. 11, Mr. Ward pointed out in his letter, its compensation could drop unless special arrangements were made.

The drop would occur because compensation is currently tied to the network's time charges, and in the new rate structure time charges are reduced to reflect the virtual elimination of discounts.

During the interim period between the effective dates of the new rates and the new affiliation contracts, CBS-TV said it would guard against such declines in compensation by these measures:

For programs originating between 6 p.m. and 11 p.m. (New York time), payments will be based on each station's class A hour rate (or one-half that rate if the program is broadcast before 6

p.m. local time). This is the same procedure already in use for programs sold on a package basis; it will be extended to time-only sales for all nighttime periods where the new rate card's charge to advertisers is less than it has been under the old rate card.

In Plain English ■ "Maybe the simplest way of summarizing the end result of these practices on nighttime station payments," according to Mr. Ward's letter, "is to say that even after the expiration of the longest-term order of any current advertisers, which will be sometime in 1967, station payments will not fall below the level they would have under the old rate card when the so-called K factor reached a level of 1.0."

Compensation for carrying *Captain Kangaroo*, the so-called Morning Min-

ute Plan programs, various sports shows and certain other programs is already based on special arrangements between network and stations, and these special arrangements will be continued.

For other daytime hours, Mr. Ward said, the new rate card's prices are so nearly identical to those on the present card that "they will have no appreciable effect on present station compensation, and I am including the word 'appreciable' only because there could be a change of a few dollars one way or the other—and just as probably in your favor as ours—because of the bookkeeping involved."

The new rate-card price for these periods averages out to 9.885% of the Class A hour rate, as compared to an average of 9.875% in December under the old card, Mr. Ward said.

CBS unveils two sets of rates

Season, time prime factors as discounts are virtually eliminated; whether prices will be up or down is uncertain

Advertisers and agencies got an official look at the CBS-TV network's widely heralded new rate plan last week, and they found it pretty much as heralded.

It sets up two kinds of rates, both varying according to the season of the year and time of day or night, and it virtually eliminates discounts (BROADCASTING, Jan. 24, Feb. 7). It becomes effective Sept. 11 with the start of the 1966-67 season, also as reported earlier.

One set of rates, the only one printed in the card, establishes charges for the use of network facilities. It represents the cost of time only, and is for use by advertisers who supply their own programs or want to sponsor programs supplied by the network. There are now relatively few of these, particularly in nighttime programming.

The other set consists of price lists showing the package cost, covering both time and programming, of commercial minutes in programs supplied by CBS-TV. The minute costs will be made available, as minute prices are now, on request.

Prices Ready ■ Officials said the minute-price lists had not been fully set and that, since they take into account the relative strengths of the programs as well as the time period and season, they can't be finally determined until the new fall-program schedule takes form.

Observers were thus without any means of determining with certainty how the new rates, in total, differ from current charges, or how specific advertisers may be affected.

Since the rates vary from program to program, it was felt that some package-minute advertisers might pay more and some conceivably could pay less, but authorities also thought it would be natural for the network to build at least a modest overall increase into the new structure.

Discounts that currently can add up to 30% or more of gross rates—station-hour discounts, annual discounts, overall discounts, Extended Market Plan discounts and so-called contiguity concessions—have been all but eliminated.

The only discount remaining is one for 52-week continuity in nighttime advertising and it will give \$1,000 off the price of each commercial minute to all advertisers who qualify. The discount reportedly averages about 3%. It is described in the new rate card this way:

"An advertiser who contracts in advance for CBS Television Network facilities on a noncancellable basis for at least one minute commercial announcement (or its equivalent) in a program or programs (whether or not advertiser-supplied) for broadcast at least once a fortnight on a regular schedule over a 52-week consecutive period from 6 p.m. through network sign-off will be entitled, upon the completion of the broadcasts so contracted for, to a \$1,000 discount with respect to each such minute commercial announcement (or its equivalent) broadcast."

Half-Hour Rates ■ The facilities rates are stated in terms of half-hours rather than the usual hours, but with costs shown as percentages of the class A

hour rates of all stations ordered and carrying a specific program. The base rate thus will vary according to station lineup, but for the full U.S. network it totals about \$150,000.

For nighttime, Monday-through-Friday daytime and Saturday and Sunday afternoon, the three seasonal price levels are (1) for the 29 weeks from Sept. 11 through April 1, the season that carries the highest rates; (2) for the 13 weeks from April 2 through July 1, which carries second-highest rates, and (3) for the 10 weeks from July 2 through Sept. 10, which carries the lowest rates.

In addition to varying by season, these facilities rates also vary by time period. Evening time is broken into six classes: from 6 to 7:30 p.m., 7:30-8, 8-8:30, 8:30-10, 10-10:30 and 10:30 to signoff. Monday-Friday daytime segments in this schedule are 10-11:30 11:30-1:30, 1:30-5 and 5-6 p.m. Satur-

day and Sunday afternoon facilities costs are the same throughout the period from 1:30 to 6 p.m. although these, like the others, vary from season to season.

On a year-round average basis, the price range for a half-hour of time in the nighttime facilities table is from a low of 34% of a class A hour rate (in the 6-7:30 p.m. period) to a high of 46.5% of the class A hour rate (in the 8:30-10 p.m. period). In terms of different seasons, the lowest rate is 24.8% for a half-hour between 6 and 7:30 during the 10-week summer period, while the highest is 50.3% for a half-hour between 8:30 and 10 p.m. during the 29-week winter programming season.

Day Rates ■ During daytime hours the range in the 52-week averages for a half-hour is from 10% of the class A hour rate in the 10-11:30 a.m. seg-

ment to 26% in the 5-6 p.m. period. On Saturday and Sunday afternoons the average is 25%, based on a range from 18% in the summer period to 28% in the winter.

Early-morning Monday-Friday time is divided into two periods, one from sign-on to 8:30, 8:30 to 9, and 9 to 8:30 to 10, while Saturday and Sunday morning time is divided into three: sign-on to 8:30, 8:30 to 9, and 9 to 1:30.

For these periods the seasons are different from those established for nighttime and the basic daytime periods. Thus the highest priced season is for 16 weeks from Sept. 4 through Dec. 24, the next highest is for 22 weeks from Dec. 25 through May 27, and the least expensive is for 14 weeks from May 28 through Sept. 3.

Charges for use of the facilities for more or less than a half-hour will be calculated on a straight pro-rata basis rather than under the old formula that made a quarter-hour worth 40% of the full-hour rate and 45 minutes worth 80%.

Network distribution charges (for recorded repeat broadcasts, shipping to affiliates, etc.) are \$553 gross per commercial minute for black and white, \$700 per commercial minute for color up to 6 p.m. and \$847 per commercial minute after 6 p.m.

Under the old card these charges were stated on a gross-per-hour basis, totaling \$1,750 for black and white and \$3,500 for color, but with periods shorter than an hour pro-rated.

The new card carries in substance the old one's assertion that as a national-advertising medium, CBS-TV solicits those orders that "will provide the largest nationwide circulation, the best program quality most suitable for a given time period, and . . . will leave no substantial portion of the nation without network service" and that in considering whether to accept a specific order it will take these same objectives into account.

The new card then adds this further provision:

"Subject to the foregoing and to appropriate additional charges for the additional facilities and services involved, CBS Television Network will endeavor when practicable to accommodate regional advertisers who desire to order the same program and time on stations in different but complementary regions of the U.S."

In a letter accompanying the new card, Thomas H. Dawson, CBS-TV sales vice president, told advertisers and agencies that it simplifies buying and selling and "reflects the realities of the marketplace," and that accordingly "we believe it can make a significant contribution toward your more effective use of the CBS Television Network."

A new home for CBS in St. Louis

A 20-level office building will be erected in St. Louis by a partnership formed by subsidiaries of CBS Inc. and Transurban Redevelopment Corp. in that city.

CBS will make a "multimillion dollar investment" in the project, a spokesman said. The CBS-owned stations in St. Louis, KMOX-AM-TV,

will move into the building, expected to be completed by 1967.

The structure will be built at the center of St. Louis's new riverfront skyline and will be called Gateway Tower. KMOX-TV will occupy approximately 53,000 square feet of space in the new building and KMOX 8,050 square feet.



Gateway Tower will be surrounded by symbols of St. Louis' historic past and emerging future. Among its neighbors: the Jefferson National Expansion Memorial and its 630-foot stainless steel arch, designed by Eero Saarinen, the new sports

stadium, the Old Cathedral of St. Louis of France, the Old Courthouse, scene of the Dred Scott decision, and new Mississippi riverfront apartments as well as a new hotel that has a revolving restaurant.

Sell booming Atlanta with WSB Radio

(top national advertisers are WSBeavers!)



U. S. News and World Report cites Atlanta as "one of the hottest towns in the U. S. today." National advertisers, competing for their share of \$1,780,843,000* in retail sales, have built their sales structure on the firm foundation of WSB Radio. As the South's most progressive and respected radio station, WSB Radio programs to *sell* your products in this growing market. *Sales Management, 1965

WSB RADIO ATLANTA

NBC affiliate. Represented by Edward Petry & Co., Inc.



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

A new era of cooperation?

AFA-AAW Washington session hears multiple pleas for closer government-business contact, criticism of TV programing and ad exaggerations

Serious worries about a lack of creativity in television programs, about turning TV sets into living-room art theaters and about more commercials in prime time were expressed last week by Donald McGannon, president of Westinghouse Broadcasting Co.

At the eighth annual midwinter conference of the Advertising Federation of America and Advertising Association of the West, the main topic was understanding and cooperation between business and government. Some speakers at the Washington meeting confronted it directly. Others used inexhaustible vocabularies to talk around it.

The confusion surrounding the word "communicate" concerned Mr. McGannon. He said a "quick trip to Washington" or a few speeches is not the way to establish understanding. It can

be established only through persistence and facts.

The Westinghouse executive noted the "very desirable" report on broadcast ratings issued last month by Oren Harris, former chairman of the House Commerce Committee. He recalled the efforts broadcasters had made in working with the FCC, Federal Trade Commission and Congress following the 1963 ratings hearing and the resultant formation of the Broadcast Rating Council. Although the BRC's work and the Harris report, which indicated self-regulation is preferable to government regulation, don't "solve the total problem of ratings," they do show what can be done when business and government cooperate, he said.

Art Theater ■ In the area of programing, Mr. McGannon was openly

critical of the newer motion pictures being released to television, many of them European films. "TV may cease being a family medium," he predicted, "if we turn our home screens into art houses and show films like 'Lolita', 'Divorce Italian Style' and 'Yesterday, Today and Tomorrow' to unsophisticated youths and adults."

He asked if the industry had "forgotten *Bus Stop* so quickly." His reference was to the 1962 Senate hearing on sex and violence in television, conducted by Senator Thomas Dodd (D-Conn.), in which the ABC-TV series *Bus Stop* was often mentioned.

Mr. McGannon said he was also worried about a possible "mass trend to suddenly escalate commercial content in prime time." This, he said, could aggravate "the oft-raised criticism of overcommercialization, even though I don't necessarily buy the criticism."

The reference seemed aimed at ABC-TV's *Batman* series. Westinghouse's WJZ-TV Baltimore refused to clear the program because it contains four, instead of the usual three, commercials, although the show has remained within the limitations of the National Association of Broadcasters TV code.

Insensitive ■ He said most businessmen seem to have become tied to the operational end of their businesses and aren't sensitive to what's going on in the community. "Businesses can no longer be preoccupied," he stressed, "but must be occupied" with cultural and social problems.

Mr. McGannon also urged media to stop overstatements so the public will "develop greater reliance in our message."

Television programing in general was also given a slap by Charles Percy, president of Bell & Howell, Chicago. Mr. Percy described attempts by his firm to buy packaged shows as advertising vehicles. It found the programs so bad that the commercials were the best part, he said.

The entertainment programing available in the late '50's was so poor, he said, that Bell & Howell sought to sponsor public-service-type programing

TVB feeds sales ammunition for grocers

Norman E. (Pete) Cash (r), president of the Television Bureau of Advertising, presented a special award to Paul S. Willis, president emeritus of the Grocery Manufacturers of America Inc., at TVB's breakfast program in Washington last Wednesday (Feb. 9). Mr. Willis was honored for contributions to the total art of communications.

Some 250 broadcasters, advertisers and agency executives attending the annual Advertising Federation of America-Advertising Association of the West conference on advertising-government relations were at the session.

The TVB program included a film, "Two Years, 30 Days, 60 Seconds," produced for the grocery manufacturers by CBS-TV and TVB. Through AFA the film is now available to ad clubs. In urging recognition of the food and grocery industry in each market, Mr. Cash noted that no other industry has invested as heavily in advertising.

The TVB sales advisory commit-



tee, which met in Washington Wednesday and Thursday, felt the association should get involved with more GMA-type films. Members thought these were good examples of inter-industry cooperation.

On Thursday the committee had lunch with FCC commissioners, and went over the 1964 television-advertising figures.

Can Frank Merriwell save
the day for Fardale?

Is the Phantom Rider
too late?

Will Tailspin Tommy
go down in flames?



"Pull up, Tommy! Pull up! We're going to crash!"
"Sorry, Speed. The rudder's jammed, the engine's dead, and I
think we just lost a wing. This looks like the end."

in prime time to sell its goods and to give the public something worthwhile at the same time.

Mr. Percy said the first program was a 1957 special on NBC called *Why Berlin?* and the Nielsen ratings that followed showed the public "turned us off by the millions." The idea remained intact, however, and in 1958 the firm created, with the network, the *CBS Reports* series. Since then, he added, Bell & Howell has sponsored about 50 such programs on all three networks and has been pleased with the results. He noted that sales have steadily increased while the cost-per-viewer has steadily decreased.

Close the Gap ■ The theme of the AFA-AAW session was set by Daniel Peterkin Jr., president of Morton International Inc., Chicago. He said there is a "crisis in understanding" and offered six areas for closing the gap that exists. He said: Student attitudes toward understanding business can be improved; business must improve its public-service performance; there should be awareness of potential problems and misunderstandings with publics and they should be corrected before coming to the fore; business and government should cooperate more closely; a campaign is needed to educate the public to the workings of the free-enterprise system, and those in government who deal with business should have a basic understanding of business and the way it functions.

One approach to improved government-business communication was offered by Myra E. Janco, president of Draper Daniels Inc., Chicago. She suggested that business give some middle-management members one- or two-year leaves of absence to work with the government. And the government, she said, should pick promising career employees to go into private industry for a similar period. At the end of a few years, she said, this would "automatically create bureau heads and business managers who understood each other's problems."

The gap between advertisement-created expectation and actual performance was hit by Professor Richard H. Holton of the University of California, and chairman of the President's Consumer Advisory Panel. He said business should be more active in consumer education, thus allowing more realistic expectations; should hold back on exaggerated advertising claims, and should school retailers in telling the consumer exactly what he is getting for his money.

Senator Warren Magnuson (D-Wash.), chairman of the Senate Commerce Committee, emphasized that private enterprise should not be overregulated. He said business does more along these lines than the government can. However, he reminded the AFA-AAW

members of their responsibility to the public, who "expect you to tell them what they're getting."

Trade Balance ■ In a Wednesday (Feb. 9) luncheon speech, Secretary of Commerce John T. Connor called on the advertising community to do what it can about the continuing travel imbalance where more money is leaving the country than is coming in. He also asked for advertising's help in promoting American Week, a campaign to sell U. S. consumer goods in overseas markets.

He suggested advertisers might be encouraged to adjust their ad budgets to provide special American Week funds, or that advertisers might run joint participations for the campaign.

The AFA-AAW at its Tuesday (Feb.

8) session heard Thomas Austern of Covington & Burling, Washington, on how to communicate with federal agencies, and Representative Gerald Ford (R-Mich.), House minority leader, on the way to communicate with the Congress.

Congressman Ford urged businessmen not to leave the whole job to trade associations and not to act only when a piece of legislation might affect them. He also advised not waiting until after the election "if you want a say in the decision making of Congress. You must take part in the political processes, not just write a check."

Norman H. Strouse, chairman of J. Walter Thompson Co., was named Advertising Man of the Year at the Monday night dinner.

FTC draws bead on ad 'wolves'

Chairman Dixon doesn't hold back at AFA session

In denouncing advertisers who ignore self-discipline

Advertisers who need a brick wall to fall on them before they get the point of the Federal Trade Commission's latest warning to the "indifferent and defiant" are just the ones the FTC is zeroing in on.

FTC Chairman Paul Rand Dixon said his office has had it with those few advertisers who ignore attempts to guide them "back from the brink of illegality." The FTC, he said, will give its "fullest consideration to illegal advertising that is working the greatest mischief on the public and on reputable businesses."



FTC's Dixon
Carrots won't do the job

In a speech before the Advertising Federation of America/Advertising Association of the West midwinter conference (see page 32), Mr. Dixon left no doubts that the FTC plans to crack down on the repeating offenders. "It has become all too apparent," he said, "that wolves are not led onto paths of righteousness by offering them the carrots of self-discipline. Wolves ignore carrots; they want meat, and they don't care how bloody it is."

However, the FTC chairman said there would be no letup in attempts to "obtain compliance with the law by our voluntary processes."

He urged the advertising community to take action in the field of false and deceptive advertising by passing along factual information to the media to help them arrive at better judgments on what advertising claims are false. As reputable members of the advertising profession, he told the AFA/AAW, they would be effective and command attention in their own communities.

Mr. Dixon also denounced advertisers for being "more concerned with presenting a chin-up enthusiasm for your product than with facing up to the fact that too many rascals are diluting that product. . . . The Achilles' heel of the advertising profession is that you worship at the altar of the positive image."

It is not enough for advertisers to improve themselves if they ignore the wrongdoer, he charged. It is up to the industry to look for the wolves within its midst and if they prove too tough, "remember that you have the laws and the FTC to help."

four of a kind



**the
Meredith
bunch**

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV



Starting this morning (Feb. 14), the "Today" program will present a special, Monday-through-Friday "Vietnam Report." This NBC News report, beginning the same time each morning, will provide an up-to-the-second review of Vietnam developments—military, political or diplomatic. In addition to these unique reports, "Today" will, of course, continue to cover the Vietnam struggle in its *regular* news segments.

As the Vietnam situation has intensified, so has NBC News' reporting of the subject. "Today's" expanded coverage, for example, follows hard upon yesterday's two-hour NBC News special, "Vietnam: The Senate Hearings."

What's more, in addition to the comprehensive reporting and analysis in our *regular* news programs, NBC News has provided extensive live coverage of the UN Security Council sessions and the Senate Foreign Relations Committee hearings on Vietnam, as well as President Johnson's arrival in Los Angeles from his Hawaii meeting with South Vietnam leaders. Added to these have been such NBC News nighttime specials as "Vietnam: Turning Point" and "The Hawaiian Conference."

In providing such coverage-in-depth seven days a week, NBC News has but one purpose: to help the American public understand the many facets of the most serious international issue of our day.

VIETNAM REPORT

NBC NEWS 

Michelob returns to D'Arcy Advertising

Anheuser-Busch Inc., St. Louis, has picked D'Arcy Advertising to once again handle national advertising for its Michelob brand of beer. Michelob, a color TV advertiser presently bills about \$1 million. The account moves from LaRoche, McCaffrey & McCall, New York, which had taken the account from D'Arcy several years ago. Since D'Arcy Advertising's home office in St. Louis already handles Anheuser-Busch's major brand of beer, Budweiser, the creative work on Michelob will be done in the agency's Chicago office. St. Louis, however, will handle media buying and other service functions.

Gardner Advertising, St. Louis, which handles the brewing firm's Busch Bavarian beer, also had made a presentation for the Michelob account. It had planned to do the creative work in its New York office had it been chosen.

D'Arcy Advertising's St. Louis office

also is handling the various new foods and grocery products under study or development by Anheuser-Busch. These could become major broadcast sponsors in the near future. The company has been selling a table syrup and spray starch in a limited number of markets for some time.

SSC&B grabs all the Ballantine rings

P. Ballantine & Sons, Newark N. J., consolidated its total advertising expenditures with Sullivan, Stauffer, Colwell & Bayles last week when it assigned the \$9-million beer account to SSC&B. Ballantine had announced last month that it was terminating its relationship with Young & Rubicam, New York, over advertising-policy differences (BROADCASTING, Jan. 31).

SSC&B apparently had an inside edge. Early last year the brewery ended a long-standing relationship with William Esty Co., New York, by moving

its beer billing to Y&R and its \$2-million ale account to SSC&B. Beer sales were reported to have dropped and ale sales to have risen. About \$9 million of Ballantine's total advertising budget is in radio-TV.

During 1965, Ballantine beer received widespread attention from audiences and in advertising circles for a Y&R campaign that ran only on radio based on a "2,500 year-old brewmaster." A brewery spokesman said SSC&B was evaluating the campaign to decide whether it will be continued or dropped before the baseball season begins. A large portion of Ballantine's radio-TV advertising is devoted to sponsorship of New York Yankees and Philadelphia Phillies baseball and Philadelphia Eagles and New York Giants football.

'McCall's' introduces its own spot plan

Another mass-circulation magazine, *McCall's*, is following in the footsteps of *Life* by offering companies the opportunity for "spot" advertising in specific markets, closely reflecting the American Research Bureau's county TV marketing areas.

Effective July 1, *McCall's* will offer a selection of 20 country-wide top markets with the provision that advertisers buy a minimum circulation of 750,000 on the same brand. It calls its approach "Spot *McCall's*," while *Life* calls its concept "Spot *Life*."

McCall's took full-page advertisements in New York and Chicago newspapers last week to alert advertisers to Spot *McCall's* and also plans to use various trade publications. It noted in its advertisements that its approach is similar to Spot *Life*, and added: "But now you can make a media judgment between the leading general magazine, *Life*, and the leading woman's magazine, *McCall's*, operating from the same geographical and statistic bases."

A spokesman for *McCall's* told BROADCASTING that his company has studied carefully the progress made by Spot *Life* and deemed the approach a successful one. He added that *McCall's* feels spot can be successful, if "a lot of magazines offer spot so that a broad spectrum of readership can be reached."

An official of *Life* said Spot *Life* has been "successful beyond our expectations." He mentioned that in 17 issues of 1965, starting with Sept. 3, 80 advertisers used Spot *Life*, and added that business ordered for the first half of 1966 is exceeding the 1965 pace. He indicated that a substantial part of Spot *Life* represents new business for the magazine.



A complicated trapeze for Hertz's flying man

He glides through the air with the greatest of ease, that flying man in the Hertz driver's seat.

That's what really happens in new one-minute Hertz TV commercials that are being released in various color versions. Before, the flying Hertz driver was a device of trick photography. He was literally pulled out of an automobile by wires, and the sequence was played in reverse

for printing optically against a moving background. This illusion of being dropped has been abandoned for a more realistic approach. A car runs at 30 miles per hour while a truck mounted with crane travels behind at the same speed and lowers the flying man into the driver's seat. The film was produced in Los Angeles by VPI of California with agency Norman, Craig & Kummel.

Run, Spot, run.

Spot is non-network radio and TV advertising.
(There is no such thing as network Spot.)

Spot is national advertising placed locally.
It is spotted, by market, station, and time of day.

It is not just spot announcements.

Spot is a billion-dollar advertising force.

It is the way to put your money to work
exactly where your markets are.

Spot gets people where they live.

This is Spot.



Anybody can use Spot.

A little company can use it locally to look bigger than national brands.

A giant advertiser can use it exclusively, or to round out his network advertising.

Spot can test market a new product anywhere.

It can tie in with any local personality or promotion.

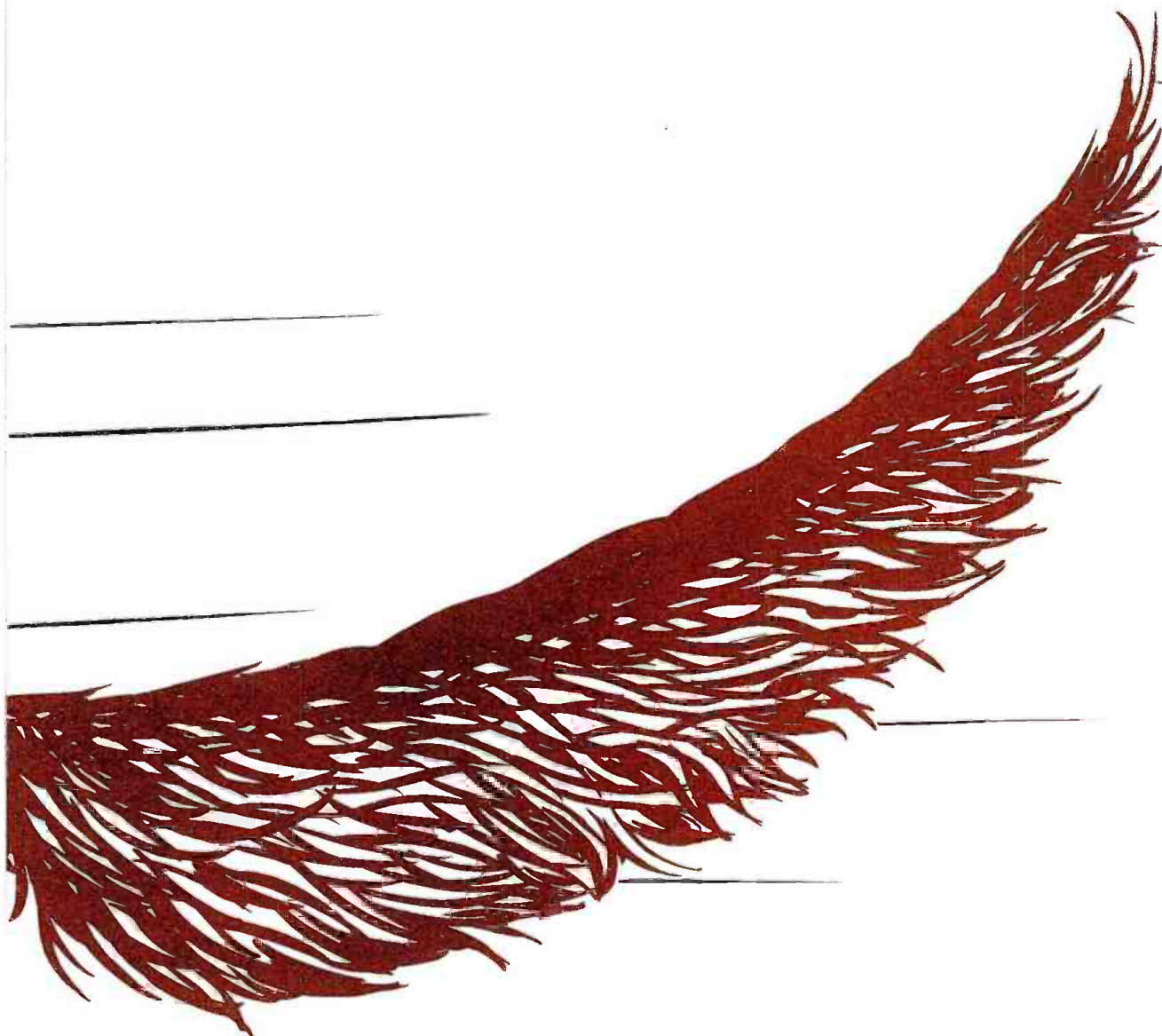
It can introduce products, market-by-market, and keep costs in line with sales.

It can carry any message, of any length, to any audience.

Spot will do anything to sell a product.

Spot is flexible.





Spot Radio is usually bought by station, not program.
Because listeners listen that way.

You buy the “sound”, or personality of a radio station.

If you have a product with universal appeal, you buy
several different “sounds” or stations within each market.

That way, you reach a maximum audience.

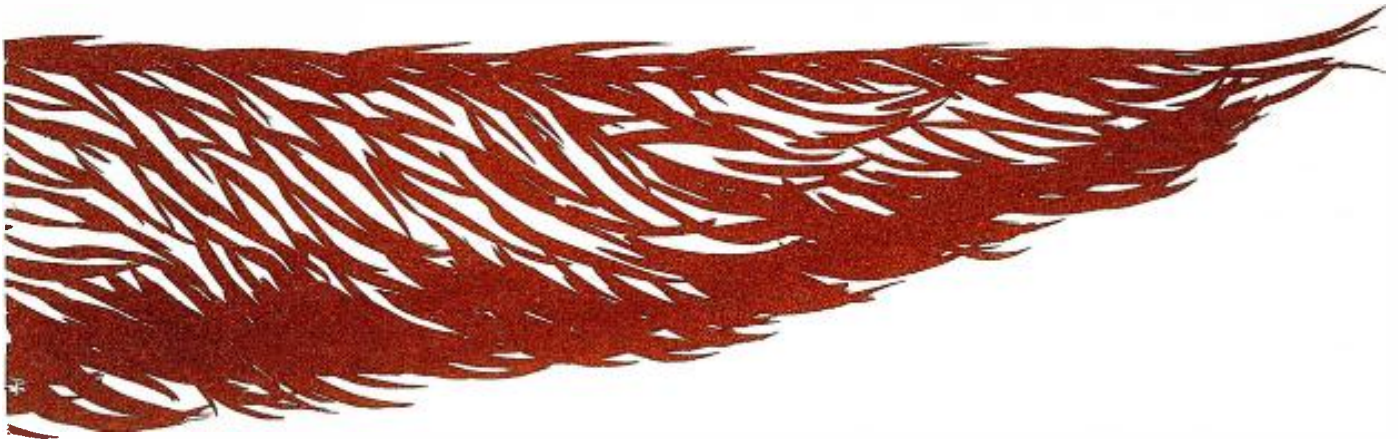
Television is watched by program, not station.

Therefore, Spot TV is bought in and around programs.

When appealing to a select audience, you buy similar
programs on the same or different stations.

That way, you get maximum impact.

How to run Spot.



For nine years, a men's wear manufacturer has used Spot Radio to reach the youth market. With disc jockeys ad libbing for the product, sales went up \$24 million from 1956 to 1964.

A company that makes electric knives decided to use Spot TV as its primary medium. Sales went from \$19 million in 1963 to \$50 million in 1965, and profits have more than doubled.

A meat company with 8,000 retail outlets in 8 states has been spending 85 to 100% of its budget in Spot Radio for the past 13 years. Last year, it spent 90% in Spot Radio to introduce a new campaign. In one year, sales jumped 35% in New Jersey, 26% in New York, and 16% in Philadelphia alone.

A regional soft drink bottler put \$52,000 in an experimental Spot TV push. The next year he upped it to \$83,000, and budgeted even more for the first quarter of the third year. In that quarter alone, sales were up 27%.

One international airline with 24 competitors increased traffic 250%, using Spot Radio. The competition had only a 130% increase. This airline now uses 13 stations in 5 markets.

A floor wax company switched to Spot TV. In six months, sales were up 20%, and for the first quarter of the next year, the company invested 31% more in Spot.

What Spot does.

Katz is a TV and radio station representative.

Station representatives sell Spot.

They try to represent a good line-up of outstanding stations.

Then work to convince advertisers and agencies how outstanding the stations are.

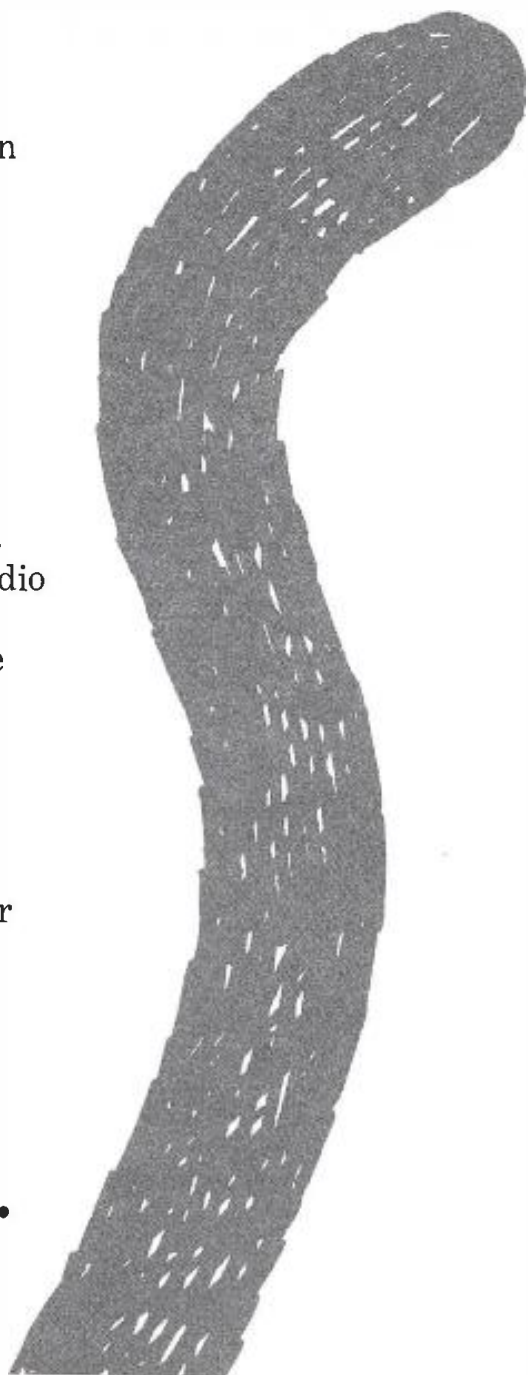
Katz represents more than a hundred outstanding TV and radio stations in 70 top markets. And employs 325 people to supply the fast, accurate information Spot buyers need.

We believe a station representative should also promote the concept of Spot advertising in general, no matter what stations profit from it.

Spot is Katz business.

We believe in it.

This is Katz.



These are some of the things we do because we believe in Spot:

We have a special department that wouldn't sell you a minute if you asked them to. It just sells the concept of Spot.

And a department to get you fast facts on audience measurement. And markets. And station coverage. And sales records.

We've got a department to help you check your competition's use of Spot advertising. And one that supplies you with station programming information. And another that simplifies your accounting by handling the billing for all the stations we represent.

We're even getting a computer to speed up our data service. But right now, we have something for you:

Two easy-to-read estimators to help you determine the cost of a radio or TV Spot schedule in less than ten minutes.

A Katz Calendar, to help you calculate the renewal and expiration dates of Spot schedules. Music reaction surveys, that can help you decide what kind of music to put into your commercials. Ready reference summaries to tell you about the markets we represent. And surveys on industry plans for using Spot color and electronic data processing.

A note or a phone call can put them into your hands.

Katz and Spot.



**The
Katz
Agency
Inc.**



New York, N.Y. 10019

666 Fifth Ave., Area Code 212—JU 2-9200

Atlanta, Ga. 30309

1447 Peachtree St. N.E., Area Code 404—TR 5-1627

Boston, Mass. 02116

Statler Office Bldg., Area Code 617—LI 2-5458

Chicago, Ill. 60601

Prudential Plaza, Area Code 312—MO 4-7150

Dallas, Texas. 75219

3505 Turtle Creek Blvd., Area Code 214—LA 6-7941

Detroit, Mich. 48226

Penobscot Bldg., Area Code 313—963-8420

Los Angeles, Cal. 90036

5455 Wilshire Blvd., Area Code 213—WE 3-8171

Minneapolis, Minn. 55402

First Nat'l. Bank Bldg., Area Code 612—FE 3-6201

Philadelphia, Pa. 19110

Land Title Bldg., Area Code 215—LO 7-7950

San Francisco, Cal. 94104

Russ Bldg., Area Code 415—DO 2-7628

St. Louis, Mo. 63101

915 Olive St., Area Code 314—CE 1-1868

See Katz. Run Spot.

A unified TV pitch to retailer

All Detroit VHF's would benefit if Hudson accepts

WXYZ-TV's plan for increased TV ad budget

There's a \$5 million-plus advertising budget in Detroit that television stations have hardly had a good sniff at. But there's a plan afoot in the market to change that.

The budget belongs to the J. L. Hudson Co., one of the country's largest retailers, doing a \$286-million business yearly. The plan belongs to ABC-owned wxyz-TV and the pitch is for all Detroit VHF stations. If it wins Hudson's approval it could have a softening effect on the tough sell that retailers represent to local-television salesmen across the country.

Hudson's current combined TV-and-radio budget is estimated at \$100,000.

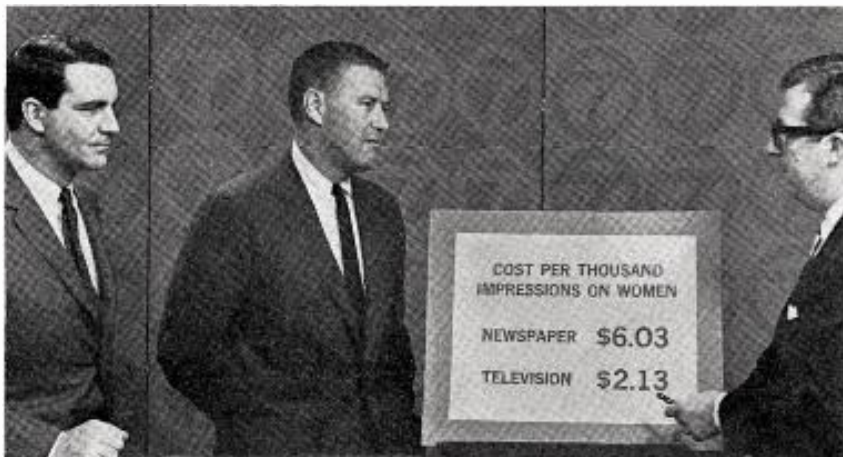
WXYZ-TV spent \$4,000 and six months constructing a mixed-media plan and presentation that advises Hudson to reallocate \$520,000 of its total advertising effort to three TV stations while continuing to dump the bulk of its

pressions in 42% of households, while under a modest schedule of TV spots it could make multiple impressions in 90% of the market.

WXYZ-TV proposes that Hudson divert the cost of four pages each week from newspapers into television. In a sample week the store ran 57 pages in daily papers and 12 pages in a Sunday supplement.

The four-page-a-week reallocation, according to the station, would be equivalent to 43 TV announcements, and these would be expected to make 4,634,000 impressions on women viewers over 90% of the market at an efficiency of \$2.13 per thousand impressions. The same expenditure in newspapers, according to the station, will make 1.6 million impressions on women, within 53% of the market at a cost of \$6.03 per thousand impressions.

Maximum Female Audience ■ WXYZ-



WXYZ-TV Detroit personnel (l-r) Jim Gessner, account executive; Don Keck, general sales manager and Richard Hughes, advertising and promotion di-

rector, look at a chart describing the

relative efficiency of TV and newspapers in making ad impressions on 1,000 Detroit area women.

rector, look at a chart describing the relative efficiency of TV and newspapers in making ad impressions on 1,000 Detroit area women.

WXYZ-TV drew up a tentative three-station schedule for the store aimed at maximum reach and frequency among women viewers. It proposes more spots for a competitive station than it asks for itself, seeming proof of the plan's objectivity within its own medium.

In the presentation it's conceded that

budget into two major newspapers. The station made a taped presentation of its plan, piped it by closed-circuit TV into the store for viewing by all Hudson personnel who might be involved in a media decision, and now awaits the result.

Lost Potential ■ At the heart of the station's strategy is a description of "Hudson's lost market," potential customers and volume lost to the store through reach that television could give, and that papers don't provide.

Through analysis of Detroit demographics and newspaper and TV research WXYZ-TV calculates that the major two newspapers in the market reach 70% of households and deliver ad im-

Pepsi watches CATV?

The Pepsi-Cola Co., New York, has alerted its field offices to be aware of the possibilities of community antenna TV in selecting stations for local campaigns.

A spokesman for Pepsi in New York acknowledged last week that an informational bulletin has been sent to field managers briefing them on the growth of CATV. He said Pepsi-Cola has made no policy decision on use of stations picked up by CATV systems but said that its bulletin was designed to keep its field offices informed about a new development. In the past, Pepsi-Cola similarly has circulated bulletins on new advertising possibilities and techniques in other media, including newspapers and magazines, the spokesman pointed out.

newspapers can do a better job for retailers in cases where detailed copy is required, but for goods such as home appliances it's claimed that television is easily more efficient.

Richard Hughes, advertising-promotion manager for WXYZ-TV, says competitive stations in Detroit have given their approval to the proselytizing effort.

The Television Bureau of Advertising lent assistance to the project.

Reeves retires from Bates chairmanship

Rosser Reeves, board chairman and a founding member of the Ted Bates agency, has announced his retirement from Bates and the agency business.

Author of "Reality in Advertising" and well known for the hard-sell approach to the business, Mr. Reeves, has been in advertising for 36 years, 25 of them with Bates. Last week he said he has long desired to "lead a quiet, unhurried and contemplative life."

Taking over the board chairmanship will be Rudolph Montgelas, who had been a vice chairman (see page 10).

Theodore L. Bates, honorary chairman of the company, said of Mr. Reeves's retirement: "No one knows better than I the contribution that Rosser Reeves has made to this agency, and to the advertising business, over the last 25 years."

Mr. Reeves indicated he would sell his Bates interest, described only as "big," back to the company. He said he had no desire whatever to join another agen-

cy, that his loyalties would always remain with Bates.

He described his leaving as simply a way of finding time "to do many things that the tremendous pressures of the advertising business have not allowed."

In 1965 Ted Bates billed \$136.6 million in television and \$6.4 million in radio, making it the third largest broadcast-billing agency in the country.

Alcohol ad ban passed by Ga. senate

A bill that would ban alcoholic-beverage advertising in all media has passed the Georgia senate, but may be lost in a house committee.

The measure, reported out by the senate's temperance committee on Feb. 3, caught opponents unaware. However, the Georgia Association of Broadcasters and advertising clubs feel they will be successful in keeping the bill from reaching the house floor.

Ridley Bell, WRBL-TV Columbus, president of the GAB, said the bill would prohibit advertising liquor, beer, wine and other alcoholic beverages on radio, TV, in print, billboards and all other media. He said the bill contains a provision that would allow such advertising in newspapers, magazines and other print media that come from out of state.

