



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Sponsors grab up next season's network schedule. p23

Ammunition for radio: a national head count. p26

The price of baseball rights: \$27.5 million. p34

FCC swings commercial ax at seven stations. p30

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NEWSPAPER

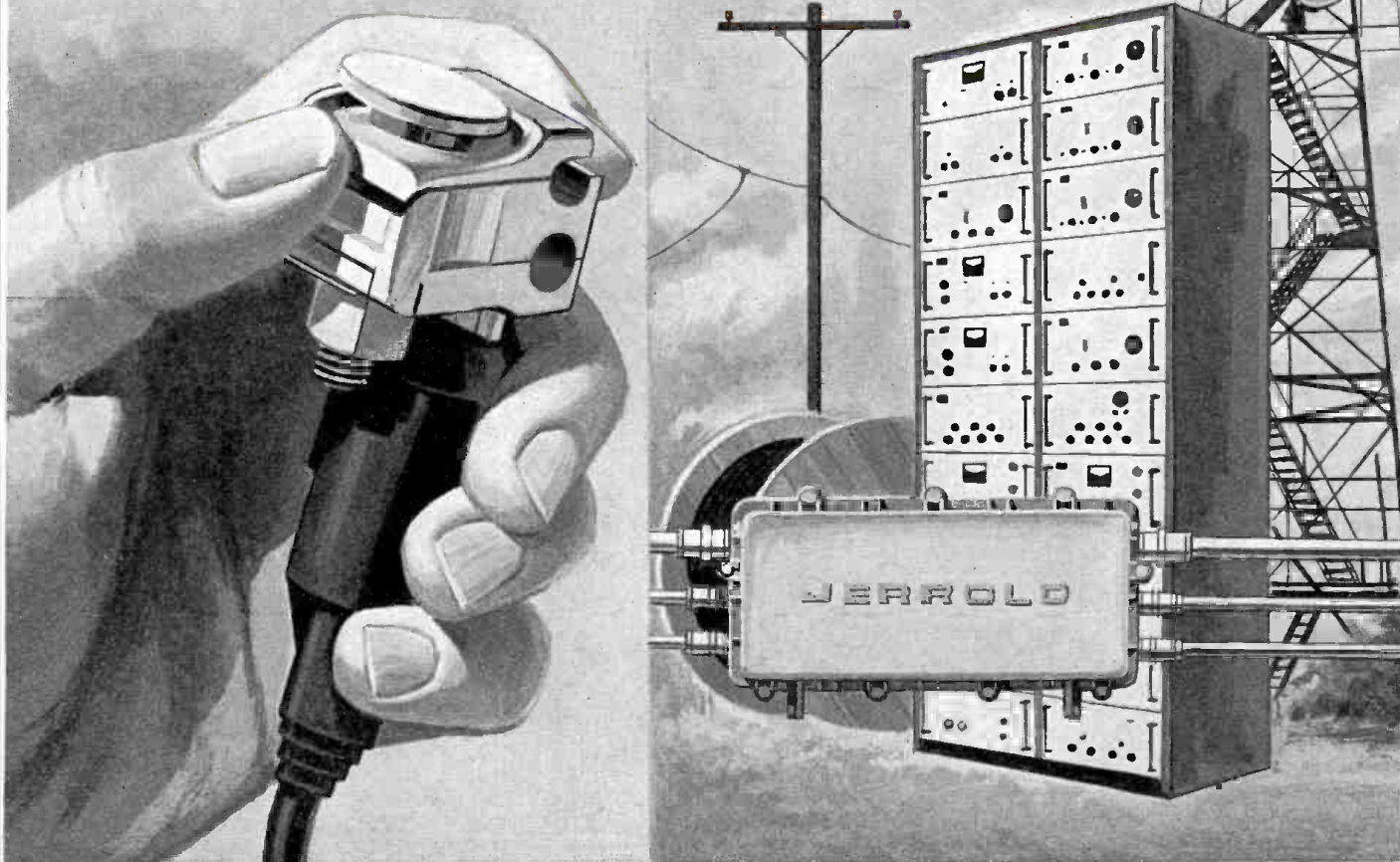


War...with a twist of Lemmon

JACK LEMMON, RICKY NELSON, STAR IN "WACKIEST SHIP IN THE ARMY..." A STORY OF A 19TH CENTURY SCHOONER FIGHTING A 20TH CENTURY WAR. ONE OF THE SIXTY GREAT POST-60's. THERE IS MORE OF WHAT YOU'RE LOOKING FOR WITH THE NEW SCREEN GEMS POST-60's. **SCREEN GEMS**



# from tap to total system more than 500 Jerrold products will satisfy your CATV needs



## Only Jerrold offers a complete line of compatible CATV equipment from head end to subscriber.

Take antennas as an example—we manufacture more than 100 types. And you'll find our microwave equipment ideal for a short one-hop or a complex multi-channel, multi-hop link. At the head end we offer everything from preamplifiers to the Channel Commander signal processor that made 12-channel systems a commercial reality. For the criterion of all-band distribution "Look to Starline" the solid-state, 12-channel system.

The main point is: Jerrold is your *one best*,

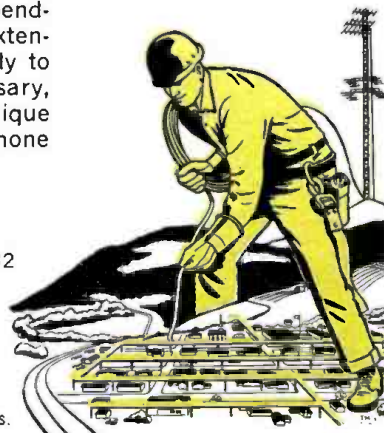
single source for everything in CATV—including cable, subscriber hardware, and test equipment. If more than 500 dependable products are not enough, our extensive engineering facilities stand ready to design, manufacture and, if necessary, modify any component to meet your unique requirements. When in need, simply phone 215-226-3456, or write:

CATV Systems Division  
**JERROLD ELECTRONICS CORPORATION**  
15th & Lehigh Ave., Philadelphia, Pa. 19132



**FIRST IN CATV**

The nation's largest, most experienced manufacturer/supplier of CATV equipment and services.







## A "lassie" came home, thanks to Romper Room

It was a one-in-a-million chance—and it happened.

A hasp slipped in transit, a door was knocked ajar, and only an empty crate met two broken-hearted little boys in St. Louis.

Their collie, soon after its escape from a freight office, was picked up by the Humane Society. Seeing the dog's out-of-town license, officials turned to Romper Room.

The wayward lassie went on camera, and in minutes, neighbors, knowing of the boys' plight, were calling their home.

The reunion, as you can see, was joyous.

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*St. Louis television is a brand-new ball game.*

THE  
EXCITING  
NEW **KTVI 2**  
ST. LOUIS 

# In Dallas-Ft. Worth... KRLD-TV delivers more in PRIME TIME\*...

28.6% more Homes than the second station.

22.7% more Men than the second station.

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3.7% more Teens than the second station.

23.8% more Children than the second station.

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\* Nov. 1965 ARB Audience  
Estimates Station Audi-  
ence Summary 6:30 PM-  
10:00 PM Mon. through  
Sun. Average quarter hour



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



Robert W. Lishman, general counsel of old House Oversight Subcommittee during heyday of former Representative Oren Harris's probe of quiz-show and payola scandals seven years ago, has quietly gone back to old haunts. He has become general counsel to Investigating Subcommittee headed by Representative Harley O. Staggers (D-W.Va.), who is also chairman of parent Commerce Committee. Mr. Lishman left government employ in 1961 and has been in general private practice in Washington area since then. Mr. Lishman may be involved in forthcoming community antenna hearings by full committee, but says there's nothing else under consideration that calls for concern by broadcasters.

### Hard facts

How serious was that softness in TV business that salesmen were fretting about back in January? It didn't even exist, according to figures compiled by Broadcast Advertisers Reports (BAR), based on monitoring in top 75 markets. BAR says there were 612,239 nonnetwork commercials (local as well as national and regional spot) in those markets, and estimates they represented \$75,627,548 in net billing, as against 553,058 announcements at \$65,258,967 in January 1965. Dollar figures are based on maximum-discount rates. At one-time gross rates, BAR estimates January nonnetwork business in these markets at \$117,382,118 (but has no comparable data for January 1965).

*BAR's estimates, which figure out to almost 11% gain in commercial units and almost 16% rise in net dollars, are by-product of preparations for new service that BAR plans to announce shortly. It will offer advertisers, agencies and stations regular reports showing both net and gross dollar estimates of nonnetwork spending, broken down by brand and by market. Currently available spot spending data, through Television Bureau of Advertising, is in gross dollars only but is based on reports from some 390 stations throughout country and excludes local sales. There are indications that these, too, will show January business this year comfortably ahead of last.*

### Waiver due

This week or next FCC will announce approval of \$3.5 million sale

of KCTO(TV) Denver to WGN Continental Broadcasting Co. By 6-1 or 5-2 vote, commission will distinguish approval of sale from interim policy barring sales that would result in broadcasters owning three VHF's in top 50 markets. WGN is seeking waiver of policy, since WGN-TV Chicago and WPIX(TV) New York are under common ownership, and Denver is 40th market. Commission's decision will conclude that excellent showing made by WGN in oral argument two weeks ago (BROADCASTING, Feb. 21) justifies transfer. Channel 2 independent will become KWGN and will be managed by Richard E. Jungers under policy direction of Ward L. Quaal, president of WGN Continental.

### Warm up

Senator John O. Pastore (D-R. I.), chairman of Communications Subcommittee, who's preparing for hearings on FCC's fairness doctrine, has written letters to all program syndicators requesting information on whether their programs are "controversial" or have waged any "personal attack." Included is copy of FCC primer on fairness doctrine giving guidelines for determining controversial issues.

*If syndicators answer in negative to questions, everything's rosy. But if not, subcommittee wants to know program name, principal talent involved, scheduling plans, form of distribution and whether transcripts are available in firm's files. Questionnaire also asks name of person attacked or group claiming to have been attacked.*

### Almost on ice

Television network deal is said to be close for coverage of National Hockey League games in 1966-67, starting with this year's Stanley Cup playoffs on April 7. NHL's asking price for rights is reported at about \$50,000 per game for playoffs this year and next. Separate rights for weekly Sunday afternoon schedule—with all games colorcast—are said to be priced at just under \$2 million for package. League was doubled in size to 12 teams earlier this month, paving way for TV negotiation (BROADCASTING, Feb. 14). Stanley Cup playoff can run up to seven games (winner must take four out of seven games).

### Expansion plans

FCC is house hunting. General Services Administration has advised commission that Post Office Department, in which FCC now is headquartered, needs space, and quest is on for not less than 225,000 square feet to enable FCC to consolidate operations now in two separate buildings. Commission wants to stay in "downtown" area rather than move to suburbs in nearby Maryland or Virginia as have other agencies. Likelihood is nothing concrete will happen until next year, however.

*FCC will pitch for increase in appropriations (current year is \$16 million) to defray added overhead resulting from expanding communications technology. In addition to space communications, it wants to enlarge technical staff to cover CATV regulation in face of severe shortage of engineers. Technicians without engineering degrees are now being used for lower-echelon assignments formerly handled by professionals.*

### Bulls in the wire

Index to reaction of CATV industry and investment houses to FCC's action on CATV regulation was reflected in activity of CATV-oriented stocks—most of them up, bucking generally adverse market trend last week. Although FCC's public notice, released Feb. 15, was regarded as having "something for everyone" and received mixed reactions from CATV zealots, market response was interpreted as meaning that it was far more favorable to CATV entities than had been anticipated.

*Here are typical examples of quotations on Feb. 14—day before FCC announcements—and Feb. 24: H&B American, 5½-7¼; Ameco Inc., 31⅝-32½; Entron Inc., 10¼-11¼-13-13½; Jerrold Corp., 21-21⅝-25½; Cox Broadcasting Corp., 36⅞-38½.*

### Double header

Bill Veeck, former president of Chicago White Sox, signed by WFLD(TV) Chicago as host of new five-weekly half-hour TV tape series of controversial conversations on general topics with name guests. Show will be first major entry in national TV syndication market by Field Communications Corp., owner of WFLD.

# General Electric announces a compact audio-console for all TV, AM, FM and recording applications



BC-35-B

The new BC-35 is the most compact audio console on the market. 19" wide, 21" deep, and 10½" high—a real solid design. The console base cabinet is optional.

Dual level input channels operate as low level (mike) inputs or medium level inputs (a tape, transcription, line or phone). A Hi-Lo Switch on the circuit board is your selector.

The new console sports such unique features as DC controlled audio switching, new and improved silicon transistorized circuitry, and built-in "cue" facilities.

It's used in single or dual program channels, and comes in 2 models—the "A" Model with 4 mixers and the "B" Model with 8 mixers. Otherwise they're identical.



BC-35-A

These key features make the new BC-35 the only audio console on the market that does what you want it to. Result? You get top performance, optimum operation, and minimum maintenance—all in one unit.

Write today for information on the new BC-35 A/B. It's for all AM, FM, TV and recording applications. General Electric Company, Visual Communications Products #7-315, Electronics Park, Syracuse, N.Y. 13201.

GE-28

Visual Communications Products

GENERAL  ELECTRIC

# WEEK IN BRIEF

Business is great say TV networks as ABC, CBS and NBC unveil next season's prime-time schedule. Although subject to change, it looks like more comedies, more westerns, more satires, more movies. See . . .

## SPONSORS SNAP UP SCHEDULE . . . 23

Baseball rights increase is \$1.8 million to \$27.5 million this year, but its major-league step up in advertising dollars. Cost to advertisers put at \$95 million, up \$10 million over '65. See . . .

## PRICE OF BASEBALL . . . 34

Seven stations, including first television, get short-term renewals for overcommercialization practices. FCC sends request for policy statements to 11 other stations. See . . .

## FCC SWINGS COMMERCIAL AX . . . 30

FCC staff hard at work on legislative proposals to give commission broad jurisdiction over CATV. Proposals will leave some maneuvering room on program origination and public-utility questions. See . . .

## WORK ON CATV BILL . . . 59

California group says TV violates Communications Act by carrying tobacco advertising. Blasts FCC for negligence in enforcing law. Group has written 700 TV's and handful of radio stations explaining stand. See . . .

## FCC HIT ON TOBACCO . . . 31

House subcommittee casts TV networks and major advertisers as villains of the week as hearing on small business matters begins. More rough treatment expected as hearing continues.

## THIS WEEK'S BAD GUYS . . . 56

Revenues, income, earnings show up brightly in ABC Inc.'s 1965 financial statement. Revenues up 13%; net income up 43%; earnings go from \$2.40 to \$3.39 a share. Broadcasting accounts for 80% of revenue. See . . .

## ABC INC. PROFITS UP . . . 68

New policy at FCC has individual commissioners rather than staff writing all decisions in adjudicatory proceedings. FCC to also use 'rules of discovery' to prevent surprises by witnesses. See . . .

## WRITE DECISIONS . . . 65

NBC's new radio audience measurement system operates on person-by-person rather than home-by-home basis. Study shows all four networks have cumulative audience of more than 30 million weekly. See . . .

## NATIONAL HEAD COUNT . . . 26

E. William Henry tells House group commission expects 'few waivers' in its CATV regulation. Says CATV is pay TV of sorts; that FCC is seeking consistent standards for its regulation. See . . .

## FEW CATV WAIVERS . . . 58

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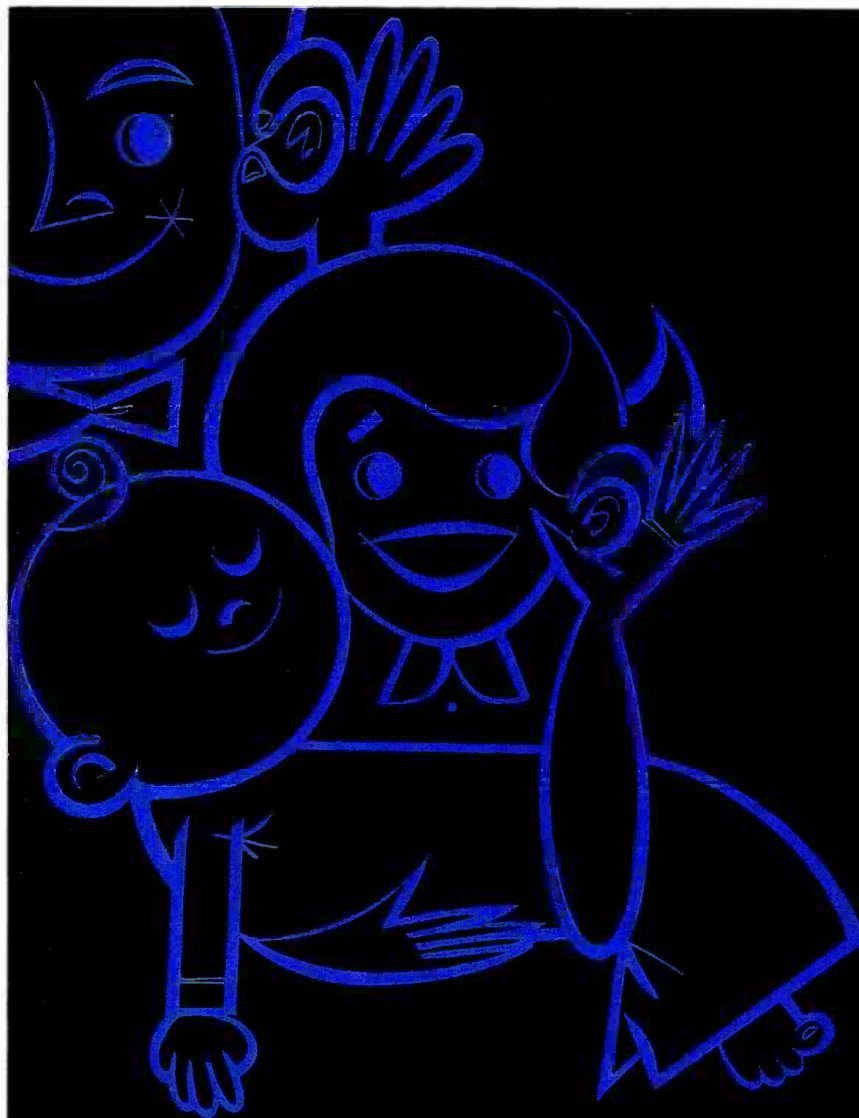


## Broadcasting

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

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

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



## *What is an influencible?*

A potential customer who listens to Storz radio. An influencible is a modern young adult, probably married, most certainly with buying power and a need and desire to buy many products and services. Storz radio effectively reaches more of these potential customers who are forming lifetime buying habits. **Influence the Influencibles®.** Get the response you want with Storz radio.

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

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

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)



## Kintner's advice: more meat in the TV diet

### IN LEAVING NBC, HE CALLS FOR CREATIVE IMAGE

Robert E. Kintner's resignation as chairman of NBC, effective March 31, announced Friday (Feb. 25), had been widely expected since he was abruptly stripped of power shortly before he was to have become both chairman and president (BROADCASTING Dec. 13, 1965).

Move clears way for expected elevation of Walter D. Scott to chairmanship and Julian Goodman to presidency. Mr. Scott has been president and chief executive officer, and Mr. Goodman, senior executive vice president, operations, and chief administrative officer, since Jan. 1.

In five-page letter to RCA President Robert W. Sarnoff, his former associate in NBC top management, Mr. Kintner reviewed NBC's financial, programming and audience successes during his seven and a half years as president and outlined his views on program needs of networks generally.

He specifically advocated that "experiments should be started now" to expand network evening newscasts from half-hour to full hour each day.

He also advocated "greater experimentation in regular programming" and more frequent preemption of regular nighttime schedules for special programs.

"Network management," he said, must be prepared from time to time to sacrifice over-all rating leadership in favor of an increasing number of dramatic entertainment programs dealing with controversial social, economic and political problems."

He said "television has tackled many controversial subjects" but "should tackle many more." While he opposes editorializing on networks, he said, "there must be more and more intelligent interpretation, for which a news department must take responsibility, so that complex local, national and international events may be better communicated to the public. The real problem for the future is the ability of newsmen and broadcast company management to keep pace with new scientific developments."

Mr. Kintner said he was "most proud" of his contributions to NBC News. Its "splendid spirit," he said, comes from knowledge that NBC "will not hesitate to preempt regular programming for significant national and local events, and that the news division's

efforts will be supported by adequate advertising and promotion—in short, that no activity is considered by NBC to be more important than its news operation."

He said NBC News currently spends about \$60 million annually, but is attracting "increasing revenues." Although praising NBC News accomplishments he also lauded CBS News and ABC News as "excellent."

NBC as a whole, he said, showed "consistently increasing financial returns during his presidency. 'I take understandable pride in the accomplishments of NBC,' he said, 'particularly since I devoted most of my time seven days a week during the last nine years to the company.'"

He wished "all possible future achievement" to NBC and its people, particularly Messrs. Scott and Goodman, "to whom many of my former duties have been assigned."

In a letter accepting resignation Mr. Sarnoff expressed "deep sense of regret at your decision," but said he was "confident that with your unusual abilities, your energy and your sense of dedication, you will make as vigorous a contribution to any endeavor you choose to follow as you have made to NBC."

## Burden, McLendon buy Dakota VHF's

Two North Dakota VHF television stations are being bought by two radio broadcasters—Don Burden and Gordon McLendon.

Purchases, announced Friday (Feb. 25), and subject to usual FCC approval, were of KTHI-TV Fargo-Grand Forks by Mr. Burden, and of KCND-TV Pembina by Mr. McLendon. Both stations are being sold by Polaris Corp. and is one condition of Polaris merger into J. B. Fuqua's Natco Corp. (BROADCASTING, Dec. 20, 1965). Sales are on lease-purchase basis.

Fargo station, on channel 11 with ABC affiliation, is being leased for six years to Mr. Burden's Star Stations group for \$1.35 million with option to purchase at end of that time for additional \$1 million. Pembina outlet, on channel 12 and also with ABC affilia-

tion, is going to McLendon Corp. for same six-year lease aggregating \$800,000 and with option to purchase after that period for additional \$535,000.

Star stations are KOIL and KICN(FM) Omaha, KISN Vancouver, Wash.-Portland, Ore., and WIFE-AM-FM Indianapolis.

McLendon stations are KLIF and KNUS(FM) Dallas, KILT and KOST(FM) Houston, K TSA San Antonio, KABL-AM-FM Oakland-San Francisco, WYSL-AM-FM Buffalo and WNUS-AM-FM Chicago. This is not first time McLendon group has owned TV; in 1957 it sold channel 13 KELP-TV (then KILT-TV) El Paso to Joseph Harris and Norman Alexander for \$750,000 with KELP radio. Stations are now owned by John B. Walton.

Mr. McLendon also has agreement to acquire working control of UHF WCIV(TV) Chicago but has run into difficulties with stockholders of that UHF station (BROADCASTING, Feb. 21).

Besides two North Dakota stations, Polaris also owns WTVW(TV) Evansville, WFAI Louisville, KPLS Santa Rosa and KXOA-AM-FM Sacramento, both California. In announcement of merger with Natco, Polaris said it would dispose of all its broadcast holdings except Evansville and Sacramento stations. This means radio stations in Louisville and Santa Rosa are also to be sold.

Polaris also has extensive interests in leasing, warehousing and real estate.

Mr. Fuqua owns WJBF(TV) Augusta, Ga., and KTVE(TV) El Dorado, Ark.-Monroe, La. Natco, construction products maker, was acquired by Mr. Fuqua last fall. It is listed on New York Stock Exchange. Natco-Polaris transaction involves stock exchange valued at \$3.85 million. Natco will be surviving corporation.

## Small Business committee to hear producer McGuire

Don McGuire, film producer who has sued CBS and General Foods for anti-trust damages and has supported FCC's proposal to curtail network program control, will be key witness before House Small Business Subcommittee Tuesday (March 1). Mr. McGuire, of General Services Studios, Hollywood, has gone on record with FCC as "ready to document . . . the practice of each network in using blackmail to secure program ownership" (BROADCASTING, Feb. 14).

House subcommittee opened hearings last week with FCC members as witnesses and with questions pointedly ad-

## WEEK'S HEADLINERS

**Robert M. Bennett**, who earlier this month was named VP and general sales manager for Metromedia Inc.'s KTTV-



Mr. Bennett

(TV), appointed VP and general manager of Metromedia - owned WTTG(TV) Washington. Mr. Bennett transfers to Washington immediately to take over new position. Joining KTTV(TV) in 1952 as assistant sales service manager, he went up executive ladder with station rising to account executive in 1953, local sales manager in 1959 and VP in charge of local sales in 1963. **John H. Bone**, VP and general manager of WTTG(TV) for last year, has been assigned to Metromedia Inc. headquarters in New York. **Charles D. Young**, appointed VP and station manager of KTTV three weeks ago in one of series of whirlwind executive changes taking place in Metromedia organization (CLOSED CIRCUIT, Feb. 14) will add general sales to his

other responsibilities at station.

**Joseph Dembo**, director of news and public affairs, WCBS New York, named Friday (Feb. 25) as director of radio news, CBS News, effective March 7. Appointment announced by Richard S. Salant, acting president of CBS News. Mr. Dembo joined WCBS in 1959 and has served as director of its news-public affairs for past four years during which time news staff was increased from 8 to 25 and news hours weekly from eight in 1962 to more than 37 at present. He succeeds **Lee Hanna** who becomes director of news, WCBS-TV New York.

**Marvin L. Shapiro**, executive VP, Television Advertising Representatives, named president and chief executive officer of AM Radio Sales, effective Tuesday (March 1). He succeeds **Wilnot H. Losee**, who is moving to New York executive staff of Westinghouse Broadcasting Co., which operates both station sales representation firms. Mr. Shapiro joined TVAR in 1961 and was eastern sales manager and VP and general sales manager before being named executive VP. Mr. Losee has been with AM Radio Sales since 1951.

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

dressed to network influence in television (see page 56). Subcommittee said last week that producer would be called this week to discuss network program practices, but it refused to name him. Mr. McGuire was identified later by other sources.

### ASCAP melon biggest yet members hear at meeting

More songwriter and music publisher members have or will receive more money from American Society of Composers, Authors and Publishers than ever before in performing rights society's history. Announcement was made at organization's semi-annual meeting in Beverly Hills.

ASCAP grossed \$42.7 million during 1965. Of that total \$34.2 million has been or will be distributed to members compared to \$32.2 million in 1964.

Number of members reached record peak with 8,316 songwriters and 2,759 publishers on ASCAP rolls. During meeting last Thursday night (Feb. 24), problem of community antenna television was discussed. Possibility of litigation was indicated in cases where CATV operators would not recognize ASCAP rights.

### Radio prevented panic in blackout, Hill told

Commercial radio stations that remained in operation helped prevent panic and possible disaster during northeast power blackout Nov. 9, Congress was told Friday (Feb. 25).

FCC Defense Commissioner **Lee Loevinger** told House Communications Subcommittee that experience demonstrated that nation must rely on AM and FM radios to provide communications link with public in emergencies.

He said television, with its heavier power demands, both in sending and receiving, "was not useful" during power failure.

Commissioner said that suggestion that broadcasters promote use of transistor and battery-operated radio is one of 10 "action items" under consideration.

Commissioner said there was no truth to rumor commission was considering making ownership of auxiliary power generators condition for obtaining new licenses or for license renewals.

Remarks were made by **Loevinger** in connection with subcommittee study of communications vulnerability.

## RCA hits \$2 billion in sales; NBC up too

RCA's annual report being issued today (Feb. 28) shows that sales and earnings in 1965 established new records for fourth consecutive year.

Sales rose 13% and profit after taxes jumped by 23% over 1964. RCA in 1965 reached \$2 billion sales mark for first time in its history (BROADCASTING, Jan. 3). Annual report was signed by **David Sarnoff**, board chairman; **Elmer W. Engstrom**, chairman of executive committee and **Robert W. Sarnoff**, president.

They noted that NBC continued its "marked progress" and that 1965 was fourth consecutive year for record NBC sales and profits. They added that 1965 was year in which RCA's pioneering efforts in color TV "reaped their greatest rewards."

At same time RCA issued notice of its annual meeting to be held May 3, in New York. Proxy statement listed 1965 remuneration of officers and directors as follows:

**David Sarnoff**, \$290,000; **Elmer W. Engstrom**, \$210,000; **Robert W. Sarnoff**, \$200,000; **Charles M. Odorizzi**, group executive vice president, \$140,000; **W. Walter Watts**, group executive vice president, \$140,000 and **Robert L. Werner**, executive vice president, \$100,000.

For year ended Dec. 31:

|                    | 1965          | 1964          |
|--------------------|---------------|---------------|
| Earnings per share | \$1.73        | \$1.73        |
| Sales              | 2,057,117,000 | 1,812,459,000 |
| Net earnings       | 101,161,000   | 82,495,000    |

### CATV, pay TV on agenda

Several key meetings will be held at FCC in next two weeks.

On Friday (March 4) commission is expected to wrap up work on community antenna television, including package of legislative proposals and final draft of report and order regulating all CATV's (see page 59).

Day earlier, on Thursday, commission's pay television committee (Commissioners **James J. Wadsworth**, **Robert E. Lee** and **Kenneth A. Cox**) will consider **Zenith Radio Corp.-Teco Inc.** petition for rulemaking to provide for nationwide pay television. Full commission will take up matter March 11. Committee is said to favor issuance of rulemaking (CLOSED CIRCUIT, March 21).

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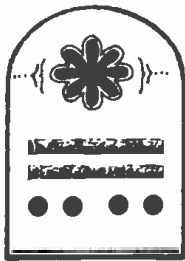
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**4 Hours of Listener Participation**  
**3 Hours of Mature Music**

## **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           |      |      |      |
| 1/4 hour              | 4530 | 4340 | 1620 |

**Teens and children included**  
**\*\* TERRE HAUTE, INDIANA**  
 4 County Metro Area  
 \*\*\* - Not Reported

## **WTRF-TV STORY BOARD**

**7**

**WTRF-TV REP?**

**FLASH!** We've just heard from Bill Bailey. He's not coming home.

wtrf-tv Wheeling DACHSHUND . . . that's a Great Dane after taxes!

Wheeling wtrf-tv SIGN over canary in a pet shop window: "Mother's Whistler."

Color Wheeling Color BEAUTY PARLOR . . . that's where the talk alone is enough to curl your hair.

Local Film Color SOME WOMEN so fear growing old that they turn blonde overnight!

Local Tape-Slides Color NEUROTIC . . . a person in a clash by himself.

Network Color SURE CURE! A math professor came up with a way to beat the gambling games in Las Vegas. Soon as you get off the plane, just walk into the propeller.

All Color Soon A BOOK is a success when people who haven't read it pretend they have.

wtrf-tv Wheeling ONE ROBIN doesn't make a spring, but one lark is often responsible for a fall.

Wheeling wtrf-tv GETTING THE MESSAGE. Keeping your eye on a hula dancer's hands isn't easy.

Color Wheeling Color BECOTTEN: a mad, mad younger generation, always phoning at the mouth

Color wtrf-tv Color \*BLAIR TELEVISION . . . the national rep to see for the colorful, big spending audiences in the Wheeling-Steubenville WTRF-TV Market. Get your Wheeling TV share from Blair.

**CHANNEL SEVEN NB WHEELING, WEST VIRGINIA**

## **DATEBOOK**

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

■ Indicates first or revised listing.

### **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 — 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 2-3 — First annual conference on simulation in business and public health sponsored by the American Statistical Association, New York chapter, in cooperation with the Public Health Association of New York City. Conference includes session on marketing and advertising. Chairman is D. William S. Sachs of Look magazine and speakers include Dr. Morris Gottlieb of Audits and Surveys. New York Hilton, New York.

■ March 2-4—National forum: "Marketing through retailers" sponsored by the American Management Association. New York Hilton, New York.

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 — Management conference on "Spot television: today's marketing equalizer," sponsored by The Katz Agency. Luncheon speaker will be Charles R. Stuart Jr., director of advertising, Bank of America. San Francisco Hilton, San Francisco.

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

■ 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; Robert Eunson, AP; Harold Niven, assistant 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. Madison hotel, Washington.

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 15—Annual meeting of stockholders of the Boston Herald-Traveler Corp. to elect directors and transact other business. Herald-Traveler Building, Boston.

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 Charles Michelson in New York at (212) PLaza 7-0695.

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

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

■ March 18—Spring meeting of the Indiana Broadcasters Association. Marott hotel, Indianapolis.

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—International Convention and Exhibition of the Institute of Electrical and Electronics Engineers. New York Hilton and New York Coliseum, New York.

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

March 23-26 — Annual meeting, Southern CATV Association. Broadwater Beach hotel, Biloxi, Miss.

■ March 23-26—Association of National Advertisers Inc. West Coast meeting. Del Monte Lodge, Pebble Beach, 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 26-27—Radio Program Conference sponsored by program consultant Bill Gavin. Sheraton-Chicago hotel, Chicago.

March 27 — Board-of-directors meeting of

**BROADCASTING, February 28, 1966**

# Our Indianapolis general manager helped put something over on the Junior Achievement kids.

## A roof.

Not that WFBM's Eldon Campbell (man on the right, with smile) raised the \$500,000 for the country's largest Junior Achievement building by himself — far from it. But he helped. Just as he's helped the Boy Scout Council, Rotary, the Better Business Bureau, the famed "500" Festival and a dozen other enterprises that busy businessmen enter.

Naturally, that help often includes professional advice and time on the stations. For example, a letter from Indianapolis United Fund Headquarters said that "certainly few Fund cities

in the United States can boast of the calibre and quantity of the radio and television support given our 1965 campaign by the WFBM stations."

Being an active part of the community is important to Time-Life Broadcast people in all five of our station areas. Vigorous outside activities are always encouraged with enthusiasm.

After all, it's the best way we know to be a group broadcaster and still be part of the group.



KERO-TV Bakersfield  
KLZ-TV-AM/FM Denver  
WOOD-TV-AM/FM Grand Rapids  
WFBM-TV-AM/FM Indianapolis  
KOGO-TV-AM/FM San Diego





# The Features with a REPUTATION MGM 6

The  
Station  
with the  
MGM/6  
REPUTATION  
WTOP TV  
Washington



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 29—Annual shareholders' meeting of The General Tire & Rubber Co. Akron, Ohio.

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 1-3—Third annual Hollywood Festival of World Television. Speakers include: Ashbrook P. Bryant of FCC; Elliott Averill, executive vice president of Bank of New York; James Haggerty of ABC; Charles Boren, executive vice president of Association of Motion Picture & Television Producers; Jack Dales, executive secretary of Screen Actors Guild; James Webb, president of International Writers Guild; Joe Roizen, Ampex International; Robert Lewis Shayon, "Saturday Review" and University of Pennsylvania, and William Dozier, executive producer of "Batman." Canyon Club Inn, Palm Springs, Calif.

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 — 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 15-16—News seminar for broadcasters sponsored by the Michigan Associated Press. East Lansing.

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.

Indicates first or revised listing.

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# Broadcasting

THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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BROADCASTING-TELECASTING Bldg., 1735 DeSales  
Street, N.W., Washington, D. C. 20036. Tele-  
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BROADCASTING\* Magazine was founded in 1931  
by Broadcasting Publications Inc., using the  
title, BROADCASTING\*—The News Magazine of  
the Fifth Estate. Broadcast Advertising\*  
was acquired in 1932, Broadcast Reporter in  
1933 and Telecast\* in 1953. BROADCASTING-  
TELECASTING\* was introduced in 1946.