However, network-originated radio or TV commercials for beer or wine would be banned. Under the bill stations would be required to cut away from the net-

work when such spots were scheduled.

It was understood that the house speaker was referring the bill to the judiciary committee and there was little expectation it would be reported out before adjournment later this month.

Mr. Bell noted that the GAB had been aware that the bill had been in the senate committee but it had not been scheduled on the calendar of Feb. 3. The bill came out of committee, was put on the calendar and passed overwhelmingly by the senate before anything could be done.

In a memo to station clients last week, Loyd Venard, president of Venard, Torbet & McConnel Inc., New York, reminded them to use care in placing beer and cigarette advertising. Such commercials "should be discreetly placed so as not to cause public reaction in your area." He noted that placements near programs aimed at children or teen-agers "have a tendency to irritate the opposition."

F&S&R splits departments

The New York headquarters office of Fuller & Smith & Ross has been divided into two divisions. The agency announced last week that the Consumer Products division, headed by John F. McClure, and the Business and Industrial Products division, under the direction of Roger N. Peterson, will operate autonomously.

F&S&R's \$58.7 million billing is divided almost equally between the two types of accounts, with an estimated \$12.5 million of it in broadcast.

Regional rep formed for upper N.Y.

An expansion into the regional-representation field in upper New York state was announced last week by Leonard F. Auerbach,



Mr. Auerbach

Mr. Auerbach said that New York State Reps will begin operations this month with headquarters in Syracuse. He held a meeting last Wednesday (Feb. 9) with officials of 35 stations the new subsidiary will represent. In addition, Mr. Auerbach reported he has incorporated the affiliated companies under a single name, Regional Reps. The Ohio, Pennsylvania and New York divisions, however, will operate separately.

Mr. Auerbach views his expansion moves as the outgrowth of "an apparent need for strong regional representation." He added that there are plans to move into Indiana and Kentucky, which are now served out of other offices of his companies.

Ohio State Representatives was formed in 1956 with 14 station clients, and the total list now is more than 100, Mr. Auerbach said. Penn State Inc., which is headed by John M. Dehaven, president, started in 1962 with 15 stations and now has a client list of 40 in Pennsylvania and additional stations in Ohio, West Virginia, Indiana and Kentucky. The station lists are predominantly radio, but include some TV outlets.

Other executives are Norbert J. Kocab, vice president in charge of OSR's division office in Cleveland and Don O. Hays, vice president in charge of the Cincinnati office. Lee H. McClung, an all-media buyer with Ketchum, MacLeod & Grove, Pittsburgh, has been named manager of the new division.

Agency appointments...

■ Philip Morris Co. has named Leo Burnett Co., Chicago, to handle menthol version of Marlboro cigarettes, now being test marketed on West Coast.

■ Mohasco Industries, Amsterdam, N. Y., has appointed Daniel & Charles, New York, to handle advertising for

'I was a 98-pound weakling 'til I bought my car ...'

A witness for the Senate's Subcommittee on Traffic Safety last week blasted Madison Avenue for automobile advertising that tries to appeal to the "animal instincts" of the purchasers.

He cited the names of current models—Cobra, Cougar, Tiger and Barracuda—and said that this was not aimed at the "reason of men, but at their ids and their hypogastria [lower abdomen]."

The witness, Ralph Nader, author of "Unsafe at Any Speed," decried the use of catch phrases such as "be a son of a gun," "a human cannonball" and "drive it like you hate it, it's cheaper than psychiatry" as appealing to the animal in car buyers.

He suggested that auto makers instead should try to improve safety features on automobiles, and should do away with the ads that bring out

the animal in men.

Senator Carl Curtis (R-Neb.) interrogated Mr. Nader at length with such questions as these:

"Are you saying that if I put a tiger in my tank, I'm a dangerous driver? You mean that if you advertise a car with a woman in the ad, it'll contribute to the divorce rate?"

Mr. Nader replied that he was concerned with the fatality rate and that "if Senator Curtis will ask the auto executives, he'll be told that the executives deplore these ads, but that if they don't use them, their competitors will."

Senator Curtis charged that Mr. Nader was "using this forum to sell his book." He added: "You seem to want a sophisticated form of word control in these ads."

Mr. Nader replied: "I advocate a sophisticated form of sanity."

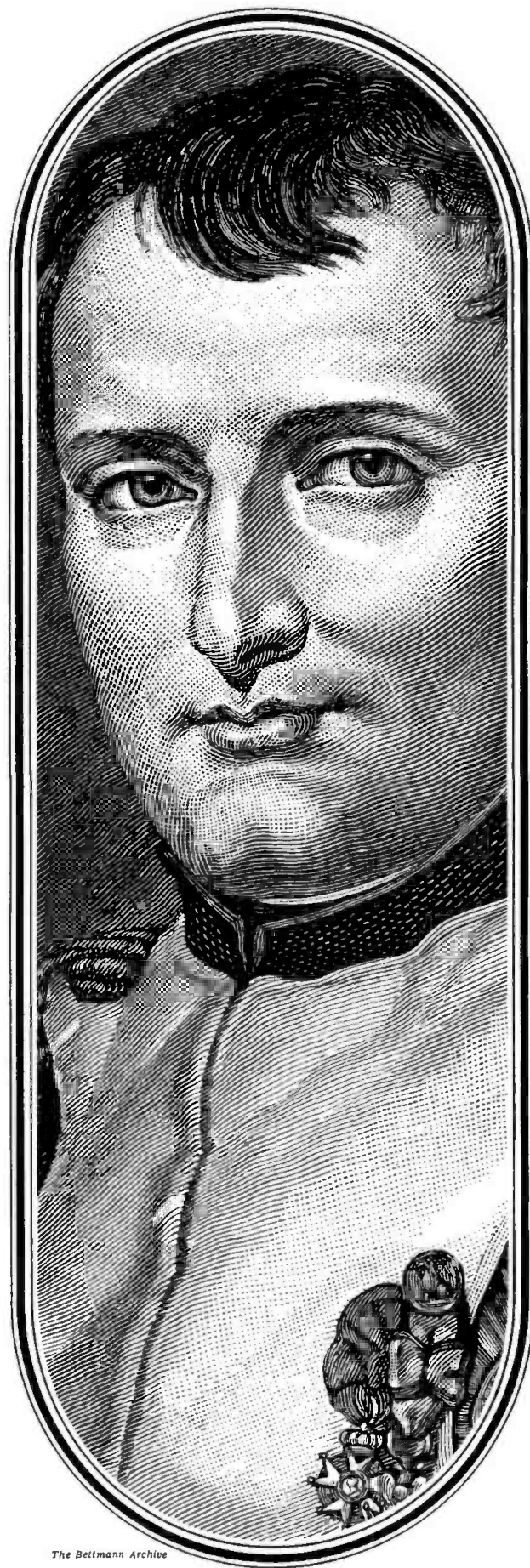
*"Imagination
governs
the universe."*

*Napoleon Bonaparte
(1769-1821)
French Emperor*

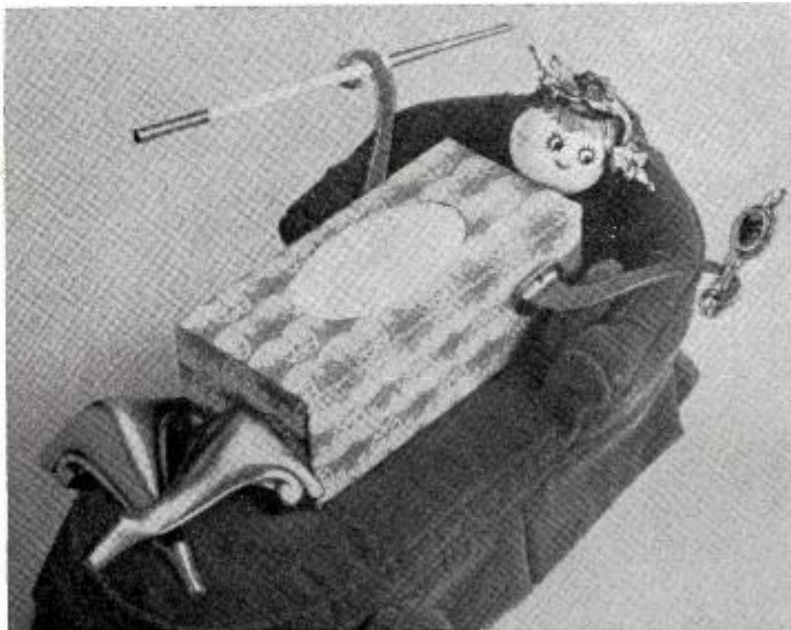
No earthly power is greater
than man's IMAGINATION; and
our management philosophy
encourages its unfettered application
to programming and service efforts
at G-L stations. A result
has been the power to generate
and sustain viewer loyalty.

**GRIFFIN-LEAKE
TV, INC.**

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



The Bettmann Archive



COMMERCIAL PREVIEW: Hudson paper products

A new spot television campaign for Hudson Pulp & Paper Corp., uses a color commercial that personifies Hudson paper products as "pop" people. It is scheduled to begin later this week in 40 eastern markets.

The campaign, created by Grey Advertising, introduces a new corporate emblem, redesigned packaging and a new theme. "Hudson . . .

paper with p'zazz."

The pop figures, created from objects in the home, are animated for television. The campaign will focus on Hudson's facial and bathroom tissues.

The pop-art motif was created by Michael Wollman, Grey vice president, who supervised production. The commercial was produced by Elektra Film Productions Inc., New York.

its Mohawk carpet and Futurian furniture divisions, effective June 1. The \$600,000 Mohawk account (\$300,000 in network TV), left Clyne Maxon, New York, because of an agency product conflict (BROADCASTING, Feb. 7). The Futurian division, with billings of \$400,000 (all in nonbroadcast media), moves from Garfield-Linn, Chicago.

■ Emilio Pucci Perfumes International Inc., New York, has appointed Erwin Wasey Inc., that city, to handle advertising for its recently-introduced Vivara perfumes and for other related products to be marketed in this country. The account, with projected billings up to \$500,000, plans some use of radio-TV.

■ White House Foods Inc., Los Angeles, has appointed Eisaman, Johns & Laws, that city, to handle advertising for its salad dressings, preserves and pickles brands. The account, formerly handled by Burt Cochran Advertising, Los Angeles, has distribution in eight western states. Initial media plans call for use of radio in Los Angeles, San Francisco, Sacramento and San Diego, all California.

■ Production Associates, producers and distributors of motion pictures and TV films, and Motion Pictures International, a new production firm, have each appointed the Frank B. Sawdon Agency, New York. Motion Pictures International is headed by Steve Broidy, formerly president of Allied Artists.

■ Dow Corning Corp., consumer products division, Midland, Mich., moves its \$1 million account from Wade Advertising, Chicago, to Campbell-Mithun there effective March 1. Corning's commercial and industrial products advertising continues at Church & Guisewite Advertising, Midland.

Sponsors set for NBC-TV specials

NBC-TV last week reported a partial list of advertisers and the specials they'll sponsor during the year.

The shows range from Feb. 28 (when Xerox Corp., Rochester, N.Y., and the Institute of Life Insurance, New York, will sponsor a test program on visual

perception at 10-11 p.m., EST) to the *Macy's Thanksgiving Day Parade* on Nov. 24. Agency for Xerox is Papert, Koenig, Lois and for the insurance group, J. Walter Thompson Co., both in New York.

Parade sponsors are National Biscuit Co., through McCann-Erickson, both New York; Procter & Gamble, Cincinnati, through Benton & Bowles, New York, McDonald's Systems Inc., through D'Arcy Advertising, both Chicago, and Vick Chemical Co., through Morse International, both New York.

On March 20 (6:30-7:30 p.m., EST), "The Reformation," the fourth in NBC's *Men and Freedom Series*, will be sponsored by Armour & Co., Chicago, through Foote, Cone & Belding, New York and the Institute of Life Insurance. The U. S. Time Corp., through Warwick & Legler, both New York, has also signed to sponsor *Class of 67*, a view of today's college students on Sept. 10 (9-10 p.m., EST).

Business briefly . . .

General Mills Co., Minneapolis, through Needham, Harper & Steers, Chicago, plans TV spot campaign to support network participations and print schedules for national introduction of new dessert mix combination, Betty Crocker Butter Brickle layer cake mix and frosting mix. Drive starts in March.

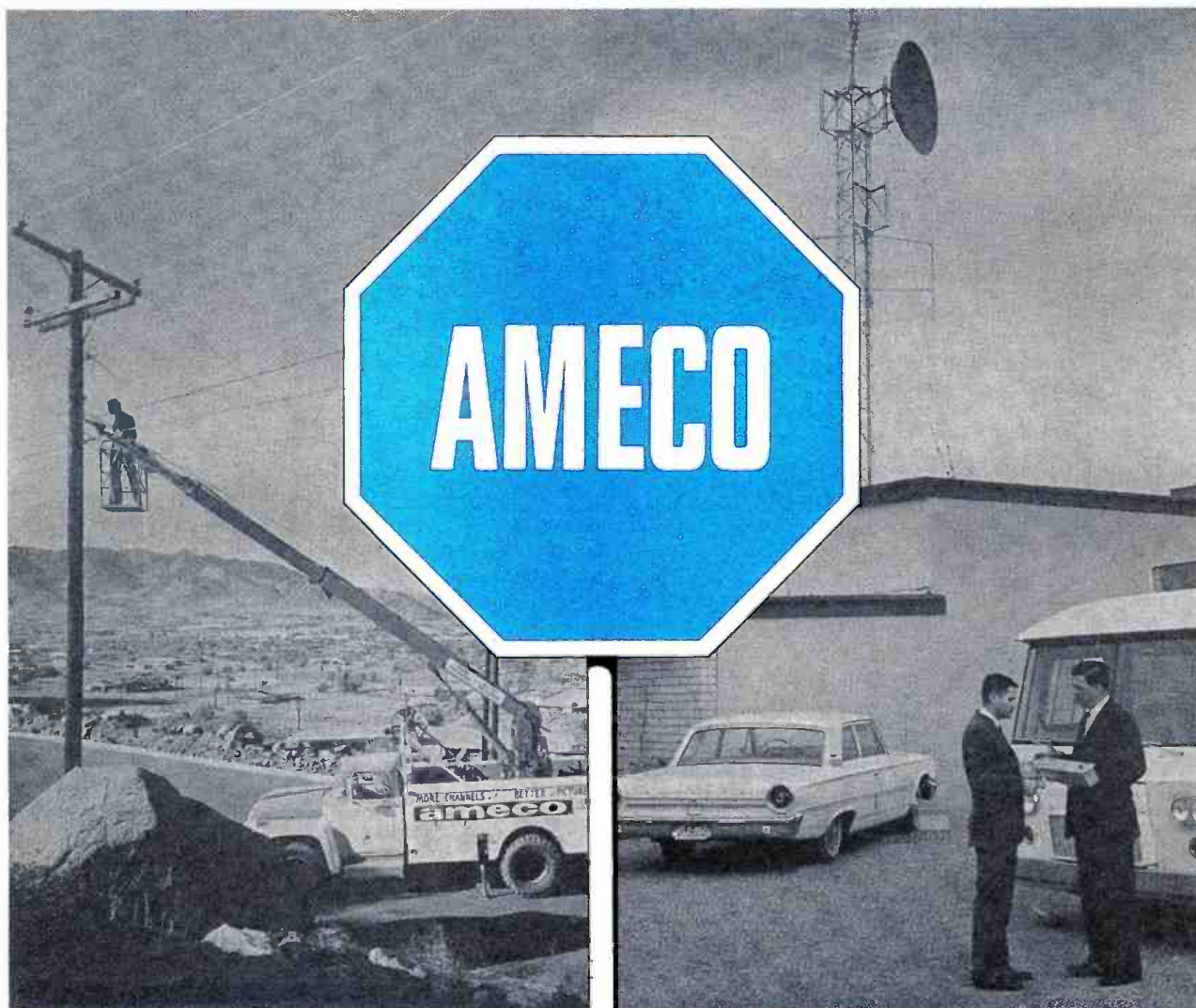
Whitman Chocolate Division of Pet Milk Co., Bala Cynwyd, Pa., through Gardner Advertising, St. Louis, will participate in NBC Radio programs prior to Easter and Mother's Day. **Schick Safety Razor Co.**, division of **Eversharp Inc.**, Milford Conn., through Compton Advertising, Los Angeles, has renewed for 13 weeks one-quarter sponsorship of NBC Radio's *News on the Hour*.

Scott Paper Co., Philadelphia, through J. Walter Thompson Co., will participate in NBC-TV's *Tuesday Movies*, *Daniel Boone*, *Laredo*, *Dean Martin Show*, *Sammy Davis Show*, *I Dream of Jeannie*, *Saturday Movies* and *Mickie Finn's* (Thursday, 9:30-10 p.m., EST, beginning April 14). **General Mills**, Minneapolis, through Dancer-Fitzgerald-Sample, New York, has purchased participations in *Tuesday Movies*, *Saturday Movies*, *Hank* and *Mona McCluskey*.

California Packing Corp., San Francisco, through Campbell-Ewald there, is using network and spot TV to get a greater share of the canned tuna market. It has bought participations in three daytime shows and one prime-time program, all on NBC-TV: *Saturday Night Movies*, *Paradise Bay*, *Morningstar* and *Jeopardy*. The network buys are part



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AMECO — with the only quick, dependable CATV sales & service . . . 6 regional warehouses, 22 CATV sales engineers in the U. S. and Canada, 8 contract salesmen. AMECO offers complete market evaluation, turnkey construction, sensible financing and technical training. O. K., ready to Go? **Go Ameco!**

Performance-Proven Products



OFFICES IN ALL PRINCIPAL CATV AREAS

of a \$1 million push for Del Monte tuna products and will be supplemented by spot TV schedules in selected major markets.

The Magnavox Co., Fort Wayne, Ind., has renewed its leader campaign on FM radio this year. Magnavox runs a 26-week schedule divided between spring and fall flights on behalf of its home entertainment products. It's estimated that the company has spent \$600,000 on FM since it first began using it in 1962. Renewal is for more than 40 stations. Kenyon & Eckhardt, New York, is agency.

Tree Sweet Products Co., Santa Ana, Calif., a subsidiary of Di Giorgio Corp., through Eisaman, Johns & Laws, Los Angeles, is taking its biggest advertising plunge with radio getting virtually all the play in a seven-market campaign starting, in some markets, this month, and continuing to June, with a second flight scheduled for the fall.

Rep. appointments . . .

■ **WAVA-AM-FM** Arlington, Va., and **WLIQ** Mobile, Ala.: Paul H. Raymer Co., New York.

■ **KAIT-TV** Jonesboro, Ark.: Weed

Television, New York.

■ **KRDS** Phoenix: J. A. Lucas Co., Los Angeles.

■ **WEJL** Scranton, Pa.: Gill-Perna Inc., New York.

■ **KKIS** Pittsburg, Calif.: Harlan G. Oakes & Associates, Hollywood, for Los Angeles area.

Broadcasting's boost to the economy cited

Broadcasting's role in the nation's economy was cited last week by Robert J. Kizer, administrative vice president of Avery-Knodel, New York.

Speaking to the Advertising Club of Savannah, Ga., Wednesday (Feb. 9), Mr. Kizer singled out broadcasting as a key factor in the life of many firms. Without the salesmanship broadcasting provides, he said, the public might never realize the benefits of central heating, vacuum cleaners, deodorants, and many other goods and services now accepted as necessities.

He noted that commercial broadcasting has become a vital part of the economy, beginning with radio and multiplied by television.

Buys of specific shows boost CBS Radio sales

CBS Radio sales for the first quarter are running 34% ahead of where they stood at this time last year, it was reported last week.

For the first six months of the year business is running 12% in front of last year's pace.

George Arkedis, vice president CBS Radio network sales, said sponsor purchasing of specific programs and personalities instead of run-of-schedule participations has contributed to the stronger business outlook.

Also in advertising . . .

Citrus account switch? ■ Florida Citrus Commission has asked Lennen & Newell, New York, its present agency, and Campbell-Ewald to make presentations on March 2 for its national account billing of around \$3.5 million. The citrus commission already has had presentations from two other agencies.

New agency ■ Peters, Griffin, Woodward has appointed Jacobs, Gibson, Vogel Inc., New York, as its agency replacing Koehl, Landis & Landan.

THE MEDIA

TV station sales top \$6.5 million

Steinman buys WTEV, Medallion Pictures signs for WDTV, McLendon re-enters TV

Three television stations were sold last week with the aggregate consideration reaching more than \$6.5 million, although one station brought \$5,775,000.

The stations: **WTEV(TV)** New Bedford, Mass.; **WDTV(TV)** Weston-Fairmont, W. Va., and a third interest in **WCIU(TV)** Chicago, a UHF outlet. All transactions are subject to the usual FCC approval.

The Steinman Stations group, which three years ago expanded into the Southwest, has now moved east. The Pennsylvania-based group is acquiring its fourth VHF television station; this time **WTEV**, channel 6, in Massachusetts.

Consideration was reported to be \$5,775,000. Present staff, including General Manager Vance L. Eckersley, would be retained.

Home stations of the Steinman group

is **WGAL-AM-FM-TV** Lancaster, Pa. In 1963, the Steinman Stations acquired **KOAT-TV** Albuquerque, N.M., and **KVOA-TV** Tucson, Ariz. The Steinmans also own **WKBO** Harrisburg, **WORK** York, **WEST-AM-FM** Easton, all in Pennsylvania, and **WDEL-AM-FM** Wilmington, Del.

The Steinman properties, which are principally owned by John F. Steinman and the estate of the late J. Hale Steinman and their families, also include the *Lancaster Intelligencer-Journal* and *New Era*.

The negotiations to purchase the New Bedford station, which is only 28 air miles from Providence, R.I., were carried on since late this fall by Clair McCollough, president and general manager of the Steinman group. Completion was delayed by the death last December of Charles J. Lewin, presi-

dent of the TV station and of the E. Anthony & Sons newspapers and radio stations (**BROADCASTING**, Jan. 3). The announcement of the **WTEV** sale was made last Wednesday by William H. Carey, president of **WTEV-TV** Inc.

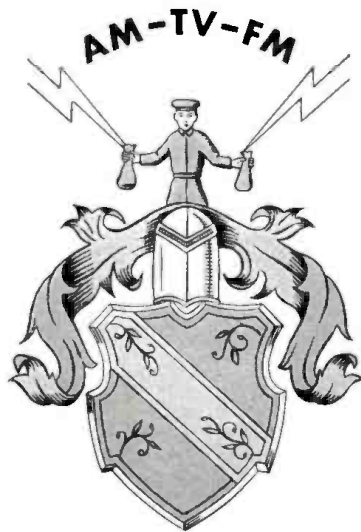
WTEV-TV Inc. is 55% owned by E. Anthony & Sons, and 45% by New England TV Co.

E. Anthony & Sons recently sold its two newspapers and two radio stations to the Ottoway Newspaper-Radio Group (**BROADCASTING**, Dec. 20, 1965). Although no price was placed on the whole transaction, the valuation placed on **WNBH-AM-FM** New Bedford and **WOCB-AM-FM** West Yarmouth, both Massachusetts, was about \$1 million. The newspapers are the *New Bedford Standard-Times* and the *Cape Cod Standard-Times*.

New England TV Co. is principally owned by Harold C. Arcaro, who owns **WHIM** Providence. Other New England TV Co. stockholders: the estate of Samuel Hamin, and Frank Lyman of Harvey Radio Laboratories Inc., which is the licensee of **WXHR-AM-FM** and holds a permit for now dark channel 56 in Cambridge, Mass.

Mr. Arcaro and Edyth Hamin are controlling owners of off-the-air channel 16 **WNET(TV)** Providence.

Providence has two operating VHF's,



Worth remembering

J. G. Holland said that RESPONSIBILITY walks hand in hand with capacity and power. We try never to forget that radio and television stations *have* capacity and power.

The Fetzer Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
Grand Rapids

WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

WJAR-TV on channel 10 with an NBC affiliation, and WPRO-TV, on channel 12 with a CBS affiliation.

Station Ownership ■ First move in what is said to be expansion into full television station ownership has been taken by Medallion Pictures Corp., New York, film producer and distributor.

The company has bought channel 5 WDTV in northern West Virginia, from J. Patrick Beacom, Thomas P. Johnson and George W. Eby. Consideration is said to be cash and convertible debentures amounting in the aggregate to between \$600,000 and \$700,000. Station is ABC-affiliated.

Mr. Beacom, who is 50% owner of WDTV, owns WVVW Grafton, W. Va., and 50% of WBUT-AM-FM Butler, Pa. Mr. Johnson, a Pittsburgh attorney, industrialist and principal owner of Pittsburgh Pirates, is 47.5% owner, and formerly had a controlling interest in now dark channel 22 WENS(TV) Pittsburgh and in what is now channel 9 KMSP-TV Minneapolis-St. Paul. WENS is now owned by Springfield Television Broadcasting Corp. group. KMSP is now owned by Twentieth Century-Fox Film Corp. George W. Eby is 2.5% owner.

The transaction at the present time

is based on a letter of intent signed by the two parties on Feb. 7. A contract is being drawn up.

Medallion Pictures Corp., founded in 1955, owns theatrical and TV distribution rights to 900 film features (action, historical, science fiction). The films were valued on its books as of April 30, 1965 at \$1,685,482, and are amortized over a three-year period.

NBC Films holds exclusive TV distribution in U.S. and currently is working with Medallion in setting up a package of 25 films for 1967-68 with four science fiction films as the basic ingredient. Columbia Pictures Corp. handles feature distribution theatrically, with Screen Gems, 89% owned by Columbia, handling TV distribution in Canada. Associated Television handles distribution for TV in London and Europe.

As of Oct. 31, 1965, Medallion reported total assets of more than \$3.6 million, with revenues for its fiscal year ended April 30, 1965 at \$1,003,703 and a net loss of \$111,055.

B. R. Schrift is president and chairman; M. William Grossman, executive vice president; Arthur Sachson, vice president and sales manager; Daniel McDonald, secretary and treasurer.

Broadcaster Gordon McLendon has

purchased approximately one-third interest in WCIU, a financially plagued independent UHF station. He is to acquire 50,000 shares of new stock for \$5 a share, making a total of \$250,000. The money would be used to pay back salaries and rent.

McLendon Corp. operates the all-news stations WNUS-AM-FM Chicago and has other radio interests. McLendon Corp. presently has no TV interests although at one time it owned KILT(TV) El Paso (now KELP-TV).

Mr. McLendon would acquire virtual working control of WCIU since his one-third interest would be voted in common with the 10% holding recently acquired by Jack Schatz. Mr. Schatz is a former broadcaster and onetime Chicago nightclub owner who now is in the investment business and has been a close friend and business associate of Mr. McLendon over the years. Mr. Schatz has arranged financing for WCIU to help keep it going.

WCIU also has been beset with internal disputes among various stockholder groups and officers from time to time. Two local investors, Bill O'Connor and Howard Sapiro, last week challenged Mr. McLendon's right to buy the stock and it was indicated the issue may be taken to court.

Changing hands

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

■ WTEV(TV) New Bedford, Mass.: Sold by WTEV-TV Inc. to Steinman Stations for \$5,755,000 (see page 52).

■ WDTV(TV) Weston, W. Va.: Sold by WJPB-TV Inc. to Medallion Pictures Corp. for cash and convertible debentures aggregating between \$600,000 and \$700,000 (see page 52).

■ WCIU(TV) Chicago: One third interest sold to McLendon Corp. for \$250,000 (see page 52).

■ WZUM Carnegie, Pa.: Sold by Carnegie Broadcasting Co. to PS Broadcasting Corp. for about \$175,000. Carnegie is a partnership consisting of G. Russell Chambers (33⅓%), Hoyt C. Murphy (61⅓%) and James D. Psihoulis (5%). PS Broadcasting is principally owned by Mr. Psihoulis, general manager of the station who purchased his 5% interest in June 1965 for \$5,000. WZUM operates daytime on 1590 kc with 1 kw.

Note: In reporting the sale of KERN-AM-FM Bakersfield, Calif. (BROADCASTING, Feb. 7), buyer Edward E. Urner should have been identified as formerly having had ownership interest in KSEE Santa Maria, Calif. (not KEE Nacogdoches, Tex.).

APPROVED ■ The following transfer

BROADCASTING, February 14, 1966

Outstanding Values in Radio-TV Properties

Small market, regional facility, 5 kw day, 1 kw-night. Showing good profit under absentee ownership. Terms available to substantial buyer.

CENTRAL SOUTH
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Middle of the dial, 1 kw day, 500 watts night. Profitable, good potential for owner-operator. Can be bought on terms.

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274-8151

of station interests was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 90).

■ **KDAS-TV** Hanford, Calif.: Sold by George L. Naron and C. B. Sweeney to Ksjv Television Inc. for \$90,750. Ksjv Television is owned by Cy Newman (58%), president of HD Productions Inc.; Waldemar Brehm (15.9%), an orthodontist; John W. Ahern (14.1%), owner of a pest-control agency, and others. KDAS-TV, which has suspended operations, is licensed for channel 21 with 20.3 kw visual, 11 kw aural.

COMMUNITY TELEVISION

■ **Watertown, N.Y.:** Sold by Charles H. Curtis and Douglas S. Holmes to GE Cablevision Corp. (group owner) for over \$1 million. System, founded in 1951, serves 5,600 subscribers with five channels — from Carthage-Watertown, Syracuse, N. Y., and Kingston, Ont. Charges are \$15 for installation, and \$4 per month. Donald Curtis, manager of Watertown CATV, will remain in charge. GE Cablevision, a subsidiary of General Electric Co., holds 10 franchises for CATV in New York, Illinois and California.

■ **Savannah, Ga.:** Sold by Spencer-Kennedy Laboratories Inc. to American Cable TV Corp. (group owner) for approximately \$150,000. System, which is about 1 year old, serves 325 customers, with seven channels (three local, three Charleston, S. C., and one Augusta, Ga.) plus weather channel. American Cable TV (Bruce Merrill, president) plans to extend present system to over 200 miles of cable to reach majority of 35,000 families in city.

New TV stations

As of Feb. 9 there were 126 construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 79 were commercial UHF's, seven were noncommercial VHF's, 21 were noncommercial UHF's.

Latest news from stations going on air:

■ **WCFT-TV** Concord, Calif. (ch. 42), received program test authorization Feb. 3 to go on the air with 269 kw visual and 53.7 kw aural. Station is licensed to Jerry Bassett Inc., which also owns CATV system with 1,700 subscribers.

■ **KBIM-TV** Roswell, N. M. (ch. 10), has completed work on its 1,839 foot tower and expects to begin programming by the middle of this month. The station will broadcast a 316 kw signal and be a CBS-TV affiliate. Permittee Taylor Broadcasting Co., also is licensee of KBIM-AM-FM and owns five CATV systems with 10,000 subscribers.

BROADCASTING, February 14, 1966

Radio sessions set for NAB convention

A montage of sound, creativity in commercials and how to sell FM in 1966 will be covered in radio presentations at the National Association of Broadcasters convention, March 27-30, in Chicago.

The Sunday (March 27) FM Day program, as outlined by Everett Dillard, WASH(FM) Washington, chairman of NAB's FM committee, includes: a talk by FCC Commissioner Robert E. Lee; a report on "The Changed Scene" by Sherril Taylor, NAB vice president for radio, and panel sessions on "Big Sales in Your Own Backyard with FM" and "Make Money Now with FM." NAB programs the afternoon session and the National Association of FM Broadcasters handles the morning agenda.

Ben Strouse, WWDC-FM Washington, will moderate the first panel, which will feature three leading local FM advertisers. Harold Krelstein, WMPS-FM Memphis will moderate the second panel. Members of that panel are David Polinger, WTFM(FM) Lake Success, N. Y., and Harold Tanner, WLDM(FM)

Detroit.

At the Monday (March 28) afternoon radio session, broadcasters will hear "Sounds of '66," a live and taped presentation of various radio formats including modern and country-and-western music, talk-and-information shows, all-news and sports. They will also get a report on radio's past, present and future status from Jack W. Lee, WSJZ Huntington, W. Va., chairman of the NAB radio board, and will hear a presentation by Earl Nightingale of Nightingale-Conant, Chicago, on programs that can be informational and profitable.

The Tuesday morning (March 29) presentations will be moderated by Grover C. Cobb, KVGB Great Bend, Kan., vice chairman of the radio board and cochairman of the convention.

Hastings Baker, managing director of SRA, will moderate a panel session on "The New Sound of Radio Commercials."

The annual RAB presentation will be handled by Miles David, president, and Robert Alter, executive vice president. Howard Bell, code director, will give a report on self-regulation, and Howard Mandel, NAB vice president for research, will discuss the All-Radio Methodology Study.

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FCC takes its time on CATV problem

Almost certain to assert its jurisdiction, but method of regulation is anybody's guess

The Chinese puzzle that is community antenna television was studied, analyzed and discussed at length by the FCC in an all-day meeting Thursday (Feb. 10). The puzzle was also left unsolved.

But Chairman E. William Henry said Thursday evening that the commission would resume its deliberations Friday morning (Feb. 11) and probably be in a position to issue a statement later that day.

The primary question is whether the commission should assume jurisdiction over nonmicrowave-served CATV's and require them to protect local stations as microwave-fed systems do now.

The commission is expected to as-

sert this jurisdiction. But beyond that there was no certainty on what the commission might do, according to some remarks made by those attending the meeting.

"We discussed all aspects of the problem," said one official. "But it was strictly exploratory. There were no votes. And the commissioners all attempted to show restraint. There were no hardened positions."

The staff has recommended that the commission require all CATV's to provide the same kind of protection now afforded by microwave-served systems to local stations—carriage of their signals and nonduplication of their programs for 15 days before and after

local broadcast.

The staff has also recommended that the commission bar new CATV's for the next five years from importing the signals of distant stations into markets already served by three network-affiliated stations.

The staff says that in the interim the commission should conduct a test of CATV impact in a major market. This would help provide the data the commission needs for long-range planning, according to the staff (BROADCASTING, Feb. 7).

But several sources indicated the commission would depart substantially from the staff's recommendations, which some commissioners regard as extreme. "We're going to take few of these ideas," said one official. "We're going to go off on our own."

Chairman Henry, who has spoken to a number of CATV and broadcasting-industry representatives in preparation for the meeting, was at one point said to be considering placing major reliance for CATV regulation on a requirement that CATV's obtain permission before transmitting a station's programs. This would be similar to the rebroadcast permission broadcasters must seek, under Section 325 (a) of the Communications Act.

Vincent Wasilewski, president of the National Association of Broadcasters, wired NAB board members last week that the chairman was giving this idea active consideration. Mr. Wasilewski, who spoke with the chairman Feb. 4, expressed concern over the proposal.

He said the concept "would allow, for all practical purposes, wholesale importation of distant signals."

Chairman Henry, however, was said to have backed off from the idea, according to those who talked to him subsequently. He is said to feel it would not be the answer to providing what he feels is the need for protection to marginal stations.

The suggestion that CATV's be required to obtain permission from stations whose signals they pick up was aired in the meeting and, reportedly, attracted some support. Some commissioners, however, felt that the requirement would impose undue burdens on CATV operators and would require the commission to maintain a "top-heavy staff" to check on CATV compliance.

One commissioner, weary after the seven-hour meeting, said the "whole debate is hampered by the rueful realization that we don't know too much about the CATV business." He said the industry has grown rapidly but nobody is yet able to show the extent of economic injury it causes and what its effect will be on the development of UHF television.

Small-town politics and CATV sometimes clash

Broadcasters, who sometimes feel frustrated in their dealings with the FCC, are beginning to learn that things are never so bad that they're not worse for someone else. For example the vicissitudes some community antenna operators undergo in doing business with city councils.

Take Shardco Cablevision Inc. and the roller-coaster progress of its CATV application for St. Marys, Ohio. Shardco, which is principally owned by Don Shuler, applied last summer for a CATV franchise in the west central Ohio community of 8,000. Shardco offered 12 channels, with a \$10 installation fee and a \$5 monthly service charge. It also offered the city \$1,000 a year.

Last October, the city council, by a vote of 6 to 1, granted Shardco a 25-year CATV franchise. St. Marys' mayor vetoed the ordinance. He claimed 25 years was too long, preferring a 10-to-15-year term. In December, the council by a vote of 5 to 1 overrode the veto.

But in January four new councilmen took office and in one of their first actions, by a vote of 4 to 3,

passed a resolution calling for the repeal of the CATV grant. Even before the council's action, the St. Marys Junior Chamber of Commerce circulated a petition calling for a public referendum on CATV and got 756 signatures (more than 50% of all the voters who had cast ballots in the last gubernatorial election).

Last week, Shardco asked for a court injunction to prevent the city from changing its mind. Tonight (Feb. 14), the council will hear from the city solicitor on the steps to be taken to repeal the community antenna TV grant.

Or, for another example, take Sylvester, Ga., (4,000 population) where, with the mayor casting the tie-breaking vote, the city council on Jan. 18 granted a franchise to Cable Antenna TV Service Inc., which happens to be owned by the mayor, one of the city councilmen and the city clerk. The city council is composed of four members.

No action was taken on an application for a CATV franchise by WOGA Sylvester. Sylvester is in the south central part of the state.



(Our April Marketbook will
share the same fate.)

That's what happens when you publish the most up-to-date, comprehensive, nationwide TV coverage analysis available — it really gets a going over. The scope of our April Marketbook makes it "must" reading for all. The first major redefinition of audience-marketing since 1961, it will include the latest TV-home data for every county in the U.S.; a completely new county-by-county break-down of every television market; plus an up-to-the-minute comparison of television markets vs. standard metropolitan markets.

The exhaustive research necessary for an in-depth study of this nature pays extra dividends to you as an advertiser . . . prolonged and repeated exposure to the pivotal decision makers vitally concerned with the flow of expenditures in *your* market. The specialized format provides you with a singular opportunity to present your facilities in the perspective of your immediate market conditions. Call or wire us today and reserve your space opposite your own market listings. Don't miss out — it may be some time before such an opportunity presents itself again.

Economics complicate Yakima UHF case

A three-way contest for a UHF channel in Yakima, Wash., may involve the two existing UHF's in that city in a fight for survival. The FCC is considering whether to include their license-renewal applications in the hearing for the new channel.

The issue began developing when one of the stations, KIMA-TV (ch. 29), protested the application of KXLY-TV (ch. 4) Spokane, Wash., for a new station on channel 35 in Yakima, on the ground the community could not support a third station. The Carroll issue, raised here, involves the question of whether the operation of a new station would result in a deterioration of service.

KXLY-TV replied with a request to the commission to defer action on KIMA-TV's renewal application and to consolidate it in any hearing ordered on whether Yakima can support another station.

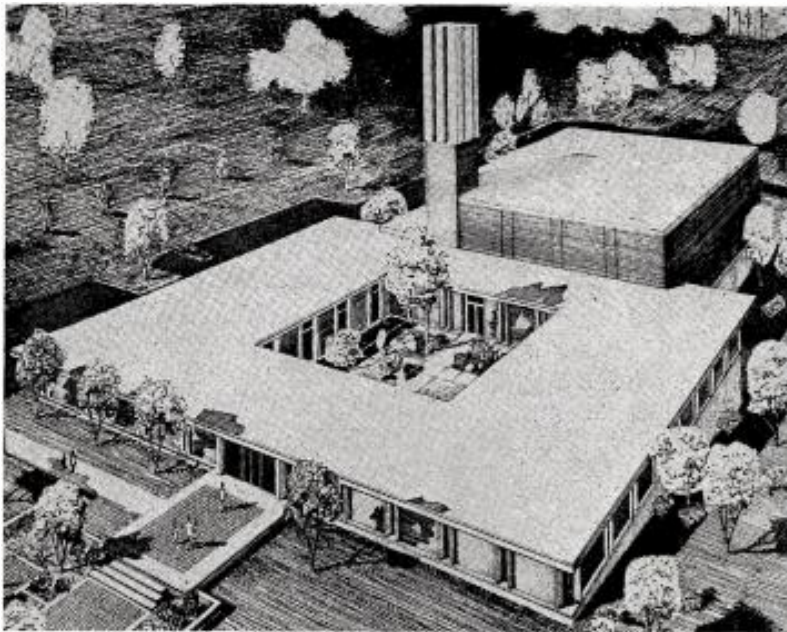
This is in line with an FCC decision last November designating the renewal

application of KGNS-TV Laredo, Tex., for hearing along with the application of K-SIX Inc. for a new station in that town, after KGNS-TV said its service to the public would be hurt if a new station went on the air.

In that case, the commission said that, if determined revenues are inadequate to support a second station, it would decide whether KGNS-TV or K-SIX should provide the service (BROADCASTING, Nov. 29, 1965).

KIMA-TV countered the KXLY-TV petition with one requesting the commission to defer action on the renewal applications of KXLY-TV, KEZI-TV (ch. 9) Eugene, Ore., another of the applicants for Yakima channel 35, and KNDO-TV (ch. 23) Yakima.

The commission last week granted the renewals of KXLY-TV and KEZI-TV, asserting they were not involved in the proceeding. But the commission deferred action on the KNDO application pending a decision on whether a support issue should be included in the hearing on channel 35 and, if so, which applications should be designated for hearing.



WSJS-AM-FM-TV building new home

A new \$1,350,000 home for WSJS-AM-FM-TV Winston-Salem, N. C., is expected to be completed and occupied by September. The plant (shown above), which will total 33,408 square feet, will triple the amount of space the stations are now using.

Both the radio and television facilities will have two large studios in the back of the building, with office space

located in the front. An estimated 90% of the equipment to be used will be new, costing approximately \$600,000, including facilities to televise film and slides in color.

The tower attached to the back portion of the plant was designed to house the stations' microwave unit.

Stinson-Hines Co., Winston-Salem, is the architect and engineer for the new plant.

Transistor sales spark '65 radio-set boom

Sales of radios, led by the popular transistor, hit an all-time high of 31 million in 1965. The Radio Advertising Bureau is reporting today (Feb. 14) that the radio-set count was 242 million as of last Jan. 1. When compared to a U.S. population figure of 195 million, the figures indicate there are now 24% more radios than people in the country.

More than 14.1 million transistor receivers were sold last year, exceeding expectations by at least one million. Miles David, RAB's president, noted the Northeast power failure of last November heightened an already increasing demand for the cordless sets. Electric-cord radios accounted for over 8.5 million of the 31 million and radios in automobiles for another 8.24 million. Mr. David predicted that radio sales would reach a yearly figure of 40 million units by 1970 as the number and variety of radio-receiver types mount.

Compilations in the RAB report are as of last Jan. 1 and are based on reports from Electronics Industries Association, the Japan Trade Center, *Automotive News* and other sources. The bureau said its 242-million total was based on a formula that accounts for scrappage and other variables.

The National Association of Broadcasters has asked the EIA to get behind the drive to put an AM-FM transistor radio in every home.

Sherril Taylor, NAB vice president for radio, asked EIA to give full consideration to a proposal of NAB's FM committee that transistors for the home be promoted as AM-FM, not AM alone. He said the request was prompted by "the recent unmatched growth of the FM industry and especially FM transistorization."

Zenith's FM station goes commercial

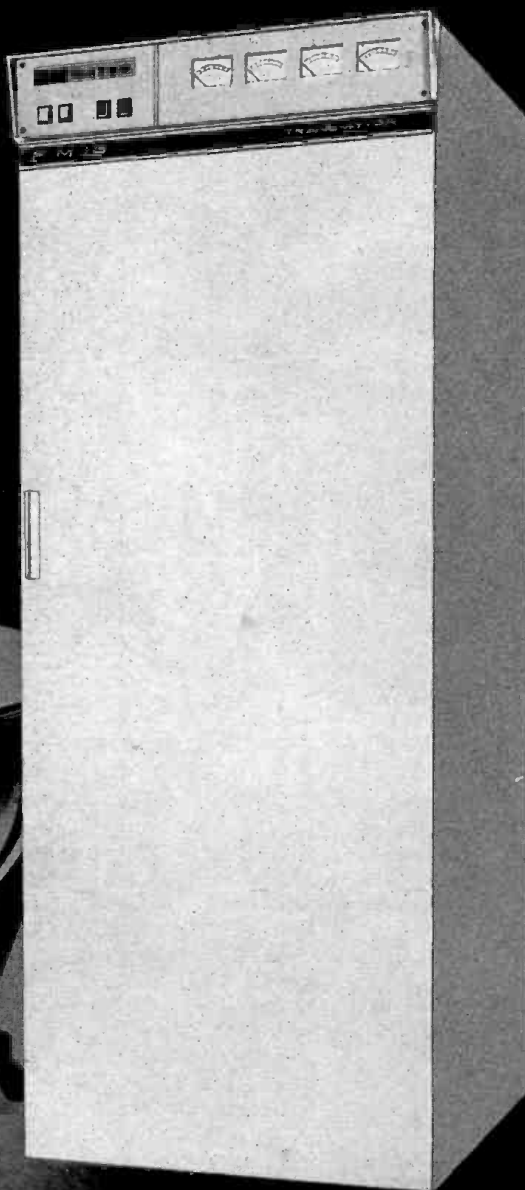
Zenith Radio Corp.'s WEFM(FM) Chicago begins regular commercial operation today (Feb. 14) with an expanded fine-music stereo format. WEFM claims to be the nation's oldest FM station in continuous operation and has been noncommercial until now, although it always has held a regular commercial license.

WEFM moves to new studios and offices at 120 West Madison Street, with Jules Herbuveaux, former NBC vice president, as general manager. Phone is 263-0445. The staff has been doubled and most of the additions have had extensive network backgrounds. Included are Rudi N. Neubauer, sales

ALL NEW GATES

1000-WATT FM TRANSMITTER

Model FM-1G



The soundest sound in FM is the new sound of GATES

Most straight-forward design yet! The Gates FM-1G is the newest addition to the complete line of Gates FM transmitters. Only one power tube beyond the exciter provides a full 1000 watts output. Featuring a high degree of stability, the new FM-1G is quality all the way with

reliable silicon power supply and built-in second harmonic filter. Supplied with the popular Gates "Cascade" exciter for extended frequency response, the FM-1G reflects a brand-new roundup of reasons why the soundest sound in FM is the new sound of Gates.

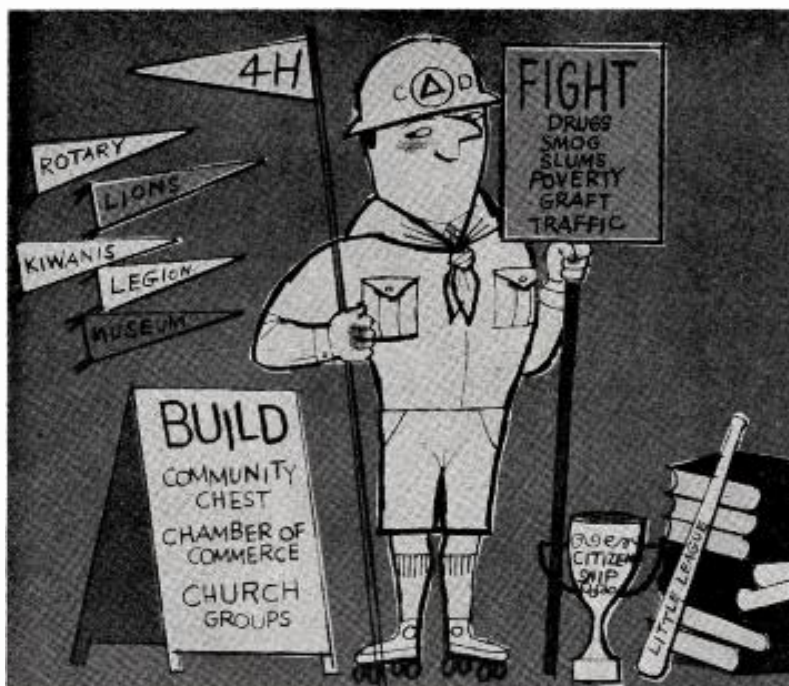
Send for complete description and specifications. Ask for brochure 164.



GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS 62302, U.S.A.

A subsidiary of Harris-Intertype Corporation



Study profiles average TV manager

What are the characteristics of the typical TV-station manager?

A nationwide study says he's a man in his early 40's who came originally from a small town and is

active in more than 40 social and welfare groups in his community.

These are some of the characteristics found in an analysis by social psychologist Charles Winick of the

findings of a national survey conducted by the Television Information Office. TIO began distribution last week of reprints of Dr. Winick's analysis. It appeared in the January issue of the *Advanced Management Journal*, official publication of the Society for the Advancement of Management.

Data was obtained from 287 general managers of TV stations, about half of the managers in the U. S.

The average manager has been in his present position for five years, has been at the same station for seven or eight years and has been working for 15 years, according to Dr. Winick. Three-fourths of the managers have been to college and one-sixth went on to post-graduate work, the analysis noted.

The background of Richard Dudley, general manager of WSAU-TV Wausau, Wis., is outlined in the article to provide a composite picture of the study's findings. He is 42; was a gunner on a torpedo bomber during World War II and won several combat decorations; started as a radio-station salesman after the war, and in four years became its general manager. He moved on to the management of the TV station that shared the same call letters. Mr. Dudley is a sports enthusiast.

manager, and George Stone, program director.

The basic program and policy changes are the result of two years of survey work for Zenith by Mr. Herbuveaux as consultant. Basic hour program rate is \$200 (commercials are limited to a total of five minutes per hour) with a prime-time half-hour priced at \$140 and the hourly five-minute newscast at \$75. Commercials must be in keeping with WEFM's format.

WEFM becomes the first Chicago station to install a new antenna with both horizontal and vertical polarization, to improve auto FM reception as well as that at home, Mr. Herbuveaux said.

Radio salesman guilty of forging checks

A salesman, formerly with WKYX Paducah, Ky., has been convicted on two counts of forgery and given a sentence of two-year prison terms on each count, with sentence suspended for five-years probation, according to a spokesman for circuit court Judge C. Warren Eaton.

He reported that Don Faust pleaded

guilty to charges of forging the name of James E. Harrellson, treasurer and general manager of WKYX, to two checks with a total value of \$109.28.

The charges for cashing the checks were dropped, according to the court spokesman. He added that as a condition of his probation, Faust was ordered to pay the state of Kentucky \$265.24, the amount spent in his extradition from Orange county, Fla., for trial.

The court spokesman said Faust was working at WFIV Kissimmee, Fla., at the time of his extradition.

Media notes . . .

Houston UHF ■ The FCC last week notified United Artists Broadcasting Inc. that the initial decision granting its application for a new UHF station to operate on channel 20 in Houston became effective Feb. 1. This was the first grant to United Artists Broadcasting, which is a subsidiary of United Artists Corp. The company has also received a favorable recommendation from an FCC hearing examiner for a grant on channel 43 in Lorain, Ohio.

In business ■ KBTN Neosho, Mo., has opened studios in their newly con-

structed broadcast center. The formal opening of the new center was held Jan. 29, with some 3,000 visitors viewing the new facilities. The building also houses Neosho Cable TV Co.

State presidents to meet in D.C.

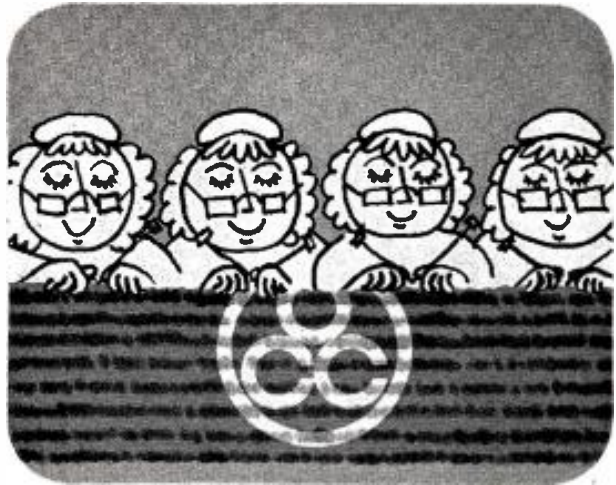
More than 100 broadcasters from 46 state associations are expected to attend the National Association of Broadcasters state presidents' conference Thursday and Friday (Feb. 17-18).

Highlights of the two-day Washington meeting are: an executive secretaries' breakfast meeting; panel sessions on "Working with Legislators," "Convention Planning," "Stateside Public Relations" and "Future Plans and Projects"; luncheon talks by Mitch Miller, broadcasting and recording personality, on Thursday and NAB President Vincent Wasilewski (at the Federal Communications Bar Association) on Friday; a government reception; a roundtable session, and a tour of the Voice of America where John Chancellor, director of Voice of America, and Leonard Marks, director of the U. S. Information Agency, will speak.

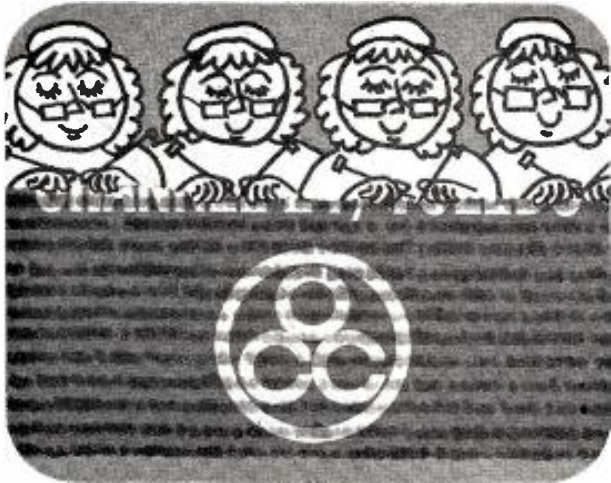
1.



2.



3.



4.



There'll be a new freshness in the air over Toledo!

Can TV serve the community better? We think so.

That's why we plan to get deep into the heart and mind of every town we serve. We'll show what makes our city tick, what makes it grow, what makes it good. And we'll do our bit to add to the satisfactions of living there.

We know it takes all kinds of people to make a good town.

And all kinds of interests to make a good life. And all kinds of programs to make a good station.

Maybe we won't be the biggest station in town, or the richest, but we'll be the one to watch.

Overmyer Communications Company 
201 East 42nd St., New York, N.Y.

Stations warned on DJs' outside activities

Broadcasters were warned by the FCC last week to keep a sharp eye on employees with outside business activities that could result in conflicts of interest with their work at the station.

The warning was contained in a letter, which the commission made public, to Churchill Broadcasting Corp., explaining why the company was getting only short-term license renewals for KYA and KORT(FM) San Francisco.

The commission said it had questioned Churchill about possible failure to control the broadcast activities of its disk jockeys because the "numerous outside business activities" of two of them seemed to create a conflict of interest.

The commission also said KYA had failed to log "several hundred spots" that the two disk jockeys had purchased on the station to advertise their outside ventures during the March-October 1964 period.

The commission did not state that the disk jockeys had made illegal or improper use of the station. But it is understood the commission received a number of complaints from the San Francisco area of unfair tactics on the part of the disk jockeys to promote their own activities.

The Outside Roster • The disk

jockeys, Bob Mitchell and Tom Donahue, are no longer with the station. A commission inquiry indicated they have a music publishing business, a record-manufacturing concern, a talent-management agency and a popular-music tip sheet. They have also promoted live shows at the Cow Palace in San Francisco and supplied stations with a program service.

The commission said it had decided on one-year license renewals for the stations, expiring Dec. 1, 1966, in view of the policies and practices the licensee said it has established to control program content and prevent payola and plugola practices, and in view of assurances that the failure to log the spot announcements was inadvertent.

The FCC said the short renewal would give it an opportunity to review station procedure regarding logging and control at an early date.

"We wish to emphasize that a licensee employing personnel who are in a position to influence the content of program matter and whose outside business ventures may create a conflict of interest with their broadcast role has an obligation to exercise special diligence in controlling its program material in order to make sure that its facilities are not improperly used."

Court denies stay on KWK interim grant

The U. S. Court of Appeals for the District of Columbia last week denied motions asking it to stay the effectiveness of the FCC decision granting interim operating authority to Radio Thirteen-Eighty Inc. on the frequency to be vacated by KWK St. Louis.

Also before the court are notices of appeal asking that the commission decision be reversed. The first appeal and motion for stay was filed by WBEL South Beloit, Ill. The second was filed jointly by Thirteen-Eighty Radio Corp. and KWK Broadcasting Corp.

After several extensions of its authority KWK is now scheduled to go off the air on Feb. 28 (BROADCASTING, Jan. 31).

WCTC plans new studios

Plans to construct a 27,000-square-foot radio center this spring have been announced by Anthony V. Marano, general manager of WCTC-AM-FM New Brunswick, N. J. Estimated cost is \$600,000.

As explained by Mr. Marano, a three-story structure will be erected in East Brunswick to house three control rooms and four studios and provide space to be leased on the upper floors. WCTC will double its newsroom, record library, recording studio and engineering-shop facilities.

FINANCIAL REPORTS

Last quarter sets record at CBS Inc.

CBS Inc. last week reported the strongest fourth quarter in its history with earnings up 4.8% over the same period last year, itself a record fourth quarter.

Gross billings for the full year were ahead of 1964 by \$61.6 million although profits were down slightly. Earnings were off five cents a share from the \$2.52 recorded in 1964.

The annual statement covered 52 operating weeks whereas the 1964 accounting period included 53 weeks. The CBS fiscal year ends on the last Saturday of the calendar year, accounting for the differing lengths of reporting periods.

Adjusting for the shorter year, CBS said earnings in 1965 would be equal to those of the previous year.

Last week the company's board of

directors declared a quarterly dividend of 30 cents a share payable to stockholders of record Feb. 25 on March 11. During 1965 CBS paid out cash dividends of \$1.20 and declared a 2% stock dividend.

Officers of the company made no comment on the yearend figures.

Year ended Dec. 25:

	1965	1964
Earned per share	\$2.47	\$2.52
Sales	699,732,488	638,076,567
Net earnings	49,050,762	49,655,739

Seven Arts net up 500% in 6-month period

Net income after taxes and earnings at Seven Arts Productions Ltd., Toronto, for the six months ended Dec. 31, 1965, rose almost five times over comparable figures for the corresponding period of 1964.

The increase in net sales for the 1965 period reflected in part expanded sales

in feature films to TV and stepped-up activities of the newly formed Seven Arts TV.

In announcing Seven Arts' figures last week, Samuel H. Haims, vice president and treasurer, noted that results for the six-month period should not be considered indicative of what the annual operations may be in view of the seasonal and fluctuating nature of the business.

Six months ended Dec. 31:

	1965	1964
Earned per share	\$1.30	\$0.27
Net sales	16,780,838	10,089,096
Net income	3,221,647	663,757

C-E-I-R net up

C-E-I-R Inc., Washington, parent company of the American Research Bureau, has reported an increase of 30% in sales for its first fiscal 1966 quarter compared to the same quarter last year. Net operating income before taxes also showed an increase (24%

[illegible]

Every day somebody new discovers Sales Management's Survey of Buying Power. But the men who count—the sales/marketing executives who make the decisions on your market and your medium*, have been using it for years (our little friend above hasn't even *begun* to discover all the Survey holds). Tell the full story of your medium and your market to the men who

count—when it counts. Reach the marketing decision maker in Sales Management's Survey of Buying Power. Positions adjacent to county-city statistical data close February 21; metro area and other sections close March 20.

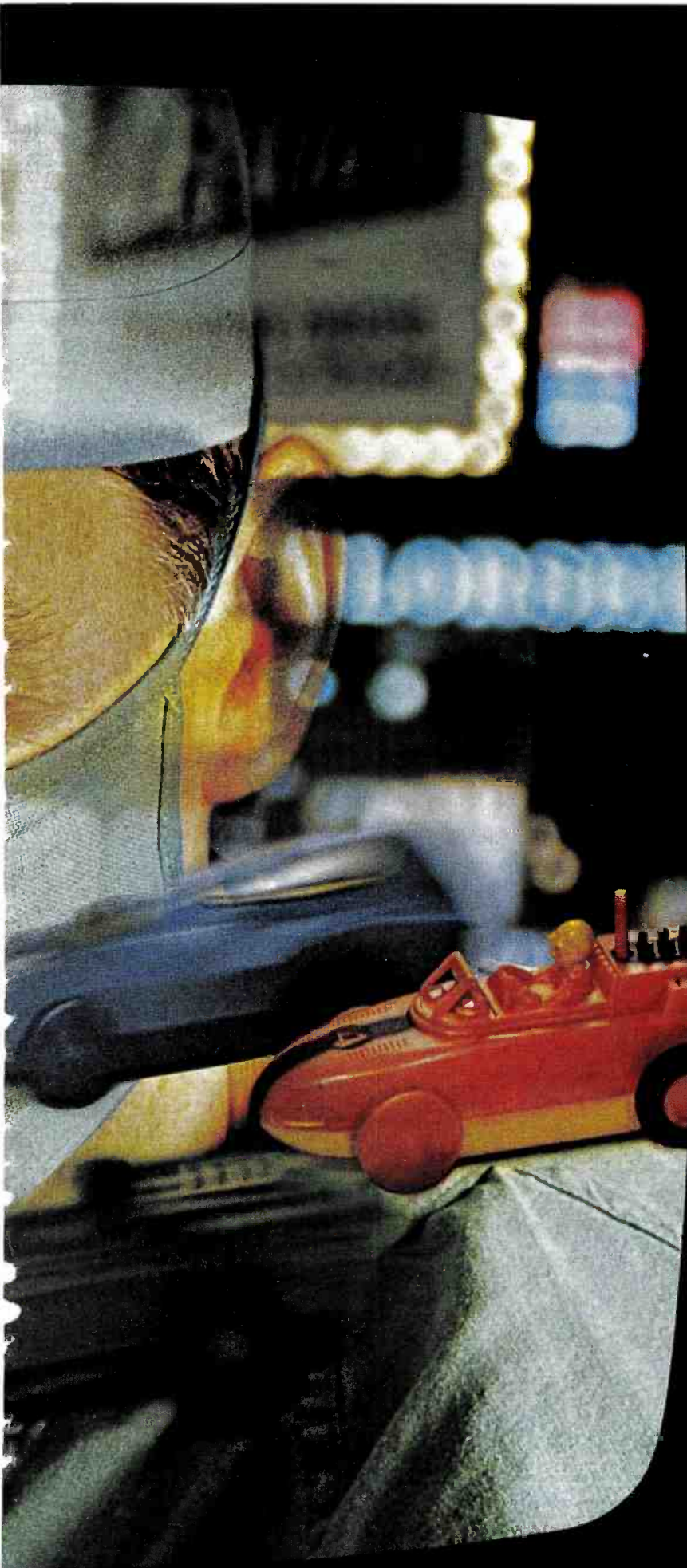
- Erdos & Morgan, Inc. study of Sales Management's Primary Subscribers, 1965: 81.2% report that selecting specific advertising media and 66.5% report that selecting test markets is within their sphere of influence.

Survey of Buying Power

Sales Management
the magazine of marketing

A Bill Brothers Publication
630 Third Ave., N.Y., N.Y. 10017





**Color TV isn't
five years away.
Or four.
Or three.
Or two.
Or one.**

The color countdown is over. Virtually all prime-time programming is now in color. Color TV counts its audience in the millions, and these are customers who count for more. Shouldn't your product enjoy the immediacy of the programs that surround it? Shouldn't you be shooting commercials in color *now*?

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

EASTMAN KODAK COMPANY

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

Chicago: 130 East Randolph Drive
312-236-7234

Hollywood: 6677 Santa Monica Boulevard
213-464-6131

How does your community rate in the effort to make Americans physically fit?

THE TECHNOLOGICAL REVOLUTION that has rapidly changed Americans from being a nation of people walking behind the plow to a highly urbanized and very sedentary population pushing buttons and sitting most of the day has brought new health problems along with all the creature comforts. A great many Americans, from childhood through the "golden years," simply do not use their muscles enough to achieve and enjoy good health.

Overweight is a growing health menace among us because too many people want to enjoy the great variety of foods available without balancing the calorie intake against calorie expenditure. Increased physical activity is an excellent way to fight overweight because it also brings other benefits. Even those people who don't have to worry about excess pounds gain from the muscle tone and other body benefits that derive from regular daily exercise—which doesn't have to be any more violent than walking a few miles each day to be helpful.

In some communities across the land excellent physical fitness programs are carried on in the schools, through employee programs in business places, and in other ways. However, there are far too few schools and other youth training agencies which are giving really serious thought to providing for the young sound lifetime physical fitness programs. This isn't a job for schools alone, of course, since parents and others who deal with the children in the pre-school years can do much to help set the kind of living patterns that will help the young understand how to desire and to achieve fitness.

People need an understanding of what fitness is

In many instances people responsible for developing physical fitness programs have much too narrow a view of what it takes to achieve physical fitness. The objective is not to try to get everyone running the mile in less than four minutes. Muscle development is merely one phase of a good fitness program, and muscle development sometimes is stressed to the point of causing many of the young to lose interest in fitness.

Fitness is the result of a pattern of activities. Eating a well balanced diet is essential to fitness. Adequate rest and regular daily exercise are also part of the pattern. Maintaining regular contacts with medical and dental specialists who can help plan preventive health programs, as well as treat illnesses, is vital to any fitness program. The family physician, knowing each individual well, can be helpful, for example, in guiding the person with respect to the amount and kind of exercise most suitable for that person.

Mass media can play a key role in helping the communities they serve develop better understanding of what a good total physical fitness program is—for the individual, for the schools, for other groups and agencies in the community. Promoting a sound physical fitness program in any community is a highly worthwhile public service goal, one that deserves strong support because the health and the strength and the vitality of the nation are at stake. Americans cannot continue to become more sedentary, more overweight, more under-used people. And people do tend to be under-used when they are not physically fit because mental agility may be lessened by a body that is not as fit as it might be.

The great American complaint of "feeling tired all the time"

is often one of the results of inattention to the need for building and maintaining physical fitness.

There is no magic potion to produce fitness

In an age when scientists have produced many different "miracle drugs" to eradicate many of the diseases that once were serious problems among us, it is tempting for people to believe the many charlatans who come along and offer fitness or good health in a pill or bottle or device or some special concoction of foods. Yet there is no pill that will replace regular exercise to avoid flabby muscles. No pill can replace adequate rest. A well balanced diet is still the wisest, and most enjoyable, approach to providing the kind of nourishment the body needs.

Dairy farmer members of the American Dairy Association are anxious to help you build more interest in physical fitness in your community, and we have a very selfish reason for this. Physically fit people live longer and remain as our friends and customers more years. Well balanced diets begin with milk and other dairy foods. We've prepared several motion pictures and booklets, in cooperation with the President's Council on Physical Fitness, which we make available to the public to promote interest in fitness, and we'll be happy to supply them to you for use in your community.

Our dairy foods story, of course, ties in with the well balanced diet phase of fitness. Nutritionists recommend selecting foods each day from four basic groups to provide the variety of nutrients required for a balanced diet.

The four groups are: (1) Milk and other dairy foods; (2) Meats, fish, poultry, eggs; (3) Fruits and vegetables; and (4) Cereals and breads. Amounts must be selected to provide a balance between calorie intake and calorie expenditure.

Here's an example of how the milk group fits into the balanced diet. The table shows the approximate percentages of the Recommended Daily Dietary Allowances (suggested by the Food and Nutrition Board, National Academy of Sciences-National Research Council) supplied for each age-sex group by the quantity of milk indicated:

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman (2 glasses)	30%	72%	14%	64%	18%	16%
Adult Man (2 glasses)	24%	72%	14%	48%	12%	10%
15-18 Year Old Boy (4 glasses)	42%	100%	28%	84%	23%	19%
15-18 Year Old Girl (4 glasses)	62%	100%	28%	100%	35%	28%

Your help in stimulating and maintaining community interest in physical fitness and in interpreting sound fitness programs to the public is urgently needed.

a message from dairy farmer members of



american dairy association

20 North Wacker Drive, Chicago, Illinois 60606

above that earned in the first quarter of fiscal 1965).

Three months ended Dec. 31, 1965:

	1965	1964
Earned per share	\$0.17	\$0.47
Gross income	6,203,000	4,752,000
Net operating income	275,000	223,000
Net income	275,000	758,000*

*Includes special gain in 1964.

Reeves buys 80% of real-estate firm

Reeves Broadcasting Corp. last week announced acquisition of 80% interest in Previews Inc., New York, an international real-estate marketing concern. In 1965, Previews Inc. collected over \$1 million in fees and commissions for its services, ranging from moderate priced homes to large estates.

The purchase was for an undisclosed amount of cash. The diversification move follows expansion of the company into a number of community antenna television holdings. Through interlocking ownership, it is connected with Reeves Industries Inc. (Reeves Soundcraft Division) and other real-estate holdings.

Reeves operates WUSN-TV Charleston, S. C.; WKEE and WHTN-TV Huntington, W. Va., and WITH-AM-FM Baltimore. It has 11 operating CATV systems with 13,500 subscribers and has four other systems under construction.

MPO Videotronics net up 89%

MPO Videotronics Inc., New York, last week issued its 1965 fiscal report showing earnings up 89% with a 19% increase in sales volume.

The TV commercial and audio-visual communications production firm said 55% of its commercial work is now in color. For 1966 the company expects another color-ratio increase. MPO also mentioned its entry into production of a full-length feature with ABC Films for theatrical and TV release (BROADCASTING, Jan. 31).

For the fiscal year ended Oct. 31, 1965:

	1965	1964
Earnings per share	\$1.02	\$0.54
Sales volume	14,641,611	12,277,200
Profits	3,235,609	2,431,613
Federal income taxes	398,300	123,800
Net earnings	476,098	252,297

Technicolor gross and net both show drop

The financial hue was murky for Technicolor Inc. last year. Gross sales plunged some \$12.3 million, or 11%, and net profit was down about \$900,000, or 19%. Preliminary estimates of

1965 earnings were disclosed last week by Patrick J. Frawley Jr., chairman of the company's finance committee.

Largely blamed for the financial reductions was Technicolor's Marshall Burns Promotional Merchandising division in Chicago. It lost approximately \$1.3 million for the year on a sales decline of some \$19.5 million. In 1964, the division showed a \$1.1 million profit.

For the year ended Dec. 31, 1965:

	1965	1964
Earnings per share	\$1.12	\$1.46
Gross revenues	96,437,000	108,732,845
Net income	3,760,000	4,638,540
Shares outstanding	3,356,839	3,171,977

Noramco enters color-TV field

Noramco, New York, last week exercised an option to buy 76% interest in Video Color Corp., Los Angeles. By so doing it signaled its attempt to get into the color-TV tube business. At present 97% of Noramco's revenues come from its bakery business, particularly through Dugan Brothers and Fischer Baking Co.

Noramco expects to complete the transaction by the end of this week, purchasing 300,000 shares (or 76% of those outstanding) in the private electronics firm, together with \$347,000 in notes held by the VCC owner, L. R.

Schruben. Payment will be at the rate of 1 2/3-shares of Noramco for each 10 shares of VCC, plus 50,000 shares for Mr. Schruben's notes.

The VCC manufacturing facility in Inglewood, Calif., produces special purpose tubes for large corporations in the electronic and computer fields, and works under contract with the government. Besides VCC's operation with certain patents on TV tubes, circuitry and systems, it claims to hold a non-exclusive license from Kaiser Industries Corp. to manufacture and distribute flat color and black-and-white TV tubes, systems and parts. VCC indicates it can extend the license into the home-TV field.

The Los Angeles area firm is now experimenting with a flat TV tube for use in the consumer market. Designed as a 2 3/4-inch-thick unit, the tube is said to project images on either side. Other manufacturers also are developing similar types of flat TV tubes.

Scripps Howard up 26.4%

Scripps Howard Broadcasting registered a 26.4% profit advance in 1965 over the previous year as the company's gross climbed to \$17.4 million.

Year ended Dec. 31, 1965:

	1965	1964
Earned per share	\$1.73	\$1.37
Operating income	17,384,362	15,296,987
Net income	4,488,234	3,549,269

SEC's December report of transactions

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

ABC Inc.—Following exercised stock options: Martin Brown, 271, giving total of 1,192; Frank L. Marx, 1,353, giving total of 7,336; John H. Regazzi, 255, giving total of 360.

CBS—Following exercised stock options: Julius F. Brauner, 1,503, giving total of 5,384; Arthur Hull Hayes, 4,869, giving total of 10,200; Clarence H. Hopper, 3,378, giving total of 12,837, plus 1,304 held beneficially with wife. Fred W. Friendly acquired 400 shares in the open market in August 1965, giving total of 400.

Cowles Communications—John Cowles Jr., holding 5,035 shares personally, sold 1,300 in beneficially owned trust account, leaving 1,680.

Gross Telecasting—Raymond W. Miottel, holding 100 shares personally, acquired 725 and sold 1,265 on Paine, Webber, Jackson & Curtis beneficially held trading account, leaving 28.

Metromedia Inc.—John P. Crisconi sold 5,925 shares, leaving 9,250.

National Video Corp.—A. D. Giacchetti sold 8,600 shares, leaving 20,064; Robert E. Scharfe sold 1,500 shares, leaving 6,500; Ralph E. Stoklin sold 175,000, leaving 437,376 on beneficially held account. All three men sold to underwriters.

A. C. Nielsen Co.—Arthur C. Nielsen acquired 100 shares, giving total of 701,735.

RCA—Martin F. Bennett exercised option on 6,124 shares, giving total of 12,070. Kenneth W. Bilby sold 12,840, leaving 13,906. Harry C. Ingles acquired 100 shares, giving total of 466. Frank Sleeter sold 1,400 shares, leaving 3,716.

Reeves Broadcasting—Thomas J. Stevenson Jr. sold 2,000 shares on beneficially held account of Ocean Freighting & Brokerage, leaving 45,000.

Rollins Inc.—Jarvis J. Slade sold 500 shares, leaving 3,568.

Screen Gems Inc.—Lloyd Burns acquired 3,125 shares, giving total of 3,136; Robert Seidelman acquired 3,125 shares, giving total of 5,022.

Seven Arts Productions—Following exercised stock options: Jeremy A. Hyman, 2,000, giving total of 2,000; Ray Stark acquired 16,554 shares from issuer under agreement of Feb. 15, 1961, and exercised option on 25,000 shares, giving total of 120,406.

Storer Broadcasting Co.—Glenn G. Boundy exercised option on 900 shares, giving total of 2,950. William R. Rine sold 500 shares, leaving 13,500.

Another UHF assignment plan

Revised version of June 1965 table corrects computer error, adds some low-numbered channels

A new UHF-television assignment plan, basically similar to one issued in June 1965 but containing more lower-numbered channels, was issued by the FCC last week (see table page 70).

The issuance of a new table became necessary after an error was discovered in the program that was fed into the commission's computer that was used, for the first time, to help draft a table of allocations (BROADCASTING, Sept. 20, 1965).

At the same time, the commission last week issued a further notice of rulemaking in the proceeding proposing the use of channels 70 to 83 for a new

class of low-power (10 kw, community-type stations).

The further notice proposes the use of the top 14 UHF channels in areas where frequencies are scarce for regular educational television stations. It also proposes two commercial assignments on the upper channels as well as six new assignments on channels 14 to 69.

The new table makes 1,098 UHF channel assignments by states and cities, as compared to 1,080 in the table adopted in June (BROADCASTING, June 14, 1965). The new table provides for 508 educational and 590 commercial channels. The VHF band provides another 107 educational and 551 commercial channels.

The commission said the error in programming the original table caused the computer to obtain an incorrectly high impact figure when considering the assignment of channels 15 to 28 inclusive. This resulted in the selection of less efficient assignments in many cases.

More Low Numbers ■ Consequently, the corrected table contains more lower-numbered assignments. Most of these, however, are in less populous areas. The preferred lower-numbered assignments in major cities are for the most part already taken.

The commission, in adopting the new table, granted a number of petitions of applicants seeking lower channels. But the commission said it didn't make the changes to be accommodating, as such; rather, the computer found the lower-numbered channels to be more efficient.

The commission, in this connection, sought to lay to rest what it regards as the myth of the desirability of lower-numbered channels. "There is no advantage to lower assignments sufficient to warrant deviation" from the principle of assignment efficiency, the commission said. It added that the contrary impression was gained in the 1950's when "hastily designed transmitting and receiving equipment proved less reliable" in the higher portions of the band. The equipment available today

"is reliable over the entire range" of UHF channels, the commission said.

The table, with few exceptions, provides six or more unreserved assignments in the top 25 markets; five or more in markets 26 through 75, four or more in markets 76 through 100; and three or more in the 101st to 150th markets.

The commission said that below the 150th market level, with net weekly circulation of about 95,000 TV households, it assigned two channels per market in most cases.

Familiar Principles ■ The new table is based on the same principles as the one adopted in June: (1) Withdrawal of channels 70 to 83 pending consideration of the rulemaking providing for community-type stations; (2) no commercial assignments in communities of less than 25,000; (3) two educational reservations in most major centers of population (for a total of 43) plus other reservations needed to provide at least one ETV station in every state.

This provides for an unsaturated table that, the commission said, can be supplemented with additional commercial and educational assignments as the need arises. But those seeking the new assignments will have to demonstrate a need and the engineering feasibility of the proposal, the commission said.

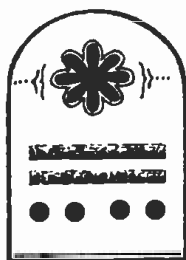
The commission denied a number of petitions for reconsideration, principally that of the National Association of Educational Broadcasters. The NAEB was chiefly critical of the use of an unsaturated as against a saturated table and of the commission's failure to provide for more educational channels. NAEB had proposed a computer-drawn table of its own that provided for a total of 2,600 assignments, 900 of them reserved for ETV.

The commission, however, defended the table's design for its flexibility. The decision to not provide a given community with an assignment doesn't reflect a finding that the community doesn't merit one, the commission said. "We are postponing a decision . . . until we can be reasonably certain that such an assignment represents an actual need."

Saturation Reached ■ Furthermore, the commission said that in attempting to reach the "modest goal" of satisfying minimum foreseeable needs of educational and commercial interests, it has "used virtually all possible assignments through channel 69 in substantial areas where population density is high, and has created a scarcity of channels in surrounding areas."

An illustrated map accompanying the

Continued on page 72



TIMES HAVE CHANGED...
...so has our sound

WAAC

Terre Haute** has changed its listening habits . . . and WAAC did it with
5 Hours of News
4 Hours of Listener Participation
3 Hours of Mature Music

TOTAL LISTENERS

*PULSE: March 1965			
9:00 A.M. - 6:00 P.M.			
	WAAC	A	B
*9 A.M. - 12 Noon	5910	5370	1910
*12 Noon - 3 P.M.	4599	3100	1500
*3 P.M. - 6 P.M.	3180	4550	...
per average			
¼ hour	4530	4340	1620

Teens and children included

** **TERRE HAUTE, INDIANA**
4 County Metro Area
*** - Not Reported

The package that rides like people!



It's there in hours and costs you less when you ship by Greyhound Package Express

Every Greyhound bus is a package carrier as well as a people carrier. When you specify Greyhound Package Express your shipments leave and arrive on fast, frequent passenger schedules. Shipments going hundreds of miles usually arrive the next morning...fre-

quently, the very same day. Nobody has lower rates, and you can ship anytime—at your convenience—24 hours a day, 7 days a week, weekends and holidays, too. When fast service and low cost are important to you, look into Greyhound Package Express. Save time! Save

money! Save trouble! Ship C.O.D., Collect, Prepaid...or open a Greyhound Package Express Charge Account. For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-B, 140 S. Dearborn St., Chicago, Ill. 60603.

It's there in hours and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
NEW YORK—PHILADELPHIA	28	2 hrs.	\$1.55	\$1.85	\$2.05
LOS ANGELES—SAN DIEGO	36	2 hrs. 30 mins.	1.50	1.70	1.95
CHICAGO—MILWAUKEE	20	1 hr. 50 mins.	1.35	1.55	1.80
ATLANTA—BIRMINGHAM	11	3 hrs. 30 mins.	1.85	2.10	2.45

*Other low rates up to 100 lbs. Lot shipments, too.



One of a series of messages depicting another growing service of The Greyhound Corporation.

Where the FCC would put TV stations

NOTE: Offset designators for UHF channels are not shown in the table below but will be added in a subsequent order. The appropriate offset will be shown on any construction permit or license which may be issued prior thereto.