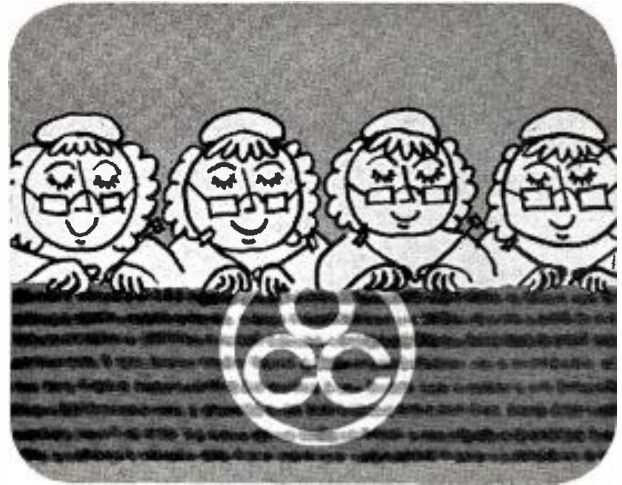
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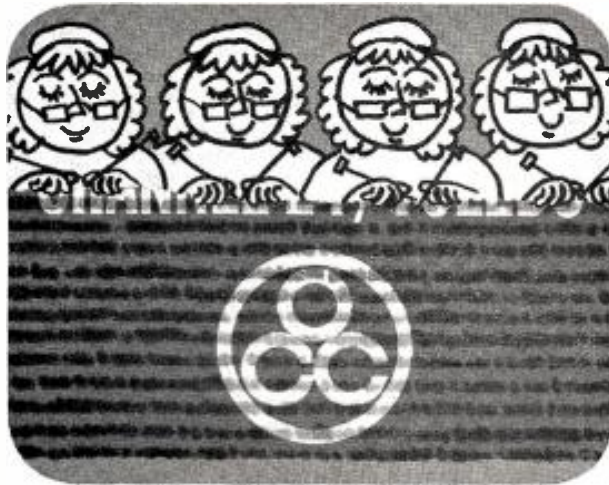
1.



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.

BROADCASTING, February 28, 1966

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

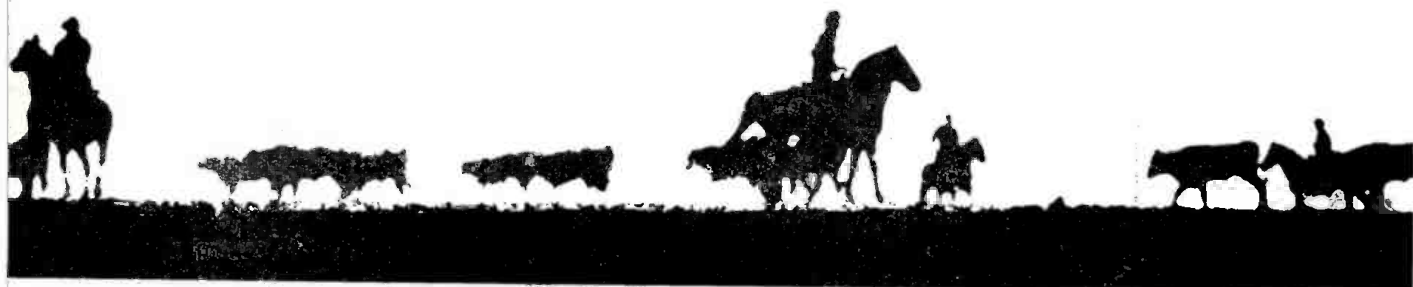
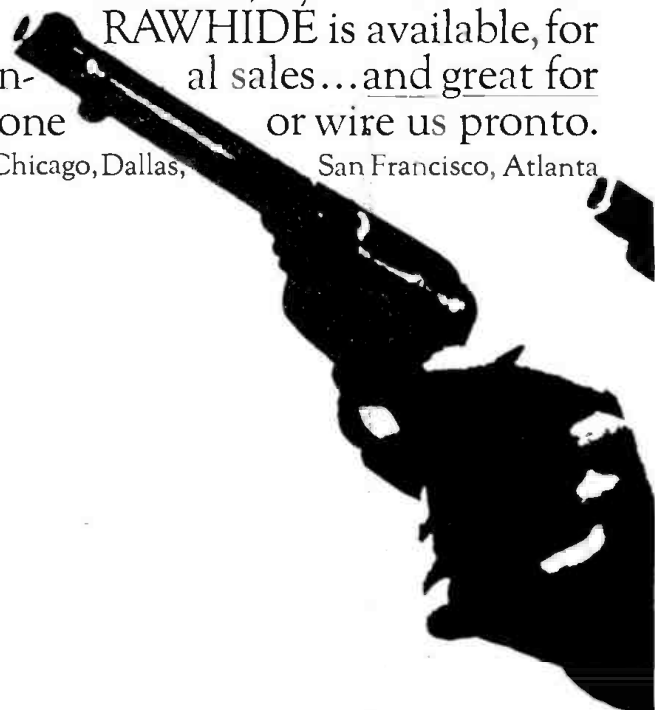
Maybe we won't be the biggest station in town, or the richest, but we'll be the one to watch.

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

# Big as all outdoors! RAWHIDE

In the tradition of Gunsmoke and Have Gun, Will Travel, RAWHIDE comes giant size. Big cast (Julie Harris, Eddie Albert, Efrem Zimbalist, Jr., Claude Rains, Buddy Ebsen, among scores of guest stars)...big audiences (on CBS, nearly a 40% average audience share\*)...big production (even the theme, by Oscar-winner Dimitri Tiomkin). Big news: RAWHIDE is available, for the first time, for local or regional sales...and great for across-the-board stripping. Phone or wire us pronto.

©CBS FILMS Offices in New York, Chicago, Dallas, San Francisco, Atlanta



\*Nielsen season average audience  
estimates (1959-1965;  
subject to qualifications on request





# INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE "5 CONTINENTS  
TROPHY" FOR CINEMA FILMS

2 GRAND AWARDS  
FOR TELEFILMS



MIFED is the International Film, TVfilm and Documentary Market whose successful operations extend over a number of years. Its Spring Cine-Meeting will be held from 18 to 25 April next.

MIFED is a new-style market dealing in feature and documentary films for the Cinema and TV. It is an active business centre for producers, buyers, renters and distributors of films. MIFED has twenty viewing rooms equipped for all possible technical requirements. Ten are for cinema films and ten for telefilms. Its Club facilities make it one of the most attractive and elegant business rendezvous in Europe. MIFED clients who are unable to attend the whole Spring Cine-Meeting are invited to make use of its special assistance bureau which undertakes to represent their interests.

Information from: MIFED Largo Domodossola 1 Milano (Italy)  
Telegrams: MIFED - Milano

## OPEN MIKE®

### A significant statement

EDITOR: Your editorial, "A Matter of Taste" (BROADCASTING, Feb. 14) could not be more to the point. In designing its new building, the National Association of Broadcasters has an opportunity to make a significant statement about the industry's total service to the community—a statement which can enhance the public's view of broadcasting while it enhances the city of Washington itself.—*Roy Danish, director, Television Information Office, New York.*

### Article brings inquiries

EDITOR: Your fine article on our "Continuing Trends" study for this year (BROADCASTING, Jan. 17, 1966), not only led to the address I made to the Broadcast Advertisers Club in Chicago (also reported in your magazine), but produced more inquiries for further information than we had previously received.

Among the requests were those from Papert, Koenig, Lois Inc.; Young & Rubicam; Ogilvy & Mather; Foote, Cone & Belding; Magazine Advertising Bureau; ABC; CBS; NBC; BBDO; the National Association of Broadcasters; University of Essex, Essex, England, and several other educational facilities throughout the country.—*Philip L. McHugh, McHugh & Hoffman Inc., Birmingham, Mich.*

### Substantial contribution

EDITOR: I was very glad to learn that the Virginia Association of Broadcasters has renewed sponsorship of my subscription for your fine trade publication through 1966.

There is no question but that your magazine contributes substantially to our understanding here in Congress of the issues affecting broadcasters of all classifications.—*John O. Marsh Jr. (D-Va.) Congress of the United States, Washington.*

### Excellent public service

EDITOR: The televising of the important hearings of the Senate Foreign Relations Committee gave citizens an in-depth review of causes and conduct of the Vietnam war, and surely unified the country in its understanding of problems of vital national concern.

It may well have been one of the most important services to the country ever offered by television.

We urge that more broadcasts of this

**Broadcasting**  
THE DAILY NEWSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.  
Washington, D. C. 20036

Please start my subscription for (CHECK ONE) ☐ 52 issues \$8.50

Name  Position

Company

☐ Business  
☐ Home

City  State  Zip

☐ 52 issues and  
'66 Yearbook  
\$13.50

☐ 1966 Yearbook  
\$5.00

☐ Payment  
enclosed

☐ Bill me

nature be undertaken, and that to this end the networks divide this responsibility, in the public interest. Viewers conditioned to expect a seldom-relieved diet of games, soap operas and movies will expect and enjoy more important programing when it is more frequent.

To the extent that networks broadcast the hearings, and in turn their affiliated stations carried them locally, broadcasters are to be congratulated on this most excellent operation in the public interest.—*Mrs. Elizabeth Livingston, corresponding secretary, National Association for Better Radio and Television, Los Angeles.*

#### Information please

EDITOR: We are preparing a biographical study of the pioneer copyright/entertainment attorney, Robert Ligon Johnson (1873-1951). As a consultant for the motion picture, radio, and stage producing companies, Mr. Johnson helped to mold the precedents which formulated our current laws in the entertainment area. In World War II he was made counsel on copyright and literary property for the Alien Property Custodian. Anyone having historical data, personal recollections, and/or photographs of this pathfinding attorney, please contact the undersigned.—*James Robert Parish and Florence Solomon, 225 West 57th Street, New York 10019.*

#### Listing misinterpreted

EDITOR: You indicate that Jerry Bassett Inc., owner of KCFT-TV Concord, Calif., also owns a community antenna TV system with 1,700 subscribers. I believe this to be incorrect.—*W. Ernst Minor, president, Major-Minor Corp., Pittsburg, Calif.*

(Mr. Minor is correct. The 1966 YEARBOOK indicates KCFT-TV is carried on one CATV with 1,700 subscribers. The listing was misinterpreted to mean the station owned the system).

#### Pity for poor spot

EDITOR: We think our *Newsletter* readers might get a chuckle out of Sid Hix's cartoon of the "black-and-white dog" which has been displaced from his employment in dog-food commercials with the advent of color (BROADCASTING, Feb. 14). May we reprint? We were asked by a major agency to intervene several years ago when a switch in campaigns resulted in a dog losing his job. We didn't. And we probably can't help that black-and-white dog either, although we certainly are sympathetic! —*Robert W. Fouse, director of public relations and publications, American Humane Association, Denver.*

(Permission granted)

BROADCASTING, February 28, 1966

# Nobody in Washington debates about which is the important station: WTOP RADIO



A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales

## The need for a new school of advertising

Where is this business going? I'll tell you. It's going professional. The agency business is changing; growing increasingly competitive, increasingly demanding, increasingly complex. As today's client becomes more sophisticated, the client-agency relationship is changing.

Today, the client finds himself with a choice. On the one hand, he can regard his agency as a group of specialists that he employs to get their feet wet in his business and give him answers to certain specific problems. For example, answers in the creative area, recommendations in media.

Or, on the other hand, he can treat his agency as a full business partner. He can take his agency into his full confidence, and from it he can expect the full treatment.

This is the way of the future, the way our business is going. Being a great deal more than the name "advertising agency" encompasses. Being a total marketing partner. Total involvement. Total immersion. Knowing as much about the client's business as he does.

**What He Wants** ■ And so today's client is not only growing more sophisticated, he is also growing more demanding. He wants a helluva lot for his money. He wants imagination and soundness and guts. He wants to hear what the agency really believes, not what they believe he wants to hear. He wants a selling idea for his product that is original, exclusive, appealing to the customer—that grows out of a selling strategy that he and the agency have developed for the product. He wants a brilliant execution of that selling idea that is fresh and compelling—and 100% on strategy, on target. Through it all, he wants sound, sensitive research. Solid answers. Proof that it will work. He wants advertising that is bold and exciting, executed by talented young creative people who are bold and exciting. And this is what the best clients are getting. Because bold, exciting, creative people clamor to work this way. The best creative people want the highest, most professional standards, the most challenging challenge they can get.

If the agency is a full marketing partner, this means doing it the hard way. This doesn't mean going to the client with a pastry tray full of goodies (many of them only half-baked) and saying: "Here are some things we cooked up; do you see anything here you like?" It means going to the client with the right answer and darn good

reasons why it is right. It means beginning with a selling strategy. A clear definition of the problem. A clear direction that emerges because all the data has been gathered and studied; the problem has been carefully thought through. And then sitting down and coming up with a creative solution that is dazzling and that hits the target dead center. This is what today's client is looking for. So is today's customer.

**A New School** ■ What do you call this kind of advertising? What school does it belong to?

Through the years, I've seen advertising go through a lot of schools in the process of growing up. There was the famous Chicago School, a folksy, grassroots crusade led by Leo the Lionhearted.

And then there was the School for the Deaf. Its credo was: "Let's be so loud and annoying that people will go out and buy the product just to get out of the house and get a little peace and quiet."

From there we graduated to the School of Hard Knocks. We were still loud; only now we had men in white coats hitting the customer on the head with little hammers and sloshing through his sinus passages.

Then came the School for the Physically Handicapped, headed by the Man with the Eye-Patch. It led us into the British School, where every layout had to be exactly like every other layout, all of them copied religiously from the Book of David.

Along in there somewhere emerged the San Francisco School, featuring fun and games from the land of sunshine, where children never grow up.

Right now, a good many of us are

busy with Knight School, presided over at full gallop by Sir Ajax on his white horse. There is strong competition from Demolition School, where the wall gets knocked down and has to be replaced every time the poor bruised housewife blasts out of the kitchen. And the washer goes up through the ceiling every time she turns it on. And she has to keep cleaning up after that stupid white bird that keeps flying in the kitchen window and messing up the counter. Wouldn't you think she'd just lean over and shut that window?

I want to identify a new school—and urge and challenge you to join it and be its champions. Hasn't the time come for us to move up? To graduate to Graduate School. For Adults Only.

**Friends and Customers** ■ Can't we have a school where we turn out bright, articulate advertising (and nothing but) that speaks low and aims high? Can't we decide right here and now that we are going to flatter our customer, like our customer, befriend and help and challenge and amuse and delight our customer, not just some of the time but every time? Person-to-person communication gives that viewer or reader the benefit of the doubt. Grown-up advertising that has learned to relax, how to be natural, how to stop taking everything so doggone seriously. Advertising that has learned to loosen up, limber up and be friendly.

In today's overcrowded, competitive world, friends are a great deal harder to win than customers. They're also a great deal harder to lose.

To win friends, advertising has to be friendly. Like a letter. Maybe we should call it the Correspondence School.



The H in HPW, Benton & Bowles's experimental advertising group formed in the creative area in November 1965, belongs to Whit Hobbs, who's also senior vice president in charge of creative services and a member of the board of directors. He is a graduate of Harvard, taught a creative workshop at various colleges in New York, worked 20 years for BBDO in New York and joined B&B in May 1963. He has been championing the need for what he calls a 'new school' of advertising.



# How much does a scruple cost?

A lot.

And you may find yourself feeling lonesome. Because a lot of people aren't big on scruples.

It's too easy to let things go status quo.

Case in point: retail automobile advertising. It's getting better.

But, too much is still deceptive, word-smithed to be within the letter of the law.

This guy says he has to do it to keep up with the other guy who has to keep up with the other guy and so on. The result: people are still being taken advantage of by advertising designed to mislead.

The National Automobile Dealers Association, official organization for 22,000 franchised new-car dealers, is working with the Association of Better Business Bureaus International to eliminate deceptive advertising. They could succeed. With your help. They have prepared an eye-opening booklet "Recommended Standards and Practices for Advertising and Selling Automobiles." It's a booklet for you who are publishers, broadcasters and

advertising executives. Because you are the only ones who can require that advertising be honest—in meaning as well as words.

We wouldn't kid you. A scruple costs plenty.

Guts, backbone. Just like every other corny ideal this country needs.

The only thing free is the booklet.

OK, I'll give it a try. Send me "Recommended Standards of Practice for Advertising and Selling Automobiles."

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

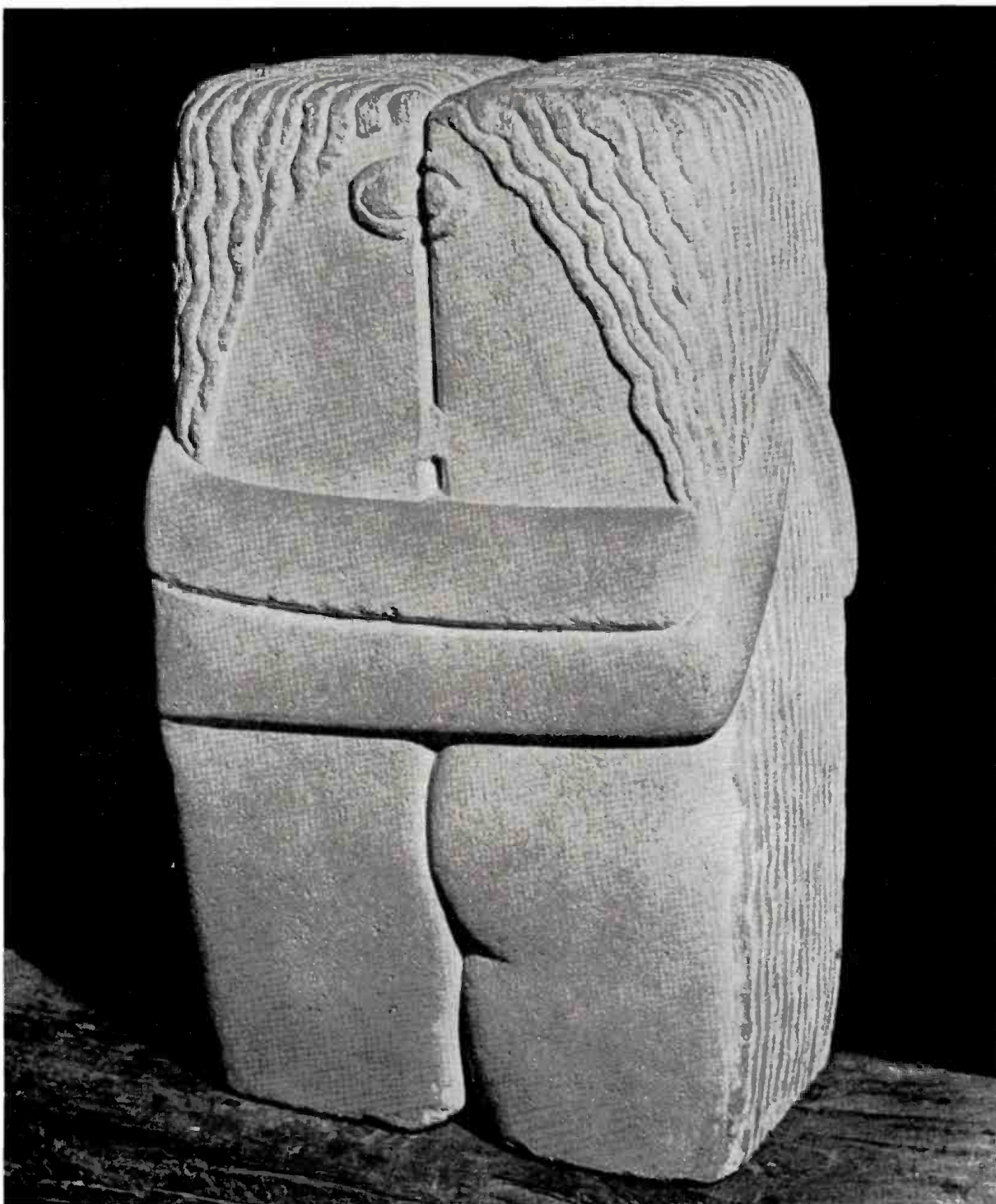
ZIP \_\_\_\_\_

Mail to:

**NATIONAL AUTOMOBILE  
DEALERS ASSOCIATION**

2000 "K" Street, N.W., Washington, D.C. 20006





Brancusi / The Kiss / Philadelphia Museum

***is a love affair in St. Louis any different?***

There's nothing square or cold about St. Louis' emotional attachment to KSD-TV. Our relationship to the area has matured and strengthened through 18 years of devoted courtship. Today, Channel 5 is still a robust first in the hearts of St. Louisans\*.

St. Louis Post-Dispatch Television / *represented nationally by* **BLAIR TELEVISION**  
A Division of Inhn Blair & Company



\*Frank N. Magid Associates Survey shows KSD-TV programming and personalities strongly preferred by St. Louisans. Write for details.

# Sponsors snap up '66-67 schedule

Sales far ahead of last year at this time; networks report programs mapped for fall are virtually 100% in color; CBS-TV no-discount plan is accepted

The prime-time evening network TV schedules provisionally set for 1966-67 are luring solid sponsor support for programing that will be virtually 100% in color and structured to evoke laughter, nostalgia, suspense and excitement.

Advertisers appeared last week to be buying into the new-season parcel at a record pace. It was a parcel that, unveiled for the first time, showed primary reliance on comedy, westerns, spy spoofs and feature films for its new entries.

Within these formats or in variety shows of their own will be such entertainment standbys as Milton Berle, Imogene Coca, Garry Moore, Art Carney, Jean Arthur and Ann Sheridan, who are returning to network television or taking the plunge in prime time on a regular basis.

There undoubtedly will be revisions in schedules, particularly at ABC-TV, before September rolls around. But there was unanimous agreement by networks that all programs are planned for telecasting in color, though some series initially might start in monochrome.

Both NBC-TV and CBS-TV reported that sales were running ahead of last year at this time. An ABC-TV executive said sales were moving briskly but declined to compare them with last year's pace.

About 70% of CBS-TV's new nighttime schedule reportedly has been sold. The story at NBC-TV was similar: By the end of this week, according to a top sales executive, the network will have signed advertisers for about 75% of its prime block. At this time last year all three networks were close to or slightly above the 60% level in sales for 1965-66 (BROADCASTING, March 1, 1965).

A traditionally early buyer, General Foods Corp., has earmarked an estimated \$33 million on CBS-TV for the new season on such series as *Andy Griffith*, *Gomer Pyle*, *Green Acres*, *Mother's Word Is Law*, *Hogan's Heroes* and feature-film periods.

Other advertisers that have already

made substantial purchases on one or more of the networks include Procter & Gamble, Bristol-Myers, Chevrolet, Quaker Oats, Lever, Ford Motor Co., Colgate and the various cigarette companies.

**ABC Status** ■ ABC said its 1966-67 schedule's underpinnings, such as *FBI*, *Voyage to the Bottom of the Sea*, *Peyton Place I and II*, *Lawrence Welk*, *Bewitched* and *Batman I and II*, were being renewed in a flurry of sales.

Multimillion-dollar buyers already

booked include Bristol-Myers Co. (\$20 million for half-hours and minutes plus Peter Jennings Mon.-Fri. evening newscast, spread through the year); Liggett & Myers Tobacco (\$13 million); R. J. Reynolds Tobacco (\$15.5 million); Ford (\$13 million on *FBI*); J. B. Williams (\$7 million in *Welk*); Chevrolet and Quaker Oats (\$6.8 to \$7 million in *Bewitched*); Brown & Williamson Tobacco (\$11 million in alternate half-hour sponsorships and minute participations).

ABC's Tuesday and Thursday night lineups for the new season are "well sold," Monday and Wednesday nights are "coming along," as is Sunday, according to James Duffy, ABC-TV's sales vice president. He noted that advertiser buying in alternate half-hours appears stronger at this time than last year.

Mr. Duffy said that ABC-TV's schedule was flexible at a time when the other networks appeared buttoned up because ABC wanted to study several pilots before making final sales on these series. He said ABC sought a rounded but strong schedule that could be "sold accordingly."

Procter & Gamble and Kellogg renewals in *Batman* were reported along with several advertisers continuing their participations in another multiweekly series *Peyton Place*, though ABC has reduced *Peyton* from a three-parter to a two-parter.

**CBS-TV Status** ■ CBS-TV's 1966-67 nighttime schedule was reported authoritatively but unofficially to be about 70% sold—a good half-dozen percentage points ahead of the rate at this time a year ago.

"We are rolling," said one executive. "Business is great." The exuberance was interpreted to mean not only that business is good, but also that CBS-TV's new rate card, which had stirred up controversy and uncertainty when it was still in the polishing stages, seems to be getting generally good acceptance among CBS advertisers and their agencies.

The new rate card, which virtually

## Top producers for fall

A preliminary examination of prime-time schedules for the 1966-67 season indicates that 20th Century-Fox Television and Metro-Goldwyn-Mayer TV are the top producers with six hours of programing each.

The 10 top producers of nighttime programs, based on information now available but subject to change with the juggling of programs and substitutions, account for 36½ hours of time. This represents approximately 60% of the prime evening schedule (not including the 10 hours weekly devoted to feature films.)

|                                       |    |
|---------------------------------------|----|
| The top 10:                           |    |
| 20th Century                          | 6  |
| MGM                                   | 6  |
| Universal                             | 5½ |
| Screen Gems                           | 3½ |
| CBS                                   | 3½ |
| Desilu                                | 3  |
| UA-TV                                 | 2½ |
| Warners                               | 3  |
| NBC                                   | 2½ |
| Zodiak (Nick Vanoff and Bill Harbach) | 2  |

Last year, the 10 leading producers were scheduled for 66% of prime-time programs (BROADCASTING, March 1, 1965)



## Here's how the network programs shape up for next fall

The television networks are offering advertisers a heavy fall-programming diet of new comedy shows, spy stories and spoofs, old-time stars and movies.

The new programming, alongside shows carried over from the current season, indicates a familiar theme though with some variations. An added dose of science-fiction, big-city police stories and westerns are in store for viewers.

CBS and NBC showed what purported to be film schedules to advertising agencies in New York, while ABC appeared set on most programming, though time periods on the network were still unsettled.

Here's how the network prime-time schedules for 1966-67 looked last week at agency offices, shows listed by night and time period and with brief description accompanying the new programs:

**Sunday** ■ 7:30-8: ABC—*Voyage to the Bottom of the Sea* (starts at 7); CBS—*It's About Time* (comedy, Imogene Coca and Joe E. Ross); NBC—*Walt Disney* to 8:30.

8-8:30: ABC—*FBI* to 9; CBS—*Ed Sullivan* to 9; NBC—*Walt Disney*.

8:30-9: ABC—*FBI*; CBS—*Ed Sullivan*; NBC—*Branded*.

9-10: ABC—movie to 11; CBS—*Garry Moore* (variety); NBC—*Bonanza*.

10-10:30: ABC—movie; CBS—*Candid Camera*; NBC—*Andy Williams Show* to 11.

10:30-11: ABC—movie; CBS—*What's My Line?*; NBC—*Andy Williams Show*.

**Monday** ■ 7:30-8: ABC—*Iron Horse* (western drama) to 8:30; CBS—*Gilligan's Island*; NBC—*The Monkees* (comedy).

8-8:30: ABC—*Iron Horse*; CBS—*Run, Buddy, Run* (comedy re: man on the run); NBC—*I Dream of Jeannie*.

8:30-9: ABC—*Rat Patrol* (WW II adventure); CBS—*Lucy Show*; NBC—*Hey, Landlord* (comedy).

9-9:30: ABC—*Men Against Evil* (big-city police fight crime); CBS—*Andy Griffith Show*; NBC—*Road West* (western) plus several Perry Como specials, to 10.

9:30-10: ABC—*Peyton Place I*; CBS—*A Family Affair* (comedy with Sebastian Cabot); NBC—*Road West*.

10-10:30: ABC—*The Big Valley* (western); to 11; CBS—*Mother's Word is Law* (Jean Arthur in comedy-drama); NBC—*Run for Your Life* to 11.

10:30-11: ABC—*The Big Valley*; CBS—*I've Got a Secret*; NBC—*Run for Your Life*.

**Tuesday** ■ 7:30-8:30: ABC—*Combat*; CBS—*Daktari*; NBC—*The Girl from U.N.C.L.E.* (spy spoof);

8:30-9: ABC—*The Rounders* (contemporary western drama); CBS—*Red Skelton Show* to 9:30; NBC—*Occasional Wife* (comedy).

9-9:30: ABC—*Sedgewick Hawk Styles* (Sherlock Holmes spoof); CBS—*Skelton*; NBC—movie to 11.

9:30-10: ABC—*Love on a Rooftop* (comedy); CBS—*Petticoat Junction*; NBC—movie.

10-10:30: ABC—*Fugitive* to 11; CBS—*CBS Reports* to 11; NBC—

movie.

10:30-11: ABC—*Fugitive*; CBS—*CBS Reports*; NBC—movie.

**Wednesday** ■ 7:30-8: ABC—*Batman I*; CBS—*Lost in Space* to 8:30; NBC—*Virginian* to 9.

8-8:30: ABC—*Them Monroes* (western drama) to 9; CBS—*Lost in Space*; NBC—*Virginian*.

8:30-9: ABC—*Them Monroes* (western drama); CBS—*Beverly Hillbillies*; NBC—*Virginian*.

9-9:30: ABC—*Long Hunt of April Savage* (western period piece); CBS—*Green Acres*; NBC—*Chrysler Theater* to 10.

9:30-10: ABC—*Peyton Place II*; CBS—*Gomer Pyle*; NBC—*Chrysler Theater*.

10-11: ABC—*Invaders* (science fiction) or *House of Wax* (comedy-mystery); CBS—*Danny Kaye*; NBC—*I Spy*.

**Thursday** ■ 7:30-8: ABC—*Batman II*; CBS—*Jericho* (WW II drama) to 8:30; NBC—*Daniel Boone*.

8-8:30: ABC—*F Troop* (comedy); CBS—*Jericho*; NBC—*Daniel Boone*.

8:30-9: ABC—*The Pruitts of South Hampton* (family situation comedy); CBS—*My Three Sons*; NBC—*Laredo* (adventure) to 9:30.

9-9:30: ABC—*Bewitched*; CBS—movie to 11; NBC—*Laredo*.

9:30-10: ABC—*That Girl* (comedy with Marlo Thomas); CBS—movie; NBC—*The Hero* (comedy).

9-9:30: ABC—*Time Tunnel*; CBS—*Green Acres*; NBC—*Chrysler Theater* to 10.

10-11: ABC—*Hawk* (New York

eliminates discounts that used to add up to 30% or more, goes into effect Sept. 11 with the start of the new season (BROADCASTING, Jan. 24, et seq). Thus the current fall-sales push provides the first yardstick available for realistic measurement of agency and advertiser reaction.

The new card also sets up different prices for different seasons and different time periods, reflecting variations in audience level. The highest-priced season is the 29-week span that starts Sept. 11.

Procter & Gamble, it was noted, was among the major advertisers reported to have scheduled 1966-67 nighttime commitments on CBS-TV on a par with—or greater than—its outlays for this year.

This report drew special interest be-

cause P&G spokesmen had said, before the new rate card was made public, that they would have to review their buying if rumors of an 8-10% increase in P&G rates should prove true. P&G spending on CBS-TV, including daytime commitments, has been estimated at about \$50 million for the first 10 months of 1965.

General Foods and Philip Morris, two other substantial investors in CBS-TV nighttime, also were said to have come back with 1966-67 nighttime commitments as big as or bigger than those they're currently carrying.

Along with Philip Morris, three other big-spending tobacco companies—Reynolds, Liggett & Myers and American Tobacco—and the Toni Co. were also put in the same equal-or-better category.

**NBC Status** ■ The sales season from NBC-TV's viewpoint is "very exciting," according to John M. Otter, NBC-TV vice president, sales, who reported that the network would have the first 13 weeks of the season 75% sold by the end of this week.

Much of the sales bonanza at NBC—minimum of \$110 million in billings—is being registered by long-time advertisers who are renewing shows that are being carried over or, as in the case of Kraft Foods, continuing in its time period. Kraft (\$14 million) is sponsoring *Road West* next season, as well as several Perry Como specials, in its 9-10 p.m. period on Monday.

Other program buyers on NBC: Chrysler Corp. (\$14 million expected for its one-hour *Chrysler Theater*); Chevrolet (\$15 million on *Bonanza*);

detective); CBS—movie; NBC—*Dean Martin Show*.

**Friday** ■ 7:30-8: ABC—*Time Tunnel* (science fiction); CBS—*Wild Wild West* to 8:30; NBC—*Tarzan* (adventure) to 8:30.

8-8:30: ABC—*Time Tunnel* (science fiction); CBS—*Wild Wild West*; NBC—*Tarzan*.

8:30-9: ABC—*Milton Berle Show* (variety) or *Big Valley* to 9:30; CBS—*Hogan's Heroes*; NBC—*Man from U.N.C.L.E.* to 9:30.

9-9:30: ABC—*Milton Berle*; CBS—movie to 11; NBC—*U.N.C.L.E.*

9:30-10: ABC—*Comedy*; CBS—movie; NBC—*T. H. E. Cat* (intrigue suspense).

10-11: ABC—*House of Wax* or *Valley*; CBS—movie; NBC—*Star Trek* (science fiction).

**Saturday** ■ 7:30-8: ABC—*Pursue and Destroy* (WW II sub adventure) to 8:30; CBS—*Jackie Gleason-Art Carney Show*, to 8:30; NBC—*Flipper*.

8-8:30: ABC—*Iron Horse*; CBS—*Gleason/Carney*; NBC—*My 15 Blocks* (comedy on big-city police).

8:30-9: ABC—*Lawrence Welk Show* to 9:30; CBS—*Pistols 'n' Petticoats* (comedy with Ann Sheridan); NBC—*Get Smart!*

9-9:30: ABC—*Welk*; CBS—*Mission: Impossible* (intrigue) to 10; NBC—movie to 11.

9:30-10: ABC—*Hollywood Palace*, to 10:30; CBS—*Mission*; NBC—movie.

10-10:30: ABC—*Palace*; CBS—*Gunsmoke* to 11; NBC—movie.

10:30-11: ABC—*Scope*; CBS—*Gunsmoke*; NBC—movie.

Procter & Gamble (\$16 million for its half-hour *Branded*). In addition, NBC-TV is chalking up blue-chip contracts with Lever Brothers (\$14 million) and Colgate-Palmolive (both bought for alternate half hours); Ford, Eastman Kodak and RCA (total \$14 million) in *Walt Disney*; Brown & Williamson, R. J. Reynolds Tobacco and P. Lorillard all in at least three alternate half-hours. Others noted are Kellogg's (\$3 million) in *The Monkees*; AT&T (\$6 million) in *Bell Telephone Hour*.

According to Mr. Otter, sales at this time are beyond last year's pace. He cited "quality" program controls in production both on the East and West Coasts as quickening advertiser interest.

Mr. Otter said NBC invested "a lot of money" in program development for the current season, seeing in this an

impetus to the upgrading of program production values.

The sales activity this year "speaks well for the economy and indicates that color's coming also has injected excitement" into the new season, Mr. Otter observed.

**Programs** ■ Comedy has been king for a number of years on nighttime television, and is not apt to be toppled in 1966-67 (see tentative schedules, page 24).

Along with many laugh programs renewed, no fewer than 13 of the 30-odd new series are comedies. Some cross other lines, such as *The Rounders*, a contemporary western comedy, and *My 15 Blocks* a comedy on big-city police.