ALABAMA
Andalusia, *2—
Anniston, 40
Birmingham, 6—, *10—,
13—, 21, 42, *62, 68
Decatur, 23
Demopolis, *41
Dothan, 4, 18, *39, 60
Florence, 15, 26, *36
Gadsden, 44, 60
Huntsville, 19, *25, 31,
48
Louisville, *43
Mobile, 5+, 10+, 15, 21,
*31, *42
Montgomery, 12, 20, *26,
32, 45
Munford, *7—, *16
Selma, 8—, 29
Tuscaloosa, 17, 33, *39
Tuscumbia, 47

ALASKA
Anchorage, 2—, *7—,
11—, 13—
Fairbanks, 2+, 4+, 7+,
9+, 11+, 13+
Juneau, *3, 8, 10
Ketchikan, 2, 4, *9
Seward, 4—, 9—
Sitka, 13

ARIZONA
Ajo, *23
Douglas, 3, *28
Flagstaff, 9, 13, *16
Globe, *14
Holbrook, *18
Kingman, 6—, *14
McNary, *22
Mesa, 12
Nogales, 11, *16
Page, *17
Parker, *17
Phoenix, 3+, 5—, *8+,
10—, 15, 21, 33, *39
Prescott, *7, *19
Safford, *23
Tucson, 4—, *6+, 9—,
13—, 18, *27, 40
Yuma, 11—, 13+, *16

ARKANSAS
Arkadelphia, *9+
Batesville, *17
El Dorado, 10—, 18, *30
Fayetteville, *13—
Fort Smith, 5—, 24
Harrison, *14
Hot Springs, *20, 26
Jonesboro, 8—, *19
Little Rock, *2—, 4, 7—,
11+, 16, *29
Pine Bluff, 25, 38
Russellville, *28

CALIFORNIA
Alturas, 13+
Bakersfield, 17, 23, 29,
*39
Barstow, *35
Bishop, *14
Blythe, *22
Brawley, *26
Chico, 12—, *18
Coalinga, *27
Corona, 52
Cotati, *22
El Centro, 7+, 9+
Eureka, 3—, 6—, 13—
Fort Bragg, *17
Fresno, *18, 24, 30, 47,
53
Hanford, 21
Indio, *19
Los Angeles, 2, 4, 5, 7,
9, 11, 13, 22, *28, 34,
*58
Modesto, 17, *23
Palm Springs, 27
Pittsburg, 42
Redding, 7, *9, 16
Ridgecrest, *25
Riverside, 40, 46
Sacramento, 3, *6, 10, 15,
40
Salinas-Monterey, 8+, 46,
*56, 67
San Bernardino, 18, *24,
30

San Diego, 8, 10, *15, 39,
51
San Francisco, 2+, 4—,
5+, 7—, *9+, 20, 26, 32,
38, 44, *60
San Jose, 11+, 36, 48,
*54
San Luis Obispo, 6+, *15
San Mateo, *14
Santa Ana, *50
Santa Barbara, 3—, 14,
*20
Santa Cruz, *16
Santa Maria, 12+
Santa Rosa, 50, *62
Stockton, 13+, 19, 58
Susanville, *14
Ventura, 16
Visalia, 43
Watsonville, *25
Yreka City, *20

COLORADO
Alamosa, 3—, *16
Boulder, *12, 14
Colorado Springs, 11, 13, 21
Craig, *16
Denver, 2, 4—, *6—, 7,
9—, 20, 31, *41
Durango, 6+, *20
Fort Collins, 22
Glenwood Springs, *19
Grand Junction, 5—, *18
Gunnison, *17
La Junta, *22
Lamar, 12—, *14
Leadville, *15
Montrose, 10+, *22
Pueblo, 5, *8, 26, 32
Salida, *23
Sterling, 3, *18
Trinidad, *24

CONNECTICUT
Bridgeport, 43, *49
Hartford, 3+, 18, *24, 61
New Britain, 30
New Haven, 8+, 59, *65
New London, 26
Norwich, *53
Waterbury, 20

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Seaford, *22
Wilmington, 12, *61

DISTRICT OF COLUMBIA
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FLORIDA
Boca Raton, *14
Bradenton, *19
Clearwater, 22
Cocoa, *18, 52
Daytona Beach, 2—, 26
Fort Lauderdale, 51
Fort Meyers, 11+, *30
Fort Pierce, *21, 34
Gainesville, *5—, 20
Jacksonville, 4+, *7, 12—,
17, 30, 47, *59
Key West, 16, 22
Lake City, *34
Lakeland, 32
Leesburg, *45
Madison, *36
Marianna, *16
Melbourne, 31, 43
Miami, *2, 4, 6, 7—, 10+,
*17, 23, 33, 39, 45
New Smyrna Beach, *15
Ocala, *29, 51
Orlando, 6—, 9, *24, 35
Palatka, *42
Panama City, 7+, 13, *22,
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Pensacola, 3—, *23, 33,
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St. Petersburg, 10—, 38,
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Sarasota, 40
Sebring, *27
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GEORGIA
Albany, 10, 19, 31
Ashburn, *23
Athens, *8, 34
Atlanta, 2, 5—, 11+, 17,
*30, 38, 46, *57
Augusta, 6+, 12+, 26,
54
Chatsworth, *18
Cochran, *15
Columbus, 3, 9+, *28, 38,
54
Dawson, *25
Draketown, *27
Macon, 13+, 24, 41, *47
Pelham, *14
Rome, 14
Savannah, 3+, *9—, 11,
22
Thomasville, 6
Toccoa, 32
Valdosta, *33, 44
Vidalia, *18
Warm Springs, *22
Waycross, *8+
Wrens, *20

HAWAII
Hilo, 2, *4, 9, 11, 13
Honolulu, 2+, 4—, 9—,
*11+, 13—
Lihue, 3+, *8—, 10+,
12—
Wailuku, 3, 7, *10, 12

IDAHO
Boise, 2, *4+, 7, 14
Burley, *17
Caldwell, 9—
Coeur D Alene, *26
Grangeville, *15
Idaho Falls, 3, 8+, 20,
*33
Filer, *19
Lewiston, 3—
Moscow, *12—
Nampa, 6, 12+
Preston, *28
Pocatello, 6—, 10, 15, *25,
31
Sandpoint, *16
Twin Falls, 11, 13—
Weiser, *17

ILLINOIS
Aurora, 60
Bloomington, 15
Carbondale, *8
Champaign, 3+, 36
Chicago, 2—, 5, 7, 9+,
*11, *20, 26, 32, 38, 44
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Elgin, 66
Freeport, 23, *65
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Macomb, *22
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Rockford, 13, 17, 39
Rock Island, 4+
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Fort Wayne, 15, 21, 33,
*39, 55
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Lafayette, 18, *24
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Marion, 31
Muncie, 23, 49, *61
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Terre Haute, 2+, 10, *26,
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Burlington, 26, *58
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Davenport, 6+, 18, 30,
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Decorah, *14
Des Moines, 6—, *11,
13—, 17, *43, 63, 69
Dubuque, 16, *29, 40
Estherville, *28
Fort Dodge, 21
Iowa City, *12+, 20
Mason City, 3+, *24
Ottumwa, 15, *33
Red Oak, *36
Sioux City, 4—, 9, 14, *27
Waterloo, 7+, 22, *32

KANSAS
Chanute, *30
Columbus, *34
Dodge City, 6+, *21
Emporia, *25
Garden City, 11+, 13—
Goodland, 10
Great Bend, 2
Hays, 7—, *14
Hutchinson, *8, 12, 36
Lakin, *3
Lincoln Center, *9
Manhattan, *21
Oakley, *15
Phillipsburg, *22
Pittsburg, 7+
Pratt, *32
Salina, 18, 34, 44
Sedan, *28
Topeka, *11, 13+, 20, 58
Wichita, 3—, 10—, *15,
24, 33, *42

KENTUCKY
Ashland, *25, 61
Bowling Green, 13, 40,
*53
Covington, *54
Elizabethtown, *23
Hazard, *35
Lexington, 18, 27, *46,
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Louisville, 3—, 11+, *15,
21, 32, 41, *68
Madisonville, *35
Morehead, *38
Murray, *21
Owensboro, 19, 31
Paducah, 6+, 29
Pikeville, *22, 51
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Baton Rouge, 2, 9—, *27,
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Lafayette, 3, 10, 15, *24
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Monroe, 8+, *13, 14, 39
Morgan City, *14
Natchitoches, *28
New Iberia, 36
New Orleans, 4+, 6+, *8,
12, 20, 26, *32
Shreveport, 3—, 12, *24,
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Tallulah, *19

MAINE
Augusta, *10—
Bangor, 2—, 5+, 7—
Calais, *13—
Fort Kent, *46
Fryeburg, *18
Houlton, *25
Kittery, *34
Lewiston, 8—, 35
Millinocket, *44
Orono, *12—
Portland, 6—, 13+, 26,
*51
Presque Isle, 8, *10+
Rumford, *43

MARYLAND
Baltimore, 2+, 11—, 13+,
24, 45, 54, *67
Cumberland, *36, 52, 65
Frederick, *62
Hagerstown, *68
Salisbury, 16, *28
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MASSACHUSETTS
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25, 38, *44, 56, 68
Greenfield, 32
New Bedford, 6+, 28,
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North Adams, 19, *35
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Cadillac, 9, *27
Calumet, 5, *22
Cheboygan, 4+
Detroit, 2+, 4, 7—, 20,
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East Lansing, 23, *69
Escanaba, 3+
Flint, 12—, *31
Grand Rapids, 8+, 13+,
17, *35
Iron Mountain, 8—, *14
Ironwood, *15
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Kalamazoo, 3—, *52
Lansing, 6—, 47, 53
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Saginaw, 25, 42
Sault Ste Marie, 8, 10+,
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Alexandria, 7, *24
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Austin, 6—, *15
Bemidji, 9, *26
Brainerd, *22
Crookston, *33
Duluth, 3, *8, 10+, 21, 27
Ely, *17
Fairmont, *16
Hibbing, 13—, *18
International Falls, 11,
*35
Mankato, 12, *26
Marshall, *30
Minneapolis-St. Paul,
*2—, 4, 5—, 9+, 11—,
*17, 23, 29
Rochester, 10, 47
St. Cloud, 19, *25, 41
Thief River Falls, 10
Wadena, *20
Walker, 12—
Willmar, *14
Winona, *35
Worthington, *20

MISSISSIPPI
Biloxi, 13+, *19, 25
Booneville, *18
Bude, *17
Cleveland, *31
Columbia, *34
Columbus, 4—
Greenville, 15, 21
Greenwood, 6, *23
Hattiesburg, 22, *28
Jackson, 3+, 12+, 16,
*29, 40
Laurel, 7, 18
Meridian, 11—, *14, 24,
30
Senatobia, *22
State College, *2+
Tupelo, 9
Vicksburg, 35
Yazoo City, *32

MISSOURI
Birchtree, *20
Bowling Green, *35
Cape Girardeau, 12, 23,
*39
Carrollton, *18
Columbia, 8+, 17
Flat River, *22
Hannibal, 7—
Jefferson City, 13, 25, *36
Joplin, 12+, 16, *22
Kansas City, 4, 5+, 9+,
*19, 41, 50, 62, *68
King City, *28

Kirksville, 3—,
LaPlata, *21
Lowry City, *15
Popular Bluff, 15, *26
Rolla, *28
St. Joseph, 2—, 16, 22
St. Louis, 2, 4—, 5—, *9,
11—, 24, 30, *40
Sedalia, 6—
Springfield, 3+, 10, *21,
27

MONTANA

Anaconda, 2+
Billings, 2, 8, *11, 14, 20
Bozeman, *9
Butte, 4, 6+, *7—, 18, 24
Cut Bank, *14
Dillon, *14
Glendive, 5+, *16
Great Falls, 3+, 5+, 16,
26, *32
Hardin, 4+
Havre, 9+, 11+, *18
Helena, 10+, 12, *15
Kalispell, 9—, *29
Lewistown, 13
Miles City, 3—, *6, 10
Missoula, 6—, *11—, 13—,
17, 23
Wolf Point, *17

NEBRASKA

Albion, 8+, *21
Alliance, *13—
Bassett, *7—
Grand Island, 11—, 17
Hastings, 5—
Hayes Center, 6
Hay Springs, 4+
Kearney, 13
Lexington, *3+
Lincoln, 10+, *12—, 45,
51
McCook, 8—
North Platte, 2—, *9+
Omaha, 3, 6+, 7, 15, *26,
42, *48
Scottsbluff, 10—
Superior, 4+

NEVADA

Boulder City, 4+
Elko, 10—, *14
Ely, 3—, 6+
Fallon, *25
Goldfield, 5—
Las Vegas, 2—, 8—, *10+,
13—, 21
McGill, 8+
Reno, 2, 4, *5, 8, 21, 27
Tonopah, 9—, *17
Winnemucca, 7+, *15
Yerington, *16

NEW HAMPSHIRE

Berlin, *40
Concord, 21
Durham, *11
Hanover, *15, 31
Keene, *52
Littleton, *49
Manchester, 9—, 50, 60
Portsmouth, 17

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Asbury Park, 58
Atlantic City, *18, 53
Burlington, 48
Glen Ridge, *77
Newark, 13—, 68
New Brunswick, *19, 47
Paterson, 41
Trenton, *52
Vineland, 65
Wildwood, 40

NEW MEXICO

Alamogordo, *18
Albuquerque, 4+, *5+,
7+, 13+, 14, 23, *32
Carlsbad, 6—, *15, 25
Clayton, *17
Clovis, 12+
Deming, *16
Farmington, 12+, *15
Gallup, 3, *8—, 10
Hatch, *12
Hobbs, 29
Las Cruces, 22
Lovington, *19
Portales, *34
Raton, *18
Roswell, 8, 10—, 21, 27,
*33
Sante Fe 2+, *9+, 11—,
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Silver City, 6, *10+

Socorro, *15
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NEW YORK

Albany-Schenectady, 6,
10—, 13, *17, 23, *29, 45
Amsterdam, *39, 55
Binghamton, 12—, 34, 40,
*46
Buffalo, 2, 4—, 7+, 17,
*23, 29, 49
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New York, 2, 4, 5+, 7,
9+, 11+, *25, 31
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Poughkeepsie, 54
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NORTH CAROLINA

Asheville, 13—, 21, *33, 62
Burlington, 16
Chapel Hill, 4+
Charlotte, 3, 9+, 18, 36,
*42
Columbia, *2
Concord, *58
Durham, 11+, 22
Fayetteville, 40, 62
Franklin, *56
Greensboro, 17
Greensboro, 2—, 48, 61
Greenville, 9—, 14, *25
Hickory, 14
High Point, 8—, *32
Kannapolis, 64
Lexington, 20
Linville, *17
Morganton, 23
New Bern, 12+
Raleigh, 5, 28, *34
Rocky Mount, 47
Washington, 7
Wilmington, 3—, 6, 29,
*39
Wilson, 30
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Bismarck, *3, 5, 12—, 17,
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Devils Lake, 8+, *22
Dickinson, 2+, *4
Ellendale, *19
 Fargo, 6, 11+, *13, 15
Grand Forks, *2, 14, 27
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Minot, *6+, 10—, 13—,
14, 24
Pembina, 12
Valley City, 4—
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Canton, 17, 23
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*48, 64
Cleveland, 3, 5+, 8, 19,
*25, 61
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*34, 47, *56
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Hillsboro, *24
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Oxford, *14
Portsmouth, 30, 36, *42
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45, *58
Zanesville, 18

OKLAHOMA

Ada, 10+, *22,
Altus, *19
Ardmore, 12—, *17
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Elk City, 8+, *15
Enid, 20, *26
Guymon, *16
Hugo, *15
Lawton, 7+, 16, *27
McAlester, *32
Miami, *18
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Oklahoma City, 4—, 5,
9—, *13, 14, 25, 34, 43
Tulsa, 2+, 6, 8, *11—, 23,
29, *35, 41
Woodward, *17

OREGON

Astoria, *21
Bend, *15
Brookings, 8+, *14
Burns, *18
Corvallis, *7—
Eugene, 9+, 13, 16, *28
Klamath Falls, 2—, *22
LaGrande, 13+, *16
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North Bend, 11, *17
Portland, 2, 6+, 8—, *10,
12, 24, *30
Roseburg, 4+
Salem, 3+, *22, 32
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Altoona, 10—, 31, 48, *57
Bethlehem, 60
Clearfield, *3+
Erie, 12, 24, 35, *54, 66
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Harrisburg, 21, 27, *33
Hazleton, 56
Johnstown, 6, 19, *28
Lancaster, 6—, 15
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*13—, *16, 22, 53
Reading, 51
Scranton, 16, 22, 38, *44,
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State College, *25
Wilkes Barre, 28
Williamsport, 66
York, 43, 49

RHODE ISLAND

Providence, 10+, 12+, 16,
*36, 64

SOUTH CAROLINA

Aiken, *44
Allendale, *14
Anderson, 40
Beaufort, *16
Charleston, 2+, 4, 5+,
*7—
Columbia, 10—, 19, 25,
*35, 57
Conway, *23
Florence, 13+, 15, 21, *33
Georgetown, *41
Greenville, 4—, 16, *29
Greenwood, *38
Rock Hill, 30, *55
Spartanburg, 7+, 49
Sumter, *27

SOUTH DAKOTA

Aberdeen, 9—, *16
Brookings, *8
Huron, 12+
Lead, 5—, 11+
Mitchell, 5+
Pierre, *10+
Rapid City, 3+ 7+, *9,
15, 21
Reliance, 6—
Seneca, *2—
Sioux Falls, 11, 13+, 17,
*23, 36
Vermillion, *2+
Watertown, 3—

TENNESSEE

Athens, *24
Chattanooga, 3+, 9, 12—,
*45, 61

Cookeville, *22
Crossville, *20
Fayetteville, *28
Greeneville, 39
Jackson, 7+, 16, *32
Johnson City, 11—, *41
Kingsport, 19
Knoxville, 6, 10+, 15, 26,
*43
Lexington, *11
Memphis, 3—, 5+, *10+,
13+, *14, 24, 30
Murfreesboro, 39
Nashville, *2—, 4+, 5,
8+, 17, 30, *42
Sneedville, *2+

TEXAS

Ablene, 9+, 15, *26, 32
Alpine, 12—
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Austin, 7+, *18, 24, 36, 42
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Brownsville, 23
Bryan, 3+, *15
Childress, *21
Corpus Christi, 3—, 6+,
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Dallas, 4+, 8, *13+, 29,
39
Del Rio, 10, *24
Denton, *2
El Paso, 4, *7, 9, 13, 14,
26, *38
Fort Stockton, 5+
Fort Worth, 5+, 11—, 21,
*31
Galveston, 16, *22
Harlingen, 4+, *44, 60
Houston, 2—, *8, 11+,
13—, *14, 20, 26, 39
Laredo, 8, 13, 27, *39
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table shows it to have few available assignments left in the eastern third of the U. S. and in most of California. But assignment possibilities are plentiful in vast stretches of the Midwest and West.

The further rulemaking in the community-type station proceeding is an effort to meet some of the educators' complaints. The commission is asking for comments on reserving channels 70 to 83 for education in areas of the country where assignments on channels 14 to 69 are exhausted or scarce.

The commission is also asking for comment on proposals to use the upper channels for commercial assignments in Pittsburgh and San Diego. It also proposes additional commercial assignments on channels 14 to 69 for Palm Springs, Calif.; Gary and Richmond, both In-

diana; Owenton, Ky.; Durham, Gastonia and Monroe, all North Carolina; Flint, Mich., and Kennewick, Wash.

The commission, in adopting the new table, granted petitions for reconsideration that sought first commercial assignments in Toccoa, Ga.; Joliet, Ill.; Pikeville, Ky.; Lexington, N. C., and Brownsville, Tex., and a first reservation in Orange county, Calif. The commission also made a third commercial assignment at Huntsville, Ala., removed the reservation from channel 17 in Buffalo, N. Y., and assigned channel 36 at Champaign, Ill., where it can be used to serve Danville, as well.

In addition, the commission, on its own motion, added five assignments where it felt they were needed: First unreserved assignments were made at Palm Springs and Ventura, both California; a first UHF commercial channel (second commercial) was assigned to

Winston-Salem, N. C.; a second UHF commercial channel (fourth commercial) was given to Dallas, Tex.; and a reserved channel was assigned to Louisville, Ala.

Adoption of the new table required changes in the channel assignments of 15 permittees. Most have agreed to the changes, the commission said. All are required to inform the commission by March 28 of their acceptance of the modification of the authorization.

RCA sells color cameras

RCA Broadcast and Communications Products division said last week a \$750,000 order for 10 of its TK-42 color-TV cameras has been signed by Jefferson Standard Broadcasting Co., Charlotte, N. C. Total orders of the TK-42 now stand at more than 300, RCA said.

The Jefferson Standard purchase represents RCA's largest single order of this type. All 10 units will be installed at Jefferson's WBTV(TV) Charlotte and WBTW(TV) Florence, S. C., and at Jefferson Productions, a producer of commercials and programs for TV syndication.

Technical topics . . .

Larger facilities ■ Standard Kollsman Industries Inc., Melrose Park, Ill., which supplies TV tuners to many of the nation's set manufacturers, plans new and expanded manufacturing facilities at Ottumwa, Iowa, to keep up with demands of growing color and monochrome markets. New plant will employ more than 1,000 people by this summer.

New mike ■ Shure Brothers, Evanston, Ill., has introduced a new ball-type broadcast microphone designed for both music and voice. The Spher-O-Dyne, an omnidirectional mike, is priced at \$50.

Papers sought ■ The National Electronics conference, scheduled for Chicago Oct. 3-5, is asking for technical papers on any subject related to electronics. Deadline is May 1. Address: Professor John C. Hancock, School of Electrical Engineering, Purdue University, Lafayette, Ind.

Round and round ■ Gotham Radio Corp., New York, has available the EMT 930st stereo/mono broadcast turntable system, priced at \$1,295.

JEDEC tubes ■ Visual Electronics Corp., New York, reports that three JEDEC designations, 7293B, 7295C, and 7389C, adopted by the Joint Electron Device Engineering Council of America, have been assigned to English Electric Valve Co. for their image orthicon camera tubes using Elecon (electronic conducting) targets.

Color TV brings retirement of first Ampex VTR

CBS-TV is making way for the new by phasing out the old. The network recently retired VTR 1, said to be the "world's first operational" video-tape recorder. It was in regular service at CBS-TV for nine years, having been purchased from the Ampex Corp. in 1956. During this time it has logged more than 17,550 hours of air time. It was used to broadcast *Douglas Edwards with the News* to West Coast audiences on

Nov. 30, 1956. This initiated the first regular use of video-tape recording for broadcasting.

Ampex VTR units are being replaced by new Ampex VR-2000 high band color-TV recorders. Ampex is supplying 16 of these units to CBS-TV under a \$1.4 million contract. The network currently is using six VR-2000's for its color broadcasts. Delivery of additional recorders has started to the network.



The first Ampex VTR to be used in commercial TV (l) is examined by Charles Mesak (c), CBS-TV West

Coast manager of video-tape recording and Al Sroka, Ampex regional sales manager.

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AMST sticks to its guns

It's fighting upsurge in applications for short-spaced TV's

Television is frequently referred to as a dynamic industry. It is also proving to be a restless one, much to the uneasiness of the Association of Maximum Service Telecasters.

AMST had thought, or hoped, the FCC's decision in 1963 in the so-called drop-in case would discourage if not end the filing of applications that would result in stations being short-spaced from one another.

But it didn't. Applicants and licensees are continuously seeking authorizations for new stations or for changes in existing facilities that would require waivers of the commission's rules providing for standard mileage separations between transmitters. Some moves would be crablike, of a few miles. But others are of the grasshopper variety, involving jumps of 10, 20 and more miles.

In the past few months alone, seven applications for move-ins or for short-spaced stations have been filed.

AMST, which represents some 160 stations operating at full power, automatically opposes such requests. It is the principal guardian of the commission's technical standards regarding allocations, surpassing even the commission in its zeal to maintain existing mileage separations.

Drop-in Case ■ It played a leading role in the opposition that led the commission to abandon its proposal to drop VHF channels into seven markets at short spacing. The association hailed that decision as a landmark measure

in defense of the integrity of the TV allocations table.

And every week AMST technicians feed into a computer material from every new application filed for a television station or for a change in facilities, to keep an up-to-the-minute check on short-spacing problems.

The most recent waiver request of concern to AMST, and the one proposing the sharpest reduction in standard mileage separation, was filed by WLCY-TV (ch. 10) Largo-Tampa, Fla. The proposed move, toward Tampa and St. Petersburg, would put the transmitter 181 miles from channel 10 Miami (WLBW-TV), or 39 miles closer than the commission rules permit.

In other applications to which AMST oppositions have already been filed:

St. Anthony Television Corp., permittee of the still unbuilt KHMA-TV Houma, La., is seeking a move-in toward Baton Rouge that would leave its transmitter 16 miles short-spaced from WTOK-TV (ch. 11) Meridian, Miss. A previous application for a move-in was approved by the commission, but the U. S. court of appeals reversed that decision.

KWWL-TV (ch. 7) Waterloo, Iowa, is seeking a move-in that would leave it five miles closer to KHQA-TV Hannibal, Mo.-Quincy, Ill., than the rules allow. This application is in hearing.

Minneapolis Case ■ KMSP-TV (ch. 9) Minneapolis-St. Paul wants to relocate to a point that would leave it 16 miles short-spaced from WAOW-TV Wausau, Wis. This is in hearing also.

KLOC-TV (ch. 17) Modesto, Calif., is seeking a move-in that would leave it 11 miles short-spaced from KSNB-TV (ch. 32) San Francisco.

Springfield Television Broadcasting Co. proposed a station for Greensburg, Pa., on channel 14 that would be two miles too close to WOOL-TV Washington.

The same company requested a new site for its channel 22 station in Pittsburgh (WENS-TV) that would bring it

10 miles too close to WFMJ-TV (ch. 21) Youngstown, Ohio.

The Reasons Given ■ In requesting waivers of the standard-mileage-separation requirements, applicants and licensees state that they are seeking to improve the quality of service over their station's principal city or to provide service to an underserved area or to put themselves on a more competitive footing with other stations in the market.

In the past five years, the commission has approved 11 applications for short-spacing, according to AMST records. Nine of them involved meaningful reductions in separations.

A benchmark decision was handed down in 1962 when the commission permitted WVUE-TV (ch. 12) New Orleans to move its transmitter from a point 40 miles outside the city to one within some five miles of it. This placed the transmitter 25 miles closer to WJTV-TV (ch. 12) Jackson, Miss., than permitted under the mileage-separation standards.

Applicants for short-spaced move-ins or drop-ins propose giving co-channel and adjacent-channel stations equivalent protection, usually by means of directional antenna. But AMST insists the only way stations can be assured of protection against interference is to maintain inviolate the commission's mileage-separation standards.

\$300 home-TV recorder shown

A home-TV tape recorder, designed to sell for about \$300, is under development by a Rockville, Md., electronics firm.

The firm, Defense Electronics Inc., demonstrated the home recorder two weekends ago. R. S. Rosenberg, president of the company, said that some technical problems remain to be worked out. He also said that DEI might try to arrange to license the development to another company. The recorder, he added, is being designed to work with existing TV receivers and cameras.

DEI said its machine employs a fixed recording head with the tape moving at 96 inches a second. At the demonstration, a 7,200-foot, two-track reel was used, permitting 30 minutes of playback.

The only TV-home tape recorder on the market is Sony's, which sells for \$995 and includes a nine-inch receiver. A companion camera costs an additional \$350. Ampex Corp. has announced that it will market a home-TV recorder to cost \$1,495 without a receiver. An Ampex camera to go with the recorder is slated to cost \$550.

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BROKERS — CONSULTANTS — APPRAISERS

New ammo in CATV battle?

AMST plan would allow extensive expansion of translator services

The Association of Maximum Service Telecasters has urged the FCC to amend its rules to permit a considerable expansion in the use of translators to extend off-the-air television service.

The proposal, among other things, envisions licensing nonassignment translators on all 70 UHF channels. It is seen as part of the campaign against the spread of community antenna television service.

It calls for the reservation of channels 70-83 for the exclusive use of translators. And it would permit intermixture of UHF stations and translators with VHF translators.

The commission, in recognition of the fact that CATV's owe their start to inadequacies in the television allocations structure, which leaves some areas underserved or not served at all, has taken several steps to promote the use of translators and is considering others.

But the translator proposal offered by AMST (the broadcasting group that is among the hardest of the hardliners in urging CATV regulation) goes further than anything yet contemplated by the commission.

Cites Need — "The Congress, the commission and the public have placed increasing emphasis on the desirability of expanding the scope and depth of television broadcast service," AMST said in its petition for rulemaking last week.

But the existing broadcasting system, it added, can't meet the service needs of residents in unserved pockets of a station's reception area or in areas too small to support a station. And CATV's, it went on, cannot fulfill the needs of rural viewers beyond the cable lines or of city dwellers unwilling or unable to pay CATV's fees.

But by liberalizing translator rules, AMST said, the commission would make possible an increase in the number of translators that could be operated in particular locations and in the number of locations in which translators could operate.

AMST, in its petition for rulemaking, urged the commission to:

(1) Permit, under appropriate restrictions to guard against interference, UHF translators on channels 14-83, regardless of whether the channels are assigned. At

present, nonassignment translators are limited to channels 70-83. AMST said this is inefficient and illogical.

(2) Reserve channels 70-83 for the exclusive use of translators. This would preclude adoption of the current FCC rulemaking to reserve those channels for low-power community stations. But AMST said translators could make better use of them. The association also said their use by regular stations would reduce the number of translators that could be used to provide multiple services.

(3) Lift restrictions now barring the intermixture of UHF stations and translators with VHF translators and preventing stations from building VHF translators outside their Grade B contours. In place of these rules, designed to protect UHF service, AMST suggested the adoption of nonduplication requirements and a policy to limit the importation of signals into an area already served by television.

(4) Prefer the proposed parent station in translator-licensing proceedings. "The licensee has a greater interest and ability in maintaining optimum translator operation," AMST said.

(5) Limit interference to regular UHF stations from translators by a general noninterference test (as is now done in the case of VHF translators), augmented by "revised and appropriate mileage separations." AMST said the

present mileage-separation standards in use do not assure stations of protection from translator interference.

(6) Substitute "appropriate mileage separations among UHF translators" for the present noninterference test. AMST said the existing rules unduly protect the fringes of existing translator service areas.

Implement Seiden Plan — Besides providing a first service to white areas and additional service to areas with television, AMST said, its proposal would permit implementation of a principal recommendation made by Dr. Martin H. Seiden, the commission's economic consultant, in his study of CATV. He said translators should be used by stations in marginal markets to expand their coverage areas (BROADCASTING, March 8, 1965).

The FCC, for its part, has liberalized its rules to the extent of permitting UHF and VHF translators to operate with up to 100 w on assigned channels. It also has indicated a willingness to authorize UHF translators on assigned frequencies to increase their power to 1 kw. And it has issued a notice of rulemaking aimed at authorizing translators to use microwaves to bring in distant signals (BROADCASTING, Jan. 17).

The commission is also considering at staff level a proposal to permit translators to insert commercials as a means of financing their operations.



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IEEE EXHIBITION

Plumbicon demand creating problems

These are D-days—D for delivery of the Norelco Plumbicon color camera. North American Philips Co., the camera's manufacturer, and Visual Electronics Corp., the sales organization representing Norelco, reported last week that the list of companies taking delivery is lengthening.

KTTV(TV) Los Angeles now has two of the P-60 cameras; Reeves Sound Studios, New York, has two (BROADCASTING, Jan. 10); and WCBY-TV Bristol, Va., WJBF(TV) Augusta, Ga., and WFRV-TV Green Bay, Wis., have one each. Visual says all of these stations have ordered additional cameras.

In addition, ABC-TV has taken two of the cameras in delivery, and CBS-TV has been accepting delivery of an unspecified number of the P-60's. The networks, however, refused to go into specifics for competitive reasons.

The bottleneck in live-color-camera supply has been plaguing broadcasters who are bent on converting their TV facilities to accommodate the increasing swing toward color origination (BROADCASTING, Jan. 3).

Visual Electronics, it's learned, is talking of lead times on manufacturing production schedules as having backed up as much as two to three years on the P-60. Moreover, the current backlog of orders extends into early 1967 and is said by Visual to be increasing each month.

FANFARE

Incentives for diary keepers tested

ARB PROJECTS INCLUDE \$21,500 SWEEPSTAKES

The American Research Bureau is testing a "diary sweepstakes" to encourage television viewers to return the viewing diaries they fill out for the ratings firm.

The sweepstakes, totaling \$21,500 in prize money, is made available to all those who accept diaries and return them to the Beltsville, Md., firm before a specified deadline.

The first drawing, held Jan. 17 for persons returning diaries for the months of September, October, November and December of last year, had 171 winners.

Top prize of \$5,000 went to the first name drawn, and subsequent winners with money scaled down to \$25 were named according to the order in which they were picked.

ARB said last week that the sweepstakes is "one of several projects now being tested to increase the rate of diary

return." And it added that if the sweepstakes proves successful, all other diary-incentive projects might be dropped in favor of the plan.

Other incentives to diary return, as the firm calls them, have included trading stamps, cash and even a check for \$5 to each diary keeper.

In using incentives of this kind, a spokesman for ARB said, "it is important that the diary keeper does not watch more than usual just to earn the incentive. We are checking the sweepstakes diaries against those of non-sweepstakes and are finding that there is no noticeable difference."

He went on to say that incentives are used to increase the return rate "in order to comply with both government and industry wishes to provide a better product."

State Laws ■ But the sweepstakes is a touchy matter and most states have

laws regulating the way that the big-win contests can be won. This, according to a spokesman for the company, has proved to be a problem for the firm's legal department, and it has included qualifying statements on the diary's entry blank.

To win, a keeper must reside in a state where sweepstakes are not prohibited by law. He must also be a bonafide diary keeper and not be someone who happened to find a diary on the sidewalk, for example, and sent it in to the firm.

But in order to win, the diary sent in need not be filled out or usable. It must simply be returned. A winner of \$2,500 in the Jan. 17 drawing filled out a diary that was in the unusable category.

The research firm said that the use of the sweepstakes involves less money than if 50 cents were given to each of the more than 600,000 persons contacted by the firm each year.

Semi-Annual ■ The plan for the sweepstakes, if adopted, would be to have two drawings each year, in January and July. The entry cards of all diary keepers for the preceding six months would be eligible and the prize money would remain the same.

ARB indicated that the sweepstakes was not a "last ditch effort" to get diaries returned, and said that it was just one of several plans it has been working on.

The other ratings firms also have been using incentives for a number of years. The A. C. Nielsen Co., Chicago, and the C. E. Hooper Co., New York, as well as Media Statistics Inc., Silver Spring, Md., are all known to have used, at one time or another, incentives of either trading stamps or cash.

According to ARB, the use of incentives is basic in most market-research projects. The firm says that it has spent more than \$50,000 in the past year evaluating different effects that various incentives have on the rate of diary returns.

Two promotions bring scoldings from FCC

Two Charlotte, N. C., radio stations are due to be reprimanded by the FCC for letting their competitive zeal lead them into promotions that the commission considers irresponsible.

WAYS conducted a treasure-hunt contest which reportedly resulted in damage to a public park and obstruction of traffic.

WIST is said to have frightened listeners and caused a heavy volume of calls to police with announcements that amoebas were invading the city, implying the microscopic bits of protoplasm were dangerous creatures.

Complaints against the stations played a part in the commission's decision to issue a warning that contests which result in public disorder or distract police from their duties raise questions about the responsibility of the licensee involved.

A commission official said that while not many stations appear to be involved in such promotions, there had been "an upsurge" in complaints about them in the last six months.

The commission last week was said to be preparing letters to WAYS and WIST, cautioning them against promotions that could constitute a hazard to the public.

WHO lauded at Mike Award presentation

The sixth annual Mike Award was presented Feb. 7 to WHO Des Moines at a Broadcast Pioneers' Banquet in New York. Those present heard tributes to WHO by leaders in government and in broadcasting.

The award, a golden ribbon microphone, was accepted by Dr. David D. Palmer, president of WHO Broadcasting Co. He noted that in more than 42 years of operation, the station has been prominent in the Midwest as a source of news, information and public service. This past record, he said, poses a challenge that the station intends to meet in the future.

The Mike Award has been presented to a radio station in recognition of its service to the public and to the broadcast industry, since 1961 by the Broadcasters' Foundation Inc. Purpose of the foundation is to provide aid to persons who are in need and who have had some association with the broadcast field.

Steinman Stations' President Clair R. McCollough presented the award as foundation president. Mr. McCollough and Iowa Governor Harold E. Hughes led plaudits to the station. Governor Hughes said: "Steadily, reliably, and constantly, WHO has grown with the state of Iowa." He



Dr. Palmer (l) and Mr. McCollough

noted the station's adherence to management responsibility and program integrity.

Guests included Senators B. B. Hickenlooper and Jack Miller, both Iowa Republicans, and FCC Commissioner Rosel H. Hyde. Joseph E. Baudino, Westinghouse Broadcasting Co. vice president, is president of the Broadcast Pioneers.

Skills bank set to encourage Negroes

Broadcasters and the National Urban League have created a Broadcast Skills Bank to help create new employment opportunities in radio-TV for Negroes and other minority-group members.

ABC, CBS and NBC, with Westinghouse Broadcasting Co. as a prime mover, and the Urban League have worked out the plan as part of the league's National Skills Bank. Other broadcasters also participated in the planning and have pledged support.

Donald H. McGannon, president of Westinghouse Broadcasting and chairman of the BSB's advisory board, called last week upon all broadcasters "not for money" but for support of the project and its aims. Westinghouse Broadcasting is underwriting it.

The bank, first to be organized for a specific industry, will collect and maintain an inventory of minority-group manpower and serve as a clearing-

house for their placement in radio and TV. A second phase of the program will promote part-time employment as a form of on-the-job training for minority-group members who are high-school graduates taking additional educational programs. A third phase recommends the establishment of scholarships for qualified applicants at universities.

Aggressive Role - "The broadcaster's responsibility to his community and to himself in these days of rapid change dictates an affirmatively aggressive role in the national effort to solve one of the gravest problems facing the country today—the employment of minority manpower," Mr. McGannon said.

"We are convinced that among Negroes and other minorities there is a significant potential of qualified manpower for radio and television if we can make it clear to them that they have a chance to get in. At present they are inhibited by a long history of failure to get in and in most cases don't bother to try."

The Urban League's New York headquarters has already begun to compile a broadcast-skills roster.



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per average			
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Voices heard on 50-50 rule

**FCC's mail brings views
of small advertisers,
agencies, civic groups**

The big guns of the broadcasting, advertising and television-production businesses won't be heard for some three months on the FCC's proposed rule to limit network ownership or control of programing. But that doesn't mean voices, though generally of small-bore influence, are not being heard now.

Viewers, small advertisers, agencies and producers, some broadcasters and civic and other groups have expressed their views in some 100 pieces of mail that the commission has received on the proposal since its major elements became widely known early in March 1965.

Thus far, those opposing the proposal appear to have a slight edge in the number of comments. But the best-known and most powerful voice yet heard favors the proposed rule. Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and its Antitrust Subcommittee, in fact, says the proposal doesn't go far enough. He would bar networks entirely from ownership of programs (BROADCASTING, Oct. 25, 1965).

The proposed rule, is designed to break what the commission says is network monopoly control over program sources. Under it, networks would be barred from owning or controlling more than 50% of their nonnews, prime-time programing. They now have interests in 93% of such material. They also would be barred from domestic syndication and from benefitting financially from the foreign sale of independently produced programs.

Deadline for comments on the proposal is April 15, with replies due May 16. A study that the networks are financing on television production and procurement and on television program syndication is due to be filed tomorrow (Feb. 15).

Some independent producers supported the commission's allegation that the networks have an "undue concentration of control over programing." Don McGuire of General Services Studios of Hollywood, in a telegram to

the commission last March, said he was "ready to document . . . the practice of each network in using blackmail to secure program ownership and forcing advertisers to ignore their own choice of shows to buy into network-owned programs."

SAG Support ■ The Screen Actors Guild also backed the proposal. Reducing network control would "create an open and competitive market for television programs," SAG wrote. Robert Montgomery, actor, former television producer and frequent critic of television programing, wired the commission his endorsement of SAG's position.

A split view on the proposal was offered by the largest television production firm to comment thus far, Bing Crosby Productions Inc., Basil F. Grillo, president, supported the proposed ban on network activities in syndication but said the commission should not bar networks from having equity interests in programs they don't wholly produce or from owning or controlling more than 50% of their prime-time programing.

Mr. Grillo said independent producers' syndication rights to their programs must be protected by regulation

to assure "the economic health and stability" of their operations. But the other provisions of the proposal, he said, would discourage networks from providing the risk capital he said independents need. Furthermore, he said that, based on his experience he believed the quality of TV fare would decline if advertising agencies and sponsors, rather than networks, had control over programing.

In the main, viewers supporting the proposal expressed the hope it would improve the quality of programing. But those opposing it feel the government should stay out of programing. The American Mothers Committee and the National Council of Catholic Men, in addition, feel the proposal would lead to a reduction in the number of cultural and religious sustaining programs that the networks air.

One expressed aim of the proposal, to open up network time to advertisers-delivered shows, is a chilling prospect to several small advertisers and their agencies. The Wynn Oil Co. of Azusa, Calif., said an increase in advertiser-sponsored programs would decrease the ability of small advertisers to obtain network exposure through participation in network shows.

There is no unanimity among the intellectual community, as indicated by the letters. A member of the faculty of Temple University, said it was "frightening to think of half-a-dozen people in control of the programing seen by the nation." He expressed delight with the proposal.

But the dean of Augusta College in Augusta Ga., deplored what he saw as the commission's effort to turn over control of program content to advertisers. John Gleason, a former director of journalism at other universities, said those in journalism have long opposed that kind of control.

The proposal also was opposed by the American Civil Liberties Union, but not because it would violate any civil liberties. The ACLU said while the 50-50 rule might increase the diversity of program sources, it might "decrease the diversity of program content." ACLU based this estimate on its view of the record advertisers compiled when they had more control over programs than they do now.

The ACLU, which said networks as well as advertisers should be separated from control of programing, urged the commission to consider alternative proposals: directly regulate networks; divorce production from network-owned and network-affiliated stations; prohibit advertisers from sponsoring programs by permitting them to buy spots only, and promote an independent network.

Equal time on CATV

Notwithstanding the differences between community antenna television and many television station owners, CATV operators have learned a lot from broadcasters.

Example: When Bill Adler, owner of the Weston, W. Va., CATV system used his facilities to warn his subscribers that the FCC was considering imposing duplication regulations on CATV's, he carefully added that under the FCC's fairness doctrine his CATV would be available to broadcasters to rebut his arguments. (His unregulated system, however, is not required to adhere to the fairness doctrine.)

So far, he says, no broadcaster has asked for equal time.

Mr. Adler blacked out four of his five TV channels at 7:30 p.m. on Jan. 21 to indicate to his subscribers what stations would have to be protected under the reported FCC rules. He used these channels to deliver a 15-minute report as part of the CATV-industry's campaign calling on customers to write to their congressmen (BROADCASTING, Jan. 17, 24).

Cronkite warns against news management perils

The news media were urged last week by CBS News commentator, reporter Walter Cronkite to guard against news management when it does not serve a legitimate purpose.

He told a dinner and awards program co-sponsored by the Ohio Association of Broadcasters and the Ohio Newspaper Association in Columbus that news management may be necessary in time of dire crisis. But he indicated that government and other segments of the society have, on occasion, used the news media for "their manipulation."

Mr. Cronkite was presented with the newspaper association's Distinguished Service to Journalism award.

CBS-owned TV's get on 'Feedback' line

All five CBS-owned TV stations will carry *Feedback*, a TV audience poll pioneered by WBBM-TV Chicago and WCBS-TV New York, as a special fall telecast. Hal Hough, vice president, program services, CBS Television Stations, said last week that the five-station *Feedback* will seek public opinion on a subject of vital interest still to be determined. Each station will produce a special program of approximately 50 minutes on the same topic to be followed by questions on the subject on Sept. 9 (10-11 p.m.). Responses from all five markets will be broadcast approximately three weeks later in half-hour programs to be produced by each station.

Feedback was started at WBBM-TV in 1963 and was adopted by WCBS-TV last year. Other CBS-owned TV stations are KNXT-TV Los Angeles, WCAU-TV Philadelphia and KMOX-TV St. Louis.

Cisco carries Schwimmer's colors

Sales totaling more than \$750,000 to stations and sponsors have been made in the past two months for the color-TV release of *Cisco Kid*. Walter Schwimmer Inc., Chicago, reported last week that in the same period sales of Schwimmer's *Let's Go to the Races* color-TV series totaled over \$800,000.

Schwimmer recently acquired all of the 156 half-hours of *Cisco Kid* which originally was filmed in color. The show had a long run on TV in earlier years but was aired only in black and white. Markets sold for the new color version total nearly two dozen and include New



'Congress Needs Help' gets Hill audience

In response to a congressional request, NBC-TV last Tuesday (Feb. 8) presented a screening on Capitol Hill of *Congress Needs Help*. Representative Olin Teague (D-Tex.) is featured in the film that illustrates the workload of a typical congressman. Film was telecast on the network last November.