Western series appear to be on the rise. Three new westerns are tentatively set for next year—*Them Monroes*, *Road West* and *Long Hunt of April Savage*—to supplement several holdovers from this season.

Science-fiction, spy spoofs and World War II adventure dramas are represented.

The doctors' cycle on prime time TV has succumbed. Both *Doctor Kildare* and *Ben Casey* have been removed from the new schedules.

A distinguishing feature of the 1966-67 network schedule will be its reliance on motion pictures and well-known entertainment personalities.

In an acceleration of a trend that began several years ago, the amount of time devoted to feature films will grow from the current eight hours a week to at least ten hours a week on the three networks.

NBC-TV is slotting two such movie periods for a total of four hours per week; CBS-TV is adding a second two-hour segment to the one it is presenting this year, making four hours weekly, while ABC-TV is slotting a two-hour movie block once a week, the same as this season.

For a time, ABC-TV had planned to devote one hour to a combination of feature films scheduled over two weeks and to original production. But on the basis of the latest available information, the network has given no fixed position to this project and it may be delayed to a January 1967 start.

Prime-time movies on a weekly basis originated on NBC-TV in 1961. In 1962, ABC-TV began its prime-time feature-film slot but dropped it in 1963-64 and reinstituted it during 1964-65. CBS-TV joined the network movie chorus during the current season.

Television 1966-67, to some degree, is going to evoke the nostalgia of TV and motion pictures of yesteryear. Milton Berle will be back on a regular basis (on ABC). And so are Imogene Coca, Garry Moore and Art Carney, who have been conspicuously absent on week-in, week-out TV stanzas in recent years but

will be on CBS next fall.

Two hardy favorites of the Hollywood thirties and forties, Jean Arthur and Ann Sheridan, are set for comebacks on weekly prime-time shows, both on CBS. Returning for another year is Barbara Stanwyck on *Big Valley* (ABC).

CBS-TV's perennial holdouts, Jackie Gleason and Lucille Ball, were persuaded to return, though Mr. Gleason earlier had announced he was taking a year off during 1966-67 and the comedienne had let it be known that she did not plan to continue with *Lucy* next season.

Other "old-timers" with star value set for 1966-67 are Andy Griffith, Red Skelton, Danny Kaye, and Fred MacMurray on CBS; Andy Williams, Bob Hope and Dean Martin on NBC and Lawrence Welk on ABC. Perry Como and Danny Thomas will bounce back in a group of prime-time specials both on NBC.

Dick Van Dyke stuck to the script. He announced he would not continue with his weekly, situation-comedy series on CBS-TV—and he isn't in the new lineup.

The "old-time" aspect of television '66-67 is fortified by representation on the schedule of two well-known programming executives of the past—Sylvester L. Weaver and Hubbell Robinson Jr. Mr. Weaver, a former board chairman of NBC, will be executive producer of *The Garry Moore Show* on CBS-TV. Mr. Robinson, a one-time executive vice president of CBS-TV and recently a producer, will be producer of *The Hawk* and a group of special programs, *ABC, '66*, both on ABC-TV.

## Westinghouse enters feature-film business

The Westinghouse Broadcasting Co. last week became the latest of a growing number of station groups and TV-film syndicators to enter the feature-film business (CLOSED CIRCUIT, Jan. 31).

Donald McGannon, WBC president, reported that over the next three years the company will co-produce 30 feature films in color. After theatrical distribution, the films will be presented on WBC outlets and subsequently syndicated to other TV stations.

WBC's co-production arrangement was made with motion picture producer Sidney Pink. Most of the films will be produced in Europe at an average budget of \$500,000 each, representing a total commitment of \$15 million.

In addition, WBC has acquired TV rights in the U. S. for a group of 20 features. Twelve are the British-produced "Carry On" films and the remainder are eight films produced within the last two years by Mr. Pink.



# Ammo for radio sales: a national head count

Method developed by NBC Radio will show  
each network's audience around 30 million weekly

A new measurement system that produces cumulative radio audience figures in terms of individual listeners rather than listening homes is being announced today (Feb. 28) by NBC Radio.

The pilot projects in which the system was developed were said to show that each of the four major national radio networks has a cumulative audience totaling close to—and in most cases more than—30 million people a week.

Stephen B. Labunski, president of the NBC Radio network, said the new approach was developed in a three-year, \$150,000 study underwritten by his network and that the results, currently in the final tabulating process, would be made public in mid-March.

In recent years network radio has had no figures on cumulative audiences. The A. C. Nielsen Co., before it went out of the radio measurement business, provided cumulative figures, but on a homes rather than an individual-listener basis. Sindlinger & Co., whose national radio audience measurement service is supported by all four networks, supplies audience figures in terms of individuals, but not on a cumulative basis.

Dr. Thomas Coffin, NBC research vice president, who directed the three-year study, said the new approach means that network radio can now be measured in the same terms as other media and that this "put network radio back in the ball game," showing that it is "worthy of important consideration by advertisers."

**Variations of Findings** ■ The figures to be made public within the next few weeks will show weekly cumulative audience figures not only for an entire network schedule but also for different day parts and for specific advertising schedules on individual networks and on multi-networks, authorities reported.

Dr. Coffin said that NBC, having underwritten the study, hoped the new system would find industrywide support and be taken over, on that basis, by some interested organization.

He said he had sounded out the other networks and some 40 leading ad agencies and found generally—and in many cases strongly—favorable reactions.

Authorities estimated that the new

service could be produced at adequate intervals, though not on a monthly basis, at a cost "not much more" than that represented by Sindlinger's current monthly service. The networks have been reported unofficially to be paying about \$400,000 a year—around \$100,000 each—for the Sindlinger service.

The new system was also said to be adaptable to measurement of local as

well as national radio audiences, but the cost of its use in local measurement appeared to be less certain.

NBC officials said the system was considered "quite independent" of the current All Radio Methodology Study (ARMS).



Dr. Coffin

This is aimed at finding a system that provides the most complete measurement of radio's total audience. ARMS results are expected to be unveiled, at least in part, at the National Association of Broadcasters convention in Chicago late next month.

**The Testing Technique** ■ The NBC study encompassed two projects. First, to establish a yardstick by which to judge the accuracy of the new system, interviewers conducted coincidental telephone interviews in which all members of each family in the sample reported whether and to what they were listening at the time the calls were made. There were repeated callbacks, officials said, to contact those not at home on the original call.

The second study, which was designed primarily to produce cumulative audience estimates, employed a daily telephone recall technique. A prelisted national sample of individuals was interviewed every day for seven days, reporting on each call their radio listening for the preceding 24 hours.

The two studies were conducted for NBC by Trendex Inc. and were carried out simultaneously on parallel nationwide samples during the week of April 8-14, 1965. Officials said "special efforts were made to gauge and account for

'cooperation bias' " as indicated in other research, especially the studies of this factor by the Committee on Nationwide Television Audience Measurement, (CONTAM) (BROADCASTING, Feb. 7).

Dr. Coffin said it had been expected that the second study, employing 24-hour recall, would produce higher audience figures than the one using coincidental interviews but that actually it understated the audience—as found in the coincidental or benchmark study—by about 15%.

He said that in addition to advance presentations already made to describe the methodology and purpose of the project to agencies in New York and Chicago, further showings would be made soon both in those cities and also in Detroit, Los Angeles, San Francisco, Cleveland and St. Louis.

Mr. Labunski noted that in addition to providing "people cumes" for network radio, the new technique permits the data to be broken down demographically.

**Boon to All Radio** ■ The preliminary evaluation, he said, "indicates that the final data should have a profound impact on the business and advertising communities and should materially benefit all radio."

He said the study was "specifically designed to overcome the very factors that have resulted in radio's great success in the post-TV era—but which have so seriously plagued radio measurement. These include the great increase in the number of stations, the explosion in radio ownership to 242 million sets (including 100 million car radios and portables) and the fact that radio is now everywhere and has evolved into an individual, highly personal activity."

## Agency appointments . . .

■ The national tourist organization of Greece has appointed the Fletcher Richards Co., New York, to promote the first nonstop trans-Atlantic airline service to Greece via Olympic Airways, a Greek airline.

■ Art Gelb Advertising, New York, has been named to handle advertising for a new spot remover manufactured by P.M.C. Products, Brooklyn, N. Y. The agency, currently developing a name for the product, plans to use TV and print in an introductory campaign.

■ Safie Bros. Inc., New Baltimore, Mich., which claims to be largest packer of pickled peppers in U. S., names O'Grady-Anderson-Grey, Chicago, as national agency. Radio will be used.

■ Scribe International Sales Inc., Chicago, names Allen, Anderson, Niefeld & Paley Inc. there to handle national advertising for new consumer product in auto safety field. Broadcast media will probably be dominant.



***The action station in the action city!***

**Charlotte's**

**WSOC-TV**

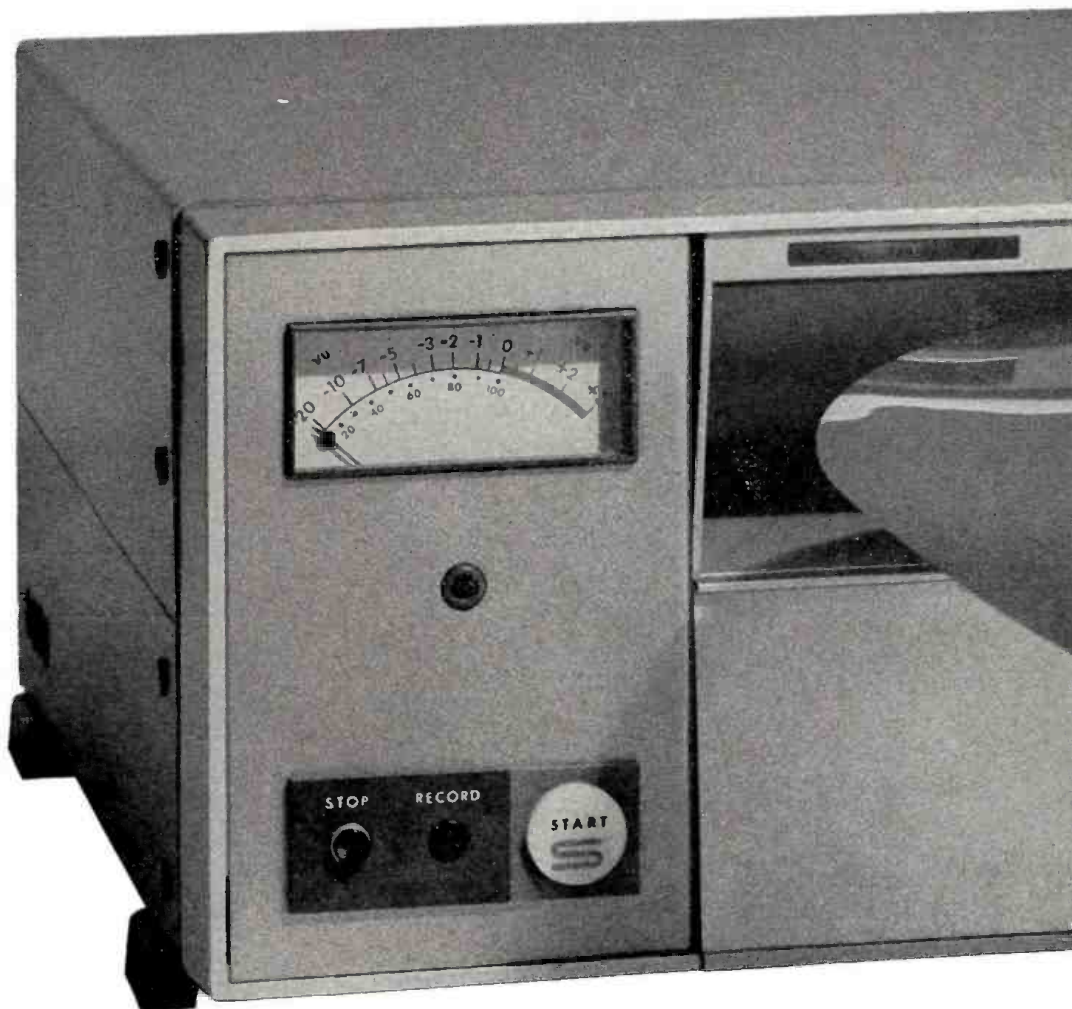
*HAVE YOU LOOKED AT CHARLOTTE LATELY? This largest city of the Carolinas is mushrooming, building, bustling with prosperity and production. Here is where advertisers tap the highest effective buying income per household in the Southeast. Retail sales tops in the Carolinas. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to give you a proposal. Let us show you how you can get more for your advertising dollar in North Carolina with Charlotte's WSOC-TV.*

*NBC/ABC—Represented by H-R*



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; WHC-TV, Pittsburgh.

# AN ENTIRELY NEW CONCEPT IN RECORDING/REPRODUCING



Ampex took a fresh look at one of the industry's most serious problems. Result: an entirely new solution, the CUE-MATIC. Now you can get first-play quality, absolute reliability and handling ease in a compact recording/reproducing unit. And the CUE-MATIC system offers extraordinary economy.

The CUE-MATIC has been thoroughly field tested by advertising agencies, recording studios, networks and independent broadcasters. After months of vigorous use, all acclaimed the performance of the CUE-MATIC.

Here's how CUE-MATIC works:

The CUE-MATIC system uses an 11 $\frac{3}{4}$ -inch magnetic mat called a CUE-MAT\* instead of tape cartridges for recording and

reproducing sound. The CUE-MAT is easily inserted into a slot in the front of the machine.

It is automatically centered and cued for recording or playback.

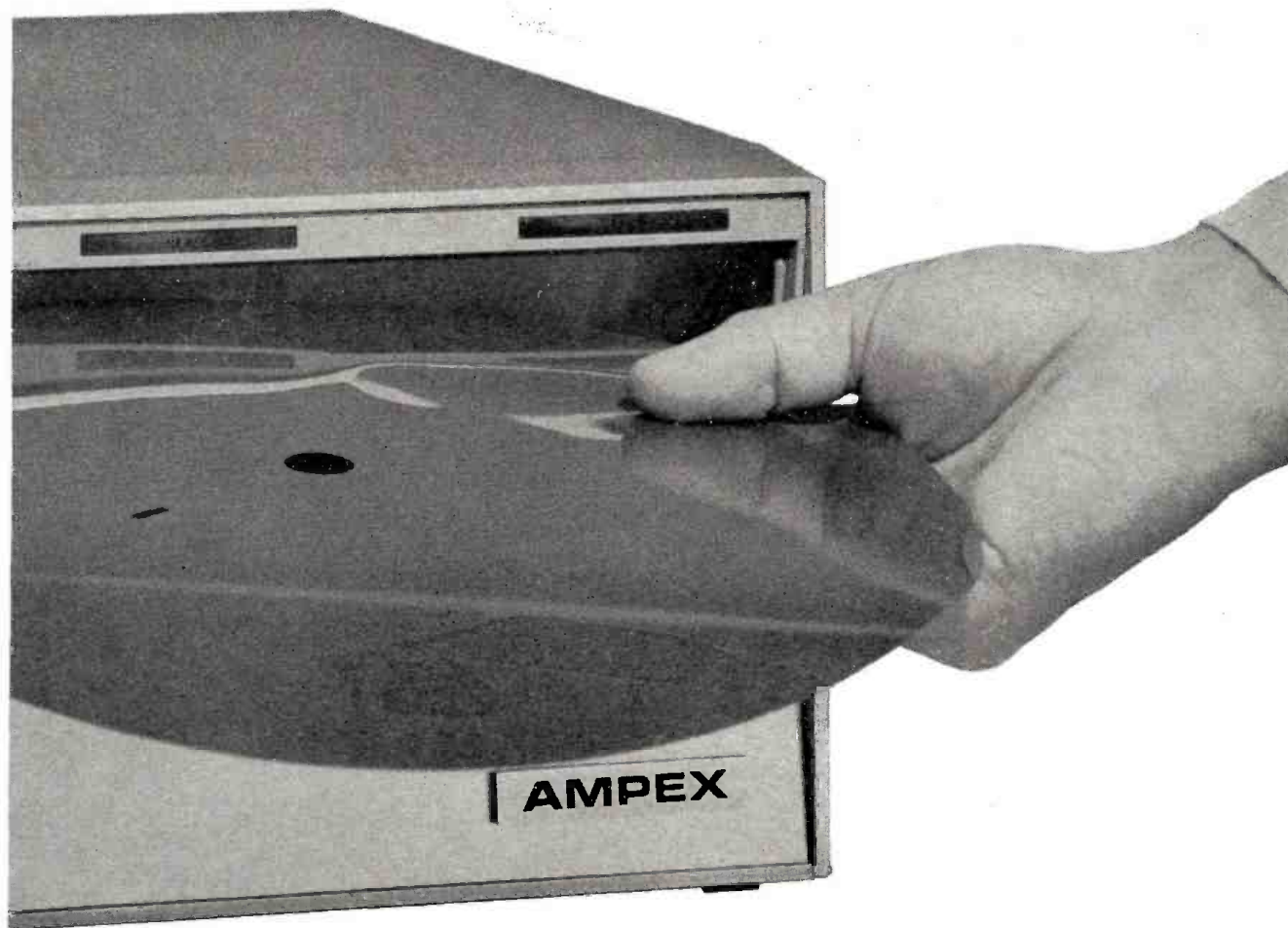
The record/reproduce head is mounted on a carrier which moves in a straight line across the rotating CUE-MAT from the outer edge toward the center. Maximum playing time is 3 minutes and 45 seconds. This provides sufficient time for individual spot announcements, complete 45 rpm records, or excerpts from LP albums. Full stable speed is achieved in 0.1 second after start button is pushed. Indicator lights give visual confirmation of status. Another important feature is the automatic addition of an inaudible

30-cycle tone to the end of recording which releases the CUE-MAT on subsequent plays. It may also be used to start a second CUE-MATIC, or other equipment, or re-cue the same CUE-MAT. A final note: the new CUE-MATIC features all solid state electronics.

Why you need CUE-MATIC:

The CUE-MATIC system guarantees first-play quality broadcast reproduction for your advertisers. The ten-thousandth play is as good as the first. There is absolutely no loss of quality from electrical transcription to CUE-MAT. The CUE-MATIC is reliable. This reliability created tremendous enthusiasm among the many people who field-tested the system. There

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The CUE-MATIC is very easy to operate. Cueing is completely automatic and the unit is push-button operated.

The CUE-MATIC offers economy. The mats cost less than  $\frac{1}{4}$  the price of cartridges and are erasable and re-usable. They require less than  $\frac{1}{10}$  the storage space too. This alone can save you up to 90% in storage and related costs.

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# FCC swings its commercial ax

One TV and six radio stations get one-year renewals, another 11 get letters seeking explanations of policy

The FCC's campaign against over-commercialization was in full swing last week.

The commission handed out short-term license renewals to one television station and six radio outlets because of "substantial departures from their proposed commercial policies and practices."

It asked two radio stations to explain apparent discrepancies between promise and performance in commercial practices.

And it called on owners of ten others to justify proposed policies that would in some periods permit the stations to devote up to 50% of their time to commercials.

In yet another case, the commission asked KRKT Albany, Ore., how it could reconcile its proposal to broadcast up to 20 minutes of commercial time per hour with its membership in the National Association of Broadcasters

radio code, which limits commercial time to 18 minutes an hour.

**Usual Vote** ■ In all of the actions, the commission vote was 4 to 2. Commissioners Lee Loevinger and Rosel H. Hyde voted for full-time renewals for the seven stations, and opposed the letters to the other stations.

Imposition of the one-year renewals marked the second time the commission has used that sanction in its effort to police overcommercialization on a case-by-case basis, and the first time a television station was caught up in the campaign.

The commission bagged its first batch of stations on promise vs. performance two months ago, when five stations were given one-year renewals (BROADCASTING, Dec. 20, 1965).

The staff is bringing to the commission's attention the records of stations that appear to have violated their promise by at least 10%. However, the staff

doesn't make an in-depth study of all renewal applications, only those that seem to be the most heavily commercial in their renewal group.

**The TV Case** ■ The television station given a short-term renewal is KCOP(TV) Los Angeles. The commission staff said it exceeded its promise in 15% of the quarter hours in its composite week. The station had proposed carrying no more than four minutes per quarter hour.

The station, an NAB code member at the time the commission made its inquiry, exceeded the code limit of 10 minutes and 22 seconds per prime-time hour in eight of 21 prime-time hours checked, according to the staff.

The other stations penalized are:

KCLV Clovis, N. M. It exceeded its promise to abide by the NAB code in 11% of the hours checked.

KFOX Long Beach, Calif. It exceeded its limit of 18 minutes per hour (same as NAB code) in 26% of the hours.

KGEN Tulare, Calif. It exceeded its limit of 16 minutes per hour in 29% of the hours. (However, the station actually carried fewer spots than it proposed—1,448 as against 1,700)—between 8 a.m. and 6 p.m.

KIDD Monterey, Calif. It exceeded its

## Pelican's pouch full of animated color ads

Animated commercials are making a strong comeback on TV, but in a considerably more sophisticated form than the dancing cigarettes, tumbling beer bottles and cavorting detergent cans of the 1950's.

This was the evaluation offered last week by Thomas J. (Joe) Dunford, president of Pelican Films, a chief beneficiary of the upsurge. He estimated in an interview that animated spots now represent between 15% and 20% of TV's current commercial crop.

Mr. Dunford contended that animation faded substantially in the late 1950's because techniques and styles had then become stale from repetition. He feels that many live-action techniques—fresh only a few years

ago—have already grown tired from overuse, and that to agency art directors and producers animation now represents a new look.

He noted, too, that with the sharp increase in color commercial production during the past year, many cost-conscious advertisers have shown considerable interest in animation. "Animation costs are usually lower than live action," he said, "and with no on-camera talent to pay, residual costs are much lower too."

**Quicker Production** ■ Commenting on the increasing popularity of color commercials (now about 70% of Pelican's current production output), Mr. Dunford cited another advertiser enthusiasm for animation. He stated that as a rule color cartoon

commercials can be prepared more quickly than most live action spots, and that problems in color print consistency, particularly where flesh tones are concerned, are considerably less acute in animation.

Pelican is reaping many of the benefits of the animation upsurge, Mr. Dunford said, because the firm did not release its animators when animation's popularity began to slip. He noted that in 1954, when he and Executive Vice President Arthur (Jack) Zander founded Pelican, four or five times as many companies were producing animated commercials as are in animation today.

Pelican currently has 56 animated commercials in various stages of production, as compared with 47



proposal of 18 minutes per hour in 27% of the hours.

KLMS Lincoln, Neb. It exceeded its promise of 14 minutes per hour in 40% of the hours.

KSEL Lubbock, Tex. It exceeded its promise of four minutes per quarter hour in 42% of the quarter hours, and of four commercial announcements per quarter hour, in 60% of the quarter hours.

**Explanations Sought** ■ The stations being asked to explain apparent discrepancies are KNPT Newport and KEED-AM-FM Springfield, both Oregon. According to staff analyses, KNPT violated a proposal to broadcast no more than three minutes of commercial time per quarter hour in 35% of the quarter hours checked.

KEED had said it would limit commercial time to three minutes per 14½ minutes or 14 minutes per hour. The staff said it exceeded those limits in 26% of the quarter hours and 23% of the hours.

Five of the stations being asked to justify their proposals are E. O. Roden outlets, which announced policies that would permit them to devote between 43% and 50% of their time to commercials (BROADCASTING, Jan. 10).

live-action commercials now before the cameras. Despite this figure, Mr. Dunford said, "live action spots still account for about twice as much of our dollar volume as animation—outdoor location shooting and name talent cost money."

**Gain in Income** ■ He estimated that Pelican's gross income for 1966 would be around \$3.5 million, \$500,000 over last year.

To cope with this production increase, Pelican has recently opened a studio in Detroit and has plans for developing additional studio facilities. Mr. Dunford said that his firm is also interested in producing TV programs in animation, but will not "jump into a pilot until the right property comes along."

Major Pelican clients using animated commercials include American Airlines, Sinclair Refining, General Mills, Hayden-Stone, Narraganset beer and Parker toys. One client, Columbia Gas Co., which operates throughout Ohio and part of Pennsylvania, placed a \$130,000 order with Pelican in December calling for 43 animated commercials over a five-month period, 40 in color.

One of the stations, WTVP Tupelo, Miss., was granted a renewal last September even though it proposed a policy that would permit up to 43% commercial time. A commission official said the station would be notified the renewal was granted inadvertently, and would be asked to justify its commercial policy.

The Roden stations are WGCM Gulfport and WBIP Booneville, both Mississippi; WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. They revised their policies, upward, after WTUP's renewal was granted.

Another station asked to justify a revised policy is WLOR Thomasville, Ga., which now proposes up to 15 minutes of commercials per half hour on heavy advertising days. Originally it proposed nine minutes per half hour.

**Justification, Please** ■ The remaining stations being asked to justify their policies and the apparent maximums those policies would permit are KWRO Coquille (50 %); KQIK Lakeview (40%), KWJJ Portland (37%), all Oregon, and KZUN-AM-FM Opportunity, Wash. (37%).

The commission's campaign against overcommercialization led to the resignation from the NAB code of KLMS. The station, in response to one query from the commission staff, had said its proposal to limit itself to 14 minutes per hour was too unrealistic and that it would in the future abide by the code, except during heavy-demand periods, when it would exceed the limits by two minutes per hour.

The commission staff asked how it could reconcile membership in the code with a policy that provided for violating it. At that point, the station announced its decision to withdraw from the code.

## Business briefly . . .

**General Foods Corp.**, White Plains, N. Y., through Benton & Bowles, New York, will introduce its new Gaines Variety chunk-style dog food next month with spot TV in the Northeast, mid-Atlantic states and in parts of the South and Midwest.

**Lever Bros.**, through Ogilvy & Mather, both New York, in a special premium offer for its Dove-for-dishes, last week began participations in NBC-TV's *Mr. Roberts* and *Please Don't Eat the Daisies*, and CBS-TV's *Lucy Show*, *To Tell the Truth* and *Secret Storm* (the latter two daytime programs).

## Rep. appointments . . .

■ WCRU(TV) Chicago: Eastman TV Inc., Chicago.

■ Wicc Bridgeport, Conn.: McGavren-Guild Co., New York.

# FCC hit on tobacco ads

## West Coast group says they violate Communications Act, asks why it's not enforced

Radio and television stations around the country are being warned that they violate the Communications Act when they carry advertising promoting cigarettes and other tobacco products. And the FCC has been asked to explain why it hasn't enforced the law.

But the FCC isn't prepared to say the stations are in violation—let alone that it has been remiss in not cracking down on broadcasters for carrying cigarette and other tobacco advertising.

The warning to the stations and the scolding of the commission are being administered by an organization called the American Radio and Television Improvement Association. It has a Beverly Hills, Calif., post-office box as a return address.

The association in its letter to some 700 TV stations and some radio stations notes that the Communications Act states that the FCC was created to promote "safety of life and property through the use of wire and radio communication."

The letter goes on to note that the U. S. Surgeon General's Advisory Committee on Smoking and Health released a report on Jan. 11, 1964, describing smoking as "a definite 'health hazard' that 'far outweighs all other factors' as a cause of lung disease." The committee also pointed to statistical links between smoking and other illnesses.

"Since the only purpose of cigarette commercials is to promote smoking, and this has been shown . . . to be detrimental to people's life and health," the letter continues, "we believe that you are in violation of the FCC Act [sic] through your promotion of cigarettes and other tobacco products advertisement."

"We have already requested the FCC to explain its reason for not having enforced the laws, and will definitely pursue the matter to a sensible conclusion." The letter was signed by Behzad Kasravi, acting secretary.

A commission official said a formal reply had not been prepared. But, basing his response on letters sent to other correspondents who had raised similar questions, he said the commission would probably say it would take no action "until such time as an official government agency makes a finding smoking

has a direct causal relationship to illness."

He also noted that Congress, when it considered the smoking-and-health issue, chose not to ban tobacco advertising but only to require a warning notice on packages of cigarettes.

Mr. Kasravi is a production assistant at Churchill Films, Los Angeles, producer of 16 mm educational films. He told BROADCASTING last week his main concern was improving the quality of mass media's content, rather than with smoking.

He said his organization, for which he claims 30 members, was "looking for something" with which to attack what he feels is Madison Avenue's hold on mass media. He thinks he found it in the surgeon general committee's report. He also says he was moved to act after reading "Equal Time: The Private Broadcaster and the Public Interest," by former FCC Chairman Newton N. Minow.

## Commercials in production . . .

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

**Filmex Inc., 300 East 46th Street, New York 10017.**

World Coffee Promotion Bureau, New York (coffee); two 60's, three 20's for TV, live on film, color. Chris Herfew, producer. Agency: McCann-Erickson, New York. Fred Charrows, agency producer.

Carter Products Inc., New York (Rise hot lather); two 60's, one 30 for TV, live on film. Paul Nemiroff, producer. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Gene Miller, agency producer.

Hat Corp. of America, New York (Knox Saturn); one 60 for TV, live on film. Paul Rosen, producer. Agency: Grey Advertising, New York. Ira Lassman, agency producer.

Mead Johnson & Co., Evansville, Ind. (Metrecal); three 60's for TV, live on film, color. Peter Griffith, producer. Agency: Ogilvy & Mather, New York. Chet Maxwell, agency producer.

**Focus Presentations Inc., 400 Park Avenue, New York 10022.**

Lever Bros., New York (Imperial margarine); three 60's for TV, on film. Peter Cooper, director. Agency: Ogilvy & Mather, New York. William Mann, agency producer.

Sinclair Refining Co., New York (gasoline); two 60's for TV, animated on film, color. Chris Ishii, director. Agency: Geyer, Morey, Ballard, New York. Arnie Leeds, agency producer.

**Gene Lester Productions, 12642 Ventura Boulevard, Studio City, Calif. 91604.**

20th Century-Fox, Hollywood ("Do Not Disturb"); 48 varied length for TV, on film. John

32 (BROADCAST ADVERTISING)



## Spot stardom

Pam Austin, the 23-year-old "Rebellion Girl" in television commercials for Dodge through BBDO in Detroit, has not only been successful selling cars but she has become an instant personality hit in her own right as a result of the exposure. BBDO said last week that although she had done a number of bit parts in films and TV shows, Hollywood didn't discover her until the Dodge role. Now she is in heavy demand for personal appearances, is making a TV-series pilot called *Perils of Pauline* and the agency is publishing air schedules of her TV spots in college newspapers because of the unexpected campus enthusiasm about her.

Campbell, production manager. Placed direct. Approximate cost: \$26,000.

**Mid-America Videotape Productions, 2501 West Bradley Place, Chicago 60618.**

Jewel Food Stores, Melrose Park, Ill.; one 20 for TV, on tape, color. Dale Juhlin, director. Agency: Earle Ludgin & Co., Chicago.

Swift & Co., Chicago (Vigoro fertilizer); three 60's for TV, on tape. Dale Juhlin, director. Agency: Leo Burnett, Chicago.

**Tele-Tape Productions Inc., 135 South LaSalle Street, Chicago.**

Jos. Schlitz Brewing Co., Milwaukee (Old Milwaukee Beer); two 60's, two 20's, two 10's for TV, on tape. Jim Hartzer, production manager. Agency: Post-Keyes-Gardner, Chicago.

## Color TV called best medium for meat ads

The men who market meat to the Western American were told last week that there's no better way to attract hungry mouths than by advertising on television, especially if their products can be shown in full, red-blooded character. In a speech entitled "A New Face in the Market," Norman E. (Pete) Cash, president of the Television Bureau of Advertising, emphasized that while the TV medium is no longer new, and neither is color, still color TV offers the best opportunities for marketing meat products. He was speaking to the Western States Meat Packers Association convention in Los Angeles.

"Advertisers today have only to use what is already available to become the new face in the market," he said. "TV simply makes it easier and faster."

Pointing out that food and grocery product manufacturers are now the largest client category using the medium, he suggested that this was endorsement enough to prove that television "reaches the American public effectively and economically."

## Also in advertising . . .

**Chicago Agency** ■ John Vollbrecht Advertising has been formed at 743 North Wabash, Chicago. Initial client is Buckeye Cablevision Inc., Toledo, Ohio, a community antenna television division of Cox Broadcasting Co. Mr. Vollbrecht was formerly creative supervisor at Wade Advertising, Chicago.

**About new products** ■ A new monthly report, *Market Scope*, is being distributed by Avery-Knodel, New York, to all of its client stations. The report, based on the *New Products Digest* of BBDO, will describe national advertising account activity in individual markets, including information on the name of the company, the product, name of markets where the product is being introduced and where it is scheduled for test and national campaigns.

**Color breakdown** ■ The Television Bureau of Advertising is distributing a pocket-sized booklet describing the color facilities of TV stations. The booklet covers the transmitting and originating facilities of 487 stations, more than 85% of the total outlets.

**Miami forecast** ■ An analysis of the Miami radio market is being made available by WIOD, that city. The survey covers in detail such categories as climate, economy, labor, media, population, public facilities, retail outlets, and transportation.

BROADCASTING, February 28, 1966



# EVERYBODY'S TALKING COLOR — WE SHOW IT!

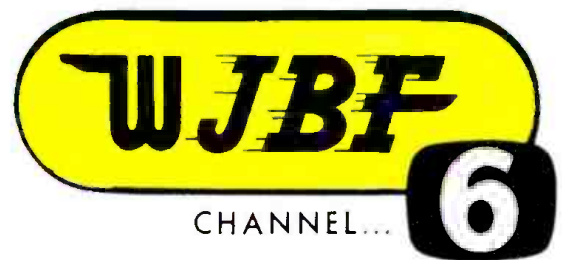


GEORGIA AND SOUTH CAROLINA'S FIRST TELEVISION STATION TO BROADCAST ITS ENTIRE LOCAL\* SCHEDULE IN COLOR

**1**<sup>st</sup> ... with live local color  
... with slide-film-VTR color  
... with Network color  
... with our viewers

**We Get Results - Buy Colorful 6**

\* Plumbicon Studio Cameras-Ampex VR 2000 - Slides and Film



**NB** AUGUSTA, GEORGIA **abc**

REPRESENTED NATIONALLY BY THE GEORGE P. HOLLINGBERY CO.

# Price of baseball goes up, too

Majors get \$27.5 million for radio-TV rights;  
production costs rise sharply; there'll be  
more color, and, importantly, no dearth of sponsors

The radio-television rights to major league baseball climbed to an estimated \$27,510,000 this year, according to BROADCASTING's annual survey of stations, advertisers and teams.

On paper the increase from last year's \$25,670,000 in rights is only \$1,840,000. But to the baseball magnates that figure represents a major step forward in baseball's quest for a greater share of the mighty broadcasting dollar.

In 1966, baseball will continue with the *Game of the Week* plan it began last year. The difference is that the New York Yankees for the first time are part of a single network package and the Yankees are an audience draw, as well as an attendance magnet at any ballpark.

In 1966, the weekly package has moved from ABC-TV to NBC-TV, where the 28 regular-season dates will be covered in color.

In 1966 there will be more colorcasts of more local games than ever before.

**Future Even Brighter** ■ For 1967 and 1968, the ballclubs know they will get the same cut from NBC-TV for the weekly participations. And with a good number of the individual team contracts up for renewal next year, baseball men expect to find themselves in a better bargaining position for broadcasting money.

In 1966 General William Eckert, the new commissioner of baseball, is expected to name a top aide to handle radio-TV liaison. This is a new post and one the baseball Establishment has put at the top of its priority list.

The \$27.5 million figure includes the \$6 million NBC-TV is paying to 19 clubs (\$315,000 each) for the *Game of the Week*. (The Philadelphia Phillies are still out of the package because of a \$3.9 million, three-year contract, now in its second year.); the \$17,760,000 the 20 teams will receive from their local stations, and the \$3,750,000 the commissioner's office will get from the All-Star Game and World Series.

**The Line Is Long** ■ For the privilege of sponsoring the 1,620 season games and selling their beer, cigars, cigarettes, soft drinks, gasoline and banking services, advertisers will ante up about \$95 million this year. This is a \$10 million increase over the estimated 1965

figure of \$85 million, but broadcasters have noted that production costs, especially color, have forced everything up, and like the high-priced ballplayers, good broadcasting talent doesn't come cheap. NBC-TV expects production costs to run \$2 million.

However, the major leagues aren't the only ones sharing in the rights. The 20 teams making up the class AAA Pacific Coast and International leagues are also getting a share, albeit considerably smaller. A survey of these clubs indicates they will get varying shares of about \$420,000 from radio and television. Several clubs get nothing in rights, others' games are not aired on radio-TV, still other clubs are getting up to \$1,500 for each televised game and up to \$30,000 for season radio rights.

**Family Troubles** ■ But the game is still suffering internally and this is reflected on the air as well as on the field. The continuing struggle of Milwaukee to either keep the Braves or prevent them from playing in Atlanta has opened a dormant wound in baseball.

## The home of the Braves

A federal judge in Houston last week may have forestalled potential nightmares for Coca-Cola, Falstaff Brewing, Pure Oil and P. Lorillard. Each firm had already spent an estimated \$700,000 for a share of the Atlanta Braves radio-TV game coverage and adjacent programs on a 34-station radio and an 18-station TV network.

Judge James Noel's temporary injunction, in substance, ordered the other nine National League teams to play the 1966 schedule as set up, with the Braves' home games in Atlanta. The move appeared to squelch any hope Milwaukee had of forcing the Braves to return to County Stadium for another year.

In 1965, when the Braves were a lame-duck Milwaukee team, radio rights only were sold for \$60,000. In Atlanta this year, the Braves expect to see about \$1.2 million in radio-TV rights.

It brings to mind the U.S. Supreme Court's long-standing decision that baseball is a sport not a business. Baseball no longer enjoys the almost-unanimous public sympathy it held 30 and 40 years ago. Today Joe Fan lumps baseball with football and basketball as a big-money operation that turns a profit on diamonds, gridirons and courts, rather than behind counters.

Baseball is also suffering in the minor leagues. It is losing these leagues almost as fast as they're created. Part of the blame is put on lack of attendance. The minor-league owners see television bringing big-league games into their home territories as harmful to local fan interest. There is also concern in the minors about the effect community antenna TV may have on attendance as more major league games are imported into small markets.

Still the major leagues are blamed for unceremoniously shifting their allegiance to minor league clubs, many times without so much as a "thank you" to the city that loses the team.

**Those Cinderella Mets** ■ There are other troubles in baseball. Cellardwellers do not command first-place prices, save the New York Mets who seem to be in a league by themselves. The Kansas City Athletics typify the team no one seems to want, yet someone takes—not for big profit, but for civic pride.

In 1964, the status of the A's (whether they were to be shifted to Oakland, Calif.) and their ownership (whether Charles Finley was going to sell the team just before opening day) was enough for WDAF-AM-TV to ignore its option for game rights. A few weeks before the season opened KCMO-AM-TV picked up the rights for an estimated \$300,000. Thus the Athletics shared the American League cellar that year with the Washington Senators in dollars and percentage points.

Advertisers are not overly anxious to jump into the Kansas City sponsorship picture and this year the fate of the A's games on radio and TV is still uncertain, although contracts may be signed this week.

**The Yankees Situation** ■ But for the tears, there are also smiles. The Yankees, although losing \$250,000 by leaving the CBS Saturday games and joining



**NEW YORK'S FAVORITE NINE**



**NEW YORK'S COLOR SPORTS STATION...HOME OF THE COLORFUL  
METS...FLAGSHIP STATION OF RKO GENERAL BROADCASTING**



## What baseball gets from broadcasting

Rights figures are BROADCASTING estimates. Asterisk following the 1965 figure denotes a revised estimate of rights. The figures do not include rights paid by NBC for nationally televised games. Originating stations for TV and radio are listed with number of stations in each network in parentheses.

### National League

| Team                              | 1966 Rights          | 1965 Rights       | Television      | Radio         | Sponsors & Agencies                                                                                                                                                                                                                                                                                                                                 |
|-----------------------------------|----------------------|-------------------|-----------------|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ATLANTA<br>(MILWAUKEE<br>ATLANTA) | \$1,200,000<br>..... | .....<br>210,000* | WSB-TV<br>(18)  | WSB<br>(34)   | Coca-Cola (M-E); P. Lorillard (L&N), each 1/3 radio-TV; Flagstaff Brew (D-F-S), 1/4 radio-TV; 1/12 open.                                                                                                                                                                                                                                            |
| CHICAGO                           | 550,000              | 550,000           | WGN-TV          | WGN           | Helleman Brew (M-E), Oak Park Federal (Connor Assoc.), Serta Mattress (Doner), Buick Dealers (Bronner & Haas), Texaco (B&B), each 1/6 radio; 1/6 radio open; Peoples Gas Light (FC&B), 1/18 TV; Hamm Brew (C-M), 5/18 TV; Phillips Petroleum (JWT), Allstate Insurance (Burnett), Dodge Dealers (BBDO), each 1/6 TV; R. J. Reynolds (Esty), 1/4 TV. |
| CINCINNATI                        | 500,000              | 550,000           | WLWT(TV)<br>(3) | WCKY<br>(50)  | Hudephol Brew (Stockton-West-Burkhart), 1/2 TV; Sun Oil (Esty), 1/6 TV; 1/2 TV local; Geo. Wiedemann Brew (Rockwell, Quinn & Wall), 1/2 radio; Pepsi-Cola of Cincinnati (Robert Acomb Adv.) and Tressler Oil (Joel Friedman), each 1/4 radio.                                                                                                       |
| HOUSTON                           | 1,770,000            | 1,770,000         | KTRK-TV<br>(16) | KPRC<br>(29)  | Schlitz Brew (Burnett), 2/3 radio-TV; Coca-Cola (M-E), Duncan Foods (TL&K), Consolidated Cigar (Compton), each 1/9 radio-TV.                                                                                                                                                                                                                        |
| LOS ANGELES                       | 1,000,000            | 1,000,000         | KTTV(TV)        | KFI<br>(16)   | Union Oil of Calif. (Smock, Debnam & Waddell), Security First Natl. Bank (Y&R), Southern Calif. Chevrolet Dealers (Eisaman, Johns & Laws), each 1/3 radio-TV.                                                                                                                                                                                       |
| PHILADELPHIA                      | 1,300,000            | 1,300,000         | WFIL-TV<br>(4)  | WFIL<br>(24)  | Atlantic Refining (Ayer), Ballantine (SSC&B), each 1/3 radio-TV; R. J. Reynolds (Esty), 1/6 radio-TV; 1/6 radio-TV open.                                                                                                                                                                                                                            |
| NEW YORK                          | 1,200,000            | 1,200,000*        | WOR-TV          | WHN<br>(9)    | Rheingold Beer (DDB), 57 1/2%; Brown & Williamson (Bates), 30%, Sun Oil (Esty), 12 1/2%, all radio-TV.                                                                                                                                                                                                                                              |
| PITTSBURGH                        | 450,000              | 450,000           | KDKA-TV<br>(5)  | KDKA<br>(27)  | Atlantic Refining (Ayer), Pittsburgh Brewing (KM&G), each 1/3 radio-TV; Chrysler-Plymouth Dealers (Y&R, Ayer), Foodland Markets (Lando), each 1/8 radio; Allstate Insurance (Burnett), part. TV; some TV open.                                                                                                                                      |
| ST. LOUIS                         | 550,000              | 500,000           | KSD-TV<br>(13)  | KMOX<br>(100) | Anheuser-Busch (Gardner), 1/3 radio-TV; Shell Oil (O&M), R. J. Reynolds (Esty), each 2/9 TV; Allstate Insurance (Burnett), Union Electric (Gardner), each 1/9 TV; DX Sunray Oil (Gardner), 1/3 radio; General Finance (PKG), First Natl. Bank (Gardner), each 1/8 radio.                                                                            |
| SAN<br>FRANCISCO                  | 1,000,000            | 1,000,000         | KTVU(TV)        | KSFO<br>(17)  | Stand. Oil of Calif. (BBDO), 1/3 radio-TV; Philip Morris (Burnett), 1/3 TV; E. J. Gallo Winery (Burnett), Allstate Insurance (Burnett), each 1/6 TV; Bank of Calif. (Honig-Cooper & Harrington), Hamm Brew (C-M), each 1/3 radio.                                                                                                                   |
| N. L. TOTALS                      | \$9,520,000          | \$8,530,000*      |                 |               |                                                                                                                                                                                                                                                                                                                                                     |

the major league NBC package, have picked up an additional \$500,000 in local rights—from \$1.3 million to \$1.8 million. The Yankees are a pioneer in the field of a club packaging itself and then finding sponsors. The gambit has since been used with some modifications by the Houston Astros, Atlanta Braves and Detroit Tigers, each team getting more than \$1 million a year in local rights.

The NBC package, of 25 Saturday afternoon dates, three holiday night games, the All-Star Game and World Series, has already attracted \$17,550,000 from four sponsors. Gillette through Clyde Maxon, and Chrysler Corp. through Young & Rubicam, are being joined in the package this year by R. J. Reynolds through William Esty. Each has paid \$5 million for one-quarter.

The remaining quarter is being sold

to regional sponsors, with Falstaff Brewing through Dancer-Fitzgerald-Sample already on the dotted line for an estimated \$2,550,000.

The NBC package has added importance this year since ABC wasted no time in getting out of the game of the week it had carried last year. ABC reportedly lost \$1 million on the venture, and the alleged lack of cooperation from baseball men left a bad taste at the network.

**NBC Confident** — With virtually full-color programming and the Yankees in the lineup NBC feels its position is stronger than ABC's was last year. In addition, the baseball Establishment knows NBC will have the All-Star and World Series for the next three years and that the network will be paying quite a bundle under the new contract effective next year. In 1967, NBC will pay \$6.1 million for those games, and in

'68 the price goes to \$6.5 million.

NBC will use at least five color cameras for each primary game and plans use of instant replay and stop-action recordings. Most of the back-up games will be in black-and-white. The network also has signed Curt Gowdy to be the top man on the baseball announcing staff, taking him away from the Boston Red Sox, whose games he had covered for 14 years. Three more announcers are still to be named.

On local game coverage, color will be more extensive this year than ever before. Sports Network Inc., which will originate some 300 games this year, says about 30% of them will be in color. Last year only 10% of the games were colorcasts.

Another firm, Lew-Ron Ltd., Baltimore, will handle remote color coverage of 16 California Angels games from Baltimore, Washington, Cleve-

## American League

| Team                       | 1966 Rights         | 1965 Rights          | Television   | Radio     | Sponsors & Agencies                                                                                                                                                                                                                                                                                                                |
|----------------------------|---------------------|----------------------|--------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BALTIMORE                  | \$700,000           | 700,000              | WJZ-TV       | WBAL (60) | Natl. Brew (Doner), 1/4 radio-TV; Sun Oil (Esty) 1/6 TV; R. J. Reynolds (Esty), Coca-Cola (M-E), Gen. Cigar (Y&R), each 1/9 TV; Tasty Baking (Aitken-Kynett), 1/18 TV; 1/9 TV part; Esskay Meats (Van Sant, Dugdale), 1/3 radio; 1/3 radio part.                                                                                   |
| BOSTON                     | 690,000             | 690,000              | WHDH-TV (7)  | WHDH (45) | Narragansett Brew (NH&S), Gen. Cigar (Y&R), Atlantic Refining (Ayer), each 1/3 radio-TV.                                                                                                                                                                                                                                           |
| CALIFORNIA                 | \$1,000,000         | 850,000              | KTLA(TV)     | KMPC (18) | Stand. Oil of Calif. (BBDO), United Calif. Bank (Erwin Wasey), Anheuser-Busch (Gardner), each 1/4 radio-TV.                                                                                                                                                                                                                        |
| CHICAGO                    | 900,000             | 900,000              | WGN-TV       | WCFL (80) | Gen. Finance (PKG), 1/4 radio; Heileman Brew (M-E), Rambler dealers (Powell, Schoenbrod & Hall), Gen. Cigar (Y&R), each 1/6 radio; Peoples Gas Light (FC&B) 1/6 radio, 1/18 TV; Hamm Brew (C-M) 5/18 TV; Phillips Petroleum (JWT), Allstate Insurance (Burnett), Dodge Dealers (BBDO), each 1/6 TV; R. J. Reynolds (Esty), 1/4 TV. |
| CLEVELAND                  | 750,000             | 700,000              | WJW-TV (3)   | WERE (25) | Carling Brew (LF&S), R. J. Reynolds (Esty), Sun Oil (Esty), each 1/4 TV; Duquesne Brew (Lando), Pure Oil (Burnett), each 1/4 radio, Gen. Cigar (Y&R), 1/6 radio; Royal Castle Restaurants (Marcus), Shaker Heights Ford (Bud Wendle Adv.), alt 1/4 radio.                                                                          |
| DETROIT                    | 1,200,000           | 1,200,000*           | WJBK-TV (5)  | WJR (20)  | Gen. Cigar (Y&R), Pure Oil (Burnett), each 2/9 radio; Stroh Brew (Zimmer, Keller & Calvert), Natl. Bank of Detroit (C-E), B.F. Goodrich (BBDO), each 1/9 radio; 2/9 radio open. Pabst Brew (K&E), 5/16 TV; Sun Oil (Esty), 3/16 TV; HyGrade Foods (Doner), 1/16 TV; 7/16 TV open.                                                  |
| KANSAS CITY                | 300,000             | 300,000              | KCMO-TV      | KCMO      | Stations had not signed for games as of Thursday (Feb. 24). Hamm Brew (C-M) will take 1/4 radio-TV when it is settled.                                                                                                                                                                                                             |
| MINNESOTA                  | 600,000             | 600,000              | WTCN-TV (14) | WCCO (44) | Hamm Brew (C-M), Twin City Federal (Colle & McVoy), each 1/4 radio-TV; Western Oil (John Forney), Northern States Power (C-M), Liggett & Myers (JWT), each 1/9 TV; Pure Oil (Burnett), 2/9 radio; Gen. Mills (Knox Reeves), 1/9 radio.                                                                                             |
| NEW YORK                   | 1,800,000           | 1,200,000            | WPIX (7)     | WCBS (40) | Ballantine (SSC&B), 1/4 radio-TV; Gen. Cigar (Y&R), Tidewater Oil (Grey), each 1/4 radio-TV; Atlantic Refining (Ayer), 5/12 radio-TV outside New York City; 1/4 radio-TV in New York City open.                                                                                                                                    |
| WASHINGTON                 | 300,000             | 300,000              | WTOP-TV      | WTOP (15) | Natl. Brew (Doner), 1/4 radio-TV; Household Finance (NH&S), 1/4 radio; Dodge (BBDO), Gen. Mills (Knox Reeves), each 1/9 radio; 1/9 radio part; 2/3 TV sold out part.                                                                                                                                                               |
| <b>A. L. TOTALS</b>        | <b>\$8,240,000</b>  | <b>\$7,440,000*</b>  |              |           |                                                                                                                                                                                                                                                                                                                                    |
| <b>MAJOR LEAGUE TOTALS</b> | <b>\$17,760,000</b> | <b>\$15,970,000*</b> |              |           |                                                                                                                                                                                                                                                                                                                                    |

land, Detroit, Boston, Kansas City, and Minneapolis-St. Paul—all cities without local color pickups of baseball.

**More Color Than Ever** ■ However, there will be plenty of color this year—especially in Chicago and Cincinnati, where WGN-TV and WLWT(TV), respectively, have been carrying games in color for years. In addition the California Angels, owned by Gene Autry, will be seen in color on Mr. Autry's KTLA(TV) Los Angeles, and the Yankees will be seen in color at home for the first time on WPIX(TV).

The local stations and NBC anticipate larger audiences for the colorcasts. Since the game isn't being speeded up by baseball's hierarchy, one broadcaster noted: "We have to do something to liven it up."

On the local sponsor front, the beers, oil companies, cigar and cigarette makers and banks continue to be the biggest

bankrollers. Nineteen brewers, 13 oil companies, seven tobacco firms and nine banks have already signed up (see page 40).

Baseball is looking forward to 1966 as the start of a new era: one of cooperation among teams, and one of more money from broadcasting.

### AMERICAN LEAGUE

**Baltimore Orioles** ■ WBAL Baltimore expects to feed 176 games, including 14 exhibitions, to a 60-station radio network—up from last year's 47 stations. The pregame show, sponsored by Utz Potato Chips through Torrieri-Myers Advertising, and the postgame *Oriole Wrap-Up* are carried on WBAL only. WJZ-TV Baltimore will carry 52 games, 44 of them on the road. Color plans are unsettled. Pregame shows will run 30 minutes and postgame programs will

be 10 minutes. Chuck Thompson and Frank Messer will handle the radio-TV coverage.

**Boston Red Sox** ■ WHDH-AM-TV Boston is in the last year of a three-year contract and the station lineups remain virtually unchanged from last season. WHDH will feed a 45-station radio network all of the regular and some pre-season games. WHDH-TV will originate 56 games, including some exhibitions, for a seven-station network in Maine, Rhode Island, New Hampshire and Connecticut. Although all home games will be carried in black and white, some road games may be fed in color. Pre and postgame shows on radio will be sponsored by Kraft Foods through J. Walter Thompson, Hertz Truck Leasing through Allied Advertising and State Street Bank & Trust Co. through Bresnick Co. On television, a postgame

show is set for all home games and a pregame show is tentatively scheduled for Sunday home games. Mel Parnell and Ned Martin will do play-by-play and color.

**California Angels** ■ KTLA(TV) Los Angeles will carry 30 games this season, and for the first time all of them will be in color. Ten exhibition games and 20 regular season contests will be telecast, 21 of them on weekends. KMPC Los Angeles will cover 185 games, including 23 exhibitions. The games will be fed to an 18-station radio network in California, Nevada and Arizona. Buddy Blattner and Don Wells will handle the play-by-play and the pre and postgame shows. Alpha Beta Markets through MacManus, John & Adams, Chrysler dealers through Young & Rubicam and General Mills through Knox Reeves will sponsor the warmup and wrapup programs.

**Chicago White Sox** ■ WCFL Chicago will originate the White Sox schedule, including 28 preseason games, to an 80-station network in 12 states. WGN-TV Chicago will carry 65 games with 52 day home games to be shown in color. The pregame radio feature, *Dugout*, is sold locally, with Magikist Rug Cleaning through D. A. Greenwood sponsoring it on WCFL. The postgame *Scoreboard* is open. The TV pregame

show, *Lead-Off Man*, will be co-sponsored by Nelson Bros. through E. H. Brown and Auto Painting Corp. of America through Rocklin Irving. The *10th Inning* postgame show will be co-sponsored by United Air Lines through Leo Burnett and Household Finance through Needham, Harper & Steers. Bob Elson and Bob Dinnegan will do the play-by-play and color on radio, and Jack Brickhouse and Lloyd Pettit will cover for TV.

**Cleveland Indians** ■ WJW-TV Cleveland is in the second year of a two-year contract and will carry 48 games, 20 of them at home. A three-station TV network is in the works. Some road games will probably be shown in color. The pregame and postgame shows are sold participating. WERE Cleveland, in the fourth year of a five-year pact, will feed 172 games, including 10 preseason weekend games to a 25-station network. The network is seven stations larger than the 18 that took the 1965 feeds. The 15-minute pregame *Dugout Interviews* will be sponsored by Household Finance through Needham, Harper & Steers. The 15-minute postgame show, *10th Inning*, will be co-sponsored by Harry Weintraub Clothes and BPS Paints, both through Cone & Conefeld. Harry Jones and Herb Score will handle TV announcing with Jimmy Dudley and Bob Neal doing play-by-play and color on radio.

**Detroit Tigers** ■ WJR Detroit, in the second year of a three-year contract, will feed a 20-station radio network a 167-game schedule, including five exhibitions. The pre and postgame shows are sold locally. Sponsors on WJR will be Household Finance placed direct, for one-half of both shows, and Elias Bros. through Zimmer, Keller & Calvert, and Midas Mufflers through Simons-Michelson, each with one-quarter. WJBK-TV Detroit will again originate 40 games to a six-station Michigan lineup that is being sold as one unit by the ball club's TV division. George Kell and Ray Lane will announce the games on TV, and Ernie Harwell and Gene Osborn will cover them on radio.

**Kansas City Athletics** ■ KCMO-AM-TV Kansas City, Mo., have an option to take the Athletics' games this year, but as of Thursday (Feb. 24) the papers hadn't been signed and the sponsors were holding back. However, both stations and sponsors expected details to be ironed out early this week. The situation is reminiscent of 1964 when the status of Athletics' radio-TV coverage was left up in the air until midspring. At that time WDAF-AM-TV Kansas City had an option on the rights but let it lapse when the team's status and ownership were uncertain (BROADCASTING, Feb. 24, 1964).

**Minnesota Twins** ■ WTCN-TV Minneapolis-St. Paul will feed 50 games, about 60% of them in color, to a 14-station network in Minnesota, North Dakota, South Dakota, Iowa and Wisconsin. Pregame shows on WTCN-TV only are partially sponsored by Citgo through Lennen & Newell, and Clark Clothes placed direct. The postgame show is open. WCCO Minneapolis will originate a 171-game schedule, including nine exhibitions, to a 44-station network. The pre and postgame shows are fed to the network for local sale. On WCCO the pregame *Sam Mele Show* will be sponsored by Western Air Lines through BBDO, and Woodhead Ford through Fischbein Advertising; the postgame *Scoreboard* will be sponsored by Ford dealers through J. Walter Thompson. Ray Scott, Herb Carneal and Halsey Hall will handle the coverage on radio and TV.

**New York Yankees** ■ The number of games set for radio and TV has decreased this season. WCBS New York will carry the regular schedule plus the last week of spring training. (In 1965 it scheduled 29 exhibition games.) The radio network will have 40 stations in New York, Pennsylvania and New England. WPIX(TV) New York plans to carry 115 games, including three exhibitions, 15 games less than the 130 scheduled last year. The TV network is made up of seven stations in New York, Connecticut and Pennsylvania. WPIX hopes to show about 90 games in color, depending on facilities in other cities. It will definitely show 65 home games in color. Red Barber, Jerry Coleman, Joe Garagiola and Phil Rizzuto will handle the radio-TV announcing.

**Washington Senators** ■ WTOP-AM-TV Washington are in the final year of a three-year contract. WTOP will originate 172 games, including 10 exhibitions, for a 15-station radio network in Virginia, Maryland and West Virginia. The pre and postgame shows will be carried on WTOP only and are open. WTOP-TV will again carry 35 games, with no plans for colorcasts. Dan Daniels and John MacLean will handle the radio-TV coverage.

## NATIONAL LEAGUE

**Atlanta Braves** ■ Assuming the team plays in Atlanta, WSB-AM-TV there, will originate for 18-station TV and 34-station radio networks. The games are being packaged by the Braves and have been sold in network blocks. There will be 18 road games televised and it is hoped at least a third will be shown in color. The radio coverage will include the regular season plus some exhibition games. The pre and postgame shows on radio and TV will be sponsored by Pure Oil through Leo Burnett. Milo Hamilton, and Larry Munson will handle

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\*Here's how Chrysler Corporation's 5-year/50,000-mile engine and drive train warranty protects you: Chrysler Corporation warrants for 5 years or 50,000 miles, whichever comes first, against defects in materials and workmanship and will replace or repair at a Chrysler Motors Corporation Authorized Dealer's place of business, without charge for required parts and labor, the engine block, head and internal parts, intake manifold, water pump, transmission case and internal parts (excluding manual clutch), torque converter, drive shaft, universal joints, rear axle and differential, and rear wheel bearings of its 1966 automobiles, provided the owner has the engine oil changed every 3 months or 4,000 miles, whichever comes first, the oil filter replaced every second oil change and the carburetor air filter cleaned every 6 months and replaced every 2 years, and every 6 months furnishes to such a dealer evidence of performance of the required service, and requests the dealer to certify (1) receipt of such evidence and (2) the car's then current mileage.

*Plymouth Dodge Chrysler Imperial*



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## Tobacco firms head the majors' blue-chip clientele

There are 89 national and regional sponsors already committed to sponsor major league baseball games of the pre and postgame shows. A large number of them have bought more than one team.

At the top of this year's list are R. J. Reynolds and General Cigar, each with seven purchases. Reynolds has the Cardinals, Cubs, White Sox, Indians, Orioles, Phillies and the NBC-TV package. General Cigar will sponsor the Indians, Tigers, Orioles, Red Sox, Yankees, White Sox and Dodgers.

Hamm Brewing again leads the 18 beer buyers with the White Sox, Cubs, Twins and Giants. (It is expected to have part of the Athletics also.) In the gasoline field, Sun Oil with the Reds, Indians, Tigers, Orioles and Mets, leads the 13-firm field.

Strong representation from auto makers this year is led by divisions and dealers of the Chrysler Corp. Chrysler has the NBC package; Chrysler Dealers have the Phillies, Giants, Angels and Pirates; Dodge Dealers have the Senators, Cubs, White Sox and Cardinals, and Plymouth Dealers have the Pirates.

Following is a list of the 89 larger sponsors as reported to BROADCASTING. Asterisk denotes pre or postgame sponsors.

Aamco Transmissions (Wermen & Schorr) \*Phillies.

Allegheny Airlines (KM&G) \*Pirates.

Allstate Insurance (Burnett) Cardinals, Cubs, White Sox, Giants, Pirates.

Anheuser-Busch (Gardner) Cardinals, Angels.

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

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

Avis Rent-a-Car (Marcus) \*Pirates.

Ballantine (SSC&B) Yankees, Phillies.

Bank of Calif. (Honig, Cooper & Harrington) Giants.

Brown & Williamson (Bates) Mets.

Buick Dealers (Bronner & Haas) Cubs.

California Packing Corp. (M-E) \*Giants.

Carling Brewing (LF&S) Indians.

Carnation Co. (Wasey) \*Dodgers.

Chevrolet Dealers (Eisaman, Johns & Laws) Dodgers.

Chrysler Corp. (Y&R) NBC package.

Chrysler Dealers (Y&R) \*Phillies,

\*Giants, \*Angels, Pirates.

Citgo (L&N) \*Twins.

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

Consolidated Cigar (Compton) Astros.

Dodge Dealers (BBDO) Senators, Cubs, White Sox, \*Cardinals.

Duncan Foods (TL&K) Astros.

Duquesne Brewing (Lando) Indians.

DX Sunray Oil (Gardner) Cardinals.

Esskay Meats (Van Sant, Dugdale) Orioles.

Falstaff Brewing (D-F-S) NBC package, Braves.

First National Bank (Gardner) Cardinals.

Fifth Third Union Trust (Clinton Frank) \*Reds.

Foodland Markets (Lando) Pirates.

Ford Dealers (JWT) \*Twins.

E. J. Gallo Winery (Burnett) Giants.

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

General Finance (PKG) White Sox, Cardinals.

General Mills (Knox Reeves) Senators, Twins, \*Angels, \*Giants, \*Pirates.

Gillette (Clyne Maxon) NBC package.

Gingiss Bros. (Haag) \*Cubs.

B. F. Goodrich (BBDO) Tigers.

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

G. Heileman Brewing (M-E) Cubs, White Sox.

Household Finance (NH&S) Senators, \*White Sox, \*Cubs, \*Indians, \*Giants.

radio-TV coverage, with Ernie Johnson joining on the TV dates.

**Chicago Cubs** ■ WGN-AM-TV will again carry the Cubs' games sans network. WGN, in the last year of a three-year contract, will carry 166 games, including four Sunday exhibitions. WGN-TV will carry 86 games, the 81 home games in color. A five-minute pregame radio show, *Durocher in the Dugout*, will be sponsored by Jays Potato Chips through Lilienfeld & Co. On radio the pregame *Lead-Off Man* and the postgame *Scoreboard* will be half sponsored by Gingiss Bros. through I. C. Haag, with one-half open. The pregame TV show, *Lead-Off Man*, will be co-sponsored by Nelson Bros. through E. H. Brown, and Auto Painting Corp. of America through Rocklin Irving. The postgame TV program, *10th Inning*, will be co-sponsored by United Air Lines through Burnett, and Household Finance through Needham, Harper & Steers. Jack Brickhouse and Lloyd Pettit will handle the radio-TV coverage.

**Cincinnati Reds** ■ For the second year in a row the Reds' radio network is shrinking. More than 50 stations will be on the network originated by WCKY Cincinnati. About 70 stations were on the network in 1964 and about 60 stations last year. WCKY will feed 182 games, including 20 preseason games, to the network. The pregame shows are: *Warmup* sponsored by Swallen's Stores, placed direct; *Diamond Dope*, co-sponsored by Nationwide Insurance through Ralph Jones and Schiff's Shoes through L. F. McCarthy Advertising, and *News* sponsored by Fifth Third Union Trust through Clinton Frank. The postgame programs are: *Star of the Game* co-sponsored by David's Buffet through William Holland Advertising and Jake Sweeney Pontiac through Joe Friedman; *Scoreboard* by King Kwik Markets through Aiken, and *News* by Swallen's Stores. WLWT (TV) Cincinnati will again originate 42 games and feed them to three other Avco TV stations: WLWD Dayton, WLWC Columbus, both Ohio, and WLWI Indianapolis. The 12 home

games will be telecast in color and as many road games as possible will be color pick-ups. Announcing will be handled by Ed Kennedy and Frank McCormick on television, and Claude Sullivan and Jim McIntyre on radio.

**Houston Astros** ■ KPRC and KTRK-TV, both Houston, will feed the games packaged by the Astros Radio and Television Network to 29 radio and 16 TV stations in the South and Southwest. In addition to the 162-game regular schedule, all the exhibitions will be carried on radio network stations within 150 miles of Houston. The full network will get only weekend exhibitions. The TV schedule will be made up of 14 Sunday road games. No colorcasts are planned this year. Pre and postgame shows will also be carried as part of the network package. Gene Elston and Loel Passe will do the radio-TV broadcasts.

**Los Angeles Dodgers** ■ KFI Los Angeles will originate a 190-game schedule, including 28 exhibitions, to a 19-station radio network in California, Nevada

Hudepohl Brewing (Stockton-West-Burkhart) Reds.  
 Hygrade Foods (Doner) Tigers.  
 Kraft Foods (JWT) \*Red Sox.  
 Kroger Stores (C-M) \*Cardinals.  
 Jays Foods (Lilienfeld) \*Cubs.  
 Liggett & Myers (JWT) Twins.  
 P. Lorillard (L&N) Braves.  
 Lucky Lager Brewing (BBDO) \*Giants.  
 Magakist Rug Cleaning (Greenwood) \*White Sox.  
 Midas Mufflers (Simons-Michelson) \*Tigers.  
 Benjamin Moore (Dreher) \*Mets.  
 National Bank of Detroit (C-E) Tigers.  
 National Brewing (Doner) Senators, Orioles.  
 Narragansett Brewing (NH&S) Red Sox.  
 Northern States Power (C-M) Twins.  
 Oak Park Federal (Connor) Cubs.  
 Pabst Brewing (K-E) Tigers, \*Dodgers.  
 Peoples Gas Light (FC&B) Cubs, White Sox.  
 Pepsi-Cola Bottlers (Acomb) Reds.  
 Phillip Morris (Burnett) Giants.  
 Phillips Petroleum (JWT) Cubs, White Sox.  
 Pittsburgh Brewing (KM&G) Pirates.  
 Pittsburgh National Bank (KM&G) \*Pirates.  
 Plymouth Dealers (Ayer) Pirates.  
 Pure Oil (Burnett) Tigers, Twins, \*Braves, Indians.  
 Rambler Dealers (Various) White Sox, \*Mets.

R. J. Reynolds (Esty) Cardinals, Cubs, White Sox, Indians, Orioles, Phillies, NBC package.  
 Rheingold Beer (DDB) Mets.  
 Schlitz Brewing (Burnett) Astros.  
 Security First National (Y&R) Dodgers.  
 Serta Mattress (Doner) Cubs.  
 Shell Oil (O&M) Cardinals.  
 Standard Oil of Calif. (BBDO) Angels, Giants.  
 Stroh Brewing (Zimmer, Keller & Calvert) Tigers.  
 Sun Oil (Esty) Reds, Indians, Tigers, Orioles, Mets.  
 Tasty Baking (Aitken-Kynett) Orioles.  
 Texaco (B&B) Cubs.  
 Tidewater Oil (Grey) Yankees.  
 Tressler Oil (Friedman) Reds.  
 Twin City Federal (Colle & McVoy) Twins.  
 Union Electric (Gardner) Cardinals.  
 Union Oil of Calif. (Smock, Debnam & Waddell) Dodgers.  
 United Air Lines (Burnett) \*Cubs, \*White Sox.  
 United California Bank (Wasey) Angels.  
 Utz Potato Chips (Torrieri-Myers) \*Orioles.  
 Western Air Lines (BBDO) \*Twins.  
 Western Oil (Forney) Twins.  
 Western Pa. National Bank (K&E) \*Pirates.  
 Geo. Wiedemann Brewing (Rockwell, Quinn Wall) Reds.

TV announcing.

**Pittsburgh Pirates** ■ KDKA-AM-TV have one-third rights to the Pirates in a new multi-year contract. KDKA-TV will feed 38 road games, the largest number of Pirates' games ever televised, to a five-station network. Some of the games will be carried in color. KDKA will originate 177 games, including 15 exhibitions for a 27-station radio network in Pennsylvania, Ohio and West Virginia. Pre and postgame shows on radio and TV will be locally originated. Pittsburgh National Bank through Ketchum, MacLeod & Grove will be one-half sponsor of the pre and postgame shows on KDKA-TV, the other half is open. Sponsors for those programs on KDKA will be Avis Rent-a-Car through Marcus Advertising, Allegheny Airlines through KM&G, General Mills through Knox Reeves, Western Pennsylvania National Bank through Kenyon & Eckhardt, Milkland Inc. through Thompson & Associates, Joseph Ziskind through Lou Sautell and Sipes Paint through Fourth Allegheny Corp. Bob Prince, Don Hoak and Jim Woods will handle the radio-TV coverage.

**St. Louis Cardinals** ■ KMox St. Louis again expects to have the largest radio network in baseball with a 100-station lineup to take 174 Cardinals' games, including 12 exhibitions. Pre and postgame shows will go to the network for local sale. On KMox the pregame *Dug-out Interviews* will be co-sponsored by Steak & Shake placed direct, and Mayrose Packing Co. through Batz-Hodgson-Neuwoehner. The postgame *Scoreboard* will be co-sponsored by the Dodge Dealers through BBDO and Kroger stores through Campbell-Mithun. The postgame *Star of the Game* is still open. KSD-TV St. Louis anticipates putting together another 13-station network to carry 22 road games. Harry Caray and Jack Buck will handle the radio-TV announcing with Jerry Gross also on TV.