The program, which was produced after a management study of Congress by Arthur D. Little Co., ex-

plores the problems facing Congress and suggests solutions to those problems. The request for last week's screening came from the Joint Committee on the Reorganization of Congress. Discussing the program above are (l to r): Donald Meaney, NBC News vice president; General Charles Lanham, Washington representative of Xerox Corp. (the program's sponsor); Representative Teague, and Ted Yates, the producer.

York, Los Angeles, Washington, Dallas, Houston and New Orleans.

Let's Go to the Races, a filmed horse-race show cleared by the FCC and all states as free of their lottery laws, is especially suited for food supermarket traffic building since viewers can compete for prizes by picking up race cards when they shop. It has been newly sold to Von's Supermarkets to start early next month on KTLA-TV Los Angeles and Von's will start with 1.5 million race

cards a week in its stores.

Other new sponsors include Copper-Martin Inc. on WLAC-TV Nashville starting March 5 and Winn-Dixie Inc. starting March 16 on WAVE-TV Louisville. Winn-Dixie already is using the show in five other markets. Atlantic Refining Co. has renewed *Races* in several markets and is adding Akron, Ohio.

Inos Heard, president of Western Super Markets, sponsor of *Races* on WAPI-TV Birmingham, reports the series

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is "the most successful television vehicle we have ever used." George Hutchens, president of Big Bear Markets which has renewed the show for its third 13-week cycle on WGHP-TV High Point, N. C., says his customers have doubled and sales have gone up 28% since the show began.

Schwimmer also is offering a new "sports package" to help UHF stations and independent VHF outlets to counter program against their big network competition. The package includes 623 hour and half-hour action sports features many of which are in color (BROADCASTING, Jan. 3).

Pearson remarks bring protest from McIntire

The Rev. Dr. Carl McIntire, controversial spokesman for the right wing, has sought relief from the Senate Communications Subcommittee for what he calls "attacks upon my character and infringements of the fairness doctrine."

He has written Senator Gale McGee (D-Wyo.) pleading with the senator to "not delay the investigation of the fairness doctrine. We need it. It is of the utmost importance to our country right

now."

Dr. McIntire, who broadcasts his *20th Century Reformation Hour* over some 600 radio stations daily, asked Senator McGee to have the hearing so that "all sides that are suffering or have problems with the fairness doctrine may be heard, and that the American people may understand the conditions under which we suffer in the use of our speech."

Dr. McIntire's current assailant is Drew Pearson, who, Dr. McIntire charges, attacked both his character and his ministerial standing. He also said that of all those stations carrying the syndicated Pearson broadcasts "on a coast-to-coast basis, only one has submitted to me texts of his remarks and none has offered time to reply."

A portion of the text of the Pearson broadcast, as quoted by Dr. McIntire, refers to the preacher as "a defrocked Presbyterian minister."

Another quotation of a Pearson broadcast supplied by Dr. McIntire said that Senator McGee had "just about been scared away from the investigation of the fairness doctrine" by Dr. McIntire and the Rev. Billy James Hargis, another conservative spokesman.

"Go to the Courts" ■ Senator McGee, when presented with a copy of the letter (his still hadn't been received late last week), said: "Mr. McIntire should go to the courts if he feels his name has been defamed. That's what they're for. I can assure him that the hearing on the fairness doctrine will be held—it's set. But the purpose of that hearing is not to provide court sessions."

Senator McGee also made reference to the "hate that Dr. McIntire has stirred up. We've gotten more letters from listeners to his programs than from just about any other source. These people write letters that spew all kinds of hate for us. Most of them say in the letter that they heard about us on his program. And they refer specifically to him by name. When the hearing is held, I'll want to ask him some questions about why this is done."

'Pyne' syndicated show adds two top markets

The controversial talk syndicated feature, *The Joe Pyne Show*, produced by Hartwest Productions Inc., New York, will be aired by WNBC New York and KLAC Los Angeles. KLAC already is carrying Mr. Pyne some 20 hours a week live.

Hartwest also announced that the radio show has been sold for two years to the Knight Quality Stations in New England and that the show is now scheduled on more than 165 radio stations.

Uncle Miltie to step smartly for ABC-TV

The man who led the ratings battle in the early days of television is returning to the medium. ABC-TV reported last week it has signed Milton Berle to star in a weekly, one-hour color series. The network also acknowledged it is close to an agreement for another weekly program that would spotlight Arthur Godfrey.

Mr. Berle, TV's first major personal-



Mr. Berle
An early TV antic

ity in 1948, appeared regularly on various series on NBC-TV from 1948-56 and from 1958-60. Since that time he has made frequent guest appearances, but his weekly variety show on ABC-TV will mark the first regular series for Mr. Berle in six years.

The series will originate in Hollywood and will be produced by Nick Vanoff and William O. Harbach, who are responsible for ABC-TV's *Hollywood Palace*. A time slot has not been selected, according to ABC-TV, but there are reports that it will be placed into the Saturday, 7:30-8:30 p.m. period.

Mr. Berle signed a 30-year contract with NBC in 1951. At that time it guaranteed the comedian \$100,000 a year in return for TV exclusivity to NBC. Last year the contract was modified to permit Mr. Berle to appear on other networks without having to obtain permission from NBC and his guarantee was reduced to \$60,000 a year.

An ABC-TV spokesman said that no agreement has been reached with Mr. Godfrey, but indicated that prospects appeared bright.

"We want him and we are talking to

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him," he said. "We don't have a format or a time period, however."

There were reports that Mr. Godfrey has proposed a weekly, half-hour variety program and has a sponsor interested in supporting such a presentation.

CBS sets up actors' workshop in Hollywood

CBS-TV, in a move geared to insure the quality of future programs, is establishing a workshop for actors in Hollywood. It's said to be the first such major training program for performers to be sponsored by the television industry.

According to last week's announcement "the workshop will provide an opportunity for young actors to develop specific skills which will help them to meet the demands of today's television."

Kenneth Geist, who studied at the London Academy of Music and Dramatic Arts and at the Yale School of Drama, will be the executive director of the workshop. Ethel Winant, a CBS-TV program executive, whose credits include *Studio One* and *Playhouse 90*, will supervise the project. Serving on the board of the workshop as advisers and consultants will be CBS-TV alumni Franklin Schaffner, Elliot Silverstein, Philip Leacock, John Frankenheimer and Lamont Johnson. Also scheduled to participate are Gordon Davidson, managing director of the UCLA theater group and Lyle Dye Jr., executive director of the Performing Arts Council of the Los Angeles Music Center.

Madison Square subsidiary formed

Madison Square Garden Corp. has formed Madison Square Garden Attractions Inc. in New York for control of its radio-TV activities and for bookings of entertainment features in New York and around the world.

Fred J. Podesta was elected president of the new organization. It is owned by MSG-ABC Productions Inc., a company formed in equal partnership between Madison Square Garden and ABC Inc. (BROADCASTING, Nov. 16, 1964).

MSG, the second-generation company, was created primarily in anticipation of the \$116-million Madison Square Garden sports and entertainment center opening in the fall of 1967. Its purpose has already been tested from experience in track-and-field and hockey TV shows, offered by another partnership group, the MSG-RKO General Sports Presentations Inc. (BROADCAST-

ING, Nov. 29, 1965). MSG-RKO's latest project is a boxing bout on April 25 between middleweight Dick Tiger and welterweight Emil Griffith, scheduled for live national TV coverage in color at 10 p.m., but with New York City blacked out.

Mr. Podesta announced MSGA is working for a contract with the Arezzo tournament and the Carabinieri horses for import from Italy. He also expects to handle color-TV coverage of the National Horse Show, collegiate and professional hockey, basketball, the Westminster Kennel Club dog show and other spectacles.

Harmon sues NBC over Hope tournament

Tom Harmon, ABC Radio sportscaster, has filed a damage suit for \$18.6 million against NBC and others, charging that they interfered with his coverage of an assignment.

In his action, filed last week in Los Angeles county superior court, Mr. Harmon claimed that the alleged obstruction took place during Bob Hope's Palm Spring Golf Tournament two weeks ago.

The event was sponsored by Chrysler Corp. and covered by NBC.

As an ABC Radio reporter, with 400 stations on his network, Mr. Harmon claimed great loss as a result of the alleged interference. This included, he said, refusal to allow him to talk to participants in the Bob Hope tournament. According to the complaint, Mr. Harmon did not ask the right to interview participants in the tournament during play, but only before and after the tournament.

Besides NBC, the suit named as defendants Carl Lindeman Jr., vice president of NBC Sports, and Young & Rubicam Inc., Chrysler's agency.

Newsmen's freedoms and image assessed

The responsibilities, rights and behavior of broadcast journalists were explored recently by John F. Dille Jr., president of the Communicana Group of Indiana and chairman of the National Association of Broadcasters and Robert Gamble, WFBM-AM-FM-TV Indianapolis and president of the Radio-TV News Directors Association.

They discussed their views on broadcast journalism at the annual Radio-TV News Seminar sponsored by the Northwest Broadcast News Association and the School of Journalism of the University of Minnesota at Minneapolis Feb. 4.

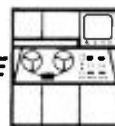
Broadcast journalism could easily become a second-class citizen if the theory that the constitutional phrase, freedom of the press, does not include radio and television, asserted Mr. Dille. He said that it would be exceedingly dangerous to distinguish between "freedom permitted to the printed word and freedom permitted to the same words when spoken or visually presented."

Mr. Dille cautioned newspapermen who may be gloating about restrictions placed on broadcasting that they are engaging in a dangerous and premature pastime and are "selling their own birthright for a check that will come due against their own account sometime in the future."

Watch the Bias ■ The NAB executive also reminded the newsmen that news stories should be just that and that opinions should be labeled as such. He cautioned them on the relative ease with which bias can enter the news through the words used, the story highlights and the pictures chosen.

Messrs. Dille and Gamble both criticized the conduct of newsmen on the job. "Getting the story should not be

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of a switch



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Are riots escalated by radio-TV coverage?

You're an on-the-spot radio or TV newsmen. Now, how do you go about covering a riot without inadvertently helping the violence to spread? Does such coverage actually contribute to the disastrous consequences, or does it become a valuable aid to police in handling the situation?

These questions were taken up by a panel discussion at the annual conference of the Western Radio & Television Association in San Francisco. The analysis was interesting, as it applied to the appalling four-day race riot in the Watts district of Los Angeles last summer.

But the answers only produced more questions that will crease the brows of California Governor Pat Brown's "Committee on Emergency Broadcasting." Alan Moll, news director of KHJ-TV, Los Angeles, is committee chairman. He also was a member of the panel which hindsighted the Watts riots.

"The committee was set up to determine what advance planning might be done, what guidelines

drawn, for natural disasters, enemy attack and so on," Mr. Moll said.

"But this discussion suggests that we should consider events such as disastrous riots."

Long, Hot Summer ■ "The rioting season is on the way," warned Dr. Kenneth Harwood, professor of telecommunications at the University of Southern California. "We must be prepared."

Agreement was expressed by Lieutenant Gerald Ladhoff, information officer of the Los Angeles Police Department, third member of the panel. Frank Quinn, director of the San Francisco Human Rights Commission, was the moderator.

Dr. Harwood observed that the McCone Commission report on the Watts riots appeared to blame Los Angeles television reporters and stations for the steadily increased violence and destruction. He quoted the report: "As word of the South Los Angeles violence was flashed by all news media, the violence spread."

In its initial reference to broadcast coverage, the McCone report cited an instance of a Negro youth dash-

ing up to a microphone and proclaiming loudly that attacks would be made that night.

"This inflammatory remark was widely reported, and seldom balanced," said the McCone report.

Dr. Harwood said it was the special duty of broadcast media to balance such an incident because a considerable portion of Negroes in the Watts district was illiterate, unable to read balanced accounts by newspapers but eagerly absorbing all broadcast news.

"The news community, as a whole, has not moved to answer the McCone report," Dr. Harwood added.

Lieutenant Ladhoff commended the Los Angeles broadcasters and newspapers for their handling of the story. He said police headquarters closely followed television coverage, particularly that transmitted from helicopters, and found it extremely helpful.

"It's only a matter of conjecture whether the coverage contributed to the spread of the riots," he said.

No Apologies ■ Mr. Moll said

allowed to deteriorate into rudeness," Mr. Dille said. And, he continued: "If competition is permitted to deteriorate into unseemly conduct, it will destroy the image of all of us and hurt the entire profession in the long run."

"The conduct of reporters and photographers at the news conference preceding the jailing of New York transit boss Mike Quill was sickening," Mr. Gamble stated. And he described their behavior at the news conference and Mr. Quill's collapse as "boorish."

He cited access to courtrooms and

equal time as two important problems facing broadcast newsmen at this time, and saw the RTNDA as the organization which might help solve those problems. He noted that although the association has nearly 1,000 members, only half of them are active. And this number, he continued, represents "less than 1% of the broadcast licenses in the U. S." Mr. Gamble viewed this small percentage as "professional irresponsibility by broadcasters in general, and by broadcast management in particular."

Broadcasters get hockey franchises

Six National Hockey League franchises worth \$2 million each were awarded last week. NHL officials said they would shortly award franchise rights for TV coverage of the 10 U. S. teams in the league.

They said the networks had expressed interest in the rights and that a contract would be signed soon for 1967-68.

The NHL board of governors meeting in New York received franchise bids of 15 groups from 10 cities, and after three days presented franchises to Los Angeles, San Francisco, Minneapolis-St. Paul, Philadelphia, Pittsburgh and St. Louis. There was no applicant for the St. Louis franchise, however, and if one is not submitted before April 5, a Baltimore franchise will replace it.

Jack Kent Cooke, president of American Cablevision Corp., won the Los Angeles bid over four other groups. He promised that if he got the franchise, he would build a \$7 million arena seating 16,000 to house his basketball team, the Los Angeles Lakers, and the hockey club. Two other contenders for this franchise were Metromedia and TV producer Tony Owens and his wife Donna



Radio Stateside voice is identified in L.A.

A self-proclaimed "super patriot" and "revolutionary" also revealed himself last week as one of the movers and star performers in Radio Stateside, a group that tapes propaganda messages for broadcast over Radio Hanoi. The broadcasts urge American troops to avoid combat.

Ronald B. Ramsey, 27, a bearded native of Compton, Calif., disclosed at an impromptu news conference held in a local park that he was one of the voices in the broadcasts and uses the pseudonyms of "Granny Goose" and "Joe Libre Epstein." (At least one other voice calling himself "Steve Fisher" is heard in the broadcasts.) Mr. Ramsey refused to tell how many others were involved in the clandestine broadcasts but did say that financing was provided by various interested groups of individuals and that the tapes were made by "amateurs like myself" at home and at meeting places in the recent riot-torn Watts area of Los Angeles. Once produced, the tapes, he said, were mailed to a post office box in Quebec, and then remailed to a contact in London, another one in Prague and from there sent on to Hanoi.

Mr. Ramsey confirmed that he sent the tapes to KPFK(FM) Los Angeles before getting through to Hanoi.

Last month, Robert Alder, manager of the noncommercial station, told listeners how he received the tapes and turned them down (BROADCASTING, Jan. 31).

The initial Radio Stateside broadcast, of what apparently is going to be a weekly series, was heard in Saigon on Jan. 30. A voice identifying himself as Joe Epstein said Radio Stateside is "a group of working guys and students who are seriously concerned about Vietnam and about what America is doing in this war 8,000 miles from home."

Meanwhile, in Washington, the Justice Department said it is investigating Mr. Ramsey's alleged activities for a possible violation of federal sedition laws.

Senator Jack Miller (R-Iowa), member of the Armed Services Committee, last week in a speech to the Senate, called for a congressional investigation into the reports that radio tapes for Radio Hanoi are being produced in the U. S.

He said: "If there is no such law on the books which would make the production and distribution of such propaganda illegal, then I believe the appro-

priate committees of Congress should investigate the matter with a view to either stopping or curtailing such endeavors through appropriate legislation. We cannot prevent the broadcasts originating in Hanoi but we certainly should be able to do something about tapes being produced in the U. S."

Batman going abroad

The first international sale of *Batman*, carried on ABC-TV in the U. S., has been made to ABC-TV Ltd., London, for the British Isles, it was announced last week by Alan Silverbach, vice president in charge of syndicated sales for 20th Century-Fox TV. ABC-TV Ltd. reportedly paid the highest price ever for an imported half-hour series, according to the syndicator. It will be carried twice a week in London and in the North and Midland areas.

RFE reaches 22 million in Eastern Europe

Radio Free Europe broadcasts to 22 million adults in Soviet-dominated countries, according to a report by Free Europe Inc., New York.

Statistics issued last week show RFE's broadcasts to Bulgaria, Czechoslovakia, Hungary, Poland and Rumania reached 2 million more listeners in 1965 than in 1964. This audience, representing half the population, does not account for younger people in these areas, the report indicated. During the year RFE increased its music format, especially request shows, for a growing youth audience.

RFE measured its penetration and audience appeal through independent surveys and by receipt of letters. The report said that from 75% to 90%

ANNOUNCEMENT

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THOMAS F. MALONE



HAROLD ABERNETHY

Waldo J. Holden, President, Canadian Standard Broadcast Sales, Inc., announces the appointments of Thomas F. Malone as Vice President, TV Division, and New York Office Manager; and Harold Abernethy as Vice President, Radio Division.

Effective February 1st, Canadian Standard Broadcast Sales Inc. will represent Canadian television and radio stations in the United States, with head office at 654 Madison Avenue, New York, and branch offices in Atlanta, Chicago, Dallas, Los Angeles, St. Louis, and San Francisco.

Tom Malone is one of the best-known men in the radio and television representative business on both sides of the border. He was formerly Manager of Young Canadian Ltd. in New York, whose business has been purchased by Canadian Standard Broadcast Sales Inc., a newly-formed subsidiary of Standard Broadcast Sales Company Limited, Toronto and Montreal.

Harold Abernethy brings to his new position an intimate knowledge of Canadian markets and broadcasting gained from his years as Vice President of a leading Canadian representative company in New York.

of its East European audience selected news reports as the best-liked format, followed by political and commentary programs.

Abroad in brief . . .

Commercial TV popular ■ Britain's commercial TV network had 62% of viewing time in homes able to tune into both BBC-TV and the network in November 1965, reports Television Audience Measurement Ltd. BBC-TV's

share was 38%. While the slight increase in BBC-TV viewing over the country is reflected in the November figure compared with the previous month, decreases have been recorded by TAM in two areas: the commercial network's share went up 2% in Wales and the West and 1% in the Northeast. In three other areas, Central Scotland, Border and Channel, the share of viewing remained at October's levels.

Munich film school ■ A state-run college for film and television is to be

established in Munich, Germany, according to a spokesman for the Bavarian Ministry of Culture. The German Institute for Film and Television in Munich is being included in discussions on the future of the college.

Rep switches ■ CKCW-AM-TV Moncton, N.B., formerly represented by Stovin-Byles Ltd. will be represented by Paul Mulvihill Co., both Toronto. And, CJCH-TV Halifax, N.S., changes its representative from Paul Mulvihill Co. to Stovin-Byles Ltd., both Toronto.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. McMurtrey

Lyron T. McMurtrey, director of media research for Chicago division of Needham, Harper & Steers, elected VP. **Thomas L. Harris**, formerly senior VP of Daniel J. Edelman & Associates, Chicago PR firm, joins NH&S there as VP and PR director of all U. S. divisions. **Robert H. Reis**, VP at NH&S, New York, named director of business development and senior account director. **Hy Rosen**, formerly TV creative director of Gumbinner-North Co., New York, named executive art director at NH&S, that city. **Joseph Toto**, with BBDO, New York, joins NH&S there as art director. **Irene Bouillet**, with Ogilvy, Benson & Mather, New York, rejoins NH&S, that city, as copy group head.

Norman J. Johnson named to newly created position of assistant general sales manager in charge of advertising at Chevrolet Motor Division of General Motors Corp., Detroit. **William R. Stacy**, Chevrolet national advertising manager since early 1964, becomes assistant manager of Chevrolet's seven-state Midwest region at Kansas City, Mo. Mr. Johnson has been with GM since 1935.



Mr. McKay



Mr. Price

Robert McKay and **Kenneth Price**, account supervisors at Cunningham & Walsh, New York, appointed VP's.

Robert P. Heintz, president of Heintz & Co., Los Angeles, moves to Clinton E. Frank Inc. Los Angeles office as VP and account supervisor. Oriental Foods, Lancaster Farms and Reis Noodle Co.,

three Heintz accounts with total billing of about \$500,000, also will come over to Clinton E. Frank.

Gilbert J. Headley, VP, associate director of marketing, and member of plans board and new business committee at Young & Rubicam, New York, joins The Marschalk Co., that city, as director of marketing services, newly created post.

Edward L. Lawson, with ABC Television Spot Sales, New York, appointed sales promotion manager. He replaces **Gerald Flesher**, who becomes manager of affiliate advertising for ABC-TV. **James Osborn**, spot sales manager for ABC in San Francisco, named general sales manager of KABC-TV Los Angeles. He succeeds **Richard A. O'Leary**, who becomes general manager of WBKB-TV Chicago (BROADCASTING, Jan. 31). **Frederick V. Kraiss Jr.**, account executive with National Television Sales, New York, and **Stephen Caspers**, account executive at Grey Advertising, same city, named account executives for ABC Radio network, New York.

Hillard W. Welch, VP at Chirurg & Cairns, Boston, named senior VP-technical marketing for newly formed marketing group at C&C.

Carl A. Bristel, PR director at Henry Bach Associates, New York, appointed VP and account supervisor for Shaller-Rubin Co., that city.

Robert S. Cole, VP and associate director of MacManus, John & Adams, Chicago, named director of creative services department.

Nathaniel Gayster, formerly with BBDO and Ted Bates & Co., both New York, appointed media director of Warren, Muller & Dolobowsky, that city.

Edward Walsh, manager of print production at Norman, Craig & Kummel, New York, elected VP. **Robert Anthony**, art director at Merchandising Programs Inc., New York, merchandising and sales promotion affiliate of NC&K, elected VP. **Joan Slomanson**, with MPI, New York, named associate

creative director.



Mr. Bianchi

William W. Bianchi, VP and management supervisor at J. Walter Thompson Co., New York, joins Geyer, Morey, Ballard there as VP and account supervisor.

Helen Lydon, supervisor of broadcast services at Clinton E. Frank Inc., Los Angeles, named VP.



Mr. Farrah

Leon T. Farrah, with BBDO, Detroit, for 10 years, named VP and supervisor on Dodge car sales promotion account. **Edward Papazian**, associate media director, and **Allen Schwartz**, account supervisor, both with BBDO, New York, named VP's.

Ira E. Laufer and **Robert L. Fox**, co-owners of KVEN Ventura, Calif., appointed West Coast sales representatives for Mutual. They will establish sales offices for both Mutual and for KVEN in Los Angeles, but until offices are set up, will operate from KVEN.



Mr. Douglas

Donald B. Douglas, sales representative at NBC Spot Sales, New York, joins WNBC-TV, that city, as national sales manager.

Chad Dwyer, formerly with Faust/Day and Foote, Cone & Belding, joins Erwin Wasey Inc., Los Angeles, as media supervisor.

Tom Sexton, with Young & Rubicam, Los Angeles, named executive art director.

Neil J. Aslin, formerly assistant promotion manager at WINS New York, appointed manager, research and sales development, at Paul H. Raymer Co.,

that city.

Robert M. Bennett, VP in charge of local sales at KTTV(TV) Los Angeles, named general sales manager. **Tom G. Maney** appointed local sales manager.

Harry J. Durando, with Metro Radio Sales, New York, named to newly created post of manager of New York sales administration.

Stever Aubrey and Edward B. Wilson, senior VP's and management supervisors, named vice chairmen of management committee of J. Walter Thompson Co., New York.

Esther M. Rauch, media coordinator, and **Edward Krauss**, formerly research associate, Radio Advertising Bureau, named director of media research and manager, marketing research, respectively.

Frank J. Leoce, formerly with Ted Bates & Co., New York, joins sales staff of Avery-Knodel Inc., that city.

Jeff Davids, local sales account executive at WHS-TV Boston, appointed national sales manager. **Roger H. Strawbridge**, formerly with WBOS-AM-FM Brookline, Mass., and WEEI-AM-FM Boston, appointed local sales manager for WHS-TV.

Edward Loud, account executive with Dancer-Fitzgerald-Sample, San Francisco, appointed TV account executive in the San Francisco office of Peters, Griffin, Woodward.

Ron Woods, merchandising director for KTTV(TV) Los Angeles, joins Lennen & Newell Inc., Los Angeles, in same capacity.

Robert Chamblee, formerly account executive at Fuller & Smith & Ross, New York, appointed account executive for La Roche, McCaffrey and McCall, that city.

William Kline, assistant sales manager for WKJG-TV Fort Wayne, Ind., named sales manager, effective March 1. Mr. Kline succeeds **Carleton Evans**, who resigns to become president and major stockholder of Martin-Evans Inc., Fort Wayne advertising and PR firm.

John A. Ulrich, formerly product manager of Pall Mall cigarettes, named market research director of The American Tobacco Co., New York.

Peter G. Hight, formerly district sales manager for Scott Paper Co., New York, joins KOW Portland, Ore., as local sales manager.

Paul A. Dunn, assistant to president of Straus Broadcasting group, New York, appointed sales manager of Straus station WGVA in Geneva, N. Y.

Charles G. Trundle, director of product planning, Dole Pineapple Co., New

York, named marketing manager for The Mennen Co., same city.

Jack Kelleher, traffic group manager at Doyle Dane Bernbach, New York, joins Sudler & Hennessey there as traffic department manager. **Tycho R. Weil**, art director at MacManus, John & Adams, New York, joins S&H there as art director.



Mr. Fish



Mr. Reddy

F. Ellsworth Fish, with Campbell-Ewald, Detroit, for more than dozen years, named VP-staff personnel. **Martin J. Reddy**, with agency six years, named VP-administrative services.

Paul Arnzen, sales agent for Union Mutual Life Insurance Co., Boston, joins sales staff of Blair Television, that city.

Arnold J. Prives, formerly media research assistant, Compton Advertising, New York, named advertising programs manager for office products division of International Business Machines, that city.

Charles Bowker, with KLTU(TV) Tyler, Tex., appointed local sales manager.

Jack McLendon, chief engineer at KPGM(FM) Los Altos, Calif., appointed sales manager for KDET Center, Tex.

Peter Greenhill, formerly with NBC Radio network, New York, joins Martin Pollack Inc. there as account executive and broadcast media director.

Charles Woods joins Ralston Purina Co., St. Louis, as director of market research. He was with Kitchens of Sara Lee, Chicago, in similar post.

Don Boyles, formerly with KFJZ-AM-FM Fort Worth, appointed general sales manager of WYDE Birmingham, Ala.

Donald Jackson, formerly with WBBM-TV Chicago, joins WBEE Harvey, Ill., as account executive.

Noreen Taylor, previously with Needham, Harper & Steers, Chicago, joins Lilienfeld & Co. there as TV-radio timebuyer.

MEDIA

Arthur W. Arundel, owner of WAVA-AM-FM Arlington and WARR-FM Warrenton, both Virginia, named president of WKVK Virginia Beach, Va., of which he is part owner.

Joe Wilder, WBAW Barnwell, elected president of South Carolina Broadcasters Association. Others elected: **Wilson**

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Wearn, WFBC-TV Greenville, president-elect; **Bill Bochman**, WQXY Sumter, VP, radio; **Buddy Evans**, WCSC-TV Charleston, VP, TV, and **Bill Arrington**, WMRB Greenville, treasurer.



Mr. Myers

E. Carlton Myers Jr., general sales manager at WOOK-AM-TV Washington, appointed VP-general manager.

Robert S. Tyrol, VP in charge of sales at WTIC-AM-FM Hartford, Conn., named VP-administration of WTIC-AM-FM-TV.

Paul Butler, formerly account executive with WKBW Buffalo, N. Y., named general manager of WTLB Utica, N. Y.



Mr. Butler

Les Martin resigns as general manager of noncommercial WNED-TV Buffalo, N. Y. No future plans announced. **Michael Collins** succeeds Mr. Martin.

Charles W. Thomas, formerly general manager of WPTA(TV) and WPTH (FM) Fort Wayne, Ind., elected VP and general manager at WDHO-TV Toledo, Ohio. **Paul Emerson**, with D. H. Overmyer since January 1964 in administrative capacity, named business manager of WDHO-TV.

Bob Steinberg, formerly assistant business manager of WNEW-AM-FM New York, named assistant business manager at WIP-AM-FM Philadelphia. Both are Metromedia stations.

Saul Rosenzweig, VP and general manager of KPLR-TV St. Louis, resigns effective Feb. 25 to devote full time to personal business holdings. **Michael McCormick**, general sales manager of KPLR-TV, succeeds Mr. Rosenzweig.



Mr. Rosenzweig

Captain Robert H. Smith, U.S.N. (Ret.), named regional manager for United Transmission Inc., Columbia, Pa.

James W. Phillips, promotion manager at KING-AM-FM-TV Seattle, named station manager of KING-AM-FM. He succeeds **William Clark**, resigned.

Paul Ryan, program manager at WBKV-AM-FM West Bend, Wis., appointed managing director.

Ronald S. Cheswick, formerly with WTVJ(TV) Miami, joins research staff at WOR-AM-FM-TV New York.

R. D. (Bob) Williams, general sales

FBI hunts DJ

Bernard Berman is being sought by the FBI on a federal warrant issued in the U. S. District Court in Detroit charging that he fled the state of Arizona to avoid extradition from Phoenix to Detroit. Authorities in Detroit have charged him with obtaining money by false pretenses. Berman was previously listed as wanted by the FBI when he fled the state of Michigan (BROADCASTING, March 18, 1963).

The fugitive's last known employment was at WIBM Jackson, Mich., where he worked under the name William London. WIBM discharged him in 1962. He also worked for WALM Albion, Mich., from December 1960 to April 1961.

The FBI said that Berman has used various other names including Bud Davis, Robert Davis, Tom Holiday, William Holiday, Jim Holliday, William Holliday, William Howard, Julian J. Rubenstein and Robert Lawrence Russell. He is described as about 35 years old, with brown hair and eyes and olive complexion, height 5 feet 9 inches, weight 200-235 pounds.



Mr. Berman

manager of KOB-AM-FM-TV Albuquerque, N. M., joins KVOO Tulsa, Okla., as general manager, effective March 1. He succeeds **Gustav K. Brandborg**, who resigns to devote more time to other interests. **Carl Meyerdirk**, commercial and promotional manager of KVOO, named assistant general manager.

Kenneth W. Heady, with KCMO-TV Kansas City, Mo., named station manager.

Thomas H. Martin, station accountant and personnel manager, WEEI Boston, named controller.

Bob Booe, with KHAS-TV Hastings, Neb., named assistant manager.

John Lenox, sales manager at KLTW (TV) Tyler, Tex., appointed assistant station manager.

Ernest Ravert Jr., with WPHL-TV Philadelphia, appointed business manager.

Troy W. Fields, sales manager of WKYN and WFQM(FM), both San Juan, and WORA-FM Mayaguez, all Puerto Rico, named assistant manager.

Earl Paxson Jr., formerly with Carnation Co., Los Angeles, appointed merchandising manager of WKEF(TV) Dayton, Ohio.

PROGRAMING

Robert L. Noble III, with Hollywood Reality Productions, Beverly Hills, Calif., elected president and executive director.

Robert F. Blumofe, VP in charge of West Coast operations for United Artists Corp., New York, resigns June 1 in order to produce independently for United Artists release. Mr. Blumofe was formerly executive and producer of television films at MCA.

Ellis Shook, program operations manager for WTTG(TV) Washington, named program director.

John Hokom, program director of KNX Los Angeles and CBS Radio Pacific network, resigns effective Feb. 25. "Basic differences with management as to organization and operation of station programming functions," was given as reason for resignation. Successor has not yet been chosen.

Alan Waite, with John Urie Associates, Los Angeles, joins Hanna-Barbera as production executive and casting director.

Sam Taylor Jr., with program practices department of CBS-TV, Hollywood, named assistant director of program practices.

Edward Haldeman, Hollywood writer-producer, named executive VP of Ivan Tors Studios, North Miami, Fla.

James E. Darin, formerly program manager for CKY Winnipeg, Man., named program director of WIBC-AM-FM Indianapolis.

Jack Lorri, with WTRC Elkhart, Ind., named program director.

Redd Hall, with WYLO Jackson, Wis., appointed program director.

Jack E. Loehr, continuity director at WBCM-AM-FM Bay City, Mich., named program director.

Ron Joseph, program director at WMEK Chase City, Va., joins WDMS-AM-FM Lynchburg, Va., as program director.

Ralph Paolone, field representative for American Society of Composers, Authors & Publishers, Miami, appointed acting manager of ASCAP's Dallas office.

Tex Antoine, for past 17 years chief weatherman at WNBC-TV New York, moves today to WABC-TV, that city. **Dr. Frank Field** succeeds Mr. Antoine.

NEWS

Gary Shepard, news editor at WCAU-AM-FM Philadelphia, joins staff of CBS Radio network news. **Don Fisher** re-

places Mr. Shepard.



Mr. Palmer

Bruce Palmer, news director at KWTB(TV) Oklahoma City and past president of Radio-Television News Directors Assn., resigns after 12 years in post. No future plans announced. **Dick John**, with NBC

News, Los Angeles, succeeds Mr. Palmer.

Clete Roberts, president of United States Television News, Hollywood, re-joins news department of KNXT(TV) Los Angeles.

George W. Fisher Jr., with KOMA Oklahoma City, appointed news director.

Larry Payne, with WILX-TV Lansing (Onondaga), Mich., named news director.

Charles Rowe Rook, news editor at KYMN Oregon City, Ore., joins KCBY (TV) Coos Bay, Ore., as news director.

Tom Marr, formerly assistant news director at WBOC-AM-FM-TV Salisbury, Md., **Nathan E. Custer**, formerly with KBEE-AM-FM Modesto, Calif., and **Gil Fryer**, with WBOC-TV Salisbury, join news staff of WTAR-AM-FM-TV Norfolk, Va.

Tom Hayden, formerly with WAVA-AM-FM Arlington, Va., joins news staff of WGHP-TV High Point, N. C.

FANFARE

James D. Johnson, promotion director of WTVC(TV) Chattanooga, named PR director of WTVC(TV) and WAPQ Chattanooga, both owned by Martin Theatres of Georgia.

Stanley M. Pederson, assistant director of promotion-publicity at WLWT(TV) Cincinnati, named audio-visual coordinator in PR department of Lederle Lab-

oratories division of American Cyanamid Co., Pearl River, N. Y.

Roy Guiver, publicist for 20th Century-Fox Television, New York, appointed assistant TV publicity director.

Bruce Jay Miller, with WPHL-TV Philadelphia, named assistant promotion director.

EQUIPMENT & ENGINEERING

Robert N. Vendeland, formerly sales manager for Conrac division of Gianini Controls Corp., Duarte, Calif., elected VP, marketing, of Dynair Electronics Inc., San Diego, Calif. Also named to new positions at Dynair were **G. W. Bates**, VP, engineering; **F. P. Ciambrone**, VP, operations, and **P. R. Seng**, VP, finance.

Dr. Richard J. Goldberg, with Houston-Fearless Corp., Los Angeles, elected VP of engineering.



Mr. Savidge

Jack W. Savidge, sales manager for 3M Company, St. Paul, appointed marketing manager of 3M's magnetic products division. **William H. Madden**, product sales manager for 3M in St. Paul, appointed national sales manager, audible range and video tapes.

Jerry B. Minter, **Ralph Batcher**, and **Joseph J. Stantley** elected president, VP, and treasurer, respectively, of Radio Club of America, Denville, N. J.

John H. Levergood appointed national sales manager at Prodelin Inc., Hightstown, N. J.

Hudson Collins, chief engineer at KLTB(TV) Tyler, Tex., appointed technical director. **Joe Carey** succeeds Mr. Collins as chief engineer.

Joseph H. Colgrove, manager, color picture tube manufacturing, RCA, Lancaster, Pa., named plant manager of RCA's new color TV picture tube plant in Scranton, Pa. **George C. Kuekes**, manager, plant personnel, for commercial receiving tube and semiconductor division plant of RCA, Findlay, Ohio, appointed manager, personnel, for RCA's plant in Scranton.

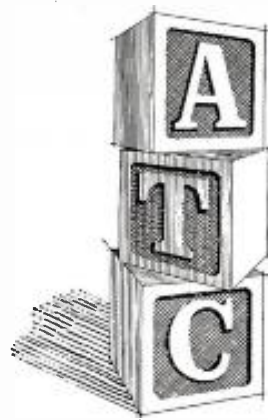
ALLIED FIELDS

Lionel Larner, with General Artists Corp., New York, since 1960, elected VP of GAC's equity division.

Mrs. Julia B. Wecksler, director of information services for noncommercial WETA(TV) Washington, named information consultant, Administration on Aging, Department of Health, Education and Welfare.

Buford Ellington, director of Office of Emergency Planning, resigned ef-

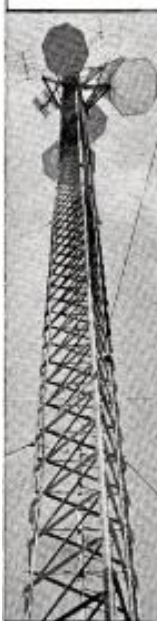
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fective Jan. 15 according to White House announcement Feb. 4. **Frank Dryden**, deputy director of OEP since 1963, became acting director Jan. 15. OEP directs federal planning and activity in disasters and thus has control over all emergency broadcast services.

Robert N. Green and **Forbes W. Blair**, Washington communications attorneys, have become partners in Washington law firm of Welch & Morgan. Mr. Green has been with firm since 1955. Mr. Forbes was assistant U. S. attorney for District of Columbia before joining firm in 1957.

Peter L. Koff joins Washington law firm of Marmet & Schneider. Mr. Koff is 1965 graduate of University of Virginia Law School and was in private practice in Washington.

INTERNATIONAL

Jacqueline DaCosta, associate director, media information and analysis division, and media coordinator, international division of Ted Bates & Co., New York, elected VP. **Ruth Erickson**, group account supervisor and director of special projects, also elected VP.

William M. Turnock, deputy managing director of Charles Hobson & Grey Ltd., London, elected managing director. He succeeds **Nicholas A. Kaye**, retiring because of ill health.

Robert Leach and **Michael Hickey**, account supervisors at Crane, Norman

Craig & Kummel Ltd., London, elected VP's.

DEATHS



Mr. Benson

Mitchell M. Benson, 60, for past four years executive producer for Westinghouse Broadcasting Co., died Feb. 6, after short illness, in Bedford Hills, N. Y. During the 1940's, Mr. Benson was producer-director of *Duffy's Tavern* on NBC Radio, and later worked at WHN and WOR, both New York, and at several advertising and theatrical agencies. He is survived by his wife, Mrs. Peg Odium Benson, executive at *Seventeen* magazine.

Herbert J. Yates, 85, former president of Republic Pictures Corp., died Feb. 3 at his home in Sherman Oaks, Calif. He was first member of Motion Picture Association of America to sell substantial numbers of films to TV. Surviving are his wife, Vera Hruha Ralston, daughter and two sons.

Edward J. Lynett, 59, owner of WEJL Scranton, Pa., and editor and publisher of *Scranton Times*, died of apparent heart attack at his home Feb. 6.

Bill Hutt, commercial manager and assistant manager of KTHV(TV) Little Rock, Ark., died unexpectedly Jan. 25 in New York. He was past president

of Arkansas Broadcasters Association (1953) and Arkansas AP Broadcasters (1951).

Charles B. Shank, 46, died Feb. 3 with his father in private plane crash at Findlay, Ohio. He was to join Foote, Cone & Belding, Chicago, last week after having resigned as VP of MacManus, John & Adams. They were taking fishing vacation in South.

David P. Thomas, 52, VP and radio-TV director of Kal, Ehrlich & Merrick Advertising, Washington, died Feb. 6 at Suburban Hospital in Bethesda, Md., after heart attack. Surviving are his wife, Dorothy, and daughter.

Anthony J. Citarella, 49, advertising manager for Piel Brothers Brewery, New York, died Feb. 1, at his Long Island home. He is survived by his wife, Dorothy, daughter and two sons.

Ben L. Arons, 50, executive VP, Fisher Radio Corp., Long Island City, N. Y., died Feb. 7 of heart attack while on vacation in Miami. Mr. Arons joined Fisher Radio in 1946.

Willard J. (Bill) Parry Jr., 49, former KTVU(TV) San Francisco-Oakland sports director, found shot at his Rheem Valley home. Sheriff's deputies listed death as suicide.

Miss Dorothy V. Johnson, 53, assistant treasurer of WSyr-AM-FM-TV Syracuse, N. Y., died Feb. 5 after brief illness. She had been executive of station since 1948.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 3 through Feb. 9 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 sun-

set. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

*Olney, Ill.—Southern Illinois University. Granted CP for new TV on UHF channel 45 (656-662 mc); ERP 1,000 kw vis., 200 kw aur. Ant. height above average terrain 1,000 feet, above ground 1,062.6 feet. P.O. address Southern Illinois University, Carbondale, Ill. Estimated construction cost \$707,780; first year operating cost \$75,754. Studio and trans. locations both near West Liberty, Ill. Geographic coordinates 38° 52' 32" north latitude, 88° 08' 39" west longitude. Type trans. RCA TTU-50B, type ant. RCA TFW-30J. Legal counsel Krieger & Jorgensen; Consulting engineer George P. Adair, both Washington. Principal: board of trustees. Southern Illinois University is licensee of WSUI-(FM) and WSUI-TV. Action Feb. 8.