**San Francisco Giants** ■ KTVU(TV) Oakland-San Francisco will carry an expanded schedule of 19 television games this season, an increase of eight games over previous years. The staple of the package is again the nine games played with the Dodgers in Los Angeles. One Sunday pickup from every other league city and two exhibition games complete the TV lineup. Four games will be colorcasts. Pre and postgame sponsors are: General Mills through Knox Reeves, Household Finance through Needham, Harper & Steers, and Volvo Import Inc. A 10-minute pregame show with Jackie Jensen will be sponsored by Lucky Lager Brewing through BBDO and New Century Beverage. KSFO San Francisco will originate 10 exhibitions plus the regular 162-game schedule for a 17-station radio network in California,

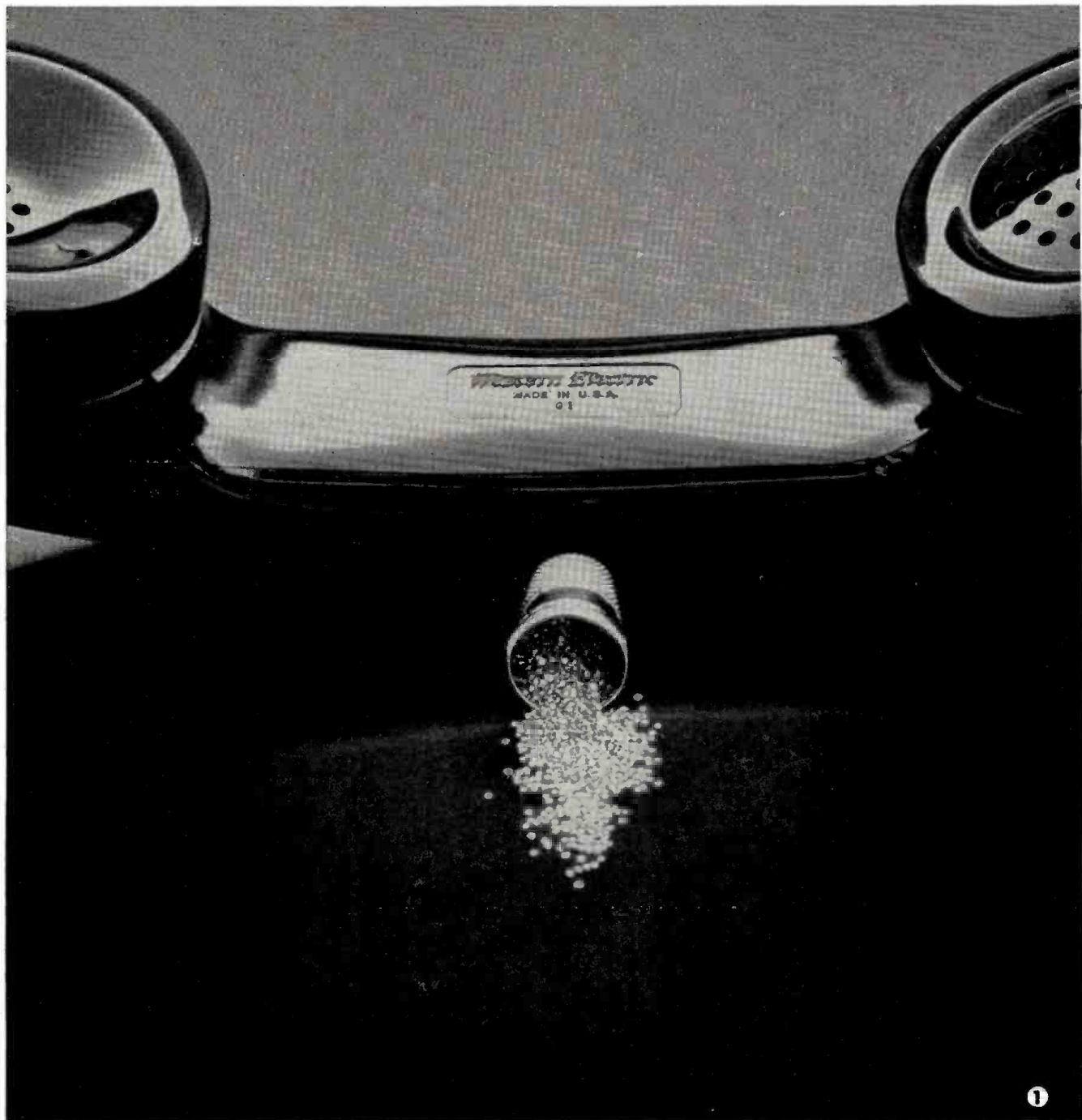
and Arizona. The basic television coverage of KTTV(TV) Los Angeles will again be limited to the nine games with the Giants played in San Francisco. Two additional pickups this season will be exhibition games from Atlanta and San Diego. The pregame TV shows will be sponsored by Pabst Brewing through Kenyon & Eckhardt and the postgame shows will be co-sponsored by Carnation Co. through Erwin Wasey, and General Cigar through Young & Rubicam. Vin Scully and Jerry Doggett will handle the announcing on radio-TV. For the ninth straight year KWKW Pasadena-Los Angeles will carry the Dodgers schedule in Spanish sponsored by Union Oil of California through Smock, Debnam & Waddell.

**New York Mets** ■ WHN New York will feed a 190-game schedule including 28 exhibitions, to a nine-station radio network in New York and Connecticut. WOR-TV New York will carry 129 games, including three preseason. All 81 home games and a few road games are set

for color. Pregame shows will be sponsored by Benjamin Moore & Co. through Monroe F. Dreher and postgame shows are bought by Rambler through Needham, Harper & Steers. Lindsey Nelson, Ralph Kiner and Bob Murphy will handle the radio-TV announcing.

**Philadelphia Phillies** ■ WFIL-AM-TV Philadelphia have virtually the same programing and station lineups they had last year. WFIL will feed 182 games, including 20 exhibitions, to a 23-station radio network. WFIL-TV will originate 64 games, including two preseason, for a four-station network. Day and night road games and day home games are on the TV schedule. On radio, 5-minute and 10-minute pregame programs and an openend postgame show will be carried. Sponsors for these shows include Aamco Transmissions through Wermen & Schorr, and Chrysler dealers through Young & Rubicam. There will be 30 minutes devoted to pregame TV programs. Richie Ashburn, Byrum Saam and Bill Campbell will handle the radio-





## Why some of Western Electric's

Devices of microscopic dimensions are playing an ever-increasing role in the advanced communications equipment Western Electric is manufacturing for the Bell System. And as components shrink to the point of invisibility, they create bigger and bigger problems for Western Electric.

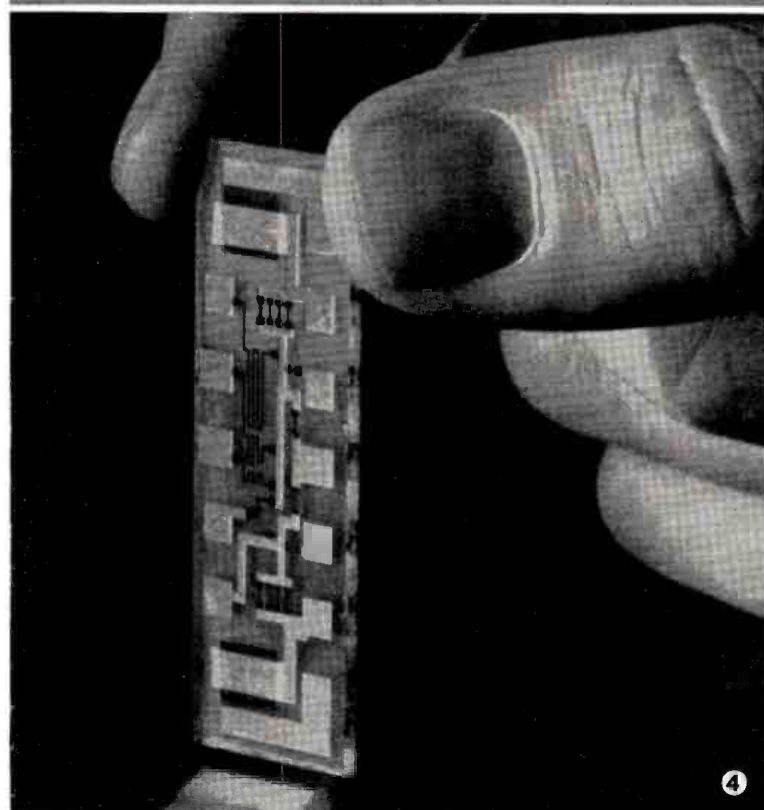
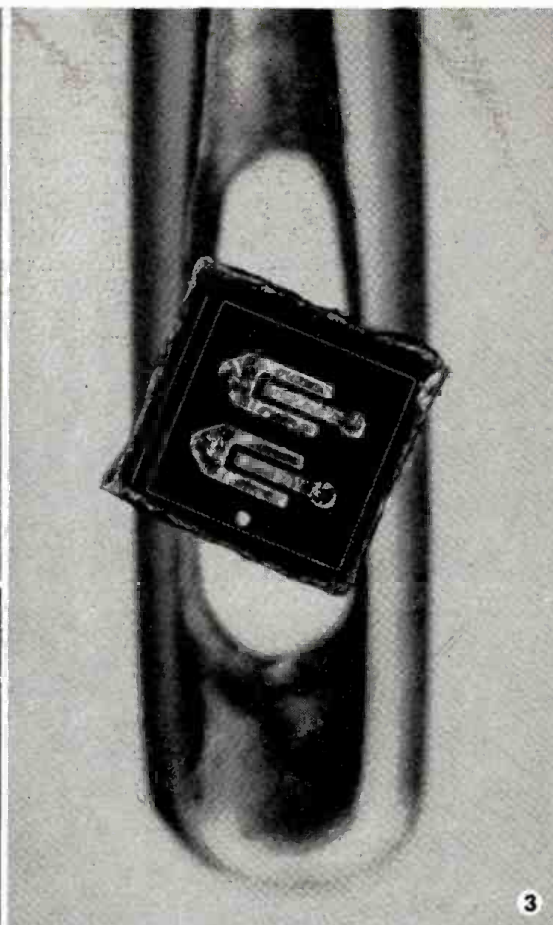
The basic problem is that many of these miniature components, like most of the equipment Western Electric makes for the Bell System, must be produced in great volume. They must also meet the high Bell System standards for quality and reliability because they must work perfectly, both individually and as part of the nationwide Bell communications network, for many years to come.

As the manufacturing unit of the Bell System, Western Electric

has had to devise many new production techniques to meet the challenges caused by the trend toward miniaturization. It's a basic part of our contribution to the goal we share with our Bell System teammates at Bell Laboratories and the 21 Bell telephone companies. That goal: bringing America the most advanced telephone communications in the world at low cost.

**1. One of our smallest devices.** These "hearts" of diode switches are so small that it takes more than 1,000 of them to fill a thimble. They help control electric current in the new Electronic Switching System for the Bell telephone network.

**2. Gold wires used in micro-wiring.** An ultra-fine gold wire that is fed through a tiny glass tube is joined to contact points



## biggest problems are hard to see

on this miniature integrated circuit made by Western Electric. The microscopic transistors and resistors in the circuit are connected by such wires, many of which are so fine that they are not even visible in this photo enlargement.

**3. In the eye of a needle.** Photographically enlarged to show its size relative to the eye of a sewing needle is part of a transistor switching device that can turn on and off in ten billionths of a second. This micro-device is but one of many designed by Bell Labs and made by Western Electric.

**4. A circuit four millionths of an inch thin.** Shown here is a circuit complete with devices and connections that is etched on glass. W.E. engineers developed the high vacuum

coating machine which deposits the film on the glass. This coating is so thin it would take 1,000 layers to equal the thickness of a human hair.

**5. Magnified 12 times.** Miniature devices like these are fused to each side of a germanium wafer to make an alloy junction transistor. Although made by the millions, these micro-electronic devices must adhere to strict Bell System quality standards.



**Western Electric**  
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

## Basketball pays off for Illinois Bell

Illinois Bell Telephone Co., although a regular broadcast sponsor with much success, has found considerable extra goodwill mileage from its annual sponsorship of the state high school basketball championships on a regional-TV network.

So much so, in fact, that Illinois Bell has been renewing the telecast each year since 1952 and now has well over a million dollar investment in the event that spreads 14 hours of programming over two days. The agency is N. W. Ayer & Son, Chicago.

This year's tournament will be held March 18-19 in the 16,000-seat assembly hall of the University of Illinois at Champaign and will be originated by WGN-TV Chicago with the feed going to another dozen stations throughout the state (BROADCASTING, Feb. 7). The TV crew includes 30 technicians for the eight cameras and remote gear needed for the pickup.

In addition to WGN-TV, stations airing the games are WCIA(TV) and WCHU(TV) Champaign, WICD(TV) Danville, WTVP(TV) Decatur, WSIL-

TV Harrisburg, WEEQ-TV LaSalle, WEEK-TV Peoria, WGEM-TV Quincy, WTVO(TV) Rockford, WHBF-TV Rock Island and WICS(TV) Springfield, all Illinois, and KETC(TV) St. Louis. Ed McMahon appears as program host with sportcasters Jack Drees, Vince Lloyd and Bob Starr.

"Because of Illinois Bell's long association with the tournament telecast, sponsor identification is very strong," a company spokesman reported. "Surveys have shown that most viewers really associate Illinois Bell with the telecast," he said, "and the program has been an excellent vehicle for the company to reach its customers throughout Illinois."

This year all commercials will be of an educational nature, informing the public of how to get better use from their phones rather than trying to sell specific services. For example, one commercial explains how mother can avoid the pushy salesman who won't take no for an answer in his phone pitch. Another tells how to get the most use from the telephone directory and a third tells about phone employees volunteer social work.

Nevada, Hawaii, Alaska and Arizona. Pre and postgame sponsors are California Packing Corp. through McCann-Erickson, Bay Area Chrysler Dealers and Armour & Co., both through Young & Rubicam. Russ Hodges and Lon Simmons will do the play-by-play and color on radio-TV.

## O'Malley eye still has that pay-TV gleam

One baseball voice continues to be a proponent of pay television. Walter O'Malley, owner of the Los Angeles Dodgers, has his eyes on the sky and feels that satellite-to-home transmissions may be the way pay TV will make substantial progress. Elimination of the need to wire individual homes is cited as an enormous economic advantage of satellite transmissions.

The Dodgers make no secret of their desire to see the team carried on pay TV rather than free TV. However, the Dodgers realize that any pay-TV comeback (following the 1964 referendum that outlawed pay TV in California) is still several years away. Until that day arrives, the Dodgers want a minimum of games on free TV. Traditionally only the nine games with the Giants in San Francisco have been carried during the

regular season in Los Angeles.

In Mr. O'Malley's thinking, home-game telecasts seriously affect attendance. So the Dodgers abide by O'Malley's law: Radio arouses curiosity while TV satisfies it.

## Radio-TV gives extra mileage to auto sales

The importance of television and radio advertising to the growth of the automobile industry was stressed by Lynn A. Townsend, president of the Chrysler Corp., in a talk before the International Radio and Television Society in New York last week.

"Advertising on the air has become increasingly important to us in the automobile industry," he stated. "And nobody will ever know just how much of the credit you people should get for the four great years our industry has enjoyed since 1962. My own opinion is that your contribution to this long-sustained growth of car sales has been substantial. But I can't prove it."

He indicated that the "only way to get a fix" on the value of TV-radio advertising to auto sales was to stop using the media for a year or so. But he hastened to add that this was not going

to happen.

"What you in broadcasting produce for public consumption—above and beyond its value as entertainment—has to do with such matters as supplying a flow of knowledge for the growth of human minds and for the development of moral values," Mr. Townsend observed. "And what we produce has to do with safe transportation to and from their work and recreation of virtually all the human beings in the country."

## Computer outfit acquires Politz

In what amounts to an integration of the human touch with the automated discipline, Computer Sciences Corp. last week acquired Alfred Politz Research Inc. The transaction involved an undisclosed amount of Computer Sciences' common stock.

Alfred Politz Research, with headquarters in New York City, is a leading market-research firm. It's primarily concerned with measuring market potentials and the reasons behind consumer attitudes. The research company, which was founded in 1943, became nationally prominent in 1953 when it published "A Study of Four Media," a project that compared the one-time and accumulative audiences of four magazines—*Life*, *Look*, the *Saturday Evening Post* and the *Ladies' Home Journal*. Since that time the firm's principal thrust has been in print measurement. But it also has conducted studies to determine the advertising effectiveness of broadcasting. A Politz study in the 50's, for example, commissioned by the Henry I. Christal station representative organization, produced extensive information on the radio audience.

Under the new organization, Politz Research, which has approximately 250 employees, will continue to be headed by Alfred Politz, chairman of board, and A. Edward Miller, president and chief executive officer. Mr. Politz, a one-time physicist, once worked for the Elmo Roper research operation. Mr. Miller was publisher of *McCall's* magazine from 1959 until 1964.

Computer Sciences Corp. and its subsidiaries, Communication Systems Inc., Paramus, N. J., and System Sciences Inc., Falls Church, Va.; form a large publicly owned organization in the field of information and system sciences. The company provides industry, science and government with business and scientific data processing services, systems programming, communications systems analysis and engineering and systems and project management.

CSC has offices in seven major U.S.



The soundest sound in broadcasting is the new sound of GATES



ATTACHE "70"



DYNAMOTE "70"



COURIER "70"



UNIMOTE "70"

## Four new portable transistorized remote amplifiers from GATES

Four handsome, fully transistorized models. All rugged, compact and lightweight. Studio console quality.

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for major news coverage or complex remote originations.

COURIER "70"—two-channel amplifier provides two microphone mixing channels, master gain control, illuminated VU meter. Weighs only 8¾ lbs. with batteries.

UNIMOTE "70"—single-channel, fully transistorized remote or utility amplifier is no larger than a table radio. Ideal for mounting under a lectern or pulpit.

For full details, write for ADV-160, our new attractive 8-page illustrated brochure.

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metropolitan areas with headquarters in El Segundo, a suburb of Los Angeles. It's listed on the American Exchange (Politz is privately-owned) and as of last week was selling in the low 30's.

## BAR lists TV ad 'infractions'

A total of 31,302 infractions of known commercial standards of advertising agencies occurred on television stations in the top 75 markets during the last half of 1965, according to figures compiled by Broadcast Advertisers Reports on the basis of monitoring in those markets.

In addition, BAR said there were 8,618 instances of presumed infractions of standards of other agencies. These related to agencies that are not BAR subscribers and whose commercial standards are not specifically known to BAR. In compiling this list, officials of the monitoring firm said, BAR used its "best editorial judgment" of what the nonsubscribing agencies would consider infractions.

The figures were reported in "BCG Communique," a publication of Broadcast Communications Group, the station representation arm of the Avco Corp.

The BCG account referred at one point to "NAB code infractions." BAR Chairman Phil Edwards said, however, that they were not necessarily infractions of the code, but of standards specified by the agencies themselves. These, he said, vary from one agency to another but in all cases are stricter than those of the National Association of Broadcasters code.

**No Definitions** — "We don't define an infraction," he said. "We let our clients do that. Then we tell them how often it occurs."

The NAB Code Authority is one of BAR's subscribers.

The BCG report similarly noted that the figures included some practices—product conflicts, for instance—that are not covered in the NAB code. Other irregularities counted in the totals were "triple-or multiple-spotting, overcommercialization in the time period [and] clipped programs."

The BCG report also cited varying agency practices. Art Heller, vice president and associate media director of Benton & Bowles, was quoted as saying that "we insist on NAB television code adherence," while Sam Frey, vice president and media director of Ogilvy & Mather, was quoted as saying that "we do not have a single fast and hard policy" but use "a flexible approach that is dictated by the established criteria and needs of individual clients."

## Idea good, but no sale

WXYZ-TV Detroit appeared last week to have sold an idea, if not television time, to Detroit's J. L. Hudson Co., one of the country's largest retailers.

The ABC-owned station had spent \$4,000 and six months in developing a mixed-media plan and presentation urging Hudson to reallocate \$520,000, the equivalent of four pages a week out of a newspaper budget that in one sample week ran to almost 70 pages, to three Detroit TV stations (BROADCASTING, Feb. 14).

On a 52-week basis, WXYZ-TV estimated, a TV budget of that size might be expected to produce \$5.2 million in "plus-over-normal" sales for the retailer.

Last week, WXYZ-TV had its answer from Hudson. According to ABC station authorities, store officials said that the WXYZ-TV plan fits their thinking about media selection, but that they have no extra TV budget available now.

## Focus expands, may move into TV pilots

Focus Presentations Inc., New York, producer of TV commercial films, last week stepped into its own 70 x 95-foot sound studio, organized an animation-and-design film subsidiary and appointed a new film director as part of an approximately \$250,000 expansion move.

Eli Feldman, president, reported the buildup and also hinted at another move—into TV pilot production.

Since its start 10 months ago, he said, Focus has raised billings from zero to over \$1.2 million. Its work has included some 60 TV commercials, over 75% of them in color.

Focus has leased a 15-year-old studio at 20 West End Avenue, one of the five largest in New York, he observed. Plans are to remodel it with a soundstage, several sets and new lighting fixtures, while continuing present operations at 400 Park Avenue.

A new subsidiary, Focus Design Inc., has been formed by Focus Presentations with Chris Ishii as executive vice president, Cliff Roberts as vice president and creative director and Phil Kimmelman as to remodel it with a soundstage, first project is a seven-minute to nine-

minute film, *The Plumber*, with music and sound effects.

As part of the parent company's expansion, Max Katz, previously with Video Pictures Inc., New York, has been added to the staff as a live-action director.

About 20 major agencies have been served by Focus. They include BBDO; Leo Burnett; Esty; Grey Advertising; LaRoche, McCaffrey & McCall; McCann-Erickson; Needham, Harper & Steers; Ogilvy & Mather; J. Walter Thompson, and Young & Rubicam. Among the 25 advertisers for whom Focus makes commercials are American Home Products, American Tobacco, Anheuser-Busch, Bristol-Myers, Eastern Air Lines, General Foods, General Motors and Lever Brothers.

## Cash register rings from grocery service

Approximately \$1 million in advertising has accrued to WPX(TV) New York over the past seven months as a result of the grocery store distribution data service the station makes available to advertisers.

E. Blaney Harris, vice president of sales for WPX, estimated that at least half of the \$1 million in business would not have been directed to WPX if it did not offer the service. Called the "Grocery Store Distribution Study," the service alerts advertisers to the percentage of their products that are displayed in 2,700 stores in the New York area; the location of the products; pricing and comparative data on their competition.

The studies are made by Marketing Enterprises Inc., for WPX, which has exclusive rights to its services in the New York area. MEI uses 27 retail specialists who check stores on a daily basis.

Supervising the project for WPX is Richard G. Koenig, manager of special sales projects. He has announced a new payment structure for advertisers eligible to receive the MEI studies. Sponsors of a specific brand that spend at least \$1,650 a week for 13 weeks are entitled to one study; those that spend \$2,550 a week for 13 weeks, three studies and corporate advertisers that invest at least \$4,500 for 13 weeks, one study for a number of brands.

The project began seven months ago for five advertisers (Procter & Gamble, Carter Products, General Foods, S. C. Johnson & Son and Quaker Foods) and now totals 20, covering more than 40 products. Additional advertisers include Abbott Laboratories, Aerosol, Alberto-Culver, Best Foods, Borden's, Drake Bakeries, General Mills, Heublein's, Kellogg, Noxzema, Vick Chemical and Warner-Lambert.



## CBS-TV tops 10th Nielsen report

CBS-TV assumed the lead in the 10th national Nielsen report for the current season. The network claimed a 21.4 average rating in the 7:30-11 p.m. EST period for the two weeks ended Feb. 6.

NBC-TV had 19.8, a level close to its average ratings in the two previous reports (19.9 and 20.6). ABC-TV increased its average to 19.5, representing a growth of 1.4 over the previous report's rating and 2.8 above its mark in the seventh report.

Based on Nielsen estimates in first NTI report for February 1966 (two weeks ending Feb. 6)\*

### NIELSEN AVERAGE AUDIENCE(†)

|                             |      |
|-----------------------------|------|
| 1 Bonanza (NBC)             | 32.4 |
| 2 Bewitched (ABC)           | 32.1 |
| 3 Red Skelton Hour (CBS)    | 32.0 |
| 4 Gomer Pyle-USMC (CBS)     | 30.6 |
| 5 Lucy Show (CBS)           | 29.2 |
| 6 Beverly Hillbillies (CBS) | 28.4 |
| 7 Green Acres (CBS)         | 28.0 |
| 8 Hogan's Heroes (CBS)      | 27.5 |
| 9 Andy Griffith Show (CBS)  | 27.4 |

|                             |      |
|-----------------------------|------|
| 10 Get Smart (NBC)          | 27.2 |
| 11 I've Got A Secret (CBS)  | 27.0 |
| 12 Batman I (ABC)           | 26.3 |
| 12 Batman II (ABC)          | 26.3 |
| 12 Dick Van Dyke Show (CBS) | 26.3 |
| 15 My Three Sons (CBS)      | 25.6 |

\* Based on definitions and reminders contained in the NTI report. These are available upon request.

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

## ABC Films syndicates outer-space serials

ABC Films reported last week it has acquired domestic syndication rights to 53 episodes of *Buck Rogers in the 25th Century* and *Flash Gordon* two-reelers that average 22 minutes in length. Initial sales by ABC Films have been made to WSB-TV Atlanta; KCOP(TV) Los Angeles, WJW-TV Cleveland and KTVE(TV) El Dorado, Ark.-Monroe, La.

Hal Golden, ABC Films president, said the company already had handled these segments overseas and bought domestic rights from Vista Industries.

## ABA group ponders free-press issue

The advisory committee of the American Bar Association has been studying the issues involved in fair trial and free press. And its recommendations for new standards may be ready for publication this summer, the midwinter meeting of the ABA in Chicago learned last week. Otherwise the subject of news media took little attention at the meeting.

The advisory committee is headed by Justice Paul Reardon of the supreme judicial court of Massachusetts, assisted by David Shapiro, Harvard University professor. The committee has been meeting since December 1964 with news media groups and others.

Earl Morris, a lawyer of Columbus, Ohio, was nominated president-elect of the ABA. He would take office in August 1967.

## Calling Mr. Keen, tracer of lost persons

Who is Edward Paul Mattar III? What is the United States Association of Television Viewers?

These questions were being asked all over Washington and in state capitals last week and no one seemed to have the answers.

On Wednesday (Feb. 21) form letters bearing Mr. Mattar's signature and listing him as national executive director of USATV began turning up. The only return address was the National Press Building, Washington, D. C. 20004.

The letters said USATV was a nonprofit association aimed at improving TV programing and inviting the recipients "to become a member of our National Advisory Board, and to nominate 10 constituents for membership on the board." The invitations were made for the "board of trustees"—no names given.

Before the week was out broadcasters were wondering if Mr. Mattar might not be an undercover lobbyist for community antenna TV interests.

The National Community Television Association said he wasn't one of its men and questioned if this idea might not be part of broadcaster lobby. This premise was denied by the National Association of Broadcasters and the Association

of Maximum Service Telecasters.

**Wednesday's mail** ■ The letters came to light when some of the congressmen opened their mail Wednesday morning. They had not heard of Mr. Mattar or his organization and began asking questions.

The National Press building said Mr. Mattar was receiving his mail at the offices of Chittenden Press Service, a firm that distributes releases to news offices. However, Chittenden officials said they were acting only as a drop point for the USATV mail.

Contacted Friday (Feb. 25) at Eastern College, Baltimore, where he is acting dean of students and an instructor, Mr. Mattar said he already had 12 affirmative responses from his mailing. He said the letters had been sent to all representatives and senators, some governors and others.

Mr. Mattar, 26, said USATV is his "brainchild" and its purpose is to open more TV time to public-service programing. However, he is aware such programs can't be welfare cases, that the stations and networks have to be paid for airtime and production.

To this end he wants to create a broad base of support to show programmers and advertisers that viewers actively support public-service programing. In this way he hopes more

time may be opened to similarly sponsored programs. Although the number of viewers of such shows might be smaller, he said, "their net worth might be substantially more."

He said he doesn't believe any good purpose can be served by "flag waving and negative approaches." He called the approach of the National Association For Better Radio and Television in counting the number of muggings in a program as "irrelevant."

Mr. Mattar intends to locate in the National Press building as soon as USATV has enough funds for office space and a staff. The cost of the mailings are coming out of his pocket, he said, and financing from USATV members or supporters will all be voluntary. He hopes "to operate in such a manner to justify foundation support."

Other members of the USATV board were identified as Frank T. Relabate, a Baltimore lawyer, and Suzanne Royter, a Washington public-relations executive.

Mr. Mattar had been active in New York state politics and worked for the Republican presidential nomination for Governor Nelson Rockefeller (N.Y.) in 1964. Later that year he wrote a book, "Barry Goldwater: A Political Indictment."



## Managed news criticized at Chicago meeting

Government management of news came in for criticism last week by a broadcaster and a congressman in talks before the Inland Daily Press Association meeting in Chicago.

Walter Cronkite, CBS News, cited what he said were instances of how the administration has failed to fully inform the public of facts about manpower needs in Vietnam. He proposed that a House subcommittee that has been holding hearings on a freedom of information bill might become a sort of "permanent court" to which citizens could report instances of managed news.

Representative Donald Rumsfeld (R-Ill.) charged the White House with attempting to kill the proposed freedom of information legislation. He said "the Johnson administration has been particularly skillful and imaginative in its use of secrecy and news manipulation as a protective device. Within the last few years increased government secrecy has resulted in a marked loss of confidence by the people in their government."

## Broadcast important Hill debates—Morse

Senator Wayne Morse (D-Ore.) last week called for broadcast coverage of all major debates, citing the technological advancements of the industry and saying: "The mechanics could be so arranged that they would not in any way interfere with the operation of the Congress."

Senator Morse is currently involved in the policy debate on the war in Vietnam and, according to a staff source, he will not introduce any legislation to allow broadcast coverage of the live debates. But it is understood that he would support any legislation introduced to seek this objective.

Senator Morse said television and radio have developed to such a degree that it is possible for the people to be continuously informed through those media, "without causing the slightest interruption or inconvenience to the operation of any agency of the government—including the Senate."

He said the people have "the right to learn of a historic debate such as this from a more direct medium than



Senator Morse

## United we stand . . .

KIKK Houston, country-music station, rallied to the cause when the local ABC-TV affiliate, KTRK-TV, moved to cancel *The Jimmy Dean Show*, on Friday night.

Roy L. Lemons, station manager of KIKK, ran a special editorial urging listeners to write reasons why they thought the show should not be cancelled. To date KIKK has received 1,122 letters that it will send to ABC-TV programming officials in New York.

Mr. Lemons stated that "the editorial was not discriminatory in any way toward ABC-TV or KTRK-TV. . . . We just wanted our listeners to know that the program might be cancelled and they should voice their opinion now."

the press gallery."

He charged that the President "has only to whisper a suggestion that he would like to take to television, and all the channels are open to him. The executive branch of the government has those media at its beck and call. I say that the Congress should be brought close to the people," adding that the people should demand live coverage by broadcast news organizations.

He denied the argument that live coverage would encourage "grandstanders" to attempt to steal the show during coverage by saying: "The American people will take care of grandstanders."

But Representative Richard Ichord (D-Mo.) said that the televised hearings of the Foreign Relations Committee on Vietnam had demonstrated only one thing: that the House "should under no circumstances ever permit its proceedings to be televised."

Representative Ichord maintained that the televising of sessions "is the most effective way to convert serious deliberative proceedings into a first-class comedy."

## CBS News investigates GI payment charge

CBS News officials in New York are investigating charges that a correspondent in Vietnam paid servicemen there to participate in a network radio program, *Ask CBS Radio about the Draft*, and to ask questions fed to them by the reporter.

A spokesman for Richard Salant, acting CBS News president, said last week such action would be unethical and

would violate company policy. The original complaint came from Dan Rather, another CBS newsmen in Saigon, who said the orders had come from New York. CBS News's position was that no such order had originated in New York but there might have been a misunderstanding.

The spokesman said the issue will be treated as "an internal matter." The man held responsible will be severely reprimanded or discharged, but his name will be withheld "so that he won't become unemployable," it was said.

## Flying-W has versatile photographic airplane

Flying-W Productions Inc., New York, announced last week that it now has the capability to carry any type camera from the lightweight 16 mm movie cameras to 70 mm widescreen motion-picture equipment in its North American Photographic Aircraft, a twin-engine plane especially adapted for photography.

The plane is capable of speeds from 75 miles an hour to 250 miles an hour with a range in excess of 2,000 miles.

The craft has camera openings on top, on the bottom, in the nose, in the tail and at both sides, each fitted with mounts capable of holding the specified equipment. According to the company, the nose position is capable of holding a cameraman, assistant, producer and director. The plane will accommodate a production crew of seven with equipment and baggage. It can operate on the smallest airstrips with its slow-flight capabilities.

Flying-W is at 222 East 44th St. Telephone MU 7-9032.

## Stations refuse film on Vietnam protesters

Three Binghamton, N. Y., television stations have turned down a film, "While Brave Men Die," depicting actions of those who oppose U. S. intervention in Vietnam.

Generally, the stations felt the 30-minute film would not be a significant addition to what has already been carried on newscasts about such protests.

The film, produced by Newscope Inc., Washington, had been purchased by the Southern Tier Freedom Foundation and was offered to WINR-TV, WNBFTV and WBJA-TV. The group was said to have been ready to buy the air time, if that would have been a requisite. However, the stations said purchasing time had nothing to do with their deci-

sion.

The Southern Tier group was to have shown the film in an auditorium last Thursday (Feb. 24) and was offering it to the public free of charge. This way the public would have "the opportunity which was denied them by the television stations," according to James J. Russell Jr., president of the foundation.

The film was narrated and directed by Donald C. Bruce, former Republican congressman from Indiana, and Fulton Lewis III. Mr. Bruce said he had received 10 to 15 inquiries about the film from television stations, that "some TV stations have bought it and others are giving it serious consideration."

He said the film had been designed for mass showing and not specifically for TV. Binghamton is the first place where there "has been any static," he added.

## Program notes . . .

**Nazi return?** ■ *An Austrian Affair*, a documentary investigating whether a neo-Nazi revival is underway in Austria, will be presented by NBC-TV on Sunday, May 15 (6:30-7:30 p.m. EDT).

**TV doctor** ■ Harry Mynatt, who's resigned as Midwest sales manager for Four Star International, Chicago, has set up his own business in Hollywood as a program doctor or troubleshooter. Mr. Mynatt, who was vice president of *Queen for a Day* throughout the long run of the series, will attempt to solve problems of specific programs. He's already accepted assignments involving Talent Associates' *Supermarket Sweeps*, series and the *Dorothy Shay Show* on WBNS-TV Columbus, Ohio. Mr. Mynatt also will operate as a free-lance syndicator.

**Dickens special** ■ British actor Emlyn Williams will star in a one-hour CBS-TV special devoted to readings from the works of Charles Dickens, to be presented sometime next fall.

**For night owls** ■ WPRO-TV Providence, R. I., will schedule feature films all night long on an experimental basis on March 3, 10, 17 and 24. On each of these nights, it will carry four films starring an individual Hollywood personality. On March 3, four Humphrey Bogart films will be telecast, followed on March 10 by Frank Sinatra features; on March 17 by Robert Mitchum presentations and on March 24 by Marilyn Monroe pictures.