Houston — United Artists — Bestg. Inc. Granted CP for new TV on UHF ch. 23 (524.530 mc); ERP 255 kw vis., 127.4 kw aur. Ant. height above average terrain 501 ft., above ground 513 ft. P.O. address c/o Seward I. Benjamin, 729 7th Ave., New York, N. Y. Estimated construction cost \$515,000; first

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year operating cost \$250,000. Studio and trans. locations both Houston. Geographic coordinates 29° 46' 54" N. Lat., 95° 24' 53" W. Long. Type trans. GE TT-25-A, type ant. GE TY-25-B. Legal counsel Arent, Fox, Kintner, Plotkin & Kahn, Washington, D. C.; consulting engineers A. Earl Cullum Jr., Dallas, Tex. Applicant is subsidiary of United Artists Corp. Action Feb. 1.

APPLICATIONS

Birmingham, Ala.—Alabama Television Inc. UHF channel 21 (512-518 mc); ERP 538 kw vis., 107 kw aur. Ant. height above average terrain 1,140 ft., above ground 789 ft. P.O. address: c/o Seymour M. Chase, Brawner Building, Washington, D. C. 20006. Estimated construction cost \$986,585; first year operating cost \$450,000; revenue \$350,000. Studio and trans. both located in Birmingham. Geographic coordinates 33° 29' 12" north lat., 86° 48' 19" west long. Type trans. RCA TTU-30A, type ant. RCA TFU 25-G. Legal counsel Philipson, Lyon & Chase; consulting engineers Jules Cohen & Associates, both Washington. Principals: John S. Jemison Jr., Paul C. Aiken, William P. Engel (each 15%), B. A. Monaghan, J. George Mittenick, Joseph H. Engel, Frank E. Hurd (each 10%), and others. Mr. Aiken is VP, director and 2.5% stockholder of Cleveland Broadcasting Co. (WERE-AM-FM Cleveland, WLEC-AM-FM Sandusky, Ohio, and KFAC-AM-FM Los Angeles), and is 55% stockholder of applicant for channel 58 in Topeka, Kan. Mr. Hurd is 15% stockholder with Mr. Aiken in Topeka channel 58 applicant. Ann. Jan. 27.

Birmingham, Ala.—John M. McLendon tr/as Tele/Mac of Birmingham. UHF channel 21 (512-518 mc); ERP 263 kw vis., 26.3 kw aur. Ant. height above average terrain 500 ft., above ground 258 ft. P.O. address: Box 1469, 1428 Fifth Ave., N. Birmingham, Ala. Estimated construction cost \$239,600; first year operating cost \$389,480; revenue \$370,000. Studio and trans. both Birmingham. Geographic coordinates 32° 28' 56" north lat., 86° 48' 46" west long. Type trans. Townsends TA-15-AMT; type ant. Jampro JZZ-4-0-NFS. Legal counsel Prince & Paul, consulting engineers Willis C. Beecher, both Washington. Mr. McLendon is applicant for UHF channel 16 in Jackson, Mich., and UHF channel 17 in Macon, Ga. Ann. Jan. 27.

Savannah, Ga.—Coastal Television Corp. UHF channel 24 (530-536 mc); ERP 169 kw vis., 33.8 kw aur. Ant. height above average terrain 536 ft., above ground 552.5 ft. P.O. address: c/o W. R. Preston, Box 2370, Richmond, Va. 23218. Estimated construction cost \$392,365; first year operating cost \$184,400; revenue \$120,000. Ant. and trans. locations both Savannah. Geographic coordinates 32° 03' 23" north lat., 81° 03' 13" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-24DL. Consulting engineers Paul Godley Co., Montclair, N. J.; legal counsel Fisher, Wayland, Duval & Southmayd, Washington, D. C. Principals: Coastal Television is owned entirely by Richmond Television Corp., licensee of WRVA-TV. Richmond Television is controlled by Larus & Brother Co., licensee of WRVA-AM-FM. Ann. Jan. 27.

Syracuse, N. Y.—Channel 30 Inc. UHF channel 30 (566-572 mc); ERP 235.8 kw vis., 24.9 kw aur. Ant. height above average terrain 604 ft., above ground 227 ft. P.O. address: c/o Stephen Jacobs, Radio Station WONO, 210 Hills Building, Syracuse 13202. Estimated construction cost \$243,075; first year operating cost \$150,000; revenue \$175,000. Studio and trans. both located in Onondaga Township, N. Y. Geographic coordinates 42° 56' 48" north lat., 76° 07' 04" west long. Type trans. GE TT-25A, type ant. GE TY-106C. Legal counsel Lauren Colby, Washington. Principals: Stephen Jacobs, Henry Fogel, Howard W. Hall, Richard A. Wells, Albert G. Lintel Jr. (each 20%). Mr. Jacobs is president of WONO Syracuse. Mr. Fogel is VP of WONO. Mr. Hall is attorney. Mr. Wells operates food vending machine company. Mr. Lintel is 50% owner of commercial heat treating and metal furnishing firm. Ann. Feb. 7.

Nashville—Music City Video Corp. UHF channel 24 (530-536 mc); ERP 251 kw vis., 50 kw aur. Ant. height above average terrain 424 ft., above ground 359 ft. P.O. address: c/o Harold Seligman, Suite 1204, 1808 West End Bldg., Nashville 37203. Estimated construction cost \$699,000; first year operating cost \$250,000; revenue \$150,000. Studio and trans. located in Nashville. Geographic coordinates 36° 09' 16" north lat., 86° 49' 45" west long. Type ant. RCA TFU-30J, type trans. RCA TFU-10A. Legal counsel Harold Seligman, Nashville; consulting

engineers Raymond E. Rohrer & Associates, Washington, D. C. Principals: J. William Bruer, Alven S. Ghertner, Eugene Nelson Hester, Channie C. Law, I. D. Lewis, Melville C. Morris, Edwin Schuffman, Harold Seligman, Samuel J. Simon (each 11.1%). Mr. Bruer is Nashville wholesale lumber and building supplier. Mr. Ghertner is business counselor. Mr. Hester manufactures batteries and tires. Mr. Law is Nashville CPA. Messrs. Lewis and Morris are involved in apartment investment and are 18% stockholders of WLOM-FM Chattanooga. Mr. Schuffman is general manager of WWGM Nashville. Mr. Seligman is attorney. Mr. Simon is optometrist. Ann. Feb. 3.

New AM stations

ACTION BY FCC

Mendocino, Calif.—Mathew V. and Maria J. Huber. Granted CP for new AM on 1520 kc, 1 kw, D. P.O. address Box 988, Fort Bragg, Calif. Estimated construction cost \$18,000; first year operating cost \$20,000; revenue \$23,000. Hubers teach in Fort Bragg. Action Feb. 4.

APPLICATIONS

Jessup, Ga.—Morris's Inc. 1080 kc, 5 kw, D. P.O. address: Box 382, Baxley, Ga. 31513. Estimated construction cost \$31,277; first year operating cost \$38,000; revenue \$46,000. Principals: Earl Morris, Carroll Morris, L. O. Morris (each 33%). Morris's are involved in Baxter, Ga., department store. Ann. Feb. 7.

Gretna, La.—West Jefferson Broadcasting Inc. 1540 kc, 500 w, D. P.O. address: c/o Ralph M. Hartwell, 600 N. Labarre Road, Metairie, La. 70001. Estimated construction cost \$35,346; first year operating cost \$43,631; revenue \$45,000. Principals: Ralph M. Hartwell (31.25%), Corneliuss E. Gorman (25%), James M. Ciavarella (16.25%), and five others. All principals are New Orleans physicians with exception of Joseph M. Costello III (2.5%), who is chief engineer for KABE Westwego, La. Ann. Feb. 3.

Westwego, La.—Audubon Broadcasting Corp. 1540 kc, 500 w, D. P.O. address: c/o Leon Sarpy, 1500 National Bank Bldg., New Orleans 70094. Estimated construction cost \$30,000; first year operating cost \$65,000; revenue \$90,000. Principals: C. J. Viosca (43%), William A. Monteleone, Frederick J. Forstall (each 25%), Jim Bryan (5%), W. D. Womack and Andy Valence (each 1%). Mr. Viosca is pilot and owner of aviation products company. Mr. Monteleone has hotel and real estate investments in New Orleans. Mr. Forstall is general contractor. Requests STA for interim operation with KABE facilities. Ann. Feb. 7.

Westwego, La.—Holmes Broadcasting Inc. 1540 kc, 500 w, D. P.O. address: c/o J. Buescher, 819 Canal St., New Orleans 70112. Estimated construction cost \$55,502; first year operating cost \$75,000; revenue \$50,000. Principals: D. H. Holmes Co. Ltd. (75%) and Michael W. Pfister (25%). Holmes Co. is department store firm. Ann. Feb. 7.

Waseca, Minn.—Edwin B. Darby and Richard H. Darby db/as Waseca-Owatonna Broadcasting Co. 1170 kc, 1 kw, D. P.O. address: c/o Mr. Richard Darby, 414 Dakota St., Winona, Minn. 55987. Estimated construction cost \$21,746; first year operating cost \$30,000;

revenue \$45,000. Edwin B. Darby is advertising salesman. Richard H. Darby is Winona, Minn., law partner. Ann. Jan. 28.

Lakewood, N. J.—Mid-State Broadcasting Co. 1170 kc, DA, D. P.O. address: c/o Melvyn Lieberman, 515 Clifton Ave., Lakewood 08701. Estimated construction cost \$66,956; first year operating cost \$81,800; revenue \$85,000. Principals: Melvyn Lieberman (27.2%), Seymour Abramson, Solomon B. Zinkin, Dell Sharbutt, Sanford Marshall (each 18.2%). Mr. Lieberman is engineer for 3M Co. Mr. Abramson is retail liquor dealer. Mr. Zinkin is medical practitioner. Mr. Sharbutt is newscaster for MBC, New York, and 25% owner of Nationwide Songs Inc. Mr. Marshall is also newscaster with MBC. Ann. Jan. 28.

Mt. Holly, N. J.—Burlington-Ocean Broadcasting Co. 1460 kc, 5 kw, DA, D. P.O. address: c/o Lester H. Allen, 704 Quinton Ave., Trenton, N. J. 08629. Estimated construction cost \$121,109; first year operating cost \$85,000; revenue \$85,000. Principals: Lester H. Allen (51%), Frank W. Allen (10%), Franklin C. Nixon (2%). Lester H. Allen is owner of electronic wholesale supply house. Frank W. Allen is general contractor. Mr. Nixon is insurance agent. Ann. Feb. 3.

Existing AM stations

ACTIONS BY FCC

■ **WGMR-FM** Tyrone, Pa.—Commission waived Sec. 1.534 of rules and accepted and granted application for auxiliary trans. and ant. system to replace expired permit. Action Feb. 9.

■ **KGFX** Pierre, S. D.—Commission granted CP to change operation from 630 kc, 200 w, D, to 1060 kc, 10 kw, DA, D; conditions. Action Feb. 9.

■ **KCCR** Pierre, S. D.—Commission granted increased daytime power from 250 w to 1 kw, continued operation on 1240 kc with 250 w-N remote control permitted; conditions. Action Feb. 9.

APPLICATION

WLUV Loves Park, Ill.—Angelo Joseph Salvi tr/as Loves Park Broadcasting Co. Seeks CP to increase power from 500 w to 1 kw (500 w CH); change station location from Loves Park to Rockford, both Illinois; install new trans. Ann. Feb. 7.

New FM stations

ACTIONS BY FCC

Colorado Springs—Pikes Peak Broadcasting Co. Granted CP for new FM on 95.1 mc, channel 236, 30.75 kw. Ant. height above average terrain 2,121 ft. P.O. address Box 1457, Colorado Springs. Estimated construction cost \$45,166; first year operating cost \$32,500; revenue \$22,500. Principals: Harry W. Hoth Jr. (76.8%), estate of William J. Gregory (21.09%) and others. Pikes Peak owns KRDO Colorado Springs. Action Feb. 2.

Mackinaw City, Mich.—Vacationland Radio. Granted CP for new FM on 94.3 mc, channel 232A, 2.9 kw. Ant. height above average terrain 125 ft. P.O. address Box 401 Mackinaw City. Estimated construction cost \$10,550; first year operating cost \$9,000; revenue \$12,000. Principals: Robert E. LeCount and Wilson D. Britton (each 50%). Mr. LeCount is salesman and announcer for

Broadcasting

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WCBY Cheboygan, Mich. Mr. Britton owns summer resort in Cedarville, Mich. Action Feb. 2.

Beaumont, Tex.—KJET Inc. Granted CP for new FM on 107.7 mc, channel 299, 57 kw. Ant. height above average terrain 249 ft. P.O. address 6222 N. Central Expressway, Dallas. Estimated construction cost \$24,000; first year operating cost \$36,000; revenue \$48,000. Principals: Roy Thomas Gibson (50%) and Edward E. McLemore (50%). Mr. Gibson and Mr. McLemore own equal interest in Tyler Broadcasting Co. licensee of KZEY Tyler, Tex. Action Feb. 2.

McAllen, Tex.—Rio Broadcasting Co. Granted CP for new FM on 98.5 mc, channel 253, 29.4 kw, uni. Ant. height above average terrain 117 ft. P.O. address Casa de Palmas Hotel, 113 North Main St., McAllen. Estimated construction cost \$13,500; first year operating cost \$15,900; revenue \$16,000. Principals: Eduardo Izaguirre (18.75%), Severo Gomez (13.12%), Romulo B. Mascorro (12.50%), David Garcia (12.50%), Edward L. Gomez (9.68%) and others. Mr. E. L. Gomez is an announcer-salesman for KRGV Weslaco, Tex. Action Feb. 9.

APPLICATIONS

San Clemente, Calif.—C. D. Pedretti, T. D. Atkins Jr., R. A. Conover and W. L. Conover db/as San Clemente Broadcasting. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 199 ft. P.O. address: c/o C. D. Pedretti, 7550 Chaminade Ave., Conoga Park, Calif. 92672. Estimated construction cost \$24,143; first year operating cost \$24,240; revenue \$20,000. Members of partnership are employed as engineers at Jet Propulsion Laboratory, Pasadena, Calif. Ann. Feb. 7.

Murray, Ky.—Charles Shuffett and C. H. Hulise Jr. db/as Service Broadcasting Co. 103.7 mc, channel 279, 100 kw. Ant. height above average terrain 300 ft. P.O. address: Box 548, Murray 42071. Estimated construction cost \$47,567; first year operating cost \$24,000; revenue \$24,000. Messrs. Shuffett and Hulise are partners in WNBS Murray and each own 1/2 interest in weekly shopper-news periodical for Murray. Ann. Feb. 7.

Adrian, Mich.—Adrian College. 88.1 mc, channel 201, 10 w. P.O. address: 110 South Madison St., Adrian 49221. Estimated construction cost \$8,873; first year operating cost \$500. Station to be controlled by Adrian College Board of Trustees. Ann. Feb. 7.

Elizabethton, Tenn.—WBEJ Inc. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 116 ft. P.O. address: Box 829, Elizabethton 37643. Estimated construction cost \$18,960; first year operating cost \$15,000; revenue \$20,000. WBEJ Inc. is licensee of WBEJ Elizabethton. Ann. Feb. 7.

Existing FM stations

ACTION BY FCC

WSMD(FM) Waldorf, Md.—Commission granted CP to change ant.-trans. ant., studio and station location to La Plata, increase ERP to 1.8 kw and ant. height to 245 ft., continued operation on channel 281 (104.1 mc); conditions. Action Feb. 2.

Ownership changes

ACTIONS BY FCC

KRIZ Phoenix—Granted acquisition of positive control of licensee corporation,

Shamrock Broadcasting Inc., by Frank Flynn (31.05% before, 51.5% after) and Jeanette Flynn (12.22% before, 32.65% after) through purchase of stock from Reno Ferrero, Minnei Ferrero, J. Hise and Helen K. Fleutsch. Consideration \$56,000. Action Feb. 8.

KDAS-TV Hanford, Calif.—Granted assignment of CP from George L. Naron and C. B. Sweeney (partnership) to KSVJ Television Inc., owned by Cy Newman (58.8%), Waldeemar Brehm (15.9%), John W. Ahern (14.1%), Robert S. Larson (5.9%), Walter Peterson (2.9%), John C. Schmidt (2.4%). Note: shares are not technically subscribed until applicant receives pro forma authority from state of California. Mr. Newman is president of H. D. Productions Inc., Petersburg, Va.; Mr. Brehm is orthodontist; Mr. Ahern is owner of pest control agency; Mr. Larson is general contractor; Mr. Schmidt is insurance broker. Consideration \$90,750. Action Feb. 4.

KBGN-AM-FM Caldwell, Idaho—Granted involuntary assignment of license from F. Demcy Mylar and Harold Shaw db/as Christian Broadcasting Co. of Idaho to F. Demcy Mylar and Gene K. Shaw, executrix of estate of Harold W. Shaw deceased db/as Christian Broadcasting Co. of Idaho. No financial consideration. Action Feb. 8.

WGMZ(FM) Flint, Mich.—Granted assignment of license from Panax Corp. to Metrocom Inc., owned by Philip R. Munson (66%) and Robert W. Bogart (33%). Mr. Munson is 5% stockholder of Panax Corp., Mr. Bogart is 1.2% stockholder. Panax Corp. is licensee of WSWM(FM) East Lansing, WQDC(FM) Midland, WABX(FM) Detroit, WGMZ(FM) and WAMM Flint, WMAX Grand Rapids, all Michigan; KLIX Jefferson City, KFEQ-AM-TV St. Joseph, both Missouri; and is applicant for VHF translator to be operated in conjunction with KFEQ-TV. Consideration \$60,000. Action Feb. 9.

WQDC(FM) Midland, Mich.—Granted assignment of license and SCA from Panax Corp. to Habco Inc., owned by Ned S. Arbury, Dorothy Doan Arbury (each 49.945%), Allan P. Berg (0.11%). Mr. Berg is manager of WQDC; minority stockholder and director of Ypsilanti Broadcasting Co., owner of WYSI Ypsilanti, Mich., minority stockholder of Panax Corp. Mr. and Mrs. Arbury are minority stockholders of Panax. Panax is licensee of WSWM(FM) East Lansing, WGMZ(FM) and WAMM Flint, WABX Detroit, WMAX Grand Rapids, all Michigan; KLIX Jefferson City, KFEQ-AM-TV St. Joseph, both Missouri. Panax also has application pending for VHF translator and fixed remote pickup stations in conjunction with KFEQ-TV. Consideration \$55,000. Action Feb. 9.

KFMQ Lincoln, Neb.—Granted assignment of license from Herbert Burton to KFMQ Inc., owned by S. L. Agnew (60%) and Patricia C. Agnew (40%). Mr. Agnew is regional representative of Aluminum Company of America; Mrs. Agnew is housewife. Consideration \$80,000. Action Feb. 2.

WREM Remsen, N. Y.—Granted relinquishment of control of licensee corporation, Town and Country Broadcasting Co., by Edwin L. Siusarczyk (100% before, 10% after) through sale of stock and issuance of stock licensee corporation to James H. Luce, James J. Serdula and Garbis Pelifan (each none before, 30% after). Mr. Luce is gen. mgr. of WYBG Massena, N. Y.; Mr. Serdula

was sales mgr. of WYBG until Nov. 1965; Mr. Pelifan is mgr. of Willow Grove Nite Club in Massena. Consideration \$80,180 to cover sale and issuance of stock, assumption of liabilities and other agreements. Action Feb. 7.

WKDX Hamlet, N. C.—Granted assignment of license from Ridsen Allen Lyon to Richmond County Broadcasting Co. Assignment is for legal convenience only; Mr. Lyon remains sole owner of station. No financial consideration. Action Feb. 8.

Manning, S. C.—Granted transfer of control of licensee corporation, Clarendon County Broadcasting Co., from J. M. Soles Jr. and Isadore Kramer (100% before, none after) to Jim Roper and Betty Roper (none before, 100% after). Mr. and Mrs. Roper are general manager and bookkeeper-operations manager respectively of WYMB Manning. Consideration \$90,000. Action Feb. 4.

KFCB Redfield, S. D.—Granted assignment of license from George H. Puder tr/as Victoria Broadcasting System to Victoria Broadcasting System Inc. owned by Gordon T. Sjoedin (55%), Roger D. Wilson (22%) and Paul Stacks (3%). Raymond A. Sjoedin (20%). Consideration \$50,000. Action Feb. 3.

WJCW-AM-FM Johnson City, Tenn.—Granted acquisition of positive control of licensee corporation, Tri-Cities Broadcasting Inc., by Josephine D. Wilson (43% before, 60% after) through purchase of stock from licensee corporation. Mrs. Wilson, with husband James C. Wilson (57% before, 40% after), owns station. Transfer is for legal convenience only. No financial consideration. Action Feb. 8.

WPHD(FM) Norfolk, Va.—Granted acquisition of positive control of permittee corporation, Flanagan Dorsey Broadcasting Enterprises Inc., by John R. Dorsey (26% before, 52% after) through purchase of stock from Edward H. Lenaway (26% before, none after). Consideration \$260. Mr. Dorsey has become owner of WKZA Kane, Pa., and wishes to be freed of his obligations to WPHD. Action Feb. 8.

KMER Kemmerer, Wyo.—Granted transfer of control of licensee corporation, Lincoln Broadcasting Co., from Attilio W. Bedont, John J. Rooney, William G. Walton and William Britt Davis (total of 100%) to Bruce R. Hymas (73%), Duveen N. Hymas (25%), Samuel L. Hymas and Ireta R. Hymas (each 1%). Bruce R. Hymas is supervisor for chemical corporation. Samuel L. Hymas is real estate broker. Consideration \$50,000. Action Feb. 3.

APPLICATIONS

KJNO Juneau, Alaska—Seeks transfer of control of licensee corporation, South Eastern Alaska Broadcasters Inc., from Radio Anchorage Inc., Eugene Bernald, J. Chester Gordon and Josephine M. Gordon (total of 100%) to W. and Donna J. Wiley (none before, 100% after). Mr. Wiley is station manager. Consideration \$52,500. Ann. Jan. 27.

WATV Birmingham, Ala.—Seeks involuntary transfer of control of licensee corporation, Satellite Broadcasting Co., from Guy L. Seymour and Martha C. Seymour to Martha C. Seymour executrix of estate of Guy L. Seymour, deceased. No financial consideration. Ann. Feb. 9.

KAIL-TV Fresno, Calif.—Seeks assignment of license from B. L. Golden and L. W. Fawns, a partnership, to Voice of Fresno, owned by Lewis Food Co. (85%), B. L. Golden (10%), L. W. Fawns (5%). D. B. Lewis, majority stockholder of Lewis Food Co., is also involved in mineral and nuclear fuel concerns. Messrs. Golden and Fawns are accepting 15% of stock in new corporation as consideration. Ann. Jan. 27.

KBVM Lancaster, Calif.—Seeks assignment of license from Tri-County Broadcasters Inc. to KBVM Inc. Principals: Roland A. Mayotte, John Calley (each 20%), D. Dean Roper, Louis L. Goldman, Claude A. Akins, Lee Marvin, Meyer Mishkin, Raymond T. Smartis (each 10%). Mr. Mayotte is assistant to president of Filmways Inc., Hollywood. Mr. Calley is exec.-VP of Filmways. Mr. Roper is VP, director and 10% stockholder of KBVM Lancaster. Calif. Mr. Goldman is Beverly Hills law partner. Messrs. Akins and Marvin are actors. Mr. Marvin is also 100% stockholder of Latimer Pictures Inc., Beverly Hills. Mr. Mishkin is sole owner of Los Angeles actor's agency. Mr. Smartis is employe of Filmways. Consideration \$125,000. Ann. Feb. 3.

KSOL San Francisco—Seeks assignment of license from KSNB Inc., to Morgan Pacific Corp. Morgan Pacific is owned by William S. Morgan Jr., Texas rancher and applicant for KXTO Sherman, Tex. Consideration \$1,100,000. Ann. Feb. 7.

WOBS Jacksonville, Fla.—Seeks acquisi-

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1100 customers. Price of \$210,000 (5.6 times cash flow) with \$60,000 down and balance over eight years.

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tion of control of licensee corporation, Mel-Lin Inc., by Lawrence R. Picus (50% before, 100% after) through purchase of stock from Simpson R. Walker Jr. (50% before, none after). Consideration \$14,930. Ann. Feb. 4.

KTRG-TV Honolulu—Seeks assignment of license from Hawaiian Paradise Park Corp. to Friendly Broadcasting Co., owned 99% by Richard Eaton. Mr. Eaton, through United Broadcasting Corp., owns WJMO and WCUX(FM) Cleveland Heights, Ohio; WMUR-TV Manchester, N. H.; WANT Richmond, Va.; WSID-AM-FM and WMET-TV Baltimore, WOOK-AM-TV and WFAN(FM) Washington, WBNX New York, WFAB Miami, WJMY(TV) Allen Park-Detroit, and WINX Rockville, Md. Consideration \$550,000. Ann. Feb. 8.

KAHU Waipahu, Hawaii—Seeks assignment of license from Rural Broadcasting Co., to Royal Hawaiian Radio Co., which is parent company of Rural. Assignment is to facilitate dissolution of Rural. No change in ownership; no financial consideration. Ann. Feb. 8.

WCVS Springfield, Ill.—Seeks assignment of license from WFFA Radio Inc. to Eastern Broadcasting Corp., owned by Roger A. Neuhoft (67.79%), C. Waller Barrett (14.76%), John R. Neuhoft (14.53%) and others. Eastern Broadcasting is licensee of WCHV and WCCV(FM) Charlottesville, Va.; WHAP Hopewell, Va.; WALT Tampa, Fla.; and is applicant for FM in Hopewell. Consideration \$700,000. Ann. Feb. 3.

WKUZ(FM) Wabash, Ind.—Seeks transfer of control of licensee corporation, Upper Wabash Broadcasting Corp., from Paul G. Adams (69.53% before, none after) to Paul G. and Sara Jean Adams, joint tenants (none before, 83.93% after). No financial consideration. Ann. Feb. 9.

KJOE Shreveport, La.—Seeks assignment of license from Armand Broadcasting Co. to Dynamic Broadcasting Corp., owned by Charles Ronald Rogers, Neal L. Spelce Jr., R. Miller Hicks, J. Sam Winters and Walter Caven (each 20%). Mr. Rogers is gen. mgr. of KJOE Austin, Tex. Mr. Spelce is TV news editor of KTBC-AM-FM-TV Austin. Mr. Hicks is owner of business consultant firm. Mr. Winters is law partner. Mr. Caven is representative of Texas Railroad Association. Consideration \$105,000. Ann. Feb. 7.

Ville Platte, La.—Ville Platte Broadcasting Co. 93.5 mc, channel 228, 3 kw. Ant. height above average terrain 219 ft. P.O. address: Box 556, Ville Platte 70586. Estimated construction cost \$14,125; first year operating cost \$8,000; revenue \$15,000. Principals: Thomas A. DeClouet, Paul H. DeClouet (each 20%), Lionel B. DeVille, Vincent L. Riehl, Roland Fink, Joseph Riehl (each 15%). Principals have corresponding holdings in KVPI Ville Platte. Mr. DeVille and Messrs. DeClouet each own 2 1/2% of KFRA Franklin, La. Principals, with exception of Mr. DeVille, control 100% of KEUN Eunice, Ala. Ann. Feb. 3.

WHFS(FM) Bethesda, Md.—Seeks transfer of control of licensee corporation, High Fidelity Broadcasters Inc., from H. Philip Nesbitt & Maryan B. Nesbitt (joint tenants) to George P. Griffith. Mr. Griffith is part owner of Atlanta real estate investment corporation. Consideration \$60,000. Ann. Feb. 7.

WXLN Potomac-Cabin John, Md.—Seeks transfer of control of licensee corporation, Seven Locks Broadcasting Co., from Herman Norman, trustee for "Verbena Seven", to Herman Norman, Philip Shinberg et al. Assignment is for legal convenience and merely returns holdings of "Verbena Seven" to individuals. No financial consideration. Ann. Feb. 8.

WSSO Starkville, Miss.—Seeks involuntary assignment of license from Joe Phillips, Grady Imes, C. C. Hollinshead and Mrs. Harriet K. Hartness db/as Starkville Broadcasting Co. to Joe Phillips, C. C. Hollinshead, Mrs. Harriet K. Hartness and Mrs. Margaret B. Imes, executrix of estate of Grady Imes deceased, db/as Starkville Broadcasting Co. No financial consideration. Ann. Feb. 3.

KESM El Dorado Springs, Mo.—Paul Vaughn. Seeks CP to increase power from 250 w to 500 w and install new trans. Ann. Feb. 8.

KYNG Coos Bay, Ore.—Seeks acquisition of control of licensee corporation, Pacific Broadcasters Inc., by Phillip F. Waters (50% before, 100% after) through purchase of stock from Milton A. Foland and George F. Brice Jr. (each 25% before, none after). Consideration \$30,000. Ann. Feb. 3.

WKVM San Juan, P. R.—American Colonial Broadcasting Corp. Seeks mod. of CP authorizing change in ant.-trans. location

and in ant. system, to increase power from 25 kw to 50 kw; install new trans; make changes in ant. system. Ann. Feb. 8.

WKTA(FM) McKenzie, Tenn.—Seeks relinquishment of negative control of licensee corporation, Carroll Broadcasting Corp., by each Michael R. Freeland and Flora Ellen Freeland (50% before, 37.5% after) through sale of stock to James W. Freeland (none before, 25% after). Consideration \$250. Ann. Feb. 7.

KJIM Fort Worth—Seeks assignment of license from Trinity Broadcasting Co. to C. D. Salley and Everett S. Salley db/as KJIM Broadcasting Co. Trinity Broadcasting wishes to assign AM license in order to concentrate on KJIM-FM and UHF permittee. Consideration \$300,000. Ann. Feb. 3.

KSEL-AM-TV Lubbock, Tex.—Seeks acquisition of positive control of licensee corporation, McAllister Broadcasting Corp., by R. B. McAllister and Bill B. McAllister as family group (20% each before, 40% each after), through purchase of stock from Roy Bass and Alex Miller (each 20% before, none after). Consideration \$473,593. Ann. Feb. 8.

KZAK-AM-FM Tyler, Tex.—Seeks relinquishment of negative control of licensee corporation, Oil Center Broadcasting Co., by each Aubrey Irby and John Dorris (50% each before, 28.72% after) through transfer of stock to James W. Fair and Wilton H. Fair (each none before, 21.28% after). Consideration \$50,400 in obligations assumed. Ann. Feb. 8.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting applications of WFLI Inc. to increase daytime power of WFLI Lookout Mountain, Tenn., from 10 kw to 50 kw, continued operation on 1070 kc with 1 kw-N, DA-2, and Newhouse Broadcasting Corp. to change operation of WAPI Birmingham, Ala., from DA-2 to DA-N, continued operation on 1070 kc, 50 kw-LS, 5 kw-N, both with conditions. Action Feb. 7.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Storz Broadcasting Co. to increase daytime power of WTX New Orleans, from 5 kw to 10 kw, continued operation on 690 kc with 5 kw-N, DA-2; condition. Action Feb. 4.

DESIGNATED FOR HEARING

■ Richard O'Connor and Kops Communications Inc., Albany, N. Y.—Commission designated for consolidated hearing applications for new FM's to operate on channel 293 (106.5 Mc)—O'Connor with ERP 34.4 kw and ant. height 609 ft., and Kops with ERP 50 kw and ant. height 127 ft. Action Feb. 9.

FINAL ACTIONS

■ By memorandum opinion and order, commission (1) returned retendered application of Natick Broadcast Associates Inc. for new AM to operate on 1060 kc, 1 kw, D, in Natick, Mass., which did not meet commission's "cut-off" rule requirements, and (2) denied its petition for reconsideration of July 2, 1965 action which returned its previous application as unacceptable for filing for contravention of Sec. 73.37(a) of rules. Action Feb. 9.

■ By memorandum opinion and order, commission (1) accepted for filing application of Michael S. Rice for new AM to operate on 1460 kc, 5 kw, DA, D, in St. Charles, Mo., and (2) dismissed as moot joint pleading by KADY Inc. (KADY), St. Charles, and William R. Cady, Jr. Action Feb. 9.

■ Commission granted request by Carter County Broadcasting Co., for waiver of Sec. 73.207 of minimum mileage separation requirements and accepted for filing its application for new FM to operate on channel 272 (102.3 Mc), ERP 1.45 kw, ant. height 410 ft., in Grayson, Ky. Commissioner Cox abstained from voting. Action Feb. 9.

■ Commission granted request by WPCB Broadcasting Co. for waiver of Sec. 73.207 of the minimum mileage separation requirements and accepted for filing its application for a new FM station to operate on channel 227 (93.3 Mc), ERP 100 kw, ant. height 460 ft., in Houston, Miss. Action Feb. 9.

■ By memorandum opinion and order, commission (1) granted applications for renewal of license of Spokane Television Inc., Spokane, Wash., and Liberty Television Inc., Eugene, Ore., and (2) deferred action on application of Columbia Empire Broadcast-

ing Corp. for renewal of license of KNDO-TV, channel 23, Yakima Wash. Deferral is without prejudice to whatever decision commission may make as to whether "Carroll" issue should be included in any hearing ordered on pending mutually exclusive applications for new TV's on channel 35 in Yakima and, if so, which applications should be designated for hearing. Cascade Broadcasting Co., Yakima, had petitioned for deferral of all three renewal applications. Action Feb. 9.

■ By memorandum opinion and order, commission (1) granted application of Coast Broadcasting Co. to increase power of WGOO Georgetown, S. C., from 500 w to 1 kw, continued operation on 1470 kc, D; conditions; and (2) denied opposing petition by J. T. Delzell, stockholder in Georgetown Broadcasting Co. (WGTV), Georgetown. Action Feb. 9.

■ Commission granted request by Electronic Broadcasting Co. for waiver of Sec. 73.207 of minimum mileage separation requirements and accepted for filing its application for new FM to operate on channel 234 (94.7 Mc), ERP 36 kw, ant. height 196.42 ft., in Oklahoma City. Action Feb. 9.

■ By memorandum opinion and order, commission granted waiver of Sec. 73.24 and 73.37 of rules and accepted for filing application of Taft Broadcasting Co. to increase power of KODA Houston from 1 kw to 5 kw, continued operation on 1010 kc, DA, D. Action Feb. 9.

■ By memorandum opinion and order, commission denied request by Continental Broadcasting Inc. for waiver of Sec. 73.24 and 73.37 of rules and returned as unacceptable for filing its tendered application to increase daytime power of WRAP Norfolk, Va., from 5 kw to 10 kw, continued operation on 850 kc, 1 kw-N, DA-2. Commissioner Hyde dissented. Action Feb. 9.

■ Commission gives notice that Dec. 13, 1965, initial decision which looked toward granting application of United Artists Broadcasting Inc. for new UHF TV to operate on channel 20 in Houston, Tex. became effective Feb. 1 pursuant to Sec. 1.276 of rules. Action Feb. 8.

■ By memorandum opinion and order, review board granted petition by Maxwell Electronics Corp. to delete issue 2 with



No. 1

HOUSEWIFE STATION

WAAC

Terre Haute has changed its listening habits . . . and WAAC did it with continuous NEWS blocks.

WOMEN

* PULSE: March 1965

9:00 A.M. - 6:00 P.M.			
	WAAC	A	B
*9 A.M. - 12 Noon	4110	3310	1320
*12 Noon - 3 P.M.	2680	1770	810
*3 P.M. - 6 P.M.	1800	1880	***
per average			
1/2 hour	2860	2320	920

** TERRE HAUTE, INDIANA

4 County Metro Area
*** - Not Reported

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 10

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,032	24	79	403
FM	1,416	47	193	235
TV-VHF	471	22	18	177 ¹
TV-UHF	91	18	80	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 10

	VHF	UHF	Total
Commercial	513 ²	191	704
Noncommercial	68	66	134

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.

respect to air navigation hazard in proceeding on its application and that of D. H. Overmyer Communications Co. for new TV's to operate on channel 29 in Dallas. Member Nelson not participating. Action Feb. 8.

■ In Lebanon, Pa.-Catonsville, Md., AM consolidated proceeding in Doc. 15835 et al., review board dismissed untimely filed petition by Radio Catonsville, Inc., to enlarge issues. Member Nelson not participating. Action Feb. 7.

■ Review board granted petition by Second Thursday Corp. to extend time to Feb. 14 to file opposition to petition by Central Broadcasting Corp. to enlarge issues in proceeding on their applications for new FM's in Nashville and Madison, Tenn., respectively. Action Feb. 7.

■ In proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J., review board denied appeal by Broadcast Bureau to examiner's action which, on his own motion, moved place of hearing from Newark to Washington. Member Berke-meyer dissented. Action Feb. 8.

■ By memorandum opinion and order, commission dismissed application by Rensselaer Polytechnic Institute, licensee of WHAZ Troy, N. Y. (which shares hours of operation with WPOW Inc. (WPOW), and Debs Memorial Radio Fund Inc. (WEVD), both New York City), for assignment of license of its nighttime hours to WEVD and its daytime privileges to Troy Record Co. Commission held that two of three parties to share time agreement cannot change terms of agreement without participation and consent of third party. This action moots opposing petition by WPOW. Commissioners Bartley and Cox dissented. Action Feb. 2.

■ By letter, commission denied petition by Donnelly C. Reeves for immediate consideration and grant of his application for new AM to operate on 1110 kc, 500 w, DA-1, U, in Roseville, Calif., but advised applicant that denial is without prejudice to further consideration in light of rule Sec. 1.569 concerning applications for frequencies adjacent to class I-A channels following final determination with respect to three class II-A applications now in hearing for operation on 1120 kc. In addition, applicant

was advised of necessity of making showing in light of commission's recent policy statement concerning Sec. 307(b) of act to rebut presumption that his application is for station to serve Sacramento rather than Roseville. Commissioner Hyde absent. Action Feb. 2.

■ By memorandum opinion and order, commission (1) granted renewal of license of Morbro Inc. for KAWA Waco-Marlin, Tex., and (2) denied opposing petition by KWTX Broadcasting Co. (KWTX), Waco. In so doing, commission emphasized that it looks to licensee to "remain alert and responsive" to Marlin's programming needs. Commissioners Bartley and Cox dissented to grant. Action Feb. 2.

OTHER ACTIONS

■ Review board scheduled oral argument for March 8 in proceeding on application of The Tuscarawas Broadcasting Co. for new FM in New Philadelphia, Ohio. Action Feb. 8.

■ By memorandum opinion and order, review board denied motion by The Lorain Journal Co. to modify hearing order in proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM Elyria, Ohio, and transfer of control of that company from Loren M. Berry Foundation to The Lorain County Printing and Publishing Co. Member Nelson concurred. Action Feb. 4.

■ In San Bernardino, Calif., TV channel 58 proceeding, review board granted motion by Supat Broadcasting Corp. to extend time to Feb. 7 to file opposition to petition by Marbro Broadcasting Co., to enlarge issues as to Supat's application. Action Feb. 4.

■ Review board granted petition by Flathead Valley Broadcasters (KOFI), Kalispell, Mont., to extend time to Feb. 9 to file replies to exceptions to initial decision in proceeding on its AM application and that of Garden City Broadcasting Inc. (KYSS), Missoula. Action Feb. 4.

■ Review board granted motion by Chicago Federation of Labor and Industrial Union Council to extend time to Feb. 8 to file responsive pleadings to appeal by Chicagoland TV Co. from ruling of examiner in proceeding on their applications for new TV's to operate on channel 50 in

Chicago. Action Feb. 4.

■ Review board granted petition by Northern Indiana Broadcasters Inc. to extend time to Feb. 3 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 Feb. 4.

■ Review board granted motion by Hall County Broadcasting Co. (WLBA), Gainesville, Ga., to extend time to Feb. 11 to file opposition to further petition by Sawnee Broadcasting Co. (WSNE), Cumming, to enlarge issues in proceeding on their AM applications. Action Feb. 4.

■ Review board granted petition by Southington Broadcasters to extend time to Feb. 10 to file responsive pleadings to petition by Broadcast Bureau to enlarge issues in proceeding on its application for new AM in Southington, Conn. Member Nelson not participating. Action Feb. 4.

■ Review board granted petition by Hariscope Inc. to extend time to Feb. 7 to file opposition to petition by Marbro Broadcasting Co. to enlarge issues as to former's application in San Bernardino, Calif., TV channel 58 proceeding. Action Feb. 2.

Routine roundup

ACTIONS ON MOTIONS

By Commission

■ Commission on Feb. 3 granted request by National Association of Broadcasters to extend time from Feb. 1 to April 1 to file reply comments in matter of amendment of part 73 of rules with respect to remote control operation of VHF broadcast stations.

■ Commission on Feb. 1 granted request by Association on Broadcasting Standards Inc. to extend time to file reply comments from Jan. 31 to March 1 in matter of amendment of part 73 of rules governing radio broadcast services, minimum power authorized for class IV stations.

By Hearing Examiner Basil P. Cooper

■ In Washington, TV channel 50 proceeding, granted petitions by Theodore Granik for leave to amend his application to reflect changes in financial condition and to correct clerical error in proposed amendment. Action Feb. 7.

■ In proceeding on AM applications of Sawnee Broadcasting Co. (WSNE), Cumming, and Hall County Broadcasting Co. (WLBA), Gainesville, both Georgia, granted petition by latter for leave to amend its application to bring up to date its financial plans. Action Feb. 3.

■ Denied petition by Potomac Valley TV Co. to continue hearing in proceeding on applications of Tri-State Television Translators Inc. for new VHF TV translator stations in Cumberland, Md., and ordered that evidentiary hearing will begin Feb. 28 in Cumberland as scheduled. Action Feb. 3.

■ In proceeding on AM applications of Nebraska Rural Radio Assn. (KRVN), Lexington, and Town & Farm Co. (KMMJ), Grand Island, both Nebraska, scheduled further prehearing conference for Feb. 21 and continued Feb. 7 evidentiary hearing to date to be specified at conclusion of further prehearing conference. Action Feb. 3.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Palmetto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPEG Inc. (WPEG), Winston-Salem, N. C., granted petition by latter to extend of extending certain procedural dates and further hearing, and, on motion, extended procedural dates and continued further hearing from Feb. 11 to Feb. 25. Action Feb. 7.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, P. R., granted petition by Mid-Ocean to suspend until further order certain procedural dates and continued hearing from Feb. 28 to March 30. Action Feb. 1.