**Shows from home** ■ New Yorkers of foreign extraction may soon be able to hear radio broadcasts from their native lands on WRVR(FM) New York. The station has invited broadcast organizations in over 30 countries to send

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WRVR 12 hours of programing representing what audiences in each country have available to them on an average broadcast day. During May, WRVR will devote a day to each country that participates, suspending its regular programing from noontime on. In exchange, WRVR has offered to supply each of the participating organizations with 12 hours of its own programing.

**"Ivanov" record** ■ RCA Victor Records, New York, has purchased rights for recording Chekov's drama "Ivanov," set for a Broadway run on May 3 and for subsequent TV exposure. The Alexander Cohen Production, starring Sir John Gielgud and Vivien Leigh, was to be recorded yesterday (Feb. 27).

**New British import** ■ Another British-produced TV series has found a network slot. CBS-TV will present *Hip podrome*, a one-hour comedy-variety-circus series in color as summer replacement for *The Red Skelton Hour* (Tuesday, 8:30-9 p.m.), starting July 5. The series will be produced on tape by Mr. Skelton's Van Bernard Productions and Rediffusion Television Ltd., at Rediffusion's Wembley Studios in England.

**Do you remember?** ■ KYW-TV Philadelphia is producing a one-hour special entitled *The National Nostalgia Test* to be telecast in April. Based on memory of "good old days," the program will draw questions from show business, sports, household items, comic strips, radio and famous people as well as other categories. Answers to the questions will be based on a point system with a handicap according to age. David Brenner will produce and direct the test for KYW-TV.

**Arf, arf for TV** ■ That perennial philosophical waif "Little Orphan Annie" and her dog Sandy may be coming to television. In line with what's become a full-blown trend, Filmways Inc. announced last week that it has acquired television and feature film rights to the long-lived comic strip. The project has been turned over to writers Hal Goodman and Larry Klein, creators and producers of *My Little Margie*, for development. It has not been decided if the comic strip will be produced as a feature or TV series or both.

**Magic at Desilu** ■ Desilu Sales Inc., Hollywood, has acquired a magic property, *Trick and Treat*, a series of five-minute programs featuring a magic trick and an explanation of how it's done. There are 130 color episodes available. Desilu Sales owns world-wide distribution rights of the series. Early sales of the series have been made to: WGN-TV Chicago; KOMO-TV Seattle; KCPX-TV Salt Lake City; KOVR-TV Stockton-Sacramento, Calif.; KPRC-TV

Houston; WVUE-TV New Orleans; KATU-TV Portland, Ore.; KATV-TV Little Rock, Ark.; KLAS-TV Las Vegas, and WFLA-TV Tampa, Fla.

**Jack's songs** ■ Songwriters Sammy Cahn and Jimmy Van Heusen have been signed by NBC-TV to write the score of a one-hour musical based on the fairy tale *Jack and the Beanstalk*. The program is scheduled for next season.

**Number climbs** ■ Four Star International has sold its group of 10 musical color programs, *Something Special*, to WOR-TV New York, raising total number of markets sold to 49. Each of the one-hour specials spotlights a musical personality.

**Reich specials** ■ Wolper Productions will begin production this summer of three one-hour documentary TV specials based on William L. Shirer's best-selling book "The Rise and Fall of the Third Reich." The programs will be produced in association with MGM.

## Re-use and penalty fees add to musicians' income

The hundreds of men who toot the horns and bang the drums in the making of live TV and recorded announcements and jingles and phonograph recordings in Hollywood collected nearly a half-million dollars in penalty and in re-use payments last year. This was in addition to the regular salaries they received for the original recording of the commercials.

The payments to members of Hollywood Musicians Union Local 47 ranged from about \$16,000 paid by one company, down to \$10.80 paid as an addition to one man's salary for failure to reimburse him within the time specified in the union's contract. For the most part the penalty payments involved companies cancelling dates improperly. The total of \$454,204.07 in penalty and re-use payments received by the musicians local does not include similar fees collected from feature-film and television-film producers.

In a separate announcement, Local 47's parent body, the American Federation of Musicians, confirmed ratification of a new three-year labor agreement covering TV-radio spots and jingles. The major provision of the agreement calls for a new schedule of penalties for late payment, either of original or re-use payments. Under the new contract a 5% penalty will be added to musicians' salaries if payment is not made within 15 days; an additional 5% (or 10% total) will be added if payment is not made within 30 days; and if pay-

ment is not forthcoming with 60 days, the musicians will receive an additional 50% of their original salary.

Of the 1,506 musicians eligible to vote for the new agreement, 859 ballots were received. There were 737 votes in favor of approving the contract and 122 votes opposing it.

## It's talk, talk, talk around clock at KLAC

Conversation, the art that television supposedly has torn asunder, is being resurrected by a West Coast radio station. Last week, KLAC, the Metromedia Inc.-owned AM station in Los Angeles began a 24-hour-a-day, seven days a week telephone-talk format. The station claims to be the first to have total listener involvement in its programs.

KLAC calls the format "two-way radio." The only break in the consistency of the sound is a news break every hour on the hour and periodic telephone calls to people who are in the news.

The station's disk jockeys have been fitted into the new format. The current roster of six are handling the full day's programing, with one former DJ working a six-hour shift, two presiding over three hours each and three others on the air for a total of four hours each.

The success of the early-morning telephone-talk *Joe Pyne Show* prompted the move. Since starting a 6-10 a.m. talk show last October, in what used to be a comedy-music time slot, Mr. Pyne reportedly has measurably improved the station's overall ratings. Earlier in the year, KLAC's TV affiliate in the market, KTTV, switched to an all-talk format in the late-evening hours.

## Writers want to return to residuals plan

By unanimous accord, members of the Writers Guild of America West last week voted to revert to a compensation position they struck the motion picture and television industries for five months in 1960 to change. In a meeting held in a Beverly Hills hotel, the guild's membership ratified a WGAW council and TV board proposal to return to rerun compensation based not on royalties but on a residual plan.

In 1960 the guild went on strike to win foreign payment for use of TV films by way of the royalty method. But things didn't work out the way the writers anticipated. Foreign grosses haven't been as high as hoped. The scheduling of more two-hour films on TV has cut into the demand for their



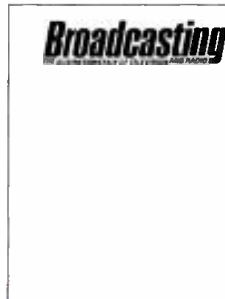
Four dimensional NAB convention coverage: An unconventional advertising opportunity

PROGRAM  
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Color TV radio  
TFF'66  
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EXHIBITS

# 1

**March 21—Broadcasting's Pre-Convention coverage of the 1966 NAB Convention. Executives in the programming, creative, technical and management fields of network and local broadcasting will receive this issue before they leave for Chicago. This primer for the convention will feature: TFE 66—a complete report on this year's television film exhibits with the emphasis on the widening demand for color; complete convention agenda; problems facing the convention and possible solutions; an outline of the engineering conference indicating speakers and topics; and a run-down of the major-equipment manufacturers who will be exhibiting what and where. Deadline—March 10th.**

# 2



**March 28—Broadcasting's Special Convention issue—delivered to all suites, rooms and exhibits at the convention in addition to the 28,000 regular subscribers. This issue will contain a complete report on "Where to Find" everything and everyone...and a final wrap-up report on the problems facing the 1966 convention. This issue is of vital importance to advertisers wishing to direct delegates to their exhibits. Deadline—March 15th.**

# 3

**April 4—Broadcasting's Post Convention issue—a complete report on everything that happened, both for those who could not be there and for those who could not be everywhere. It will include a special feature study on color programming, present and future . . . a report on syndication programming and sales at the convention...a general, highlight look at all the exhibits, including sales made by exhibitors. Deadline—March 25th.**

# 4

**April 11—the Post-Post Convention issue—Broadcasting's definitive look at the new equipment shown at the 1966 convention. A special team of convention reporters will analyze the new color cameras and accessories, complete with pictures, availabilities, and where to get them. Also, reports on video tape advancements, monochrome and color TV equipment, television transmitters, AM / FM transmitters, television tape equipment, audio equipment, television mobile equipment, TV cameras, control room equipment, AM, FM and TV antenna systems and towers, radio and TV station automation equipment, microwave relay equipment—in fact, all types of equipment used in radio, television and CATV will be studied in this special issue. If you sell equipment—you'll want to reserve your space in this comprehensive guide to the newest broadcast equipment. Deadline—March 31st.**





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**Hollywood 28, California**

**Bill Merritt, Western Sales Manager; 1680 N. Vine Street  
Phone HOLlywood 3-3148**

output. What appeared at the time to be one of the most attractive features of the royalty plan, the so-called "in perpetuity" clause, which gave a writer a share in a series as long as it was exhibited somewhere, has been a particular disappointment. The writers have found that most series are getting only about two off-network runs.

The WGAW starts labor negotiations with movie and TV producers next month. The guild's contract with the producers expires June 15. Now backed by its membership endorsement, the WGAW is sure to make a switch back to residuals a key part of its demands.

## Film sales . . .

*Girl Talk* (ABC Films): KTSM-TV El Paso; WRCB-TV Chattanooga; WDSM-TV Superior, Wis.; WNHC-TV New Haven, Conn.; WBNF-TV Binghamton, N. Y.; WFIL-TV Philadelphia; KFRE-TV Fresno, Calif.; WTEN-TV Albany-Vail Mills, N. Y.; KFMB-TV San Diego; WBNS-TV Columbus, Ohio, and WSOC-TV Charlotte, N. C.

*20 Grand* (ABC Films): WBNF-TV Binghamton, N. Y.; WNHC-TV New Haven, Conn.; KFRE-TV Fresno, Calif.; WLYH-TV Lancaster-Lebanon, WFBG-TV Altoona and WFIL-TV Philadelphia, all Pennsylvania, and WLUC-TV Marquette, Mich.

*Harvey Cartoons* (ABC Films): KGGM-TV Albuquerque, N. M.; WNEW-TV New York; KMBC-TV Kansas City, Mo.; WTTG-TV Washington, and KTTV-TV Los Angeles.

*8th Man* (ABC Films): KTTV-TV Los Angeles, and WGN-TV Chicago.

*One Step Beyond* (ABC Films): WFTV-TV Orlando, Fla., and WPIX-TV New York.

*Space Angel* (George Bagnall & Associates): WLCY-TV Largo-Tampa, Fla.; KVTU-TV Sioux City, Iowa; KRGV-TV Weslaco, Tex.; WTTV-TV Bloomington-Indianapolis, and WFAM-TV Lafayette, Ind.

*Superman* (Superman TV Corp.): WPIX-TV New York; WNAC-TV Boston; WKBS-TV Burlington, N.J.-Philadelphia; WKBD-TV Detroit; KTVU-TV Oakland-San Francisco; WTVW-TV Evansville, Ind.; KOAT-TV Albuquerque, N. M.; WTVM-TV Columbus, Ga.; WMAR-TV Baltimore; WDAF-TV Kansas City, Mo.; WTTG-TV Washington; WPTZ-TV Plattsburgh, N. Y.; WWAY-TV Wilmington, N. C.; WCSH-TV Portland, Me.; KFDX-TV Wichita Falls, Tex.; KGM-B-TV Honolulu; WRVA-TV Richmond, Va.; WKRC-TV Cincinnati; WITN-TV Washington, N. C., and KARD-TV Wichita, Kan.

*The Mighty Hercules* (Trans-Lux):

## More praise on blackout

Another government official praised the efforts of broadcasters during the northeast electrical power blackout Nov. 9 (BROADCASTING, Nov. 15, 1965).

John W. McConnell, assistant director of the Office of Civil Defense, credited the broadcast media with preventing the apprehension that gripped the area from turning into panic. And he praised the ability of some of the radio stations to sustain broadcast operations through the use of emergency generators.

In testimony before a special subcommittee investigating the failure, conducted by Representative Walter Rogers (D-Tex.), Mr. McConnell said that the OCD had assigned priority emphasis to its work with the FCC to develop indoor radio alternating devices to replace outdoor warning sirens and for improving procedures for transmitting attack warnings over commercial radio stations.

WLVA-TV Lynchburg, Va.; KARK-TV Little Rock, Ark., and WTOL-TV Toledo, Ohio.

*Felix the Cat* (Trans-Lux): WCEE-TV Freeport-Rockford, Ill., and WMSL-TV Decatur, Ala.

*Top Draw Features* (Trans-Lux): WTTG-TV Washington.

## Radio series sales . . .

*The Joe Pyne Show* (Hartwest Productions Inc.): WAVY Portsmouth, Va.; KIDD Monterey, Calif.; KARR Great Falls, Mont.; WASK Lafayette, Ind., and WCCM Lawrence, Mass.

*The Shadow and The Green Hornet* (Charles Michelson): WRNL Richmond, Va.

*Here's Heloise* (King Features Syndicate): KAST Astoria, KATR Eugene and KAPT Salem, all Oregon; KIRO Seattle, KHQ Spokane, KTAC Tacoma and KIMA Yakima, all Washington; KOGT Orange, Tex.; WKBV Richmond, Ind.; WAVY Portsmouth, Va.; WJCM Sebring, Fla.; WERB Garden City, WCCW Traverse City and WBRB Mount Clemens, all Michigan; WCWR Clearwater, Fla., and WRDS South Charleston, W. Va.

*Earl Nightingale Program* (Nightingale-Conant): WTRP La Grange and WDAX McRae, both Georgia; WTTR Westminster, Md.; WLAV Grand Rapids,

Mich.; KSIM Sikeston, Mo.; KXGN Glendive, Mont.; KFVR Bismarck, KGPC Graf-ton and KBMW Whapeton, all North Dakota; WPPA Pottsville, Pa.; WDX Orangeburg, S. C., and KDUX-FM Aberdeen, Wash. Now in 463 markets.

*The World of Money* (Signal Productions Inc.): WIMA Lima, Ohio, and WMFG Hibbing, Minn.

*Point of Law* (Signal Productions Inc.): WCTA Andalusia, Ala.; WGSB Geneva and WMIX Mount Vernon, both Illinois; WCCM Lawrence, Mass., and KPAY Chico, Calif.

*Red Foley* (Radiozark Enterprises Inc.): WSPR Watertown, S. D.; KWOB Clinton, Okla., and WCJU Columbia, Miss.

*Strangest of All* (Radiozark Enterprises Inc.): WNVA Norton, Va.; WSOQ North Syracuse, N. Y.; WCUB Manitowoc, Wis.; WSUN St. Petersburg, Fla.; WMRN Marion, Ohio; KGEZ Kalispell, Mont.; WBHC Hampton, S. C.; WIRC Hickory, N. C., and KIML Gillette, Wyo.

*World Picture* (Triangle): KCFA Spokane, Wash., and WITY Danville, Ill.

## AM-FM duplication deadline moved again

Some 115 FM stations last week received another extension of the deadline for compliance with the FCC's AM-FM duplication rule.

The commission said that it had not reached a decision on their requests for exemption from the rule and therefore was extending the deadline from March 1 to March 31. Of the 115 requests 100 are for permanent exemption.

The rule prohibits FM's in communities of more than 100,000 from duplicating the programming of their affiliated AM's in the same community more than 50% of the time. Adopted in July 1964, the rule originally was to have gone into effect in August 1965 (BROADCASTING, July 6, 1964).

Of the 200 stations affected by the rule, 146 had requested exemptions. Of the 146 requests 31 have since been withdrawn or otherwise disposed of.

In its notice last week the commission also said that where individual requests are denied, the rule will become effective at those stations about one month after release of the decision. In addition the FCC staff will be given authority to grant further extensions for up to six months, where necessary for the stations to secure the necessary equipment and to make other changes, the commission said.

# Who are this week's bad guys?

The big boys—the TV networks, large TV

advertisers—cast in villain's role as

House small business group starts hearing

A House Small Business subcommittee began an inquiry into FCC matters relating to small business last week, and left little doubt that big business would be getting rough treatment, at least verbally, as the hearing proceeds.

Questions addressed to members of the commission referred pointedly to networks' power and wealth, and reflected concern over the small advertiser's difficulty in gaining access to prime television time.

FCC Commissioner Lee Loevinger made the commission's task of appearing concerned about small business a difficult one by accusing it of picking on small stations while giving networks a wide berth—at least in the matter of advertising practices.

Network programming practices are expected to come in for sharp criticism when the hearing resumes tomorrow (March 1), with a former independent television producer expected to testify. Subcommittee sources would not dis-

close his name, but it is understood he feels the control the networks exert over programming has limited his employment opportunities.

The subcommittee is a special one on the regulatory agencies, headed by Representative John Dingell (D-Mich.) He led the questioning, but most of the questions were prepared by staff counsel, Gregg Potvin.

In one lengthy question based on the commission's study of network programming practices, Mr. Potvin referred to networks as "epitomizing major economic concentrations of power," then went on to ask whether the networks' "incestuous" manner of carrying programs they own in whole or in part results in outstanding quality of programming. "Precisely what benefits are flowing . . . from having only three networks?"

At another point Mr. Potvin read a lengthy statement that discussed the financial health of television stations, the

heavy investment in TV advertising by national companies and, finally, the difficulty local advertisers have in breaking into prime television time with their sales messages.

**Is This Public Interest?** ■ He concluded by asking the commissioners to submit in writing their views as to how the traditional public-interest yardstick applies to that situation. He also suggested that the commissioners state whether broadcasters might be required to make prime time available to local advertisers at rates they could afford, on the same theory that trucking companies with profitable common-carrier franchises are required to serve less profitable routes.

FCC Chairman E. William Henry, who did most of the talking, for the commission, said: "No one can justify the existence of the present structure in terms of the quality of the entertainment program we are getting." But he added that "the public affairs and spe-

## So who's got time to write to Washington?

Image wise, the FCC dropped a bomb last week.

It gave a short-term license renewal to Esther Blodgett, of Harvard, Ill. (pop. 4,248).

Miss Blodgett, 55ish, gray haired, is licensee of WMCW, a 500-w daytimer. And in many ways she is the ideal licensee.

She works at her station, located in a converted farm house on a small farm in the northern Illinois community. In fact, she is one-fourth of the staff—one-fifth if you count Charlie, the watchdog.

She works the board, serves as announcer, script writer and advertising saleswoman. And she takes a tape recorder with her wherever she goes.

She's good at her job. She knows her audiences' needs—her family have long been residents of the area.

And she meets those needs. She's big on local news. She promotes every civic activity that comes along. Public service announcements are commonplace.

Miss Blodgett's appreciated, too. Mayor Ronald J. Morris said the station "is a million-dollar station" because of its public services. "We've come to count on it so much," he said. "It is such a great help in so many ways."

Last year, she was honored by the local Lions Club at a party, at which a host of public officials and civic leaders paid her tribute. (Lions Club members surprised Miss Blodgett in the middle of a newscast to extend the invitation to the party.)

Miss Blodgett put the station on the air herself 11 years ago. That was after she had done stints as a newspaper advertising saleswoman

and reporter and as a correspondent for WCLO Janesville, Wis.

"Every single Sunday morning since the first broadcast day," said the Beloit (Wis.) *Interstate Vista*, in a feature story on her recently, "Esther Blodgett has been at that same microphone bringing her listeners the news of Harvard and the area. . . ."

"This station was started as a high-quality radio service," she is quoted as saying. "And I've tried to keep it that way."

Then why the one-year renewal? Why would the commission take an action that so clearly stamps it the villain in the piece? Miss Blodgett, according to the commission announcement, has failed to file "required reports and information."

"She's notorious," said one slightly exasperated commission official, fully



cials . . . perhaps do justify it. I sometimes wish that there would be a more selective criticism of TV programming than we find in this country."

He also noted, however, that the commission's proposal to prohibit networks from owning or having equity interests in more than 50% of their prime-time programming is aimed at breaking the networks' control of programming sources. "This is what we're concerned with, rather than the number of networks," he said. He also said that the FCC is in touch with the Department of Justice on the question.

Chairman Henry touched on the matter of access to prime time in his prepared statement, in which he noted that prime time "is quite expensive" but said that its availability to local advertisers is a matter that the commission prefers to leave to the "day-to-day business judgments of the stations or networks."

**Commission Concern** ■ He went on to say, however, that the commission would be concerned "with any particular practice inconsistent with the paramount public interest." He said the lack of common-carrier regulation in broadcasting "does not insulate licensees in this area from commission scrutiny of practices which are not consonant with operation in the public interest."

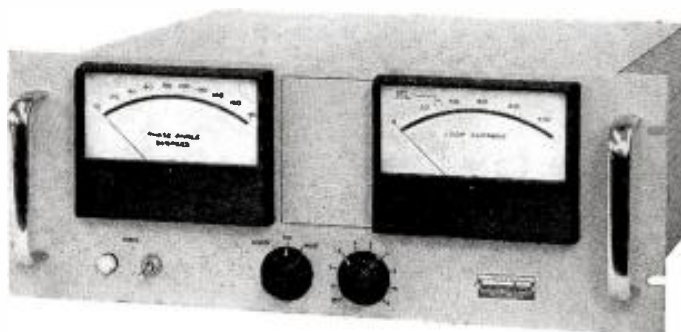
The commission's principal answer to the problem, he indicated, is encouraging the establishment of additional UHF stations. Chairman Henry noted a growing interest in UHF, with UHF set saturation now at about 25% and increasing by another 10-12% each year. He also said that if the expected sta-

aware of all Miss Blodgett's virtues as a licensee.

"If it had been anybody else, they'd be in for a license-renewal hearing. She wouldn't file anything. She ignored the staff. The staff spent more time on her than on 10 people."

Two commissioners for whom Miss Blodgett's virtues outweighed the violations are Lee Loevinger and Rosel Hyde. Chairman E. William Henry, Kenneth A. Cox, Robert E. Lee and James J. Wadsworth voted for the sanction.

Miss Blodgett, whose difficulties apparently stemmed in part from her use of inexperienced employees, isn't mad at anybody. Her concern is that the publicity given the sanction will make the FCC look bad. "I have no complaints," she said. "I don't want to aggravate the situation."



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tion growth continues, the VHF and UHF commercial stations should increase from 600 to more than 800 by 1970.

The hearing got off on a discordant note when Commissioner Loevinger, responding to Representative Dingell's request for individual views from the commissioners, said the commission's procedures generally are "burdensome" on small stations. And hearings, he said, have come to be used as sanctions.

But he bore down on the commission's campaign against overcommercialization, which he has long opposed as a "petty" activity. Last week he said the commission was using it to "harass" small stations while it ignored the advertising rate discounts that networks give to multi-million-dollar advertisers.

"If the question of broadcast advertising is significant," he said, "then rate discounts are more important than commercials. . . ." Yet, he said, the commission policy bears heavily on small stations and the small advertisers that buy spot announcements costing from 50 cents to \$5.

The commissioner didn't call for action on the rate-discount issue. He noted that CBS has adopted a new rate plan that excludes discounts (BROADCASTING, Feb. 14), and said he expects the other networks to follow suit. The issue has become "academic," he said.

**Public's Idea** ■ Chairman Henry denied the harassment charge, asserting that the campaign against overcommercialization results from complaints from the public. He said that the commission applies the same standards to all licensees.

He and Commissioner Loevinger also disagreed somewhat on the character of the stations whose commercial policies and practices have been studied. Commissioner Loevinger said that since January 1964 the commission studied the records of 49 stations. Of these, he said, only three were television stations, and of the radio stations, only one operated with power of up to 10 kw. The rest, including four FM's, were smaller stations. "It's easier to regulate small stations," he said.

But the chairman said the commission examined the records of "at least six television stations with incomes in excess of \$700,000, and four of these with incomes in excess of \$1 million." These couldn't be considered small businesses, he said.

Commissioner Loevinger also asserted, as he has on previous occasions, that if the commission's legal arguments supporting its assertion of jurisdiction over community antenna television are upheld, then the commission has authority over networks.

The commissioner, who disagrees with the commission's arguments, said

"there is no distinction between regulating the intrastate transmissions of a CATV and those of a network."

The commission has on several occasions asked Congress for authority to regulate networks, and Chairman Henry did not respond directly to Commissioner Loevinger's argument. But in answer to a question from Representative Dingell, he indicated that the commission is moving into network regulation "one step at a time."

He recalled that the commission several years ago barred networks from serving as spot-sales representatives for their affiliates, and then killed option time. Currently, he said, the commission is considering its proposal to prohibit networks from owning or having equity interests in more than 50% of their prime-time programming.

## Henry: few CATV waivers

**Tells House group rules are designed to make it part of overall TV system**

The FCC doesn't expect any patchwork design of regulation resulting from provisions in its community antenna television rules permitting waivers and exceptions.

"We don't intend to grant many waivers, with a lot of people being treated differently," Chairman E. William Henry told Congress last week. He was testifying before a House Small Business Subcommittee that is looking into a variety of matters under FCC jurisdiction (see page 56).

The chairman, in answer to a question from subcommittee Chairman John Dingell (D-Mich.), said the commission had "merely stated the obvious" in saying, in its announcement on CATV regulation, that CATV's could seek waivers of the rules and stations could request protection beyond that being provided (BROADCASTING, Feb. 21).

He also indicated he expects that the hearings to be provided for in the rules will result in the development of fairly consistent standards that the commission can use in determining the kind of CATV operation to allow in various markets.

Under the rules, hearings will be required before a new CATV is permitted to transport the signal of a distant station into one of the top 100 markets. Hearings will be held in

smaller markets if interested parties can convince the commission to hold them.

**UHF Concern** ■ As he has before, Chairman Henry stressed that the commission's concern in the major markets is CATV impact on UHF development and the possible transformation of CATV's into wired-pay-television systems.

He said the commission had received conflicting opinions on whether pay television was in the minds of those companies willing to risk substantial capital in CATV ventures in major markets. He said CATV is now "pay television of a sort."

At one point, there was a surprising disagreement between the chairman on the one hand and several commissioners on the other as to whether the rule requiring carriage of a station's signal applies to commercials.

Chairman Henry, asserting that the commission had encountered only one or two CATV's that were substituting their own commercials for those of the stations whose programs they were transmitting, said: "This is something we'll get to."

**Disagreement** ■ Immediately, Commissioners Kenneth A. Cox, Rosel H. Hyde and Lee Loevinger, who were present, said their understanding was that the carriage rules clearly applied to commercials. Chairman Henry said he saw problems with the carriage requirement in the event copyright laws or the Communications Act's rebroadcast section are applied to CATV's.

However, commission staff members later said the chairman probably was "tired" from several hours of testimony, and that the carriage rules, as envisaged by the commission, would apply to commercials. They noted that the commission had indicated it didn't intend its rules to foreclose congressional action but were to deal with the existing situation.

Chairman Henry defended the commission's position on CATV as one that reconciles the conflicting needs of the two services in the public interest. The rules aren't intended to protect stations, as such, he said, but to make CATV an integral part of the television system, instead of permitting CATV to displace free broadcasting.

## Utility commissioners study CATV plan

A special committee of the National Association of Railroad and Utilities Commissioners has been named to study a proposed model state-utility law for community antenna television.

NARUC authorized the preparation

of a recommended state statute for CATV at its annual meeting last fall (BROADCASTING, Oct. 4, 1965).

The proposed code was drafted by NARUC General Counsel Paul Rodgers and was submitted to the organization's Communications Problems Committee two weeks ago. This committee is headed by Ben T. Wiggins of the Georgia Public Utilities Commission. Mr. Wiggins named the following to review the draft and to report back to the full committee: Peter E. Mitchell, California, chairman; Harry T. Westcott, North Carolina, and William F. Hyland, New Jersey.

The model legislation describes CATV as a public utility, but exempts systems serving less than 50 people. It provides for hearing procedures for the certification of new companies, but "grandfathers in" existing CATV services. It empowers state commissions to arbitrate any differences that may occur between a CATV system and telephone, telegraph or electric utility whose facilities the CATV company may desire to use. It exempts from CATV regulations any utility that "merely leases or rents to a CATV company wires or cables for the redistribution of television signals to or toward subscribers. . . ."

## Gala planned for WNDT(TV)'s benefit

Prospects for additional funds for noncommercial WNDT(TV) Newark-New York, brightened last week when the station announced plans for a benefit show and the New York legislature held out hope for increased financial aid.

A group of well-known personalities will appear in a theater before a paying audience on April 24 to help raise funds for WNDT. The performance will be taped and carried on the station the following evening. Last year when WNDT presented its first benefit show in its own studio without a paying audience, viewers contributed approximately \$55,000 to the station.

ABC has agreed to make available for the performance a theater it owns in mid-Manhattan. ABC also will pay a stage crew for the benefit presentation.

In Albany, N. Y., Hugh Flick, associate commissioner of the department of education, told a joint meeting of the senate finance and assembly ways and means committee that when a statewide educational TV network becomes operational, WNDT would receive a maximum of approximately \$500,000 a year. The station now receives about \$130,000 a year.

# FCC works on CATV bill

It may be submitted  
to Congress  
before end of week

The FCC last week was preparing a set of legislative proposals that would permit a considerable degree of flexibility in charting future regulation of community antenna television.

Commission officials said substantial progress had been made on perfecting the package, and indications were it might be submitted to Congress this week. The commission made less progress in fashioning the order to incorporate the rules that it announced it would adopt for CATV regulation two weeks ago (BROADCASTING, Feb. 21).

The commission, as it has indicated, will ask Congress for a broad grant of authority over all CATV's, those that do not use microwave as well as those that do. This would eliminate the thorny question of whether the commission has the necessary jurisdiction.

On two other points—program origination by CATV's and whether the cable systems should be considered public utilities—the commission is preparing proposals leaving plenty of room to maneuver.

It will make no recommendation on a fourth point to be considered. That is whether CATV's, like broadcasters, should be required to seek the permission of an originating station before picking up and relaying a signal. The commission will merely ask Congress to explore the question.

The commission will recommend that CATV's be prohibited from originating programming. This is a reflection of its concern that CATV's may one day de-

velop into wired pay-TV systems. But the commissioners also feel that legislation should provide for exceptions for some categories of programming.

Indications were that the commission will not specify the categories to be excepted. These could be left to future rulemaking action. Some commissioners feel they should get guidance from Congress on this question. But the kinds of programming they have in mind when they discuss programming is time, weather and possibly, news.

It was certain that any legislation permitting program origination would make clear that CATV's have to abide by the same laws and regulations that apply to broadcasters—the equal-time law and fairness doctrine, for instance, and sponsor identification.

The commissioners, reportedly, prefer to take no position on whether CATV's are public utilities. And they don't want to spell out in detail the relationship between federal and state-local regulation of CATV's.

Indications were that the commission will recommend that Congress simply state that states and localities may continue to regulate CATV's to the extent their operations do not conflict with federal regulation. This would permit states and localities to grant franchises and set rates. But it would leave open the possibility of future federal action.

The commission rejected a staff suggestion that legislation be recommended specifying that CATV's are not common carriers, even though the commission is taking that position in a court suit now under way. The commissioners felt that if the federal statute stated that the federal government was not to consider CATV's as public utilities, states would have a difficult if not impossible task trying to regulate them as such. And some states have declared CATV's public utilities.

The staff draft of the report and order to embody the CATV rules follows the announcement that the commission made two weeks ago. That provides



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## Commissioner Cox replies to editorial

*The following letter was received from FCC Commissioner Kenneth A. Cox, in response to an editorial BROADCASTING ran in its Feb. 7 issue on his speech at the Georgia Radio and Television Institute:*

EDITOR: This is a belated letter about your editorial of Feb. 7 commenting on the speech I made before the Georgia Radio and Television Institute. I did note that broadcast profits were up in 1964, but listed this as a favorable development and certainly said nothing which could reasonably be construed as indicating the desire to control profits which you seem to be attributing to me and to an unidentified—and, as far as I know, nonexistent—segment of the commission's staff.

Similarly, I did refer to this season's television programing, although I don't think I expressed any personal condemnation of it. What I said was: "It seems to be generally agreed that the current television season falls somewhere in the range between 'undistinguished' and 'calamitous.'"

I then went on to express concern over the trend toward increased use of feature film on the networks, the trend toward programing designed primarily for children, and some indications that educational broadcasters have been demonstrating greater independence in the documentary field than their commercial counterparts. These comments did not rest solely, or even in principal part, on my own observations, but were largely grounded on what I read in the trade press, including your own magazine.

Even on rereading my speech in the light of your editorial comment, I simply can't agree that the matters to which I addressed myself are none of my business. You deny any purpose to impair my freedom of speech as a citizen, but suggest that as a commissioner my domain is that which the law prescribes, and that

this does not include the areas of programing and business. First of all, the law requires interpretation, and interpretations vary. While it is quite clear to me that there are actions with respect to programing which the Communications Act bars the commission from taking, no one has yet pointed out any such proscribed action on our part. I think it is an unreasonable interpretation of Section 326, which quite properly provides that the commission may not censor broadcasting, to conclude, as apparently you do, that the commissioners may not express opinions about the program service provided by broadcasters, either as individuals or in collective statements of policy.

I am afraid if I tried to observe your strictures on my right of expression, I would simply explode with frustration! But quite aside from my personal feelings, I don't believe it is in the interests of the broadcasting industry to stifle all expressions of concern about our broadcast service on the part of government officials, whether by those of us here at the commission, or the members of Congress, or the interested representatives of other departments of the federal government. In my observation, broadcasters stand up very well to any ill-considered comments from those of us in government; but at the same time I think that if what we say strikes close to home, it may have consequences which operate for the long-range best interests of broadcasting. I don't think anything I have said yet has ever forced any programing off a station, or required other programing to be carried. But I do think I have the right to try to persuade broadcasters that certain policies or courses of action would, or would not, be in the public interest.

As I have sometimes noted in the past, it seems to me that your comments about the members of our staff are not only unfair but really inac-

curate. They, like the members of the commission itself, have a very real interest in, and concern for, our broadcasting system. Many of them are extremely well informed, and all of them have one advantage over the private parties who present matters to the commission, namely, they have no private economic interest in the policies developed by the commission or the individual actions taken by it. While you may not agree with some of the things they propose to the commission, and with some of the things the commission itself does, in both cases the only motivation is concern for public interest. While I am sure the staff is disappointed when their recommendations are not adopted—and I can speak from personal experience, recalling my days as chief of the Broadcast Bureau—they have a very realistic understanding that it is for them to propose, but for the commission to dispose. If you would do a little more checking, you would find that there are not only instances in which I have voted against recommendations made by the staff, but some in which I was the principal critic of the position they had taken. I intend to continue to go on taking a careful look at their recommendations, expecting to agree with them most of the time, but by no means all of the time. I am sure the same thing will be true of my colleagues.

You comment on the wisdom of Congress in establishing a seven-man commission. I quite agree, and in fact made a speech at the Idaho Association of Broadcasters a couple of years ago in which I took issue with Newt Minow's proposal that policymaking and administration be turned over to a single man. I don't know where one would find a single person qualified, or physically able, to handle all of the many factors of the commission's responsibilities. In addition, even when I disagree with my colleagues I am satisfied that we

for carriage and same-day nonduplication of local stations by CATV's, and requires hearings before CATV's can transport distant signals into the top 100 markets.

However, it came under considerable criticism from some commissioners because of its length—it runs 90 pages. The staff, working under difficult deadline conditions, revamped the order it had originally drafted last month

(BROADCASTING, Feb. 7), keeping in much of the material in that 93-page document.

The new staff document fills the gaps in the bare-bones announcement that the commission issued. If adopted, the rule would provide for protection for 100-w translators and satellites. It would also require translators to afford nonduplication protection to local stations.