By Hearing Examiner Isadore A. Honig

■ Granted motion by New South Broadcasting Corp. to continue pre-hearing procedural dates in proceeding on its application for new FM in Meridian, Miss., and continued hearing from Feb. 24 to March 8. Action Feb. 4.

By Hearing Examiner H. Gifford Irion

■ Cancelled March 14 hearing and scheduled further prehearing conference for

(Continued on page 103)

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RADIO

Help Wanted—Management

General manager for metro Carolina FM. Organizational ability a must. If you can sell and believe in the future of FM, write Box B-35, BROADCASTING.

Wisconsin station expanding. Offers management opportunity for qualified broadcaster. Send complete resume, photo. All applications held in confidence. Box B-69, BROADCASTING.

Station manager work under general manager. Rapidly expanding south Florida gold coast area major network affiliate. Essential previous experience heavy sales and collections. State previous earnings resume. Prefer above 35. Box B-95, BROADCASTING.

Manager wanted: Growing, progressive southwestern city of 30,000. Opportunity to grow with organization and advancement to major market at other station property's. All applicants considered. Inexperience considered if desire is there. Good salary and commission and extra good future. All applicants will receive replies. Write Box B-117, BROADCASTING.

Seek best sales-station manager ability to take full responsibility substantial Pennsylvania medium market station. Requirements: top retail radio sales background, aggressive go-getter, strong on management, age under 40, stable. Unlimited opportunity with prestige growing multi-station group. Salary to \$10,000 plus strong incentive. Detailed resume, photo, recent earnings to Box B-156, BROADCASTING.

General manager for California fulltime AM in single station market. Strong on sales, local news community service. Send resume, KPRL Paso Robles, Calif.

Station manager needed immediately, must have good sales experience. Good salary, commission. Just received AM C.P. Starting construction on new studios. Prefer first phone, will accept third. Contact WTRE-FM, Greensburg, Indiana, L. E. Kanouse, Owner, call 812-663-3000.

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, Wagenvoort Broadcasting Company, 614 North Rampart, New Orleans, La.

Mississippi single market station needs sales and community minded manager. Contact Joe Carson, 482-8133, Meridian, Mississippi.

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.

Growing New Mexico station need sales manager for medium market who is not afraid of work, long hours, competitive market. Who will receive salary, plus commission, plus bonus, for country/western station. Box B-45, BROADCASTING.

We're looking for a young progressive radio time salesman. Must have a proven sales record, good character and credit references. Should be willing to relocate to Arkansas. Send resume and salary requirements. Box B-65, BROADCASTING.

Experienced radio salesman needed by Wisconsin station soon to add FM. We're seeking a man who wants to move up in a growing organization. Box B-70, BROADCASTING.

Sales—(Cont'd)

We need an experienced go-getter who wants to make money. Good market, good account list, good station. Insurance, retirement plan. Beautiful upper midwest community of 30,000. Box B-92, BROADCASTING.

Salesman-announcer, wanted in growing southeastern city of 28,000. Professional, adult station. Room for advancement. Box B-93, BROADCASTING.

Need ambitious, hard working, progressive, responsible radio salesmen. Opportunity unlimited within progressive radio, TV, newspaper group. Settle in beautiful Wisconsin. Send complete details in first letter. Box B-114, BROADCASTING.

California fulltime AM needs salesman. Growing, single-station market untapped. Terrific opportunity. Box B-166, BROADCASTING.

Fine opportunity in sales in midwest small market station. Chance for advancement. Call Manager, KLEX, 816-259-3232.

Opening for commercial manager at top station in north Alabama. Send complete details including photo to Hamilton Masters, General Manager, WAJF, Decatur, Alabama. Right man can earn over \$10,000 per year.

Good music net operation seeks aggressive, creative salesman. Contact Pierce Lackey, WPAD, Paducah, Kentucky.

Announcers

Beginners: Send your resume, tape, photo to box below. Small Florida fulltime station. Box B-6, BROADCASTING.

Disc Jockey live and eager top 40. One of New England's finest format radio stations. Afternoon traffic shift. Send tape, resume and photograph. Box B-29, BROADCASTING.

Announcer—3rd phone needed by mid-west station. Good opportunity. Box B-42, BROADCASTING.

Old established mid-west 5000 watt station has opening for 1st phone announcer. No maintenance. Send tape, resume, references. Box B-48, BROADCASTING.

\$8,000 to 12,000 in salary and fringe benefits available to one or more 1st class engineers with announcing skills. Exact salary depends on experience and ability. To qualify as Chief, you must have FM and AM directional experience, and fair announcing ability. Second man must have license, but air ability is most important. Reply immediately, with outline of job experience, past employment, and earnings. No tapes or references til requested, but character and stability are essentials and will be thoroughly checked. Box B-86, BROADCASTING.

Leading modern music station in fine Florida metro market might be looking for you. Send aircheck and complete resume to Box B-103, BROADCASTING.

Announcers—3. Middle of the road station near NYC. Car necessary. Some experience. Box B-109, BROADCASTING.

New Jersey AM-FM seeks experienced announcer/newsman. Send tape, resume & salary requirements. Box B-110, BROADCASTING.

Immediate opening for announcer at well-established AM-FM in N. J. Must have one year's experience. Send tape, resume in first letter. Box B-113, BROADCASTING.

Announcers—(Cont'd)

Need bright, responsible type radio air men. Unlimited future with growing radio, TV, newspaper ownership. Settle in beautiful Wisconsin. Send complete details first letter. Box B-115, BROADCASTING.

Bored announcers—step into selling. Write copy—cut it—sell it. Good music group station in New England. No bored tricks. Liberal base plus. Clients waiting for right man to sell them. Resume, salary req. to Box B-145, BROADCASTING. No tapes.

Announcer-top contemporary and news. Not frantic Midwest station, city over 400,000 metro population, \$150.00 per week. Send tape and resume immediately. Box B-165, BROADCASTING.

Announcer, 1st phone, for California AM near metro area. Single-station market, happy music, good job. Box B-167, BROADCASTING.

We want someone who can announce a little or write copy, and have 1st phone. Very little engineering. Good opportunity. Male or female. Midwest. Box B-171, BROADCASTING.

Change in airshifts makes available allnight show at progressive high power Maryland resort area station, reaching the great Baltimore & Washington, D. C. markets. Modern, non-rock station. Directional facilities require announcer with 1st phone. Will meet up to maximum area scale. Send tape and resume to Box B-175, BROADCASTING.

Arizona . . . experienced newsman who loves news and will go after it. Personal habits, credit rating; must be excellent. Good salary and advancement. No floaters. Guy Christian, Gen. Mgr., KAFF, Flagstaff.

KELK in Elko, Nevada has opening for experienced announcer, capable of filling P. D. vacancy. Rush tape and resume.

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.

Immediate opening for announcer who would also like sales. A good small midwest market. Above average pay. Call Manager, KLEX, 816-259-3232.

Experienced announcer — send complete resume, photo, tape to KLIC, Monroe, Louisiana.

Number one station wants good voiced Dee-jay. Tight board, good English, third with endorsement must. \$2 hour start. KNOT Prescott, Arizona.

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.

Announcer with 1st ticket needed immediately by small market station in Southwest Oklahoma. Experience not as important as desire to advance. Excellent opportunity with growing radio organization. Send tape, picture, resume and salary requirements to Bob Brewer, KTAT Radio, Frederick, Okla.

First phone announcer for 5000 watt clear channel ABC affiliate. Excellent salary, fringe benefits plus profit sharing. New facilities, no maintenance. Call Vern Otto, 715-258-5528 or send resume, tape, WDUX, Waupaca, Wisconsin.

Announcers—(Cont'd)

Announcer, some rock, copy and production important—send tape and resume to WGHM, Skowhegan, Maine.

Immediate opening for announcer with third class ticket with Broadcast endorsement. Call Morris Shuffeberger, WGOH, Grayson, Ky. 606-474-5144.

WGY-WGFM-WRGB now accepting applications for summer relief announcers. Guaranteed 18-36 weeks. Starting date approximately May 1st. Must be experienced in all phases of broadcast operations. Send tape and resume. No tapes returned.

Washington, D. C. metropolitan area is first ranked. WHMC, serves expanding region. Immediate opening for first phone, bright announcer. Quick, call 301-945-9400.

Need announcer with FCC third-class radio-telephone license with broadcast endorsement. Send references, complete background photo and tape to Ray A. Schoneck, Station Manager, WKWF, Key West, Florida.

Immediate—announcer, first phone. Mature man wanted, ready for modern, established station in growing market. No maintenance. Salary open to experience. Professional station, only experienced men need apply. Rush resume, tape, salary needs to WMHI, Route 5, Frederick, Maryland.

Announcer 1st phone for locally owned AM-FM station, good working conditions, morning & early afternoon shifts. Sports and/or sales possible. Send tape, resume, WMRI, 820 South Pennsylvania St., Marion, Indiana.

Bright, middle of road station located in excellent family area has opening for experienced, stable, married announcer. Send complete resume, snapshot and tape to Jack Sandstrom, WPIC, Sharon, Pa.

Wanted immediately—announcer—minimum 1 year experienced. WPTH, Stereo FM, Ft. Wayne, 219-483-0584.

Suburban Cleveland adult music station has immediate opening mature, experienced announcer with 1st phone. Salary open. Send resume and tape to Mr. Lee, WPVL, Painesville, Ohio or call for audition.

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.

Immediately! Mature, 1st-phone morning man who can "swing" in an adult manner on a professional pop-music daytime in South Florida. If you're a bit more than just a ticket "holder" so much the better, but must be thorough "pro" in all aspects. To \$110.00 starting (48 hours) for the right man. Tapes, photos and pertinent info to: Operations Manager, P.O. Box WSBR, Boca Raton, Fla. 305-395-7401.

WSMI, Litchfield, Illinois accepting applications for newsmen to gather, write and air local news. We're losing our news director to politics.

Immediate opening—1st class combo man, daytime directional. WSOR, Windsor, Conn. (Hartford market) 203-688-5291.

Announcer/newscaster, preferably with first phone. Experience necessary. Mature but friendly sound a must. WSWW, Platteville, Wisconsin.

How annncrs. 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-283, 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 \$180, advancement opportunities, many fine extras. Best of equipment and facilities. Write details, experience, education, references to Box A-353, BROADCASTING.

\$8,000 to 12,000 in salary and fringe benefits available to one or more 1st class engineers with announcing skills. Exact salary depends on experience and ability. To qualify as chief, you must have FM and AM directional experience, and fair announcing ability. Second man must have license, but air ability is most important. Reply immediately, with outline of job experience, past employment, and earnings. No tapes or references til requested, but character, and stability are essentials and will be thoroughly checked. Box B-87, BROADCASTING.

Chief engineer-announcer. 1st phone required. Assume full responsibilities. Pleasant midwest location. Box B-105, BROADCASTING.

New 5kw directional in midwest seeks two first phone engineers for transmitter watch. Prefer beginners willing to learn. Average pay and benefits to start. Advancement on merit. Write Chief Engineer. Box. B-135, BROADCASTING.

Experienced chief engineer-announcer for new England AM outlet. Group operation. Excellent plant and equipment. Good pay. Send resume, references, snapshot, salary requirement and audition tape. Box B-139, BROADCASTING.

Chief engineer needed for fulltime NW recreational area station. Maintenance, construction, operation and very short air trick. Good salary, insurance, paid vacation. First letter must include complete resume. Box B-141, BROADCASTING.

Chief engineer for directional AM, fulltime in growing California single-station market near metro area. Part-time board work. Unusually good opportunity. Box B-168, BROADCASTING.

Iowa non-directional daytime needs Chief engineer-announcer. 30 hours announcing and 12 hours engineering work each week. You'll announce popular early morning and noon-time shifts. Salary open. Send tape, resume & salary requirements to Box B-176, BROADCASTING.

Man with first phone for transmitter duties. Experienced preferred. Will train willing beginner. WADS, Ansonia, Connecticut, call 203-734-8012.

Daytimer needs first phone, some announcing. Opportunity to become chief engineer. Planning to build new station within a few months. Take your pick of the two. Send resume to WGFA, Watseka, Illinois.

Combo—engineer-announcer. 1st phone required. Call or write Gene Newman, WHRT, Hartselle, Ala.—773-2558.

Immediate opening for combo man in town near the Gulf. Maintenance necessary. Contact Bob Thorburn, Radio Station WLBB, Carrollton, Georgia.

News

Radio Newsmen with mature, authoritative delivery wanted for important western market. Must be good, creative writer and news gatherer dedicated to doing a superior job. Journalistic background required. Send full resume with audition tape. Box B-58, BROADCASTING.

NEWS—(Con'td)

News director—if you are over 30, a really experienced news man. If you can uncover and search out news. If you can write news, edit news and intelligently draft editorials. If you can deliver news on four newscasts daily. If you can run a news department with two wire services and assistants. Then there is an excellent secure opportunity in a large market 5kw-AM, 50-kw-FM independent midwest station. Send photographs and resume—All applicants strictly confidential. Box B-102, BROADCASTING.

Young newsmen for solid local news AM operation in growing California single-station market. Box B-169, BROADCASTING.

Newsmen wanted . . . good radio newsmen with ability to collect and write wanted. . . Station 25 miles from New York City. Write WRKL, New York City, New York.

Wisconsin station, soon expanding into FM, seeking mature, experienced newsmen, to gather, write and deliver. Send complete story, including resume, references, tape, photo. All applications treated confidentially. WSWW, Platteville.

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.

National magazines describe Boulder as one of the most beautiful places in the U. S. to live. KBOL is seeking an experienced air, production and sports man. Good music format. If you are imaginative, and want a permanent location, send tape, resume and salary requirements to Roger Cracraft, KBOL, Box 146, Boulder, Colorado. No phone calls. Grow with an established operation in a booming city.

Major midwest, well financed group 5 kw needs Operations manager. Qualifications should include 1st phone, administration ability, copy, production experience and ability to handle fast paced mid-day air trick. Position offers 40 hour week, paid vacation, group hospitalization plan and retirement program. Salary open. Send resume, tape and photo to General Manager, WGEE, 4800 E. Raymond, Indianapolis, Indiana.

Experienced radio-copywriter, familiar with production techniques, healthy copy load, creating and re-writing fresh, original copy and all types of accounts. Initiative, ability to deliver, and to work well with salesmen, air staff & clients. Pleasant conditions, active market, good music station, new studios. Letter, resume & sample copy. WNAB Bridgeport, Connecticut.

RADIO

Situations Wanted—Management

Radio veteran available soon for managerial post, 40, married, 18 years radio. Specialized programing. Leadership, sincere, stable. Re-side Illinois. Box B-97, BROADCASTING.

General manager, 50,000 market. Experience: Announcer-engineer, PD, sales, chief engineer directional daytimer, general manager. 37, married, children, Ohio, Pennsylvania. Box B-116, BROADCASTING.

Just sold small station, wish to return to more active market. Highly creative, promotion-minded sales/station manager. 15 years all phases. Medium or large markets only. No dying stations or frantic owners, please. Solid family man—highest references. Box B-121, BROADCASTING.

Enthusiastic, mature, well experienced major group product is now ready to manage single (group) property. Exceptional sales, reference track record. Box B-132, BROADCASTING.

Manager-sales manager, for small, medium market station. Fifteen years experience direct spot selling local and regional. Thorough knowledge station operation. Highest references. Box B-159, BROADCASTING.

Management—(Cont'd)

I'm successful major market sales manager. Last four years billing prove it. Current income, \$19,000. Station being sold. If you need a money maker, let's get together. Box B-160, BROADCASTING.

Looking for a good crackerjack manager or sales manager? Let me recommend one to you. Due to the sale of my station, my manager will be needing another position. He is conscientious, reliable, hard working and a good all-round man who knows how to work with people. This man will make you a valuable employee. He prefers the southeast. Write Box B-164, BROADCASTING.

Sales

Southeast—Sales manager with announcing and play-by-play experience, 32, family and college. Box B-17, BROADCASTING.

Sportscaster-salesman, proven record, play-by-play mandatory, available baseball season. Box B-162, BROADCASTING.

Announcers

Beginner, trained by top professionals, tight board. Want small station experience. Box A-215, 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.

Ambitious . . . creative top 40 deejay . . . tight board . . . experience. Box B-19, BROADCASTING.

DJ—Wants top 40—two years middle of road experience. Prefers northeast. Box B-31, BROADCASTING.

My family and close friends say I'm great, but its your opinion that counts. 1st phone "straight" announcer, 9 years experience. Strong news and commercials. Prefer combination radio and TV \$750 minimum. Box B-43, BROADCASTING.

Knowledgeable first phone country jock seeking P/M/D position. Box B-85, BROADCASTING.

Experienced announcer 9-years—family, no drinker, drifter. Prefer Florida. Box B-111, BROADCASTING.

Beginner, trained by top professionals, tight board. Want small station experience. Box B-118, BROADCASTING.

Professional announcer, 15 years experience. Pay accordingly. Production, programming and news. Married. Desire permanent position any area. Affiliate preferred, all considered. Box B-122, BROADCASTING.

Top 40 personality. Young voice. Short experience. Performing background. Third endorsed. Box B-124, BROADCASTING.

Experienced morning man — newscaster — sports — farm. Excellent references — 1st phone, no maintenance. Minnesota-Iowa area. Box B-125, BROADCASTING.

Return of MacAfee & Schwartz (not real names). Still haven't moved from our 10 station market.—Waiting for the right offer from contemporary major market station. Need a two man team? Funny entertaining personalities, not time & temp. We're awaiting your "Bat Signal" on our mail box to the rescue. Box B-126, BROADCASTING.

Disc jockey announcer, authoritative sportscaster, authoritative newscaster. Experienced tight board. Graduate of top New York school of announcing and speech. Third class endorsement. Not a floater or prima donna. Married. Box B-127, BROADCASTING.

1st phone, some experience. Prefer mid-west-south. No R&R. Box B-128, BROADCASTING.

Attention Jim Dooley. Would like to "come on down" but need job in radio in southern Florida first! Have 4 years experience in nation's #1 market, but now desire first mike job. Endorsed third. Money second to opportunity. Box B-129, BROADCASTING.

Announcers—(cont'd)

C&W personality, public relations, sales. One of America's finest alrmen. Big, resonant voice. Network-quality news. Not a hillbilly or musician. 1985 earnings exceeded \$7000. Substantial offers only. Family. Reply assured. No hurry. Box B-131, BROADCASTING.

Resident nut desires new station. Glib jockey with fifteen years in radio, all phases, presently program director. Married. Middle of road format, strong personality. Interesting tape. Dull resume on request. Box B-133, BROADCASTING.

Attention major markets: (particularly west)—I offer creative programming and production, good voice and 9 years experience. Box B-134, BROADCASTING.

Attention Philadelphia area! Staff announcer seeks position with good music station to earn grad school tuition. B.A. speech, two years announcing experience. Available immediately. Call code 609-858-1609 or Write Box B-136, BROADCASTING.

Announcer-1st phone, experienced, excellent references, will relocate, Box B-137, BROADCASTING.

Leading sports announcer available. Presently top minor baseball. Desire triple-A baseball plus college or professional sports. Best references. Five figure salary required. Box B-140, BROADCASTING.

It takes more than two to make a two-man show. Two plus talent! If you're ready to move up to number one in your market with modern broadcasting's funniest new team (backed by 12 years experience) . . . rush serious inquiry to Box B-143, BROADCASTING.

College—broadcasting school graduate. First phone beginning announcer. Draft exempt. Prefer New England, however all offers considered. Box B-146, BROADCASTING.

Experienced production man—Authoritative news—3rd phone endorsed. I have over 150 productions that will give your station a distinctive sound. Washington, D.C.—Baltimore area, preferred—others considered. Tape and resume on request. 301-587-9236 or Box B-148, BROADCASTING.

Young aggressive announcer, with 4 years background at 2 of NYC's major stations desires first job on mike. Endorsed third. Opportunity first. Salary secondary. Box B-150, BROADCASTING.

Hard rock top 40 deejay—First ticket—College degree—draft free—limited experience. Box B-151, BROADCASTING.

Telephone talk show—top personality available. This performer is world-traveled—news oriented—glib. Solid commercial conversationalist. Has starred in countless major news and sports shows. Guarantees top audience. Will rattle the men; charm the ladies. Top offer gets him. Will relocate. Call 212-K1 3-3498 or Write Box B-152, BROADCASTING.

Experienced contemporary personality . . . presently employed midwest metro market. Family . . . military completed . . . college. Box B-157, BROADCASTING.

English—I say! DJ/news/talk show/top 40—middle road, experienced, very talented. Jolly good show, what! Box B-158, BROADCASTING.

Negro first phone announcer five years experience — married — available now. Box B-161, BROADCASTING.

Announcer-newsman, 24, married, 3 years commercial experience, 2 years AFRS experience. Presently working Northeast. Seeking better position in Eastern U. S. Box B-170, BROADCASTING.

I'd rather announce than switch. Full or parttime, 50 mile radius NYC, L. I.. Personal interview. Box B-177, BROADCASTING.

DJ-announcer-newscaster. Recent grad—lively show—smooth delivery—3rd broadcast endorsed. Box B-179, BROADCASTING.

R & B DJ bright sound, School grad, 3rd phone. Relocate. Box B-180, BROADCASTING.

Announcers—(Cont'd)

Top 40's beginner. Hard rock D.J. Production and music director, endorsed third; draft exempt. Box B-181, BROADCASTING.

Staff announcer, newsman—Radio-TV—FCC 3rd, 2 yrs. H.S. journalism, 1½ years college, broadcasting school and National Security Seminar graduate. Prefer days, larger market, midwest area (east of Chicago) and new England area. Group or network station offers welcomed. Also press services. Age 22, draft status 1Y (medical). Tape, resume, copy sample, news analysis available. State salary. Phone or write Frank Alton Dazey, Jr., 2839 Carol Lane, Portage, Indiana 46368 or phone area code 219-762-4559.

Leaving Air Force mid-April. Background includes all types announcing from classical (QXR Affiliate) to top 40 (number one evening show in major market.) TV booth announcer, cameraman and director. Also written copy and produced VTR spots for agency. 27 years old. College. AFTRA member with Vietnamese press clearance. Ask your Saigon man about Ade Cronauer on AFRS. Then write for tape and resume. MACOI-AFRS, APO San Francisco 96309.

Personality with tight board, any format, experience as P. D. in good music station and top 40. Experience as newsman in 100,000 pop market. Experience at selling and writing commercials. Experience in production. Married, with 7 years of radio experience. Exempt from Draft. 3rd phone with broadcast endorsement. Presently employed. Would like to get break in larger market. Phone 601-234-6881 or write Jim Smith, Box 511, Oxford, Mississippi. Can start immediately.

Third phone, endorsement, D. J. announcer, newscaster, Broadcasting School Graduate seeking first position. Married, will relocate. Call Johnson after six. 312-638-4097.

Experienced top 40 jock, third phone, superior production, seeks steady position. Will relocate. Contact Knight, 3244 Jackson, Wichita, Kansas, TE 8-8226.

First phone—10 years major markets. Modern, C&W, relaxed contemporary, personality, family. Mr. Melton, Route 5 Box 482-A, San Antonio, Texas MA 3-2648.

Technical

Engineer. Five years transmitter supervisor maximum power VHF. Mature family man. Homeowner. Fourteen years present city. Box B-142, BROADCASTING.

Challenging assignment as technical director or chief engineer. Long experience includes multi-towered directionals. Presently with government super-power operation. Box B-174, BROADCASTING.

News

Radio-TV reporter-photographer seeks news directorship. 9 years experience, top references. Box A-218, BROADCASTING.

Major market newsman wants challenging talk show assignment. Box B-80, BROADCASTING.

Want news directorship! First five market newscaster-reporter. Box B-81, BROADCASTING.

News reporter/director degree, 9 years major market, strong air image, married, mature, loyal. Minimum \$175.00. Box B-120, BROADCASTING.

Employed radio-television newsman wants a challenging position. Box B-173, BROADCASTING.

Experienced newsman. Well-educated, hard working, ambitious. Want position with future. Box B-178, BROADCASTING.

Production—Programing, Others

Attention Southern markets! Sales promotion manager of large firm wants back in radio. Program Director position with perptuity a must. Young-aggressive-family man—salary requirements reasonable. Excellent references. Write Box B-90, BROADCASTING.

Production—Programing, Others

Continued

Help, I'm suffocating in a vacuum or mediocrity!! Four years experience, radio airwork, production character voices, news, continuity. Female, single able to relocate. . . tape, photo. Now employed in New York metropolitan area. Write Box B-104, BROADCASTING.

Stop—As news director then assistant manager, helped build small market "looser" in paying proposition, but pay not enough. Hard-working creative college grad. with experience seeks programing slot — east only. Box B-108, BROADCASTING.

Diligent, organized production professional. 6 years experience. Creative P.D. potential. Box B-108, BROADCASTING.

Copywriter-announcer. Quality copy. Deep voice best suited to commercials, news, production work or better music. Station and agency experience. Southwest or east preferred. Currently employed. Box B-123, BROADCASTING.

Experienced production man—Authoritative news—3rd phone endorsed. I have over 150 production that will give your station a distinctive sound. Washington, D.C.—Baltimore area preferred — others considered. Tape and resume upon request. 301-587-9236 or Box B-149, BROADCASTING.

News-sports director, medium-major market, emphasis sports, available now. Box B-163, BROADCASTING.

Continuity director: Attractive gal with talent, imagination and ability. Who needs me? Box B-172, BROADCASTING.

TELEVISION

Help Wanted

Announcers

Versatile announcer wanted by mid-west group station. Opportunity to learn direction. Send resume, salary expected, audio video tape to Box A-364, BROADCASTING.

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.

Eastern television major market needs ambitious apprentice studio technician. Box A-304, BROADCASTING.

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary many benefits. Box A-310, 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.

Studio technician with 1st class radiotelephone license, VTR, microwave experience for northern California maximum power VHF station. Send replies to Box B-36, BROADCASTING.

Engineer-switcher with 1st phone, prefer some experience. Salary open. Box B-50, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-99, BROADCASTING.

Expanding communications corporation needs two experienced studio engineers for network television station located on the coast of California between San Francisco and Los Angeles. Send resume and salary requirements. Box B-107, BROADCASTING.

First phone engineer—TV transmitter work—no announcing northern Michigan area. Excellent opportunity for man to learn television technical operation. Box B-144, BROADCASTING.

Technical—(Cont'd)

1st class engineer—Call Chief Engineer, KCND-TV, Pembina, North Dakota, 58271, 701-825-6292.

First phone television engineer with minimum three year's experience. Excellent opportunity. Write P.E. Eppley, WALB-TV, Albany, Georgia 31701.

Experienced TV studio and maintenance engineers for permanent positions in rapidly expanding VHF-UHF stations. Color experience desired. Contact Director of Engineering, WHY-TV, 4548, Market Street, Philadelphia, Pennsylvania 19139.

Midwest UHF with 13 years of growth needs transmitter technician. De-Intermixed market, modern plant, network and local color. Will train, but adequate education necessary. Contact Jerry Merritt, C.E., WICS-TV, Springfield, Illinois 62703, phone 217-528-0465.

WTOC-AM-FM-TV, Savannah, Georgia, has opening for first class engineer. Reply by letter to Chief Engineer.

Engineer with first class ticket needed by radio-TV operation in upstate New York. Immediate opening. Must have car. TV experience helpful but not required. No announcing. Excellent wage scale, liberal vacation. Company pays full cost of hospitalization, major medical plan and outstanding pension plan. Most of our employees have been with us more than 10 years. You will enjoy living in this beautiful vacation area. Apply in writing, including references and picture, to Glenn Hall, Director of Operations, WWNV-TV, Watertown, New York.

First class engineers for operations, maintenance and VTR. Broadcast background preferred but not essential. Contact Chief engineer WYTV, Youngstown, Ohio.

Wanted, TV transmitter engineer. First class license required. Mayville, N. Dakota, phone 701-786-3751.

News

Immediate opening for aggressive, experienced newsmen capable of taking over 3-man news operation in competitive 2 station VHF market. Salary open—based on experience and background. Rush resume, photo & VTR (if available) to Operations director, WTVM, Columbus, Georgia.

Production—Programing, Others

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.

Challenging jobs on new team in major midwest market: Production manager to take complete charge and direct key local shows. Artist for local commercials and sets. Film Director. Traffic Manager. All must be versatile and experienced. Give references. Box B-94, BROADCASTING.

Producer: Public affairs programs. Washington, D.C. noncommercial WETA-TV seeks seasoned producer of public affairs and news programs for local and national network telecast. Must have sound background in political science, international and domestic affairs, with experience in producing for television and film. Send resume including experience, education, credits, salary requirements to Box B-98, BROADCASTING.

Traffic manager—top 10 market VHF. Large department. IBM knowledge helpful. Unique job requires production knowledge. Must be master of detail and administration. Box B-153, BROADCASTING.

Situations Wanted

Announcers

Excellent television announcer-personality looking for progressive television operation. Commercials; weather; interview shows. Write for representative VTR. Box A-320, BROADCASTING.

NEWS

Experienced television news reporter-writer, seeks on-air position in major metropolitan market. Skilled in reporting, writing, documentary and on camera work. College graduate. Ex military. Box B-33, 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

Talented film editor-heavy motion picture & lab background, seeks new horizons in medium market. Salary negotiable. Box A-264, BROADCASTING.

News, program, public relations—14 years. TV-Radio. Age 37, married. Box A-343, BROADCASTING.

Presently employed, college graduate, 7 years TV experience program operation & production—administration. Film buying. Seeks challenge in programing with opportunity for advancement. Box B-7, BROADCASTING.

Energetic, ambitious young man wants directing or position leading to directing. Married, veteran, college degree, production experience. Box B-73, BROADCASTING.

Television Production manager . . . 12 years experience in all phases of production. Only stations with need for creative, dependable, and industrious production manager with high standards need inquire. Available March 15, 1966. Box B-100, BROADCASTING.

Producer-director with broad range of experience in television & film wishes position as Producer-Director of documentaries and special projects. Presently employed in major market. Significant background includes Masters degree in communications. Box B-101, BROADCASTING.

Ready for production manager. Director-Producer with 6 years Midwest experience with all types of programs. Reliable, family man with references. Box B-112, BROADCASTING.

Position in any phase of TV production in a large market—ten years experience with one station in a medium market—college experience - cameraman - director - announcer - producer - writer - news - photography—write Box B-154, 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.

ETV station wants 2-3 late model (Transistorized, if possible) studio or field chains. Call 518-377-8517.

We need a reflectometer and directional coupler for an RCA TTU-1B television transmitter. We are also interested in any extra parts. Please write us immediately: KLOC, P.O. Box 338, Ceres, California 95307.

Wanted: 1 kw transmitter, Gates, Collins or RCA. Must be late model in good condition. Cash. Box 392, Harrisonburg, Virginia.

Wanted—Good and middle of the road record library—also 5 kw FM transmitter, any age. Box B-147, BROADCASTING or Bill Kane 412-821-4100.

Wanted: 500 watt AM transmitter, monitors. Fred Clarke, 778 Lower Colonial Drive, St. Paul, Minn.

WANTED TO BUY

Equipment—(Cont'd)

Used self supporting tower, 475-feet, 40 pound wind loading. Reply: R. R. Nelson, WBRD, Bradenton, Florida.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-And, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets, Oakland, Calif.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCAST-ING.

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.

New Magnecord 1021 transistorized recorders in stock. Trade-ins accepted. Telephone Bill Bruring, La Crosse, Wisconsin, 608-784-7373.

Gates model M3529-B speech input system w/sta-level. In good working condition. Call 802-295-3167.

GEL 5 kw never used, complete with stereo and SCA. Call 213-465-7177 or Box B-22, BROADCASTING.

Used broadcast equipment . . . One convenient source for buyers and sellers. Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

FOR SALE: Schafer model 300 remote control studio/transmitter units in factory carton. Cost \$1,250 for \$1,000. Will ship immediately. Contact Box B-77, BROADCAST-ING.

1-kw FM transmitter Western Electric \$550.00—10kw FM amplifier G.E. type BF-3-A less power transformer \$1,275.00, Box B-96, BROADCASTING.

Spotmaster 505 playback (3) completely reconditioned — guaranteed, including new hys. synchronous motors and heads. \$250.00 each. H-P model 330-B distortion analyzer —excellent condition \$300.00. Broadcast Products Company, Box 324, Kensington, Md.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring today 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 4J comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Biz Comedy Service, 1735 E. 28th 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 1968 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 612-222-6866, extension 336 for reward.

TEKNITAPES — Amazingly-effective, fast! Announcing, newscasting. Beginners, professionals. Broadcast Guides, 678 Medford, Patchogue, New York 11772.

Zap! Pow! Kablooeey! Funnier than Batman. Comedy scripts with taped voices. For sample tape, send \$1 to Funnybits Productions, Box 647, Bettendorf, Iowa.

MISCELLANEOUS—(Cont'd)

Free catalog—Amateur cameras, projectors 33 $\frac{1}{3}$ discount. Bob's Camera, 60 W. 48th St., N.Y.C. 10036.

Seeking new talent? Complete catalog covers all schools and colleges teaching radio and television broadcasting. Descriptive synopsis on each . . . Send \$2.00 to . . . Nelson Research, Box 284, Alpena, Michigan 49707.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 55, 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 classes starting March 16, June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

INSTRUCTIONS—(Cont'd)

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: May 2, Sept. 8. 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.

Voice improvement by famous teacher. Home-training. Free literature. VOICE-CRAFT, 1709-B Fremont, Madison, Wisconsin 53704.

Help Wanted

Advertising Agency Trainees Wanted

Major agency among top 10 requires eleven young people for immediate assignment to junior positions in Copy and Account Handling. Good salary and unexcelled opportunity for rapid advancement. College graduates preferred. One to four years newspaper, radio or TV experience in either writing or sales desirable. Send complete resume to

Box B-119, Broadcasting.

RADIO—Help Wanted

Could you build a Broadcast Department?

How about it? Do you ever catch yourself muttering: "One of these days I'm gonna do it my way . . .?"

Well, this could be the day!

There's this nice, middle-size agency in the Midwest . . . well established and now starting to swing with a lively new management team. About 100 people at present . . . a bright reputation for creativity and quality . . . blue chip accounts . . . big growth plans.

But get this . . . only about 15% of present billing is in broadcast! During the next few years we are going to increase this to 50%, mostly with new business.

Which is where you could come in. We definitely need a broadcast department head . . . a man who will be able to answer impressively when prospects ask us what we know about tv and radio—and then deliver the goods when we get the business . . . a man who can help us attract the talent we'll need—and supervise the staff he builds.

The man we want probably has a solid agency job right now. But he needs something more . . . more action, more challenge, more responsibility, more fun. It's here! Send us a resume. Box B-91, Broadcasting. (Our people know about this ad)

RADIO

Help Wanted—Management

Manager FM & TV Products

Excellent opportunity for a sales-minded and customer-oriented man who will be responsible for the sale of FM, TV transmitters and accessory items for large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. B.S. Degree or comparable experience required. Advancement. Complete employee benefits. An equal opportunity employer. Send resume to:

Box B-39, Broadcasting.

FINEST RADIO STATION TOP MANAGEMENT OPENING IN U. S.

Prestige, multi-station group seeks key man as home office top executive. Will succeed present head when ability proven. Age 30-40, married, minimum 10 years strongest retail time sales and management background. Extreme emphasis on ability to interpret all facts behind masses of daily figures which translate to tight cost controls and profits. Substantial salary open, unlimited potential with future stock participation and profit sharing on proof of performance. Completely detailed resume. Photo. Only from professional sales-oriented, radio management men. No programming, engineering, or similar backgrounds please.

Box B-155, BROADCASTING

Sales

Broadcast Equipment Sales Specialist

Live in the San Francisco area and sell technical equipment to AM, FM and TV stations. Must know broadcasters and have broadcasting experience. An equal opportunity employer. Send resume including education and experience to

Box B-40, BROADCASTING

Broadcast Equipment Sales Specialist

Live in the Southeastern area and sell technical equipment to AM, FM and TV stations. Must know broadcasters and have broadcasting experience. An equal opportunity employer. Send resume including education and experience to

Box B-41, Broadcasting.

Help Wanted—Announcers

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.

Help Wanted—Announcers

continued

NEWSCASTERS \$12,000 PLUS EARLY STARTING

Don't apply unless you are a network caliber newsmen 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**

Technical

ENGINEER

First Phone—No announcing but studio and transmitter experience needed. Send all details to

**Chief Engineer
Radio Station WFBR
13 E. 20th Street
Baltimore 21218**

NEEDED IMMEDIATELY

**2-engineers 1st class radio-telephone 1 for AM station—1 for TV station
Contact: Mr. Robert Corvett, C.E.
WATR-AM-FM-TV
Waterbury, Connecticut
203-755-1121**

NEWS

NEWSCASTERS \$12,000 PLUS EARLY STARTING

Don't apply unless you are a network caliber newsmen 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**

Situations Wanted—Announcers

Pro Heavyweight

Talk moderator who specialized in hard core controversy seeks challenge in Major Market. Finest background and Proven Record.

Box B-130, Broadcasting.

TOP TELEPHONE TALKER AVAILABLE

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Experienced newsman capable of gathering, writing and delivering on camera. Submit resume and film or video tape, if available, to:

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Large Eastern TV Station

Needs news writer-editor-reporter. Must also be good on the air and have potential for anchorman job. Reply:

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- 1—Must have experience as TV operations Mgr.
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Marconi 4 1/2" Mark IV**

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FOR SALE—Stations

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WEST—**

Dominant fulltime station grossing \$480,000 yearly. Cash flow average last four years \$140,000 per. Priced at less than six times cash flow at \$800,000 cash.

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Excellent frequency and power with six times the coverage of two competitive stations. Desirable area with over 150,000 in .5 signal. Doing approximately \$190,000 gross with 90 percent local. Should do \$250,000 with increase in ratings and national effort. Asking \$400,000.

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NEW YORK, N. Y.

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(Continued from page 94)

April 1 in proceeding on applications of Tri-City Broadcasting Co. and Henryetta Radio Co. for new FM's in Eufaula and Henryetta, Okla., respectively. Action Feb. 4.

■ Granted motion by Peoples Broadcasting Corp. to extend time from Feb. 3 to Feb. 7 to file reply findings in proceeding on its application and that of Farragut Television Corp. for new TV's to operate on channel 47 in Columbus, Ohio. Action Feb. 3.

By Hearing Examiner David I. Kraushar

■ In matter of cease and desist order directed to Service Electric Cable TV Inc., Bethlehem, Pa., granted its petition to continue hearing to April 26, to be held in Bethlehem at place to be announced subsequently. Action Feb. 4.

■ Scheduled further prehearing conference for Feb. 4 in matter of cease and desist order directed to Service Electric Cable TV Inc., Bethlehem, Pa. Action Feb. 2.

By Hearing Examiner Jay A. Kyle

■ For reasons indicated in transcript of record of Feb. 4, continued without date hearing in proceeding on applications of WMGS Inc. for renewal of license of WMGS, and Ohio Radio Inc. for new AM, both Bowling Green, Ohio. Action Feb. 4.

■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas, scheduled oral argument for Feb. 10 on petition by Overmyer for leave to amend its application. Action Feb. 3.

■ Granted petition by Twin City Area Educational Television Corp. to extend time from Feb. 1 to March 15 to exchange direct exhibits in proceeding on applications of KWTCN Television Inc. (WTCN-TV), Midwest Radio-Television Inc. (WCCO-TV), and United Television Inc. (KMSP-TV), Minneapolis. Action Feb. 2.

■ In Dallas TV channel 29 proceeding, granted petition by Grandview Broadcasting Co. to dismiss, but dismissed with prejudice, its application; and retained in hearing status remaining applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. Action Feb. 2.

■ Ordered that when hearing scheduled for March 21 recesses, it will be resumed on March 28 in proceeding on AM applications of Jupiter Associates Inc., Matawan; Somerset County Broadcasting Co., Somerville; and Radio Elizabeth Inc., Elizabeth, all New Jersey. Action Feb. 2.

FOR SALE—Stations

continued

FOR SALE:

In Hickory, N.C. market serving nearly 250,000 people, over 300 industries, fast growing retail center, college, less than hour to summer-winter resort. WKJK, Granite Falls, country music specialty. Fantastic audience, grossed over \$80,000 last year, \$90,000.00 cash. Terms, write or call James B. Childress, Sylva, North Carolina.

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Early sign-on. Price \$135,000. Basic market 35,000. Additional population in surrounding area. Real Estate included. Write: George Cory, 810 Morningside Place SE., Albuquerque, N.M. Phone 505-256-9533.

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N.E.	small	fulltime	\$120M	terms
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South	metro	power	300M	29%
N.Y.	metro	UHF-TV	1MM	nego
M.W.	major	daytime	583M	cash



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By Hearing Examiner Forest L. McClenning

■ Continued hearing conference from Jan. 31 to Feb. 7 in Costa Mesa-Newport Beach, Calif., consolidated AM proceeding. Action Feb. 2.

■ Continued prehearing conference from Jan. 31 to Feb. 7 in proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's in Madison and Nashville, Tenn., respectively. Action Feb. 2.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ Granted petitions by KXYZ Television Inc. for leave to amend its application to revise percentages shown in its programming tabulation, modify details of its capital and operating expenditures and to reflect recession of agreement for station sales representation, and by Crest Broadcasting Co. for leave to amend its application to show availability of new and additional loan in proceeding on their applications for new TV's to operate on channel 26 in Houston. Action Feb. 7.

■ Continued Jan. 31 hearing sessions to date to be established by further order, and scheduled hearing conference for Feb. 9 to establish procedural dates in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago. Action Feb. 2.

■ Continued conference from Feb. 1 to Feb. 8 in proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston. Action Feb. 2.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's to operate on channel 50 in Chicago, granted petition by Chicagoland TV for leave to amend in certain respects financial portion of its application. Action Jan. 28.

By Hearing Examiner Sol Schildhouse

■ Pursuant to further prehearing conference of Feb. 4 in Reno-Las Vegas, Nev., Idaho Falls, Idaho, proceeding, directed that final exchange of written proof on first seven issues to be accomplished no later than by close of business April 5; trial and other dates will be published later, as required. Action Feb. 7.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of Feb. 8

The Corinth Broadcasting Co., and The Progressive Broadcasting Co., Corinth, Miss.—Designated for consolidated hearing applications for new FM's to operate on channel 232 (94.3 mc), ERP 3 kw—Corinth ant. height 115 ft., and Progressive ant. height 144 ft.

KNFB(FM) Nowata, Okla.—Granted CP to change ant.-trans. location to studio location; type ant.; ant. height to 110 ft., and delete remote control.

WLIR(FM) Garden City, N. Y.—Granted mod. of CP to change type trans.

WIVY Jacksonville, Fla.—Granted request to cancel license for auxiliary trans.

Granted mod. of licenses to reduce aural ERP for following TV stations: KCTO Denver, to 20 kw and redescribe trans. location; KOIN-TV Portland, Ore., to 15.1 kw; WBNB-TV Charlotte Amalie, V. I., to .5 kw; WHYY-TV Wilmington, Del., to 31.6 kw; KGIN-TV Grand Island, Neb., to 55 kw; KHAS-TV Hastings, Neb., to 16.2 kw; WOI-TV Ames, Iowa, to 20 kw; WBRZ Batron Rouge, La., to 19.5 kw; WQAD-TV Moline, Ill., to 56.2 kw; WINR-TV Binghamton, N. Y., to 50 kw; KCKT Great Bend, Kan., to 17.8 kw; and KREX-TV Grand Junction, Colo., to 2.57 kw.

Actions of Feb. 7

Granted mod. of licenses to reduce aural trict, Parowan, Utah, for new VHF TV translator station on channel 12, to rebroadcast programs of *KUED-TV Salt Lake City.

WBCA Bay Minette, Ala.—Granted CP to change frequency from 1150 kc to 1110 kc; increase power from 1 kw to 10 kw; install DA-D during critical hours only; install new trans. and make changes in ground system; conditions.

WHTG-FM Eatontown, N. J.—Approved engineering technical data submitted in compliance with commission's report and

order of July 28, to show operation on channel 292A (106.3 mc).

Granted extension of completion dates for following stations: KAVE Carlsbad, N. M., to April 30; condition: WNNW Valparaiso, Ind., to May 15; KING Seattle, to April 15; WNTN Newton, Mass., to July 1; WREC-FM Memphis, Tenn., to Aug. 23; condition: WLMC(FM) Okeechobee, Fla., to Mar. 15; WLDR-FM Traverse City, Mich., to July 1; WGIR-FM Manchester, N. H., to July 21; WNAV-FM Annapolis, Md., to April 21; KLVJ-FM Beaumont, Tex., to Aug. 2; WORM-FM Savannah, Tenn., to Aug. 15; WVNJ-FM Newark, N. J., to Aug. 14; WDBQ-FM Dubuque, Iowa, to April 1; WISM-FM Madison, Wis., to June 19; WSRF(FM) Worcester, Mass., to July 21; WPTX Lexington Park, Md., to Mar. 15; WITA-FM San Juan, P. R., to April 1, and WXYW(FM) Suffolk, Va., to July 27.

Actions of Feb. 4

Granted renewal of licenses for following main stations and co-pending auxiliaries: KBHC Nashville, Ark.; KDQN Dequeen, Ark.; KLOA Ridgecrest, Calif.; *KSPC(FM) Claremont, Calif.; KWRC Woodburn, Ore.; KSVP auxiliary only, Artesia, N. M.

KPRC Houston—Granted license covering change in ant.-trans. location; installation of new trans. with remote control while using non-DA; and change in nighttime DA pattern.

KRIB Mason City, Iowa—Granted license covering use of old main trans. at main trans. location for auxiliary purposes only.

WLOF Orlando, Fla.—Granted license covering installation of new auxiliary trans.

KRIB Mason City, Iowa—Granted license covering increase in daytime power, installation of new trans., and specify type trans.

WNBC New York—Granted licenses covering changes in ant. systems (main and auxiliary).

KVEG-FM Las Vegas—Granted mod. of CP to change type trans. and ant.; remote control permitted; conditions.

WOR-FM New York—Granted mod. of CP to change type trans. and ant., and increase in ERP to 5.4 kw; condition.

WMAX Grand Rapids, Mich.—Granted licenses covering increase in power, installation of new trans., and specify type trans., and to use old main trans. at main trans. location with remote control for auxiliary purposes only.

WMOG Brunswick, Ga.—Granted license covering use of old main trans. as auxiliary trans. daytime, alternate main trans. nighttime, at present trans. location.

KVCL Winnfield, La.—Granted license covering change in ant.-trans. and studio location.

WDOG Allendale, S. C.—Granted license for AM, and specify type trans.

WLKS West Liberty, Ky.—Granted CP to increase daytime power from 250 w to 1 kw; conditions.

WBIB Centerville, Ala.—Granted CP to change frequency from 1590 kc to 1110 kc, and make changes in ground system; conditions.

WGNC Gastonia, N. C.—Granted CP to change ant.-trans. and main studio location; remote control permitted.

KBOX-FM Dallas—Granted license for FM station.

Actions of Feb. 3

Granted renewal of licenses for following main stations and co-pending auxiliaries: KFCB Redfield, S. D.; and KMER Kemmerer, Wyo.

Granted CPs for new UHF TV translator stations to Del Bonita TV Club, Del Bonita, Montana, on channel 5, to rebroadcast programs of CJLH Lethbridge, Alberta, Canada, and to KSL Inc., Salt Lake North Bench, Utah, on channel 13, to rebroadcast programs of its station KSL-TV Salt Lake City.

Actions of Feb. 2

WALD Waterboro, S. C.—Granted CP to change frequency from 1220 kc to 1060 kc; continued operation with 1 kw; condition.

WNBH-FM New Bedford, Mass.—Granted license covering decrease in ERP and installation of new ant.

WHLO Akron, Ohio—Waived Sec. 73.30(a) of rules and granted mod. of license to change studio location to Fairlawn, with Akron identification to be continued; condition.

WSVL-FM Shelbyville, Ind.—Granted CP to install new trans. and increase ERP to 34 kw.

Granted extension of completion date for KWJJ Portland, Ore., to Apr. 15; condition.

Action of Feb. 1

Granted renewal of licenses for following main stations and co-pending auxiliaries: KDHL Faribault, Minn.; *KANG(FM) Angwin, Calif.; and KSTN-FM Stockton, Calif.

Actions of Jan. 31

Remote control permitted following stations: WLAG-FM La Grange, Ga.; and WLBL Madison, Wis.

Granted change of remote control authority for WBNX New York.

Action of Jan. 28

Granted change of remote control authority for WINN Lexington, Ky.

Actions of Jan. 27

Remote control permitted WHIS-FM Bluefield, W. Va.

Granted CPs for following new UHF TV translator stations: Indian Valley TV Corp., Greenville, Calif., on channel 72, to rebroadcast programs of KHSL-TV, channel 12, Chico; and Valley TV Club Inc., Nashua, Mont., on channel 73, to rebroadcast programs of CKCK-TV, channel 2, Regina, Saskatchewan, Canada.

Actions of Jan. 26

Granted CPs for following new VHF TV translator stations: Hill City Chamber of Commerce, Hill City, Kans., on channel 5, to rebroadcast programs of KOMC(TV), channel 8, McCook, Neb., subject to outcome of proceeding in Doc. 15971; and Washington County T. V. Department, Enterprise, Utah, on channel 13, to rebroadcast programs of *KUED(TV), channel 7, Salt Lake City.

Revocations

■ By order in proceeding on revocation of license of Tinker Inc. for WEKY Richmond, Ky., commission directed that any

reply to Broadcast Bureau's opposition to WEKY's petition for reconsideration must be filed on or before Feb. 14. Action Feb. 2.

Fines

■ Commission notified Homeland Enterprises Inc., licensee of KAOL-AM-FM Carrollton, Mo., that it has incurred apparent liability of \$2,000 for more than 25 violations of commission's operator requirement and other technical rules. Licensee has 30 days to contest or pay forfeiture. Action Feb. 2.

Rulemakings

DENIED

Chicago—Edwin L. Schaefer. Commission denied on Jan. 27 request for amendment of rules for purpose of declaring that use of electronic emissions in their present recognized forms shall henceforth cease and desist when produced for purpose of participation in, and scheduling of, contents, where even remuneration is not in form of monetary values, but promise of certificates, club awards, honor rolls, etc.

PETITION FOR RULEMAKING FILED

KFYR-TV Bismarck, N. D.—Meyer Broadcasting Co. requests institution of rulemaking proceeding looking toward assignment of VHF channel 7 to Dickinson, N. D. Received Jan. 25.

New call letters requested

Corozal, P. R.—Jose Arturo Fernandez. Requests WORO(FM).

Atoke, Okla.—Bill Hoover. Requests KEOR.

Port Sulphur, La.—Plaquemines Broadcasting Co. Requests KPBC.

Hyannis, Mass.—Charter Broadcasting Corp. of Mass. Requests WKOD-FM.

Mayaguez, P. R.—Electronic Enterprises Inc. Requests WITB-TV.

Ponce, P. R.—Electronic Enterprises Inc. Requests WITP-TV.

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

Olney, Ill.—Board of Trustees of Southern Illinois University. \$400,381 to activate channel 45 in Olney. Total project cost \$624,098.

Pensacola, Fla.—Board of Public Instruction of Escambia County. \$177,768 to construct station on channel 21 in Pensacola. Total project cost \$355,536.

Scranton, Pa.—Northeastern Pennsylvania Educational Television Association. \$200,000 to activate channel 64 in Scranton. Total project cost \$519,120.

Vincennes, Ind.—Board of Trustees of Vincennes University. \$93,484 to activate channel 34 in Vincennes. Total project cost \$177,152.

Wilmington, Del.—WHYY Inc., Philadelphia. \$652,390 to produce and transmit color over channel 12, Wilmington.

Boston—WGBH Educational Foundation. \$78,042 to improve transmission and production facilities of channel 2, Boston. Total project cost \$156,084.

Tampa, Fla.—Florida West Coast Educational Television Inc. \$110,000 to expand facilities of WEDU-TV (channel 3) Tampa. Total project cost \$170,000.

Ogden, Utah—Weber County School District. \$113,392 to improve KWCS-TV (channel 18) Ogden. Total project cost \$151,190.

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Kaiser, known and respected for engineering excellence born of experience serving the aerospace industry. Cox, known and recognized for leadership in every phase of broadcasting, as well as CATV. Put them together, they spell Kaiser-Cox, a name you can depend on for the finest in solid state CATV equipment and service.

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COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Feb. 9. 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.

Meredith-Avco Inc.—Home office of Meredith-Avco Inc. (group owner) now located at 2630 Glendale-Milford Rd., Cincinnati 45241. Telephone (513) 771-3980.

Jekyll Island, Ga.—WHAB Baxley, Ga., has applied for a franchise.

Rexburg, Idaho—Snake River Cable Co., represented by J. Allen Jensen, vice president of KID-TV Idaho Falls, Idaho, has applied for a franchise. The firm would charge a \$5.95 monthly service fee.

■ Du Quoin, Ill.—Charles Bishop Sr., Du Quoin, has been granted a 10-year franchise. The city will receive 3% of the gross revenue. Construction must start within 60 days or the city may terminate the franchise.

Fort Wayne, Ind.—CATV of Fort Wayne Inc. (Steve Thomas, president), has applied for a franchise. It would offer TV channels from the United States and Canada.

■ Jeffersonville, Ind.—Valleyanna Cable TV Co. (principally owned by Bruce Merrill—American Cable TV Inc., Phoenix) has been granted a franchise. The city will receive 2% of the gross receipts. The monthly service rate will be \$4.95. Southern Indiana Cablevision Inc. and Community Telespection Inc. also are applicants.

Leominster, Mass.—Three firms have applied for a franchise. They are Montachusett Cablevision Corp., Fitchburg Norton Indus-

tries Inc., Worcester, and Montachusett Cable Television Inc. (Gerald R. Martel, president), all Mass.

■ Allegan, Mich.—Allegan Telespection Inc., Allegan, has been granted a franchise. Buell Daniel, that city, is president of the corporation.

Menominee, Mich.—Four firms have applied for franchises. They are: Tahquamenon Cable Vision Inc., Escanaba, Mich.; Marcus Theaters CATV Systems Inc., (group owner); M & M Cable TV Inc., LaGrange, Ill.; and Midland Community Antenna Systems Inc., Milwaukee. Midwest Community Antenna Television System also has applied.

Austin, Minn.—Four firms have applied for franchises. They are: James K. Donahue Co., Rhinelander TV Cable, Rhinelander, Wis.; Austin Cable Co. and Austin TV Cable Co., both Austin, Minn.

Lincoln, Neb.—T-V Transmission Inc., a subsidiary of Lincoln Telephone and Telegraph Co., and Stuart Enterprises, both Lincoln, Neb., have applied for franchises.

■ Sea Isle City, N. J.—Garden State TV Cable Corp., Bridgeton, N. J. (group owner), has been granted a franchise. Installation fee will be \$15 and monthly service rate will be \$5.

Scotland Neck, N. C.—Caroline Telephone and Telegraph Corp. has applied for a franchise.

Willowick, Ohio—Leonard Horvitz has applied for a franchise. Lake Cablevision Corp., a subsidiary of Lorain Journal Co. (Lorain Journal and Willowick News-Herald) is also an applicant.

Neenah, Wis.—Two firms have applied for a franchise. They are Universal Cablevision Inc., a subsidiary of Universal Telephone Co. (group owner) and Midland Community Antenna Systems Inc., both Milwaukee.

Waukesha, Wis.—Waukesha Theaters Inc., a subsidiary of Standard Theaters Corp., Milwaukee, has applied for a franchise. The firm would charge about \$18.75 for installation and about \$5 for monthly service.

THE shingle outside the door should have read: "Freberg Ltd., all work hand tooled." The door, one recent day, led into the Samuel Goldwyn Studios in Hollywood, a marvelous place to make believe. For who would want to face reality in such a cold, ugly cavern? But for 14 grueling hours on a rainy Tuesday, Stan Freberg, commercial maker, and a crew of about a dozen technicians and actors pounded out three biting, funny television spots that just might sell. Mr. Freberg faced reality all day, the sneering twist of life called compromise.

Nothing tells more about this wildly talented writer, composer, performer and director than watching his compulsion to prick the skin that nourishes him. The client was a tea packager, ready to saturate the markets of two countries with flights of radio and TV spots. Mr. Freberg had devised a theme for the campaign, the name of the product followed by a sonorous rendering of the phrase: "It's not half bad." It's the classic Freberg technique, sighting a windmill and poking fun at it.

A Perfectionist ■ There were three TV spots to be turned out—a 60-second, a 20-second and an ID. Before the union whistle blew, sending the technicians scurrying for the freeways and their homes, Freberg the perfectionist was to order 32 takes on the 60-second commercial, 23 takes on the 20-second commercial and eight on the ID. For the quietly intelligent and openly admiring advertiser representative in attendance, the day's concessions to the stubborn Freberg sense of what was ridiculously right were to cost some \$12,000.

Mr. Freberg sat in a camp chair or lounged on the floor; his 9-year-old daughter Donna Jr. huddled in the spread of one outstretched arm. They looked like children watching the popcorn sputter in the fireplace. The image was heightened by Mr. Freberg's dress and his puckish air. On this day he wore khaki pants, white crew socks and tan loafers. Up top he had on a white dress shirt, open at the neck and covered by a baggy, shaggy brown sweater, the perfect outfit for throwing rocks at school windows. He's a tall, somewhat gangling man, who wears his hair short and flat and whose horn-rimmed glasses almost always sit on the lower deck rather than the bridge of his nose. He's Dennis the menace, given a giant-sized Erector set to play havoc with.

Constantly within conferring distance was Donna, his blonde wife and alter ego. She's always ready with the details, with the annoying but necessary reminders to bring the touch of the poet back to earth. Frequently Mr. Freberg snaps up her suggestions, making it part of his directions without

He laughs at the world, and it joins in

self-consciousness.

For a man who works by the knife of comment, he's a surprisingly gentle director. He plays to people's fallibilities, cajoling rather than taunting. He showed to one actor who kept muffing his lines the patience and deliberateness of a man teaching a deaf child how to lip read. He reads commercial lines, lines that he has written, better than any of his company. A self-acknowl-

WEEK'S PROFILE



Stanley Victor Freberg—pres, Freberg Ltd.; b. Aug. 7, 1926, Pasadena, Calif.; attended Alhambra High School, awarded scholarship to Stanford U. but chose to go into show business instead; started on Pasadena radio station at age of 17; began doing voices for Warner Bros. and Walt Disney animated cartoons; entered Army 1945, served two years as enlisted man, discharged 1947; toured on road with comedy bands as guitar player and comedian, 1948; worked in network radio as actor on 'Henry Morgan Show,' 'Phil Harris-Alice Faye Show,' 'Jack Benny Show' 'Life with Luigi,' 1949; signed with Capitol Records as comedy artist, 1949; same year became puppeteer/voice with 'Time for Beany,' KTLA(TV) Los Angeles, 1949-1954; starred in 'That's Rich,' CBS Radio network situation comedy, 1954; made series of TV appearances NBC 'Comedy Hour,' 1955; started writing comedy radio commercials for Cunningham & Walsh, 1956; wrote and starred in CBS Radio's 'The Stan Freberg Show,' 1957; founded Freberg Ltd., 1957; produced and starred in ABC-TV special, 'The King Chow Mein Hour,' 1961; has won three TV Emmys and total of 30 other media awards; m.—Donna Andresen of Chicago; daughter, Donna Jr., 9; hobby—work.

edged "70% ham," he balances perfectly on that precarious playing that makes pointed but not too obvious the lampoon-in-the-making.

And always he communicates with his players, in the process exposing his compromise with an ironic situation. He's both collaborating with and working to undermine the invaders from Madison Avenue.

"Dave," he gently chides an actor, "remember you're not selling the stuff. You're just telling the man about it in the most casual way. Lose the pompousness of it, the silly-ass feel."

At another point he tells the company-at-large: "We don't have to do anything. We'll do whatever we want to do." Until a better summing up comes along, it would serve beautifully as his personal theme.

Throughout the long day spontaneous bursts of social commentary lighten the burden of tedium. "This commercial," he tells his performers, "is going to be playing in cold windy places, poverty pockets [he savors the phrase, making it unmistakable that he's going to have lots more fun with it in the future], where people can't afford tea but are watching on color television sets."

Later a visitor to the Goldwyn studios asks the agency man: "What about this guy Freberg? Why come to him when milk is easier to get elsewhere?"

People Mover ■ The man answers with a smile. "There's only one Freberg. He's a superb satirist. He can do anything it takes to motivate people. The important thing to remember is he talks to people rather than at them."

Then Mr. Freberg is asked for a self-appraisal. "I'm not in the business of making commercials. I'm in business to do theatrical vignettes. I have a point of view to sell. I don't ever want to become a shop. I'm doing Charles Steinberg drawings, while most everyone else is a Walt Disney production line. I started to do commercials as a lark, to prove a point, that satire can sell. Now the tail is wagging the dog. I've become totally enmeshed."

For writing, producing and performing in such spoofy commercials, the 39-year-old Mr. Freberg is said to earn between \$300,000 and \$500,000 a year (he supports a staff of seven). Part of that income, however, comes strictly from his performing talents outside of the commercial arena. He wants Freberg Ltd. to be really not very limited. Currently there's a pilot he's written for a TV series called *Junior Executive* awaiting approval at Warner Bros. and a Broadway revue for David Merrick is in the negotiation stage. ABC's new *ABC '66* series promises to use his mocking art. But mostly, Stan Freberg is engaged in a private war. A man with his arsenal probably deserves a bigger shooting gallery.

EDITORIALS

Asking for it

IT is hard to believe that at this stage of broadcasting development the FCC would find it necessary to warn licensees against irresponsibilities in the conduct of contests and promotions. Yet there seem to be adequate reasons for the issuance of a reminder, as reported in this publication last week, that FCC rules prohibit stunts that alarm, inconvenience or embarrass the public.

Whatever its format, however exuberant its on-the-air performers, every station is now part of a broadcasting system that, in total, commands enormous public respect. Surveys repeatedly attest to the confidence that the people repose in the news and information provided by both radio and television. That confidence has not been won, and cannot be retained, if any significant number of stations forget their responsibilities.

We have no reason to disbelieve the FCC's report of promotions that have caused alarm about imaginary dangers, invasion of privacy, infringement of property rights, traffic congestion and public disorder. The commission has acted with commendable restraint in issuing public warnings. It is entitled to assess harsher penalties if its warnings are ignored.

New standard?

TO the extent that CBS-TV's new rate card reflects contemporary buying and selling practices in network television, which is its announced purpose, it must be greeted as a welcome, if not overdue, innovation.

This is not to suggest that television is bought and sold in uniformly desirable ways. But the undesirable features are not likely to be made worse—or cured—by any rearrangement of words and figures on paper.

There is no question about TV buying patterns having changed. The decline of full and alternate sponsorships, accompanied by the rise in "participating sponsorships," or minute buying, has long been recognized—and spot salesmen say increasingly pushed—by all networks. In that respect there is nothing basically new in the new approach.

In setting different prices for different time periods and different seasons, the new structure appears to be an elaboration of both existing cards and existing practice. Rate cards traditionally have priced some day-parts higher or lower than others, depending on sets-in-use levels. Now, at CBS, the distinctions are being drawn finer. Not only the time of day and year figure in the price, but also the relative "strengths" of individual programs and of the programs they're up against on the other networks.

If program "strength" equates with anything but ratings, we cannot imagine what it is. CBS officials insist, however, that they are not edging closer to the concept of guaranteed circulation. That, it seems to us, remains to be seen and will depend on how they administer the new prices. At the very least, they would seem to have created machinery that will permit pricing based on minimum guarantees, and some critics see it as a means of "formalizing rate cuts." But there is nothing in traditional cards to prevent either rate cuts or minimum guarantees, and it would be naive to argue that salesmen—much less advertisers—have been blind to ratings in past negotiations.

The biggest single departure, then, seems to be the one that caught all the headlines—the virtual elimination of discounts. Although we feel that discounts, like "the large economy size" on supermarket shelves, are proper as long as they are granted without discrimination, it has seemed incongruous—not to mention troublesome for the bookkeepers

—to have gross prices pegged 25% to 40% higher than those actually paid.

It remains to be seen whether the move will head off congressional critics who see evil in all discounts. CBS officials contend they weren't thinking of these critics anyway.

On the surface, the net result of all the changes seems to be a simpler framework for doing business, making television easier to buy and easier to sell. In itself, that is a good start. What its net effect will be depends on how the framework is used, and only time can make that assessment.

A matter of taste

NOW that the National Association of Broadcasters' board has approved the construction of a \$1.8 million headquarters building in Washington, the really difficult part of the project begins: choosing an architect and a design.

A good many influential broadcasters have said that they want an NAB building that will be a monument to radio and television. That is undeniably the right attitude to start with, but what kind of monument do they mean? Every NAB member will have his own answer to that question.

There are some great buildings in Washington: a few old ones that were great to begin with, a few others that have acquired greatness through historical association and a few—very few—built in modern times by talented architects who were allowed to breathe. Most Washington architecture is, however, an unending bore to the discerning eye. It is a monument to the deflowering of taste by committees.

When a trade association undertakes to spend \$1.8 million on a monument to the interests it represents, it will inevitably be subjected to conflicting pressures. The predispositions of its membership will range from midwestern Gothic to Spanish colonial to southern antebellum to eastern curtain wall. Reconciling those disparate affections is impossible.

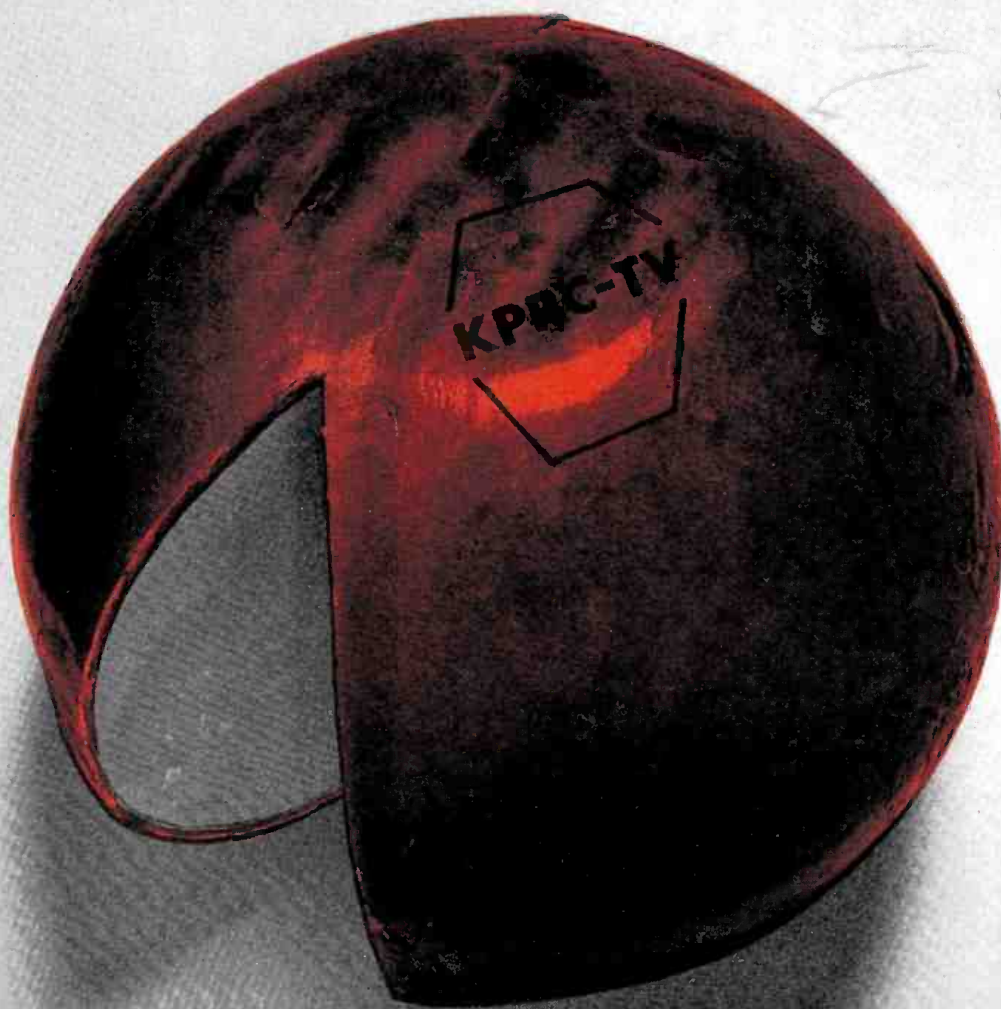
If the NAB is indeed to erect a monument to radio and television, let it erect a monument to good design, a building that by its own excellence commands attention in the characterless litter of marble, brick and glass.

The committee chosen by the NAB to supervise the early stages of its planning consists of businessmen-broadcasters who are certain to get the maximum construction for the association's investment. Hopefully they will also have the taste and nerve to demand maximum esthetic values.



Drawn for BROADCASTING by Sid Hix
"I haven't had any dog-food spots for ages. . . .
Nobody wants a black-and-white dog anymore."

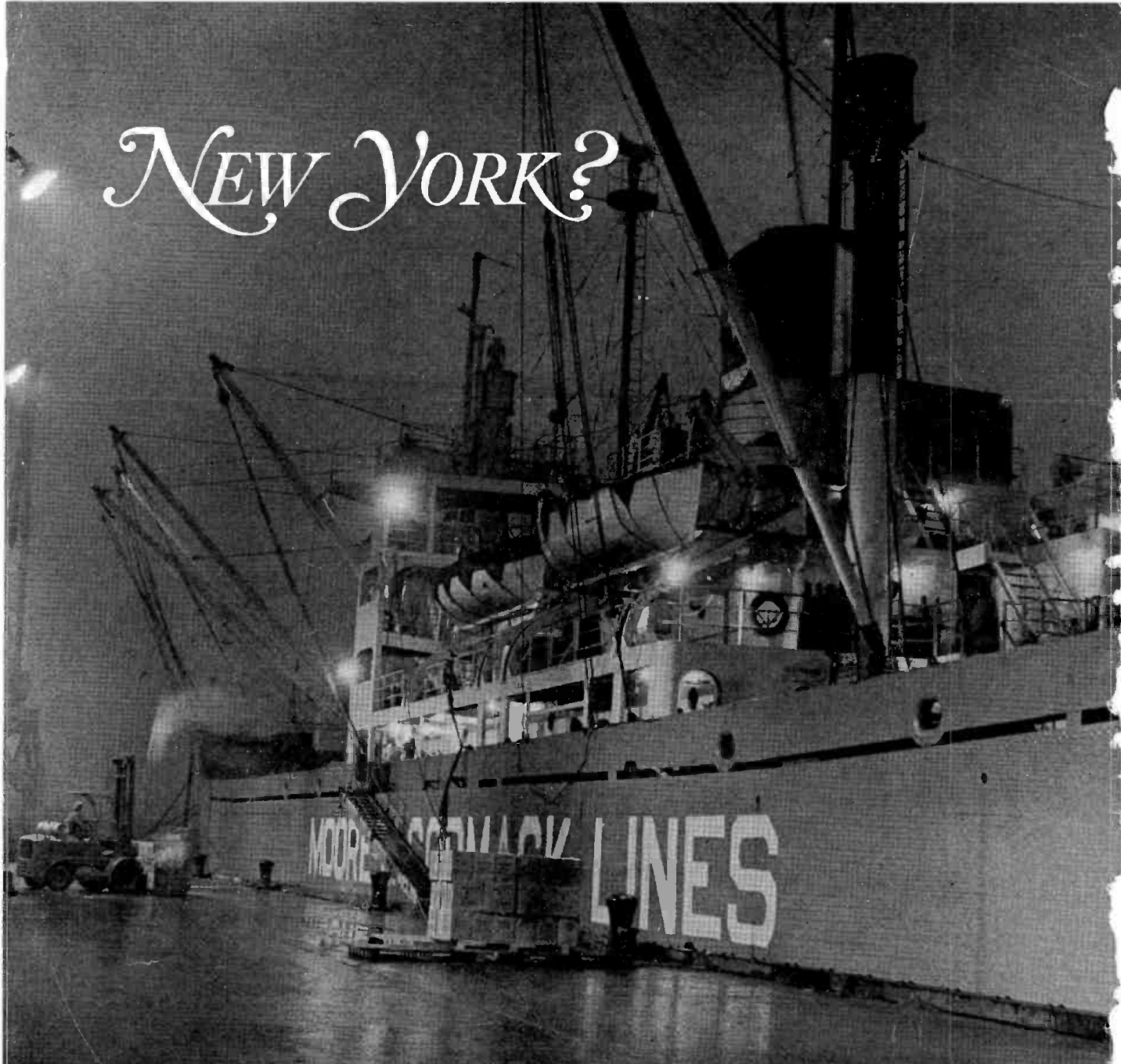
**Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.**



KPRC OF HOUSTON

Courtesy of Cheese of Holland

NEW YORK?



take a second look...

it's **DULUTH-SUPERIOR**, the seaport at the heart of the continent, and the second largest market both in Minnesota and Wisconsin. In 1965, this busy harbor handled over 47 million tons of cargo, more than Baltimore or Houston. As a trade and transportation center, Duluth-Superior plays a vital role in the economy of this expanding industrial area. And the most effective way to reach this vibrant, growing market is through the facilities of KDAL Radio and Television, serving one million people in America's heartland.



Channel 3 and KDAL Radio are represented by Edward Petry & Co., Inc., and in Minneapolis-St. Paul by Harry S. Hyett Co., in New England by Bill Creed and Associates, Inc., Boston.

no apologies were needed from broadcast media, adding: "There are no textbooks on how to cover a riot."

"There's no way of measuring the impact of hearing a youngster's emotional voice on the air," the TV news director observed. "Most stations attempted to balance it" (the Negro youth's assertion there would be attacks). But the fact was that he said it.

"Los Angeles media did a remarkably restrained job. An overt attempt was made to calm the situation. We at KHJ received numerous calls from Negroes in the Watts area, saying 'Please do something about these hoodlums'."

One of the station's mobile units was smashed. Two KHJ newsmen were beaten severely.

On the darker side, Dr. Harwood said he heard a newscast in which a reporter was telling people "how to make a Molotov cocktail." Another, he said, pointed out that all policemen in the city were at Watts and other sections of Los Angeles were unprotected.

Reed.

The San Francisco group receiving a franchise was represented by George Fleharty of the Shastra Corp., owner of the Ice Follies, and Barry Van Gerbig of New York. This group includes Bing Crosby as a minority holder. Its plans are to move into Oakland's Alameda Coliseum, which seats 12,500.

Bob Ridder, president of WCCO-TV Minneapolis-St. Paul, with other members in his group including Gordon Ritz, part owner of KSOO-TV Sioux Falls, S. D., got the Minnesota franchise.

A Philadelphia franchise went to Jerry Wolman, president of the Philadelphia Eagles football team, who represented the only group from that city.

Both Art Rooney, president of the Pittsburgh Steelers football team, and State Senator Jack McGregor, representing a 31-member group, were given a franchise for Pittsburgh's Civic Arena, which will be expanded to seat 12,800 people.

St. Louis was chosen for a grant for geographic reasons. If no one enters a bid by April 5, a Baltimore group with Jake Embry, veteran broadcaster and president of the American Hockey League in that city, and Zanvyl Kreiger, stockholder of the Baltimore Orioles baseball team, are slated to get the franchise.

McHugh sees need for broader base

There is a definite need for more thorough research into the why of television viewing habits as well as for greater skill in basic nose-counting itself to accurately cover the growing multiple-set TV home. This need was highlighted last week by Philip L. McHugh, president of the consulting firm of McHugh & Hoffman Inc., in a talk before the Broadcast Advertising Club of Chicago.

Reviewing the results of his firm's recent study of the multiple-set home, Mr. McHugh reported that there has been a dramatic increase in such homes within the past few years and it is possible to find up to five working sets in a single home (BROADCASTING, Jan. 17). With multiple sets, he said, audiences become more fragmented and



Mr. McHugh

how to reach and measure this audience must be of growing concern to all in broadcasting.

"I suggest that at the cost of television time today, the broadcaster and the researcher better get together with the agency and the advertiser and try to discover some new methods of finding where the audience is and what it's doing," Mr. McHugh said. "And we had better forget the simple guide lines that have worked so well for the 18-to-22-year-old timebuyer, such as cost-per-thousand and total homes."

Must Keep Up — He felt that the rating services to date have done a fine job in "giving their buyers what they

have asked for and are willing to pay for in television nose counting." But the research firms will have to keep up with the long-range impact of multiple sets, new UHF stations and community antenna television, he said, and the industry will have to foot the bill.

"The more diverse the audience, the more costly the research to find it," Mr. McHugh agreed, "but what are at stake are those advertising budgets."

Commenting on the present expansion of rating information to include more and more demographic detail, Mr. McHugh cautioned that since the sample bases have not been increased, the margins of error are growing beyond all reasonable bounds in this effort to break out more detailed data.

Mr. McHugh reported that an associate in studying American Research Bureau's rating materials for an unnamed market in last November's survey discovered a sweepstake to encourage more diary keepers to return their books to ARB (see page 76).

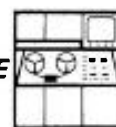
Refusing to speculate on the possible impact the sweepstake might have on sets in use and the respondents' accuracy of reporting for that period, Mr. McHugh concluded: "I kind of guess they are going to wish they never did it."

NBC leads latest Nielsen report

NBC-TV scored a 20.6 average rating in the 7:30-11 p.m. EST period for the two weeks ended Jan. 23, squeaking by CBS-TV with 20.4. ABC-TV's rating of 18.1 represented a full-point rise over the mark it had in the previous (eighth) national Nielsen report for the season.

The two weeks covered by Nielsen in its ninth report included the start of the *Batman* two-parter, which has been

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mainly responsible for spiraling ABC-TV's "second season" into national attention. The *Batman* shows scored in the top 10. The Nielsen list was led by NBC's Bob Hope Christmas show with a 35.5 rating which NBC claimed was the highest rated program of the year. The CBS *Lassie* program appearing in the top 10 list is telecast in the 7-7:30 period on Sunday.

NBC said that Nielsen had informed the network that 10 homes in the measurement firm's national sample have color sets which are not metered. The network said since NBC has been getting 30-plus ratings in color homes the loss of these color-TV sets "cost NBC about 0.3 of a rating point on each NBC program and on our network average."

In a comparison of the past two reports, NBC was up seven-tenths of a point and CBS off three-fifths. ABC's rating growth has totaled 1.4 since the seventh national Nielsen report this season.

Based on Nielsen estimates in NTI report for two weeks ending Jan. 23

NIELSEN AVERAGE AUDIENCE†

1	Bob Hope Christmas Show(S)	35.5
2	Bonanza	30.7
3	Andy Griffith Show	30.5
4	Bewitched	29.9
5	Lucy Show	29.6

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6	Gomer Pyle-USMC	28.1
7	Red Skelton Hour	27.7
8	Batman (Thursday)	26.3
9	Batman (Wednesday)	26.2
10	Beverly Hillsbillies	25.8
10	Lassie*	25.8
12	Hogan's Heroes	25.7

* Telecast only one week of this report interval.
(†) Households reached during the average minute of the program.

(S) "Special" or pre-empting program

Comet to syndicate features to television

The establishment of Comet Film Distributors Inc., New York, to release films to television and theaters was announced last week.

Comet was formed by Harold Roth, president; Harry Eller, executive vice president, and Sam Fleishman, vice president and treasurer. Wynn Nathan, formerly vice president in charge of sales and syndication at MCA TV, has been appointed vice president and director of television sales for Comet.

Headquarters will be at 120 East 56th Street, New York. Comet has a backlog of more than 55 motion pictures. Its package of features to be released to TV totals 28, of which 15 (12 in color) will be placed into immediate release. These include "Whiskey and Soda" with Maria Schell; "Scampolo" with Romy Schneider and Horst Bucholtz; "Casino de Paris" with Caterina Valente and Vittorio De Sica; "Web of Fear" with Michele Morgan; "Two Worlds" with Horst Bucholtz, and "The Golden Patsy" with Gert Frobe.

Film sales . . .

The Longest Tunnel (Triangle): WREX-TV Rockford, Ill., and KING-TV Seattle.

The Wonder of Birds (Triangle): KCFT-TV Concord, Calif., and WREX-TV Rockford, Ill.

Bozo's Big Top (Larry Harmon Pictures): WWL-TV New Orleans; WHYN-TV Springfield, Mass.; WGR-TV Buffalo, N. Y.; KAUZ-TV Wichita Falls, Tex.; WTRF-TV Wheeling, W. Va.-Steubenville, Ohio; KJEO-TV Fresno, Calif., and KMID-TV Midland-Odessa, Tex.

Gideon . . . C.I.D. (Independent Television Corp.): WNEW-TV New York; KTLA-TV Los Angeles; WGN-TV Chicago; KRON-TV San Francisco; KPRC-TV Houston; WTTV-TV Bloomington-Indianapolis, and CKLW-TV Windsor, Ont.-Detroit.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WAJR Morgantown, W. Va.; WGPR Detroit; KMRS Morris, Minn.; WAUB Auburn,

N. Y.; WYGO Corbin, Ky.; WTAC Flint, Mich.; KSO Des Moines, Iowa, and WGH Newport News, Va.

The Shadow and The Green Hornet (Charles Michelson): WJBK Detroit; WJPG Green Bay, Wis.; WRNL Richmond, Va. and KMYO Little Rock, Ark.

Tennessee Ernie Ford (Radiozark Enterprises Inc.): WCTR Chestertown, Md.; KWNA Winnemucca, Nev.; WCJU Columbia, Miss.; KRNY Kearney, Neb.; KCAR Clarksville, Tex.; KWOE Clinton, Okla.; WSOQ North Syracuse, N. Y., and WTYN Tryon, N. C.

Program notes . . .

Big one for AP ■ CATV's News Channel service, first introduced by The Associated Press at the NCTA Convention in Denver last year, has chalked up its biggest sale. American Cablevision Co., a division of Jack Kent Cooke Inc., Beverly Hills, last week announced it had agreed to install the service in many of its systems.

Syndication home ■ North American Television Associates, new national program syndication firm headed by D. Thomas Miller, formerly vice president of ABC and general manager of WBKB-TV Chicago, has opened its offices at 400 North Michigan Ave., Chicago. Phone 467-4337. Firm will open headquarters office in New York in few months.

Radio source book ■ Broadcast Information Bureau will release Tuesday (Feb. 15) the first issue of an annual reference book, "Radio Programs and Sources," listing syndicated programs and distributors. The book will be supplemented by a monthly newsletter. BIB, which has been publishing TV film source books for 15 years, is located at 535 Fifth Avenue, New York 10017.

WMAR-TV uses survey as base for program plans

To develop guidelines for its informational programing, WMAR-TV Baltimore, conducted an independent survey of government, business and civic leaders in Maryland. The questionnaire, sent to more than 300 persons in the state, sought an evaluation of the most important issues of next November's Maryland election.

The survey found that 42% of the participants believe that taxes would be the most important issue, with reapportionment, redistricting, education, increase in crime, revision of Maryland constitution, civil rights, following in that order.