## Court backs NLRB on KXTV(TV) case

A federal court has agreed, but reluctantly, that as far as the National Labor Relations Act is concerned a broadcaster is a producer of the goods he advertises over his station. As such, he can't claim that unions are engaged

get better results by considering the views of seven men with different backgrounds and from different sections of the country. I don't know that conditions are really so tough as you imply at present, but do believe that the situation would really be impossible if the commission were substantially reduced in size. We do have a seven-man commission, and I have never found my colleagues particularly malleable. They are men of judgment and conviction who have been able to stand up against what I sometimes thought were persuasive arguments on my part—much less the unidentified "devious ways" which you ascribe to the staff.

I was surprised by your partial quotation of my comments to the Federal Communications Bar Association in 1961. I still have the text of my speech, and the pertinent portions read as follows:

"I'd like to say one word about general philosophy or constitutional theory, and then spend the rest of the time discussing specific details of these proposals which have been highlighted in recent weeks. I certainly hope that neither you nor your broadcast clients ever surrender the right to freedom of expression so necessary if broadcasting is to perform its vital role in our democracy. On the other hand, I would urge you not to waste your powder in false skirmishes over matters which in my opinion don't even come close to raising First Amendment issues.

"Your clients have voluntarily entered a calling which Congress has decided must be regulated. The commission is the agency created to effect this result, and it is authorized to grant applications only when it can find that the public interest will be served. The public interest lies precisely in the program service which broadcasters provide. The commission cannot make the determination entrusted to it, unless it knows in some detail the character of that program service. It therefore needs devices for gathering this information, and the program log and

the program section of its application forms are a long established means employed to get this data. We are not, therefore, engaged in conjuring up revolutionary new concepts, but are simply trying to improve existing tools with which broadcasting has lived for years. As Doug Anello [general counsel of the National Association of Broadcasters] said in Atlanta, any broadcaster who really feels that the commission is not entitled to the information asked for can get a judicial determination of the question by refusing to tender the form. This would prove that he is a man of strong convictions, but I think it would raise serious questions as to his mental qualification to be a licensee. I submit that it will then be time enough to mount the barricades if—and I do not say when—the commission ever seeks to use the information obtained through the logs and the forms to prohibit or require the broadcasting of particular program matter (save in certain recognized areas) contrary to the honest and reasonable judgment of the licensee based on sound appraisal of needs. I don't expect to see this happen.

"So I would urge you to restrain the temptation to mount a white charger. If you intend your comments to produce results, rather than simply serve as an escape valve, I would suggest that you direct your attention to improving our proposals, advising us of practical problems we may have overlooked, and urging the deletion of questions, if you wish, not on the ground that the commission has no right to the information, but rather on the ground—if you believe it to be the case—that the burden on the broadcaster is so great as to substantially outweigh the usefulness of the material to the commission.

"I offer these suggestions in an effort to be helpful—and certainly not to censor you. If you must wave the First Amendment, your comments will be read respectfully, summarized, and probably ignored. I do

not think the commission issued these proposals to see if it has legal power to do so, but to get help in refining its tools."

I think that a reasonable reading of my comments indicates simply that I was suggesting that the First Amendment issues had already been resolved in favor of the commission's right to gather program information—and I am sure they were so understood by those who heard me. I think it is clear from the action eventually taken by the commission with respect to the revised AM-FM form that, with the possible exception of Commissioner Hyde, all of us finally concluded that we are not only permitted to seek such information, but should in fact do so. While the form has gone through a series of changes since I spoke to the FCBA, I don't think the basic principles have changed. I would simply point out, therefore, that in the final outcome the commission has always felt that it had well established authority to require the submission of program information. I am sure we did receive some comments which argued that the First Amendment prohibits us from engaging in this kind of activity. Obviously, the commission's disposition of these comments was substantially along the lines I suggested. They were, in fact, considered and disregarded. Like my colleagues who concurred in the adoption of the revised form, I simply cannot agree with the contention that our new form, or FCC similar practices over the years, is in violation of the Constitution.

I am afraid this has become unduly lengthy, as well as belated, but wanted to let you know how I felt about these matters. Incidentally, though you didn't note it in your editorial, I expressed complete agreement in my Georgia speech with the position on ratings taken in your editorial of Dec. 6, 1965. This must be something of a landmark, since I guess we don't often agree about important matters like this—at least not in public.

in a secondary boycott when they attempt to persuade advertisers to stop buying time on the station.

The decision was issued by the Ninth Circuit Court of Appeals on Feb. 9 in a five-year-old labor dispute between KXTV(TV) Sacramento, Calif. (owned by Corinthian Broadcasting Co.) and two unions (American Federation of Television and Radio Artists and the National Association of Broadcast Em-

ployes and Technicians).

The court said that it would have to follow a U. S. Supreme Court decision in another case that broadly interprets the producer provision of the labor act.

Officials of Corinthian and the National Association of Broadcasters said last week that they are studying the latest ruling to determine whether it should be carried to the U. S. Supreme

Court.

During the labor controversy between the station and the unions, the unions issued public statements naming advertisers on the stations and urging consumers to boycott the advertisers. KXTV complained that this constituted a secondary boycott (prohibited by the labor act), but the National Labor Relations Board dismissed the complaint, holding that a broadcaster is a producer

## Sarnoff biography celebrates 75th birthday

The official biography of David Sarnoff, being published today (Feb. 28) as the general starts his 76th year, will surprise no broadcaster by the extent to which it shows him as the moving force in the landmark events of radio and television history.

His famous 1915 memo envisioning a "radio music box" that would make radio a "household utility," his fight for the development of that box, his creation of NBC, his battle for the introduction of commercial television and later for compatible color TV, his more recent contributions to space technology and computers and his continuing challenges to engineers to turn his vision into fact—all these are well known and recounted in this 372-page volume, "David Sarnoff," by Eugene Lyons.

But the book also serves as a reminder of less remembered contributions by the man who, born in poverty in Russia and the main support of a family of seven by the time he was barely 10, pioneered electronics and has been the dominant force in RCA since its formation in 1919.

As early as 1916, for example, he was appearing before congressional hearings to oppose government ownership of radio.

**Crystal Ball** = Even before he told the RCA board in 1923 that television would "come to pass in due course" (a forecast that itself predated the formation of the NBC Radio network by three years), He predicted, in 1922, the advent of automobile radios, trans-Atlantic broadcasting and personal radio sets, which he called "radiolettes."

In that same year, when people were wondering whether the radio would put the phonograph out of business, he saw the two instead as compatible, and predicted the development of—and shortly afterward instructed his engineers to design—radio-phonograph combinations.

In 1926, the same year that NBC was incorporated, he was also becoming engaged in a fight for compatibility in another field—the melding of sound and sight in talking motion pictures.

He also, it is noted, was "among the first and most outspoken opponents of advertising on the airwaves." This, the author says, represented "a notable instance of defeat in his long record of victories."

**Close Kin** = The author, an eminent writer and a senior editor of *Reader's Digest*, and his subject are first cousins. (The March 1966 *Reader's Digest* contains an article by General Sarnoff titled "TV Revolution Ahead!") This kinship, Mr. Lyons notes, calls for special precautions against painting a portrait "too bright, too eulogistic."

"Therefore," he writes, "I have searched diligently for 'shadows' that would help make Sarnoff more human and credible. I found a good many, of course, and will try to weave them into the narrative. Yet the quest has not been too productive."

"If there are in Sarnoff's life any great scandals and blunders, I was not successful in turning them up. I could not, alas, discover a single spectacular failure to match the many spectacular successes."

"He had his share of defeats but they were never big or significant enough to match his victories. There was no dearth of 'negative' facts and opinions but somehow they seemed trivial in the sum-total of the man's life. Even the most hostile critics stopped short of impugning his essential probity and integrity."

"David Sarnoff is neither a superman nor a paragon of virtue. . . ."

**Not Always First** = The biggest "strictures" he found, the author continues, "were variations on the theme that [General Sarnoff] has been less astute in business than is generally supposed. RCA was not the first to broadcast nor the first to sell radio sets. In both manufacturing and broadcasting, at various times, it made less money than its nearest competitors."

He portrays the RCA leader as a man "obsessed by the future," far more interested in what he could give than in what he could personally get.

More than any other man, he writes, General Sarnoff "nourished and directed" the development of "radio, television, communication satellites, the gadgetry of the electronic age," and in the process "probably affected the patterns of the daily lives of more Americans than anyone since Thomas Edison."

Against that sort of influence, the author concludes, "his rating as a businessman, one way or the other, seems somewhat irrelevant if not carping."

The book was published by Harper & Row, New York, and includes 16 pages of photographs. Price: \$6.95.

in the meaning of the law and that the unions are permitted to publicize their dispute.

Corinthian, with NAB backing, appealed this decision and the ninth circuit court reversed the NLRB and remanded the case for further consideration.

Early last year, the NLRB affirmed its original ruling, referring this time to the Supreme Court's decision in another labor case. Again Corinthian and NAB appealed.

In the latest appeals court decision, the ninth circuit three-judge panel referred to the Supreme Court ruling and stated:

"It seems to us that it must follow that one who is engaged in the business of advertising tangible articles manufactured by another is likewise a pro-

ducer of such products within the meaning of the proviso . . . the Supreme Court has spoken in such broad terms . . ." The decision was written by Circuit Judge Frederick G. Hamley. Judges Stanley N. Barnes and Gilbert H. Jertberg agreed.

### Regulation approaches for L.A. CATV's

The six operating community antenna television systems in sprawling Los Angeles came one giant step closer to authoritative control last week when the city council authorized the city attorney to draw up an enabling ordinance that would permit regulation of rates and services. The drafting procedure is ex-

pected to take two or three weeks and then the measure will be returned for the approval of the council and mayor.

The council authorization followed action of the board of public utilities and transportation urging such regulation, stemming from reported excessive rate increases and poor service. Under current procedures CATV companies in Los Angeles do not have to seek municipal approval for operational moves.

Councilmen were told that there are four CATV companies operating under existing franchises in the city, that two other CATV's are operating though their franchises have expired and that eight more have asked for franchises. Most are in Santa Monica mountain areas.



# Ordered up: a torrent of data on TV

GROUPS COMMISSION DEEP ANALYSIS OF WHAT MAKES TV TICK

Group owners of television stations, who number some of the most powerful entities in broadcasting, have put their future in the hands of college professors.

Alarmed, harassed and frustrated as they face a rising tide of FCC regulation, the major groups under the aegis of their Council for Television Development have undertaken an unusual project: They have asked a Cambridge, Mass., "think" group to look them over and establish a base on which they can stand up and fight—particularly against the FCC's latest move to limit multiple ownership in the first 50 markets of the country.

And, not so incidentally, the groups have asked for an evaluation of what's right, and what's wrong, with some of the FCC's general policies on multiple ownership.

The CTD was formed last summer after the commission announced its so-called interim policy on multiple ownership. This prohibits any licensee from acquiring more than three TV stations (of which no more than two may be VHF's) in the top 50 markets.

The genesis for the commission's action comes from one of the recommendations in the 1957 Barrow Report which suggested that the FCC's multiple-ownership rules be revised to restrict single owners from owning more than three VHF stations in the first 25 markets. It was energized into a policy when the FCC issued its three-year rule on station sales and came into focus during the commission's two-year-old concern with mutual funds' holdings in several of the group owners—thus violating, at

least in a technical sense, the commission's regulations that forbid a single owner from owning more than seven stations.

**Research Group** ■ In August, CTD announced that it had awarded a contract to United Research Inc., and that is was prepared to spend \$150,000 to \$300,000 on the project.

Although URI is based in the Cambridge-Boston think belt, not all of those working on the CTD study are from Harvard University or the Massachusetts Institute of Technology. Among those from outside the Ivy League area are Dr. Harvey Levin of Hofstra University, Hempstead, N. Y., and Dr. Martin Seiden, former special consultant to the FCC on community antenna television matters. Two Harvard School of Business professors who are working on the project are Dr. Paul Cherington and Dr. Paul W. Cook.

What is it exactly that CTD expects to receive from these scholars? As explained by CTD's Washington counsel, W. Theodore Pierson, the researchers have been asked to investigate two major areas:

- The facts of broadcasting in toto, including the relationship of the group owners to the industry as a whole.

- The effectiveness of the FCC's policies on multiple ownership (not only the latest moves, but going back to the original limitations).

By effectiveness, Mr. Pierson emphasized the other day, is meant the policies' ability to accomplish the purpose for which they were enunciated: diversity of voices in the market place.

Broadcasters agree with the FCC, Mr. Pierson noted, that diversity is a desirable goal in broadcasting. But they are perplexed and frustrated by the methods the FCC uses to induce diversity.

The researchers' mission, according to Mr. Pierson, is two-fold: first to get all the facts on television broadcasting, and then to evaluate them as they relate to the FCC's professed goal of a multiplicity of voices in a community.

As to the first part, the investigation will encompass a complete description of the television industry in 1966, including ownership, operations, characteristics, who owns what and how properties were acquired, the nature of the competition (newspapers, magazines, radio) and trends in television and other media.

Also to be looked into, and resulting, it is hoped, in a definitive study, is the

subject of how broadcasters operate, related to such questions as centralization of control, economic support, program buying and costs.

**Profit and Loss** ■ And the probe will also attempt to determine what makes a station profitable, using such factors as group or single ownership, size of market, network affiliation, independent operation, etc.

And the advantages or disadvantages of multiple or single ownership in the areas of economic efficiency, technological advances, and progress in programming (like the formation of a fourth network).

From this mass of information URI will be called on to make judgments in a number of areas some of which involve the national antitrust laws and philosophy, the idea of maximum variety in news, information, commentary, editorials, and the benefits of variegated sources for programs. The researchers will be called on to determine whether any single group owner, or group of multiple owners, can in fact exercise

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| * PULSE: March 1965   |      |      |      |
|-----------------------|------|------|------|
| 9:00 A.M. - 6:00 P.M. |      |      |      |
|                       | WAAC | A    | B    |
| *9 A.M. - 12 Noon     | 5540 | 4920 | 1910 |
| *12 Noon - 3 P.M.     | 4120 | 2910 | 1500 |
| *3 P.M. - 6 P.M.      | 2840 | 3360 | ...  |
| per average           |      |      |      |
| 1/4 hour              | 4170 | 3730 | 1520 |

\*\* TERRE HAUTE, INDIANA  
4 County Metro Area  
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"thought control," and if capable of doing this whether, in fact, he would have any disposition to do so in the light of the myriad social, business, economic and cultural influences to which he is subject.

Does CTD feel it is taking a chance in putting the academicians to work on this problem? Might not their findings be contrary to the economic and philosophic position of the group owners?

Mr. Pierson agrees that it is a chance. "But," he adds, "it is worth finding out if our position has any validity. At the least we will know at last whether our viewpoint has any basis in fact." He doesn't seem to be worried about the outcome.

## 10 stations get FCC letters on politics

The FCC will ask 10 radio stations to clarify policies that appear to preclude the broadcast of any political broadcasting. The commission said such policies may be inconsistent with the public interest. (CLOSED CIRCUIT, Feb. 7).

The letter, a watered-down version of a stronger one originally under consideration, is a follow-up to the com-

mission's survey of political broadcasting during the 1964 election campaign. Similar letters followed the surveys made in 1960 and 1962.

The stations being queried are KPOL Los Angeles, and KWSL Ukiah, both California; KCMS Manitou Springs, Colo.; WAYR Orange Park, Fla.; WELZ Belzoni, and WESY Leland, both Mississippi; WNCA Siler City, N. C.; WWJC Superior, Wis.; WPGM Danville, Pa., and KVAN Vancouver, Wash.

They indicated they had carried no broadcasts by political candidates during the campaign, either on a paid or sustaining basis, or in political spot announcements.

The commission, in its letters, notes it told Congress in 1963 that it would be inconsistent with the public interest if stations, "irrespective" of the needs of a community, refused to make their facilities available for political broadcasts. The commission said then that broadcasters should consider political activities in seeking out the programming needs of their communities.

Accordingly, the commission, in letters approved on Wednesday (Feb. 23), is telling the stations that their responses to the political-broadcasting questionnaire raise questions, and it asks for a clarification.

## FCC takes action on dark UHF TV's

The FCC is continuing its three-year-old campaign to activate long-idle UHF permits or free them for reassignment to broadcasters who would use them.

The commission last week gave five stations extensions of time to complete construction, denied an extension to a sixth and refused to renew the license of a seventh.

Four-month extensions were granted to Mississippi Broadcasting Co. (WCOC-TV Meridian, Miss.), D. H. Overmyer Communications Co. (WECO-TV Pittsburgh) and Kaiser Broadcasting Corp. [KMTW(TV) Corona, Calif.]. A six-month extension was granted to Piedmont Broadcasting Corp. (WBTM-TV Danville, Va.) and a three-month extension to United Broadcasting Co. of Eastern Maryland Inc. (WMET-TV Baltimore). The commission said that all five stations had taken steps toward completion of construction.

The commission denied a request for additional time from Elton H. Darby (WNVA-TV Tuscumbia, Ala.) and cancelled his construction permit.

A request for renewal of license from Connecticut-New York Broadcasters Inc. (WICC-TV Bridgeport, Conn.) was again denied on the basis that the licensee had not complied with a previous order of the commission and had indicated no specific date by which it could be expected to resume operation.

All seven stations were involved in an action last June when the FCC granted 14 stations six-month extensions of time in which to construct their facilities. At that time the commission also denied the applications of seven stations for additional authority.

Among the seven was WICC-TV, which was denied a renewal of its license (BROADCASTING, June 21, 1965).

## Changing hands

**APPROVED** ■ The following transfer of station interest was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 78).

■ WSUN-AM-TV St. Petersburg-Tampa, Fla.: Sold by the City of St. Petersburg to WCAR Inc. (H. Y. Levinson), licensee of WCAR-AM-FM Detroit, for \$1,315,500. Only other bid for the St. Petersburg-Tampa property was from Lee Gorman, representing New England interests with \$911,500 offer. WSUN operates fulltime on 620 kc with 5 kw and is an ABC affiliate. WSUN-TV,

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on channel 38 with 200 kw until last September was affiliated with ABC-TV.

## New TV Stations

**KSAN-TV San Francisco** (ch. 32), resumed operation on temporary authorization for period of Feb. 16 to March 16. KSAN-TV began operation in 1954 but went dark in 1958. The station broadcasts with 16.5 kw and is owned by S. H. Patterson.

**KSJV-TV Hanford, Calif.** (ch. 21), resumed operation under CP authorization on Feb. 10. Station, which broadcasts 20.3 kw signal, had suspended operations as KDAS-TV and was bought for \$90,750 by Ksjv Television Inc. (BROADCASTING, Feb. 14).

**KBIM-TV Roswell, N. M.** (ch. 10), received program test authorization Feb. 22. The station, a CBS-TV affiliate, broadcasts a 316 kw signal from its new 1,839 ft. tower. Permittee Taylor Broadcasting Co. also is licensee of KBIM-AM-FM.

## WETA-TV gets grants

Washington educational television station WETA-TV has received another boost toward its 1966 campaign goal of \$1 million through a \$15,000 grant from Time Inc. WETA-TV has already received \$100,000 grants from Metro-media Inc. and from NBC, and \$40,000 from the Philip M. Stern Family Fund of Washington. In addition the Ford Foundation has agreed to match 50% of all gift funds raised in 1966. In a separate grant not included under the Ford provisions the U. S. Department of Health, Education and Welfare has also awarded the community-owned station \$387,451 for technical expansion.

## KSO joins ABC Radio

Kso Des Moines, Iowa, will become an ABC Radio affiliate, effective March 1, replacing KCBC Des Moines. Kso, owned and operated by Des Moines Broadcasting Co., is on 1460 kc with 5 kw. KCBC will operate as an independent station.

## WJKS-TV begins operations

The newest Rust Craft station, WJKS-TV Jacksonville, Fla., began operation Feb. 19 with full schedule of ABC-TV shows. Telecasts, weekdays 11 a.m. to 11:30 p.m. and weekends 10 a.m. to 11:30 p.m., will include local programming beginning in a matter of weeks, according to general manager Fred P. Shawn.

# Commissioners to write final decisions

## PROPOSAL WOULD ADOPT COURT RULES OF DISCOVERY

The FCC took two steps last week aimed at improving its performance and procedures in hearing cases.

It adopted a policy making individual commissioners personally responsible for the writing of final decisions in all adjudicatory proceedings.

And it issued a notice of proposed rulemaking aimed at incorporating in commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

Commissioner Lee Loevinger has long urged adoption of both steps. Chairman E. William Henry gave the personal-responsibility proposal his backing in a speech before the Federal Communications Bar Association last month (BROADCASTING, Jan. 24). The FCBA itself and the Administrative Conference of the U.S. have urged use of the rules of discovery.

**Commissioners' Views** ■ Commissioner Loevinger and Chairman Henry have expressed the view that, if commissioners have responsibility for final decisions, those decisions will more ac-

curately reflect the commission's views.

At present, the staff writes all opinions, orders and decisions under instructions from the commission. Commissioner Loevinger has urged that this results in the staff's reasoning, rather than that of the commission's, being incorporated in the final documents.

The new policy will apply only to final decisions in revocation, renewal and comparative hearings that reach the commission. Officials estimate there are some 18 of these each year.

Under the new system, to go into effect on March 1, the staff will still have a drafting responsibility, but it will be discharged under the direct supervision of the commissioner assigned to the case. And the decision will bear his signature.

President Kennedy in 1961 urged federal agencies to assign responsibility for decisions to individual commission members. The practice is followed in several agencies, including the Federal Trade Commission and the National Labor Relations Board.

**Lawyers' Quiz** ■ The proposed dis-

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covery rules would permit opposing lawyers in all adjudicatory proceedings, to question each other's witnesses and use other means to learn about the other side's case before hearings. The information would not ordinarily be admissible in the hearing, but it would enable the lawyers to prepare their cases and protect themselves against surprise disclosures.

The FCBA had urged adoption of the rules only in renewal and revocation proceedings. But the notice of rule-making looks to their use in comparative hearings as well.

Some commission staff members have opposed use of the rules on the ground that procedures already adopted have speeded up proceedings to the point where days spent in hearing are relatively few. Use of discovery rules, they argue, will merely add another procedural layer to the prehearing process and delay the final decision.

## WSUN-TV opposes move-in of WLCY-TV

A UHF TV licensee that lost its network affiliation to a VHF competitor has asked the FCC to stop the VHF from moving its transmitter on the ground that the move may result in the demise of the UHF operation.

WSUN-TV St. Petersburg-Tampa, Fla., last week asked the commission to dismiss the application of WLCY-TV Largo, Fla., to move its transmitter closer to St. Petersburg-Tampa. The move would enable WLCY-TV to place a city-grade

## Ford ETV grants climb

Ford Foundation funds to non-commercial TV stations have reached \$4,736,743 under its \$10-million matching funds program instituted last summer (BROADCASTING, July 19, 1965).

The monies have been paid to 27 ETV stations since Sept. 30, 1965. Funds are available over four years on a matching-grant basis and are restricted to some 30 community outlets operated in 28 cities by nonprofit organizations deriving support from the general public. Grants range from \$50,000 to \$500,000.

signal over St. Petersburg and Tampa.

WSUN-TV said that since losing its ABC network affiliation to WLCY-TV it has incurred heavy operating deficits and that its continued operation is now economically precarious.

WLCY-TV has requested a waiver of the commission's mileage separation requirements since its proposed move would place it about 40 miles short of the minimum co-channel separation requirements in relation to WLBW-TV Miami. WSUN-TV argued that the commission has consistently held that in determining whether mileage separation requirements should be waived in any particular case, the question of possible impact on UHF development is of vital concern. In this case WLCY-TV's request is clearly inconsistent with

the public interest, according to WSUN-TV.

The request to dismiss the WLCY-TV application was filed by WSUN Inc., the new owner of WSUN-TV. The FCC last week approved the sale of the station and its affiliated AM to WSUN Inc. from the city of St. Petersburg for \$1,315,500 (see page 64).

## Interim operation takes over KWK

The FCC last week granted special temporary authorization to Radio Thirteen-Eighty Inc. to operate for 60 days beginning tomorrow (March 1) on the frequency scheduled to be vacated today by Kwk Radio Inc., licensee of KWK St. Louis.

Radio Thirteen-Eighty, the interim grantee, will operate on 1380 kc with 5 kw day and 250 w night. The commission also authorized Radio Thirteen-Eighty to use the call letters KWK in connection with the temporary authorization.

Kwk Radio Inc. had its license revoked by the commission in 1963 for willful misconduct in connection with two treasure-hunt contests broadcast in 1960 (BROADCASTING, June 3, 1963).

The licensee was originally ordered to conclude its affairs and go off the air on July 29, 1963, but since that time has received numerous extensions of its operating authority.

The interim grantee, Radio Thirteen-Eighty, is composed of seven applicants for permanent authority.

## EQUIPMENT & ENGINEERING

## 770 kc case back to FCC

Supreme Court upholds  
lower court's ruling  
on 25-year-old problem

One of the oldest cases in the annals of FCC—the 25-year-old WABC New York-KOB Albuquerque 770 kc battle—reached what would normally be the end of the line last week when the U. S. Supreme Court refused to review a lower-court order.

But since the case has been up and down in the courts four times already there's likely to be more maneuvering before it's completely closed—special-

ly since it now involves the FCC's clear-channel decision.

The Supreme Court denied without opinion the petition by the FCC and the Department of Justice for scrutiny of the decision last year by the U. S. Court of Appeals for the District of Columbia. The appeals court told the commission that its treatment of the ABC-owned New York clear-channel station was unfair because the commission dealt with 770 kc differently than it did with the frequencies used by the other New York network stations (BROADCASTING, March 1, 1965).

**The History** — The litigation had its beginning in 1941 when WABC (then WJZ) was shifted from 760 kc to 770 kc as a class 1-A, 50 kw, clear-channel station, and KOB was moved from 1180 kc to 1030 kc (with 10 kw) but was given special authorization to use 770 kc with 50 kw. The 1030 kc frequency is used by Westinghouse Broadcasting Co.'s WBZ Boston as a class 1-B clear

channel.

The moves were necessitated because both 760 kc and 1180 kc were removed from U. S. use under the terms of the first North American Regional Broadcasting Agreement.

Ever since then ABC has sought to force KOB off its frequency.

Making the case more complex was the commission's call in 1945 for a review of its clear-channel policies. This proceeding resulted in 1961 in an FCC decision to permit class II stations to operate on 13 of the 24 class 1-A frequencies. A class 1-A frequency has only one station operating on it at night.

The commission's clear-channel decision broke down, among other class 1-A frequencies, 880 kc, used by the CBS-owned WCBs, and 660 kc, used by the NBC-owned WNBC, both in New York. WCBs was ordered to share its frequency with a new class II station in North Dakota, South Dakota or Nebraska. WNBC already had an Alaskan class

II station on its channel. In hearing status are two applications for class II operation on 880 kc in Nebraska.

**The Rules** ■ Under FCC regulations, a class II station may operate on a clear channel both day and night, but must directionalize at night to protect the class 1-A dominant station. A class 1-B frequency requires both stations to directionalize at night to protect each other.

ABC charged discrimination because its class 1-A 770 kc frequency was being made a class 1-B channel whereas the other networks' New York outlets were retaining their class 1-A status.

The unanimous, three-judge circuit court decision last year criticized the commission for not having taken action to alleviate ABC's problem and ordered the FCC to reassess its 770-kc ruling or its clear-channel decision to equalize ABC's position in New York with that of the other networks.

In asking the Supreme Court to examine this opinion, the FCC contended that it should be permitted to consider other factors in the 770-kc case as well as the equal-treatment element.

## ABC continues plea for own satellite

ABC has again urged the FCC to grant its application for authorization to construct and operate a communications satellite to feed its programs to its TV affiliates.

ABC said last week its request presented basic problems of national importance that the commission should consider on their merits and not on the basis of technicalities. That advice was given in answer to the petition of the Communications Satellite Corp. to re-

ject the ABC application (BROADCASTING, Feb. 7).

While admitting that Comsat was the instrument through which the U. S. would participate in the global satellite communications system, ABC said not all satellites have to be part of the global system. Comsat has argued that under the Communications Satellite Act only Comsat has authority to participate in commercial satellite communications.

ABC said that it should be permitted to take advantage of space-age developments, such as synchronous stationary satellites, so long as such uses do not interfere with the global system and do not endanger a viable common-carrier service to the public.

The ABC application, which was submitted last September, asks permission to place in orbit a five-channel TV satellite similar to the Early Bird satellite now in use by Comsat. The network would send TV signals to the satellite from which they would be relayed to earth where they would be received directly by 30-foot parabolic dish antennas (BROADCASTING, Sept. 27, 1965).

ABC is now in the process of merging with International Telephone & Telegraph Corp. ITT is one of the principal stockholders of Comsat through a subsidiary (ITT World Communications). The boards of directors of ABC and ITT have approved the proposed merger (BROADCASTING, Feb. 21). Approval also is needed from the stockholders of the two companies and from the FCC.

In a separate development last week ITT World Communications filed an application with the FCC for permission to place a transportable earth station on board the U.S.S. Boxer to provide live coverage of the recovery of the Gemini 8 astronauts, Neil A. Armstrong and David R. Scott. The Gemini 8 flight is scheduled to start March 15. As with GT-6 and 7, ITT plans to beam TV signals to Early Bird, which will relay them to the ground station at Andover, Me., for distribution to the networks.

## Hits TV picture sizes

Senator Philip A. Hart (D-Mich.), in a speech on the Senate floor Feb. 18, questioned marketing of TV sets as a "22-inch set when the picture may be only one-tenth inch larger than 21-inch set."

He urged the Federal Trade Commission to designate exactly how a picture tube sizes should be measured and advertised.

Senator Hart is chairman of the Antitrust and Monopoly Subcommittee of Senate Judiciary Committee.

## NYC TV men upset over skyscraper plan

Broadcasters in New York now signed to contracts for use of the Empire State building 1,475-foot-high TV antenna—some up to the Orwellian year 1984—are becoming more concerned over the proposed 1,350-foot twin skyscrapers of the World Trade Center in lower Manhattan.

This massive structure of interlocking steel panels is to be erected by New York's Port Authority before 1970. Its presence, according to broadcasters, could add seriously to TV interference with ghost effects as far north as Westchester county (10 miles) and completely block off signals south of Manhattan.

A TV broadcasters all-industry committee, representing engineers and the legal departments of New York TV stations, would like to see the tower's height cut to 600 feet. In a letter to Mayor John V. Lindsay, the committee asked for consideration and offered its services in a study on the building's interference effects.

Many other critics of the building

## NEWSMEN

\$13,000 Yearly March 1, 1966 starting minimum

\$14,500 Yearly beginning March 1, 1967

Position now open at all-news WNUS, Chicago, fastest rising major-market radio station in America. Applicants must be network caliber newsmen. If qualified, airmail tapes immediately to:

Gordon McLendon  
2008 Jackson Street  
Dallas, Texas 75201

what's



**SEE ROOM 509  
AT THE N.A.B.**

## Only ABC declines Comsat invitation

Communication Satellite Corp.'s plans to hold a seminar on the establishment of a domestic communications satellite for the use of the television and radio networks in feeding programs to affiliates (BROADCASTING, Feb. 7) brought acceptances from all but one of those invited. ABC, which originally broached the idea of putting up its own satellite and has an application for permission to do this pending before the FCC (see page 67), declined.

The responses also brought the disclosure that NBC, in conjunction with its parent RCA's Astro Electronics Division, had worked out a plan for using a satellite to pipe programs to its affiliates and that it would present this data at the meeting. The letter of acceptance to the meeting was from Walter D. Scott, president of NBC, and included the information that NBC spends \$15 million yearly for AT&T lines to

connect its TV and radio affiliates.

Although no meeting date has been set, it is believed such a gathering may take place early in April.

Other companies accepting Comsat's invitation were CBS, National Educational Network, AT&T and General Telephone & Electronics Corp. RCA said it would be represented by NBC, although it asked that it be allowed to send an observer from its Astro Electronics Division.

ABC's Leonard H. Goldenson reminded Comsat that it had proposed the idea of a domestic communications satellite, and that it had conferred with Comsat officials several months ago.

Comsat has objected to the ABC application on the ground that under the Communications Satellite Act Comsat is the only U. S. entity authorized to operate communications satellites.

have started working against its construction, among them Lawrence Wein, who heads the Committee for a Reasonable World Trade Center. Mr. Wein is with a real-estate firm that operates the Empire State building.

One report said that Austin J. Tobin, executive director of the Port Authority, had offered to make space available for TV transmission from the proposed new towers if it is proven that the building interferes with TV signals.

## Technical topics . . .

**Solid-state links** ■ Raytheon Co., Lexington, Mass., has available automatic parallel microwave equipment for linking a television with its transmitter. The KTR-II dual links use solid-state circuitry.

**Need information?** ■ A large selection of literature on most facets of broadcast equipment is available from Prodelin Inc., manufacturer of antenna systems and transmission lines. Requests for information on specific product areas should be addressed to Dept. L, Prodelin Inc., Hightstown, N. J.

## FINANCIAL REPORTS

# ABC Inc. profits up 43% in 1965

About 80% of revenue came from company's

broadcast operations, that accounted for \$361 million

Revenues and operating earnings at ABC Inc. moved to record highs last year, increasing 13% and 43%, respectively, according to Leonard H. Goldenson, ABC president.

ABC spokesmen also noted last week that fourth-quarter operating earnings last year of \$4.7 million (\$1.01 a share) compared to the similar quarter in 1964 of \$2.99 million (65 cents a share) represented ABC's best quarter in history.

The record levels carried into the ABC broadcasting division with revenues up 17% for the year, from \$310.1 million in 1964 to \$361.6 million.

Theater revenues and earnings increased from \$78.8 million to \$80.9 million, and merchandise sales and other activities brought in revenues of \$33.8 million compared with \$31.8 million for the previous year.

The optimistic ABC earnings report coupled with a more impressive showing by the TV network in the most recent program ratings reports (see page 47) gave a rosy tinge to premerger moves of ABC and International Telephone &

Telegraph Corp.

The board of directors of both companies gave their approval to the consolidation several days ago. The merger plan must be approved at special stockholder meetings expected to be held in April, to be accompanied by FCC approval and a favorable tax ruling.

Latest estimates of the transaction's value have placed it in excess of \$400 million (BROADCASTING, Feb. 21).

The ABC report noted a net capital loss of \$156,000 in 1965 compared to a net capital gain of \$177,000 in 1964.

Mr. Goldenson said the gains in theater revenues and earnings were ahead in 1965 despite operation of a fewer number of theaters.

Mr. Goldenson's report showed a continuing surge of broadcasting revenues, and earnings, compared to ABC's theater revenues. Broadcast revenues—primarily the radio and TV networks and the owned radio and TV stations—accounted for approximately \$4 to every \$1 gained in theater revenues.

The 1965 figures are based on a

52-week period while those in 1964 are for 53 weeks.

For the year ended Dec. 31:

|                      | 1965        | 1964        |
|----------------------|-------------|-------------|
| Earnings per share   | \$3.39      | \$2.40      |
| Total revenues       | 476,465,000 | 420,915,000 |
| Operating net income | 15,721,000  | 11,019,000  |
| Nonrecurring net     | (156,000)   | 177,000     |
| Net income           | 15,565,000  | 11,196,000  |

## Happy TV year ahead for Leo the Lion

Metro-Goldwyn-Mayer stockholders heard good news last week. President Robert H. O'Brien predicted that 1966 revenues from the licensing of MGM feature films for TV would jump 20% over the 1965 total.

Mr. O'Brien told the annual stockholders meeting in New York that the increase would be spurred by a \$100,000 price markup bringing average TV film costs to \$400,000. He stressed this would be only for the company's stock of 170 films not already exposed on TV. MGM's library of pictures now available to TV includes 723 pre-1949 and 318 post-1948 films.

Mr. O'Brien said MGM earnings in 1966 will grow 30%. MGM's income from TV syndication in 1966's first quarter reached \$3,368,000 from \$2,941,000 the year before, while its



TV program and commercial work climbed to \$5,921,000 from \$5,177,000. Other earnings were reported from records and music operations.

MGM reported first-month profits from its 50% ownership in MGM Telestudios consolidated with Videotape Productions of New York Inc. Extent of the profits was not indicated.

Bennett Cerf was reelected as one of the company directors. Mr. Cerf, board chairman and co-founder of Random House, indicated that if the planned merger of Random House with RCA takes place, he will relinquish his MGM post. He expected the RCA-Random House merger to be completed by May of this year. If all terms are approved he would then become a member of RCA's board of directors (BROADCASTING, Jan. 17).

For the 12 weeks ended Nov. 25:

|                           | 1965       | 1964       |
|---------------------------|------------|------------|
| Earnings per share        | \$0.83     | \$0.60     |
| Gross revenues            | 37,280,000 | 36,599,000 |
| Net earnings before taxes | 4,379,000  | 3,486,000  |
| Net income                | 2,084,000  | 1,566,000  |

## Collins net up 100% in half-year

Collins Radio Co., Dallas, reported record earnings and sales for the first half of fiscal 1966.

Arthur Collins, president of the company, said: "It now appears that sales for fiscal year 1966 will approach \$370 million with earnings in the \$3.10 to \$3.35 per share range on the number of shares presently outstanding."

Backlog on Jan. 28 was \$320 million compared to \$253 million at the same time last year and \$288 million at the beginning of this fiscal year.

Contributing to the sales increase, the company said, were increases in commercial deliveries and a substantial acceleration of military requirements for equipment currently in production, chiefly in aviation and telecommunications products.

For the six months ended Jan. 28:

|                                  | 1966        | 1965        |
|----------------------------------|-------------|-------------|
| Earnings per share               | \$1.44      | \$0.72      |
| Net sales                        | 174,778,000 | 129,303,000 |
| Income before taxes              | 6,158,000   | 3,053,000   |
| Federal and foreign income taxes | 2,875,000   | 1,454,000   |
| Net income                       | 3,283,000   | 1,599,000   |
| Number of shares outstanding     | 2,280,073   | 2,230,080   |

## NGC net up 7% in quarter

Gross income dipped slightly for National General Corp. in the first fiscal quarter ended Dec. 28, 1965, but net income rose almost 7%. In addition, the community antenna operator and

## Religious broadcaster hits SEC snag

A religious broadcasting organization in Denver has run afoul of a federal agency in Washington.

The Securities and Exchange Commission last week issued an order against People's Radio Association, temporarily suspending an exemption from registration that the company had received.

The company had proposed a public offering of \$225,000 of 6% callable 14½-year debentures and was not required to register with the SEC. The SEC requires registration only for offerings of \$300,000 or more.

The SEC alleged that People's had failed to disclose that an underwriter would participate in the offering, that certain of the securities would

be offered for a consideration other than cash, that a concurrent offering of notes was being made to residents of North Dakota, that debentures would be offered on a subscription basis, and that certain purchasers were promised redemption prior to the maturity date of the debentures.

People's Radio owns KHRT Minot, N. D., and has an application pending with the FCC for the transfer of the license of KSVN Ogden, Utah. Officers and directors of the firm include Gordon L. Beck, Gerald M. Swanson, James M. Tannehill and Alvin O. Helgeson. Mr. Helgeson was formerly general manager of KGDN Seattle and Mr. Swanson was previously program director of KGDN.

theater exhibitor realized an extra \$101,127 in capital gains from the transfer of theater properties. All subsidiaries are operating in the black with theater interests contributing the major revenues.

Three months ended Dec. 28:

|                    | 1965       | 1964       |
|--------------------|------------|------------|
| Earnings per share | \$0.20     | \$0.18     |
| Gross income       | 17,002,450 | 17,413,896 |
| Net income         | 694,236    | 644,833    |

## DDB billings up 27% in 1965

Doyle Dane Bernbach, New York, reported a billing increase of \$46 million against a client dropoff of \$9 million in the 15 months including fiscal 1965.

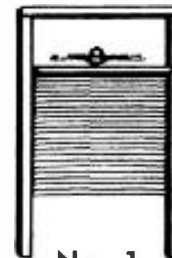
Maxwell Dane, secretary-treasurer, reported this favorable ratio last week at the company's annual meeting. He said the agency's gross billings in fiscal 1965, which ended last Oct. 31, amounted to \$134,232,647 or 27.2% more than the previous year (BROADCASTING, Jan. 31). DDB's five foreign offices were credited with \$10.5 million in billing for the 1965 report.

During calendar 1965, DDB billed \$28.3 million in spot TV, \$25.8 million in network TV and \$5 million in spot radio, according to the report.

DDB predicted its billings in the first quarter of 1966 would show more substantial gains. New client business this year includes Socony Mobil (estimated at \$4 million corporate, \$8.5 million consumer), Ocean Spray cranberries, Gillette (\$8 million), Cool-Ray, Bankers

Trust, Lever Bros. (\$6-8 million for Golden Glow), and six General Foods products (\$9 million).

The annual meeting closed with a showing of 16 one-minute and 90-second TV commercials, six of them in color.



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 ¼ hour    | 2860 | 2320 | 920  |

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

## CATV activity boosts Viking's fiscal earnings

Viking Industries Inc., Hoboken, N. J., showed earnings up 120% in fiscal 1965. The company produces coaxial cables, transistorized amplifiers and other electronic components for community antenna television. It also engineers and constructs complete CATV systems and makes wire for the communications industry. With the development of new CATV systems during 1966, the manufacturer expects to increase coaxial cable sales and replace standard flexible cables with a new type of solid-sheathed aluminum cable.

For the fiscal year ended Dec. 31:

|                    | 1965       | 1964      |
|--------------------|------------|-----------|
| Earnings per share | \$0.72     | \$0.32    |
| Net sales          | 11,684,000 | 8,177,250 |
| Net earnings       | 602,080    | 272,471   |
| Shares outstanding | 840,000    | 840,000   |

## Rollins's net up 159% in nine-month period

Rollins Inc., Wilmington, Del., reported new highs in revenues, earnings and cash flow for the nine months ending Jan. 31. The firm announced last week that revenues increased 97%, net earnings 159%, cash flow 86% and earnings per share 152%.

The firm also announced regular quarterly dividend on common stock of 5 cents a share and on class B common stock of 2½ cents a share, both payable April 25 to stockholders of record March 25.

Rollins operates eleven radio and

television stations, outdoor advertising plants in the U.S. and Mexico, a termite and pest control division, a pesticide firm, a building maintenance division, and citrus groves in south Florida.

For the nine months ended Jan. 31:

|                                                  | 1966       | 1965       |
|--------------------------------------------------|------------|------------|
| Earnings per share                               | \$1.01     | \$0.40     |
| Revenues                                         | 53,096,880 | 26,890,038 |
| Operating expenses                               | 41,997,356 | 20,708,352 |
| Depreciation and amortization                    | 2,878,251  | 2,282,430  |
| Other deductions (income)                        | 2,507,172  | 1,577,407  |
| Earnings before federal and foreign income taxes | 5,714,101  | 2,341,849  |
| Net income                                       | 3,117,519  | 1,205,109  |
| Average shares outstanding                       | 3,097,616  | 2,985,204  |

## Nielsen's fiscal sales up 14% over 1964

A. C. Nielsen Co. could enjoy increased sales this year as high as \$65 million, nearly \$8 million more than last year, based on present trends. President A. C. Nielsen Jr. has informed company stockholders that sales in fiscal 1965 exceeded \$57.5 million, up 14% over 1964. The rating firm's fiscal year ends Aug. 31.

Mr. Nielsen said the improvement has come from a number of the company's operations, including expanding foreign business and the newly improved Nielsen Station Index which provides TV audience data in 220 markets.

Nielsen now operates in 17 foreign countries. It presently is studying services for Mexico and Brazil. Spain was added last year.

For the fiscal year's first quarter ending last Nov. 30, Nielsen had revenues of over \$15.3 million and profit before

taxes of over \$2.4 million, Mr. Nielsen said. This compared to nearly \$13.5 million revenue and over \$1.9 million profit before taxes for the same quarter the year before.

This resulted in net income after taxes for the quarter of nearly \$1.2 million or 23 cents per share, he said, an increase of one-third over the same quarter the previous year. Nielsen's annual stockholders meeting was held Feb. 14 in Chicago.

## FC&B set record for '65 billing

Foote, Cone & Belding Inc. last week reported record billing and income for 1965 in a preliminary financial statement issued by Robert F. Carney, board chairman. The agency's annual report will be distributed to stockholders at the end of March.

For the year ended Dec. 31:

|                                         | 1965        | 1964        |
|-----------------------------------------|-------------|-------------|
| Net income per share                    | \$1.25      | \$1.09      |
| Gross billing                           | 228,000,000 | 191,000,000 |
| Operating income (fees and commissions) | 34,200,000  | 28,000,000  |
| Net income                              | 2,731,000   | 2,349,000   |

## Audio Devices up in '65

Audio Devices Inc., New York, manufacturer of precision magnetic tapes, reported unaudited net sales in 1965 up 29% and earnings up \$681,444.

For the year ended Dec. 31:

|                    | 1965       | 1964      |
|--------------------|------------|-----------|
| Earnings per share | \$1.00     | \$0.25    |
| Net sales          | 12,515,891 | 9,629,906 |
| Net earnings       | 909,439*   | 227,995   |
| Shares outstanding | 906,719    | 906,719   |

\*Not included is special 12 cent a share nonrecurring income reported in the first quarter of 1965.

## FANFARE

## Radio-TV get big share of Freedoms awards

### EDITORIAL AND PROGRAM EFFORTS CITED IN LONG LIST

A list of 1966 award recipients that includes a large sampling of radio and TV stations, was announced last week by the Freedoms Foundation, Valley Forge, Pa.

George Washington Honor Medal award winners in the broad Americana category: NBC (also cited for distinguished service) for teacher's guides to supplement its *Profiles in Courage* series, and other patriotic and historical programing; WBKB-TV Chicago for editorial comments and a booklet listing people in public office on local, state and federal levels; Taft Broadcasting Co., Cincinnati (BROADCASTING, Feb. 21); WBRC-TV Birmingham, Ala. (also cited in the Taft award) for a Fourth of July activity, and WDOS Oneonta,

N. Y., for a Flag Day campaign.

Principal award in the TV category went to the Lutheran Church, Missouri Synod at St. Louis for its *This Is the Life* series, and the principal radio award went to WEIM Fitchburg, Mass., for *Stepping Stones to Freedom*. Awards are encased George Washington Honor Medals.

Other George Washington Medal award winners in TV: KUHT(TV) Houston (and Houston Junior Bar Association) for *Trial by Jury*; KDKA-TV Pittsburgh for *Oh Can You See*; KNBC(TV) Los Angeles for *Laws for Youth*; KTRK-TV Houston for *The Constitution*; KTTV (TV) Los Angeles for *Our Nation's First Christmas*; WBBM-TV Chicago for "The Noisy Little Voices" editorial;

WBTV(TV) Charlotte, N. C., for *The Political Mix That Makes America*; WGN-TV Chicago for *A Light Here Kindled*; WNBC-TV New York for a program on the Bill of Rights from its *Our Legal Profile* series; WRC-TV Washington (with U. S. Marine Band and Colonial Old Guard Fife and Drum Corps, 3d Infantry, U. S. Army) for *The Early Light of Dawn*; WSB-TV Atlanta for *Brotherhood of Freedom*; WTVJ(TV) Miami, Fla., for *Our Children Sing of America*; WUFT(TV) Gainesville, Fla., for *Hymn to Remarkable Americans*.

Honor certificate awards went to KABC-TV Los Angeles; WEDU(TV) St. Petersburg, Fla., and WFTV(TV) Orlando, Fla.

Radio awards also went to KNX Los Angeles (editorial); KWAT Watertown, S. D. (editorial); KXL Portland, Ore., for *The State of Excitement*; NBC and Jewish Theological Seminary in New York for the "Champion of Liberty"

segment of *Eternal Light* religious series (also a distinguished service award); WAYK Valparaiso, Ind. (editorial); WBT Charlotte, N. C., for *The Last Confederate*; WCRY Macon, Ga. (editorial); WGN Chicago for a reading of "The Return of the Square"; WJBG Philadelphia for *The Menace of Communism* series; WIP Philadelphia for *Founders of Freedom*; WMAQ Chicago for *Iwo Jima*; WOKE Charleston, S. C. (editorial); WSB Atlanta for *Who Speaks for America?*

Several other radio awards included Brigham Young University for *Spirit of '76*, The Cleveland Electric Illuminating Co. for *Charter of Liberty*, Hamilton Savings and Loan Association, Norristown, Pa., for a program on the flag; Paul Harvey for an editorial, and honor certificates to various organizations including these stations: WIOD Miami, Fla.; KRLC Lewiston, Me.; KRUX Phoenix; WMAQ Chicago; WFIL Philadelphia; WAZL Hazelton, Pa.; WBAL Baltimore; WDAS Philadelphia; WHEB Portsmouth, N. H.; WOWO Fort Wayne, Ind., and WPIT Pittsburgh. The National Association of Broadcasters and Major General William H. Nutter of the U. S. Army shared an honor certificate for "The Almanac of American Heritage."

## Friendly named for newsmen's award

The Radio-Newsreel-Television Working Press Association of New York will present its annual Freedom of Information award to Fred Friendly, recently resigned president of CBS News, at a ceremony in New York March 28.

The award will commend Mr. Friendly for dedicating over 20 years of his life and work "to the belief that American freedom and liberty depend on an informed people."

Mr. Friendly resigned his CBS News post after officials refused to clear the CBS-TV network for live coverage of the Feb. 10 session of a Senate hearing on Vietnam (BROADCASTING, Feb. 21).

## 'Opry' fans phone from near and far

Either a lot of people want to know more about Tennessee, are fans of the *Grand Ole Opry* or just like to make long-distance telephone calls. Whatever the reason WSM Nashville received 3,294 calls during a 10-hour period Feb. 10-11.

Ralph Emery, host of the *Opry Star Spotlight* (10 p.m.-3 a.m.) offered a 40-page booklet, "The Four Seasons of Tennessee," and a cast picture of the *Opry* to anyone who called in, not

## 10 ways to improve a station's image

A 10-point program calling on broadcasters to use their own facilities to improve their image "in the all too oft-clouded mind's eye of a critical public" was suggested last week by Sherril Taylor, vice president for radio of the National Association of Broadcasters.

Mr. Taylor told a luncheon meeting of the Wisconsin Broadcasters Association in Madison that some broadcasters are too concerned with newspaper and magazine coverage of broadcast news when they should be using their own news departments in this area.

His 10-point plan:

- Station promotion and public relations departments should work more closely on news and public affairs to combine community service with a program to build good will.

- Tell the audience what the station is doing to serve them better.

- Get involved with the community and through on-air efforts let the audience know you are involved.

- Promote remotes with cross-plugs.

- Use station news program to report a worthy news item about the station.

- Have an advertising news program.

- Coordinate with NAB coverage of a news item reflecting an industry position.

- Seek "anything beautiful or of good report in broadcasting" and pass it on to the listeners.

- Have the talent and manager get together on the air and talk about the station.

- Do more than report radio's outstanding job in emergencies. Build human-interest features around it and plan public-service programs.

collect, on those two nights.

The results: Calls were received from all 50 states, including one each from Hawaii and Alaska, plus Canada, Puerto Rico, two Navy ships, two Coast Guard cutters and Guantanamo Bay, Cuba. Tennessee callers led the list with 775; Illinois, Ohio and Michigan produced 603; Indiana, Florida, North Carolina, Missouri and Texas each had more than 100.

## Logistics problem solved for TV-radio

It was bound to happen and it did last week: a traffic jam between radio and TV newsmen covering conflicting news conferences.

The scene was the Statler Hilton

hotel in Los Angeles; the time was 11 a.m. John Richardson of Radio Free Europe was holding a news conference in the Cleveland room while another news conference was being held in the Los Angeles room for the Alcoholism Council of Greater Los Angeles.

Since many of the television and radio reporters wanted to cover both stories, an arrangement was worked out whereby the interview subjects swapped places while the TV and radio men stayed set up. Mr. Richardson switched over to the Los Angeles room when his conference was completed and the members of the Alcoholism Council moved into the Cleveland room. It worked out fine for all concerned. Both news conferences obtained added coverage and the TV and radio reporters were able to get both stories.





## Satellites plugged for ETV use abroad

The use of a television communications satellite as a main-trunk circuit for underdeveloped countries was seen as one of the future uses to which satellites can be put.

The forecast was made by James McCormack, recently elected chairman of the Communications Satellite Corp., in a speech at the 90th anniversary convocation at Johns Hopkins University, Baltimore.

Using India as an example, Mr. McCormack noted that a TV ground distribution system there would be costly to install and to operate. "Consider, however," he said, "the existence of a satellite for the major distribution system, and one begins to think that the creation of a ground network, primarily for educational purposes, is not such a fantastic proposition after all."

And, he added, "... a national educational TV system automatically provides a first-class national communications system for all purposes."

The communications satellite, therefore, Mr. McCormack concluded, "could catalyze the creation of needed ground communications which may otherwise seem so difficult as to be outside the realm of practicality."

In the course of his talk, the former vice president of the Massachusetts Institute of Technology (he was elected chairman of Comsat last October), also said that today a major event in the U. S. or Western Europe can be on television on both continents as quickly as circuits can be patched together. In two years, he stated, all nations can

be so linked by satellite.

Comsat plans to place two synchronous communications satellites in orbit later this year or early next year. One will hover over the Pacific, linking the continental U. S. with Hawaii and the Far East (principally Japan, which is the only country in that area with a ground station already in being); the other will be used over the Atlantic Ocean as a second Early Bird for service between North and South American countries. Use of the satellite is dependent on the construction of ground stations by each country desiring to use this form of communications.

### NC&K (Canada) gets three

With the acquisition of \$500,000 in accounts from three Canadian firms, Norman, Craig & Kummel Inc., New York, has reported that its Toronto office now has total annual billings of \$4.7 million.

Norman, Craig & Kummel (Canada) Ltd. will handle the new accounts for Dunlop Canada Ltd. (all divisions), North American Van Lines and Dobbie Industries. The office will also extend operations to temporary quarters in Montreal. Its accounts in 1965 included Chandon Ltd. (Maidenform), Clairol Inc. of Canada, Johnson & Johnson Canada Ltd. (Modess), Pet Milk of Canada Ltd. (Confectionary division) and UNAS Investments Ltd.

### ATV buys electronics firm

Associated Television Ltd., London, has bought the entire holdings of Pye of Cambridge Ltd., a \$137 million electronics and television company. ATV is one of Britain's four major commercial TV companies.

The voting stock was bought by directors of ATV, and many nonvoting shares were purchased by the International Publishing Corp. Ltd. and Beaverbrook Newspapers Ltd.

### Abroad in brief . . .

**NC&K in Scandinavia** ■ Norman, Craig & Kummel Inc., New York, reports its office in Denmark, Lockey, Norman, Craig & Kummel A/S, has been appointed to handle new and existing brands for Dancrepe A/S of Copenhagen. Dancrepe markets consumer goods produced by De Forenede Papirfabrikker (The United Paper Manufacturer). NC&K's Denmark office has one agency partner branch in Norway and two in Sweden.

**Canadian rep. appointments** ■ CHQM-

AM-FM Vancouver, B. C., has appointed Stephens & Towndrow Ltd., Toronto, and CJCH-TV Halifax, N. S., has named Stovin-Byles Television Ltd., also Toronto.

**World rep.** ■ CKCO-TV Kitchener, Ont., has appointed ABC International Television Inc., New York, as its world-wide sales representative. Station is represented in Canada by Hardy Radio & Television Ltd., Toronto and Montreal.

**Magazine ads on radio-TV** ■ *Woman's Mirror*, an English weekly, has appointed Papert, Koenig, Lois Ltd., London, to handle its advertising. The \$500,000 billings will be spent in radio, TV and newspapers.

**Vive le network** ■ CBS Radio, starting Sept. 1, will provide news and other programming for translation into French to CJMS, a Montreal French-language station. Two English-language Canadian stations, CKGM Montreal and CHUM Toronto, signed last month with CBS Radio. They join the network on or before July 10.

## Gross sets up new consultant firm

Gerald C. Gross, for the last eight years secretary-general of the International Telecommunication Union, has announced the establishment of Telecommunication Consultants International, with headquarters in Washington.



Mr. Gross

Before joining the ITU in 1954, Mr. Gross served during World War II in the Navy as a captain, and was assistant and then acting chief engineer of the FCC. Earlier he was a physicist with the National Bureau of Standards.

During Mr. Gross's leadership of the ITU its staff rose from 30 to approximately 500 and its annual budget moved from \$100,000 to its current \$5 million. The ITU, which is based in Geneva, is composed of 129 member nations.

Television Consultants International will supply consulting services in engineering, management and operations to new and developing governments and to corporations and individuals. TCI is located at 1735 DeSales St. N.W., Washington 20036. Telephone: 347-2724.

### Extension for British TV's

The British government's delay in deciding on the future of commercial television there has resulted in one-year extensions of all existing commercial-TV contracts. The contracts, handled by the Independent Television Authority, were due to expire in July 1967.

The ITA, in announcing the extensions, said that new contracts cannot be designed to replace the old ones until it is known whether or not they must provide for a second commercial channel, and when and in what form this might be.

## FATES & FORTUNES

### BROADCAST ADVERTISING

Gordon Hull and Lester Cohen, VP's and management supervisors, Compton Advertising, New York, elected senior VP's. William G. Lopez, formerly with Post-Keyes-Gardner, Chicago, joins Compton there as assistant account executive on Wilson & Co. account.



Mr. Arbuckle

Richard C. Arbuckle, with NBC Television Network Sales division, New York, appointed director, radio spot sales, for NBC, that city. Donald A. Wolff, formerly with sales staff of WMAQ Chicago, joins NBC

Radio spot sales there replacing Richard Wheat who has been transferred to NBC Spot Sales in New York.

Robert Campbell (Jake) Embry, formerly VP and general manager of WITH-AM-FM Baltimore (BROADCASTING, Jan. 10), joins Leon Shaffer Gornick Advertising there as VP and director of business development, effective March 1.

Jack W. DeChamp, account executive for The Biddle Co., Bloomington, Ill., named VP and resident manager of agency's Chicago office.

Lawrence C. Keller, account executive with Doyle Dane Bernbach, Los Angeles, named VP-marketing for Laura Scudder division of Pet Milk Co., Anaheim, Calif.

James F. Devins, Alan R. Koehler and William H. Maynard Jr., copy group heads, Ted Bates & Co., New

York, elected VP's.

Paul D. Myers, executive VP and general manager of The Ralph H. Jones Co., Cincinnati, named president. He succeeds Charles M. (Chip) Robertson Jr., who was elevated to chairman of board. Stanley A. Willer, retiring board chairman, becomes chairman of finance committee.



Mr. Harris

Dale N. Harris, VP and account supervisor at Geyer, Morey, Ballard, New York, elected senior VP.

Bob Singer, formerly senior VP of Bronner & Haas, Chicago, joins Stern, Walters & Simmons there as VP, account supervisor and director of new business development.

Richard K. Montgomery, senior VP of Clinton E. Frank Inc., Chicago, elected director.

Arnold Varga, creative art supervisor and head of art department, BBDO, Pittsburgh, Edward Tashjian, associate media director, and William Curran, director of administration for communication design center, BBDO, New York, elected VP's. Floyd W. Clark, with BBDO, Detroit, since 1955, appointed account supervisor on Dodge truck account.

Kenneth Cowan and Frank G. Boehm have expanded duties with RKO Gen-



Mr. Cowan



Mr. Boehm

eral Broadcasting, New York. Mr. Cowan, director of information, WOR-AM-TV New York, also assumes coordination of research and sales development for RKO General Broadcasting. Mr. Boehm, director of research and sales planning for RKO General Broadcasting's national sales division, promoted to director of research, marketing and sales development for RKO General Broadcasting, his new duties to be carried out under the supervision of Mr. Cowan.

William J. McCartney, formerly with BBDO and Compton, joins Needham,

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### NEWSMEN

\$13,000 Yearly March 1, 1966 starting minimum

\$14,500 Yearly beginning March 1, 1967

Position now open at all-news WNUS, Chicago, fastest rising major-market radio station in America. Applicants must be network caliber newsmen. If qualified, airmail tapes immediately to:

Gordon McLendon  
2008 Jackson Street  
Dallas, Texas 75201

Harper & Steers, Chicago, as account supervisor. **Glenn Archibald**, previously with Wade Advertising, joins NH&S as account executive.

**J. Howard Carter Jr.**, formerly VP and general manager of Parfums Revillon, New York, named director of sales and marketing for Marcelle Cosmetics, division of Borden Co., that city.

**Gerald Mulderrig**, VP and manager of Metro TV Sales' Midwest office in Chicago, named national sales manager of KTTV(TV) Los Angeles.

**Richard X. G. Irwin**, formerly executive VP of Elias/Sergery/Irwin, Chicago, joins Reach, McClinton & Co. there as account supervisor.

**Joseph S. Murdoch**, with Sun Oil Co., Philadelphia, named advertising manager for motor products.

**D. Barker Lockett**, formerly with Leo Burnett Co. and Needham, Harper & Steers, joins The Gerald F. Selinger Co., Bala-Cynwyd, Pa., as creative director and account executive.

**Deane Long**, merchandising manager at KOGO-TV San Diego, named sales manager of KOGO-FM, that city. **Donald S. Rahiser**, media analyst at Barnes-Champ Advertising, San Diego, named account executive for KOGO-TV.

**Fremont (Monte) Lounsbury**, formerly with American Advertising Co., Madison, Wis., named sales service supervisor for WTMJ-TV Milwaukee.

**E. James Hodgett**, assistant sales manager for WJZ-TV Baltimore, appointed sales manager effective March 1.

**Anthony Gonzales**, account executive with Cresmer-Woodward-O'Mara & Ormsbee, New York, appointed radio account executive at George P. Hollingbery Co., that city.

**Paul Piret**, with Benton & Bowles, New York, and **Mark Rosenblatt**, with Ted Bates & Co., New York, named account executives for The Marschalk Co., that city.

**Arthur (Dutch) Hardie**, currently on special assignment as commercial coordinator on Jackie Gleason's show from Miami, appointed sales and promotion director for WSBF Boca Raton, Fla.

**S. James Matchett** promoted to local sales manager of WMAQ Chicago.

**Ednabelle Drury**, media buyer with MacManus, John & Adams, Los Angeles, joins Carson/Roberts there in same capacity.

**Robert F. Lyall**, account executive

with Winius-Brandon Co., Kansas City, Mo., appointed account executive for Barrett/Yehle Advertising, that city. **James Sexton**, with art department of B/Y, named art director. Firm moves to new offices at 2727 Main.

**Ed Fricke**, formerly film editor of Video Productions Inc., New York, named supervising film editor, Mark Shaw Associates, that city. **Jim Norman**, Mr. Fricke's assistant at VPI, joins Mark Shaw as assistant film editor.

**R. Thomas Cronk**, formerly with Robert Eastman & Associates, Chicago, joins sales staff of WIND there.

**Bob Cohen**, TV and motion picture producer and photographer, joins Savage Friedman, New York, as producer.

**David E. Martel** and **Mark Ian Chait**, juniors at Emerson College, Boston, have formed Collegiate Associates, rep firm for campus radio stations in eastern New England. Firm is at 287 Marlborough Street, Boston.

## MEDIA

**Warren Guykema**, assistant promotion manager at KING-TV Seattle, named assistant to executive VP, broadcasting, of King Broadcasting Co. there.

**Donald H. Kingsley**, president of WREB Holyoke, Mass., resigns effective March 6. No future plans announced.

**John H. Pace**, general manager of WOL-AM-FM Washington, named VP.

**Caywood C. Cooley Jr.**, VP in charge of community antenna television division, Teleprompter Corp., New York, elected corporate VP for engineering. **Robert H. Symons**, operations director of CATV division, will replace Mr. Cooley as division head with title of general manager. **John Thomas**, former system manager for Teleprompter, who has been surveying European CATV markets for company, succeeds Mr. Symons as CATV division operations director.



Mr. Lindquist

**Lansing B. Lindquist**, consultant in broadcast advertising (Lansing B. Lindquist Associates, New York) since 1961, and former advertising agency executive, named general manager of community antenna systems to be operated by General Cablevision Inc. in Coco Beach and Canaveral City, both Florida.

**Walter W. Wurfel**, assistant news director of WTSJ(TV) San Juan, P.R., named assistant to R. Peter Straus, president of WMCA New York and

Straus Broadcasting Group.

**Lee E. Thorn**, assistant treasurer of National General Corp., Los Angeles, named treasurer of community antenna television and theater exhibitor company. **Alan May**, who was treasurer, elected to newly created post of financial VP.

**Keigler E. Flake**, formerly general manager of San Francisco and northern operations of Subscription TV Inc., San Francisco, named general manager of WHCT(TV) Hartford, Conn., subscription TV station.

**Del Raycee**, formerly with WRCH Hartford-New Britain, Conn., returns to WDEE Hamden-New Haven, Conn., after absence of two years.

**Douglas Shank**, general manager of American Cable Television, Glasgow, Ky., wholly owned subsidiary of Ameco, named chief accountant of community antenna systems for Ameco Inc., Phoenix.

**Henry J. Schaefer** named director of business affairs, WBBM-TV Chicago.

**John Everett Crawford**, national sales manager of WAST(TV) Albany, N.Y., named assistant general manager.

**F. J. Dunleavy**, president of ITT Europe Inc., and **John C. Lobb**, VP and group executive, both with International Telephone & Telegraph Corp., New York, named executive VP's. **Hart Perry**, treasurer at IT&T, named executive VP.

## PROGRAMING



Mr. Vane

**Edwin T. Vane**, with ABC-TV, New York, appointed director of daytime programs, East Coast. He replaces Len Goldberg, recently named VP in charge of current programing for ABC-TV in Hollywood (BROADCASTING, Feb. 21).

**Bob Aaron**, formerly director of daytime programing for NBC-TV New York, appointed executive VP of The Merv Griffin Co., New York. He will be involved primarily in program development and sales area.

**Francis E. (Frank) Goerg**, editor and commentator with WCFL Chicago, named program director of KNX Los Angeles.

**Fred Schmutz**, program director of KARK-TV Little Rock, Ark., appointed public affairs director. **Jim Tuley**, production manager, replaces Mr. Schmutz. **Lance Alworth**, of San Diego Chargers football team, named sports commen-



tator.

**Bruce Still** and **Lee Alan**, with WXYZ-AM-FM Detroit, named operations director and program director, respectively.

**Richard R. Rector**, director of community broadcasts, appointed assistant director of programs, WCBS-TV New York.

**Bill Scott**, director of news for Radio Press International, New York, named public affairs coordinator for Straus Broadcasting Group, that city.

**Howard G. Barnes**, general television executive with Ashley Famous Agency, Hollywood, named to newly created post of director of film production, Westinghouse Broadcasting Co., New York. He will supervise and coordinate WBC's move in production of feature films for TV (see story, this issue).

**Howard Taubman**, critic-at-large for *The New York Times*, will be consultant in planning and development of CBS-TV's actors' workshop in Hollywood.

**Dave Williams**, executive with Heller-Ferguson Inc., Los Angeles, maker of radio production aids, named VP and general manager of Heller Corp., production firm's newly formed sales outlet.

**Alan Rothman**, formerly with WCLO Janesville, Wis., appointed program director of KLRA Little Rock, Ark.

**Gary Kneisley**, announcer-engineer at WPVL Painesville, Ohio, named program director.

**Benjamin Hayeem**, named producer for Spectra Films Inc., New York.

**Hugh Price**, formerly with WBTB(TV) Charlotte, N.C., joins KULR-TV Billings, Mont., as producer-director.

**Lionel Aldridge**, lineman with Green Bay Packers, joins announcing staff of WTMJ-AM-TV Milwaukee until football season resumes.

**Ed Swanson**, with KMSP-TV Minneapolis, appointed production manager.

## NEWS

**Howard Tuckner**, reporter for WNBC New York, and **David Burrington**, reporter with KNBC Los Angeles, join NBC News in Vietnam as on-the-air newsmen.

**Lee Hanna**, director of radio news, CBS News, since 1964, appointed director of news WCBS-TV New York, effective March 7. He replaces **Joseph T. Loughlin**, who has resigned. Previously, Mr. Hanna was news director for WNEW New York and earlier had been with

WCBS-TV as writer-producer of news documentaries.

**Leon Perry**, director of news and community relations at WVOL Berry Hill, Tenn., joins KATZ St. Louis in same capacity.

**Wayne Corey**, news director at WSJM St. Louis, Mich., named news director at WERX Wyoming, Mich. **Dennis Charles**, news editor at WSJM, replaces Mr. Corey.

**Larry Oosterhous**, freelance producer and director, becomes head of Capitol News Bureau, Annapolis, Md., which services radio stations and newspapers in Maryland.

**Alec Gifford**, managing editor at WDSU-TV New Orleans, joins news department of WNBC-TV New York.

**Jim Buchanan**, formerly with WFTV (TV) Orlando, Fla., appointed news editor at KULR-TV Billings, Mont.

**Thomas W. Finn**, from KDKA-TV Pittsburgh, joins news department of WMAL-AM-FM-TV Washington.

## FANFARE

**Merrill (Tad) Myers**, manager, corporate information for CBS, New York, named PR director for Metromedia Inc., that city.

**Claire McMullen**, home fashion editor for *Department Store Economist*, Philadelphia, joins WFIL-AM-FM, that city, as radio promotion manager.

**Fred Bergendorff**, from San Diego State College, San Diego, named publicity director of KOGO-AM-FM-TV, that city.

**J. Dan Devine**, formerly with WBBM Chicago, joins WMAQ, that city, as press manager and promotion coordi-

nator.

**William H. Clarke**, promotion manager of KOIN-TV Portland, Ore., joins KING-TV Seattle as assistant promotion manager.

## EQUIPMENT & ENGINEERING



Mr. Dunn

**Sherrill D. Dunn**, sales promotion manager at Ameco Inc., Phoenix, named advertising director. **Al Kline**, electronics group leader with Lear Jet Corp., Wichita, Kan., named production electronic engineer at Ameco in Phoenix.

**Sidney Brandt**, general manager for Jerrold Corp., Philadelphia, joins Greentree Electronics Corp., Costa Mesa, Calif., as executive VP and general manager.

**Norman Grant**, president of Tele-Color Inc., Springfield, Mo., appointed director of color coordination-administration for broadcast operations and engineering department at ABC-TV, New York.



Mr. Reese

**Gerald H. Reese**, coordinator of advertising and public relations for Shure Brothers, Evanston, Ill., appointed advertising manager for Gates Radio Co., Quincy, Ill., subsidiary of Harris-Intertype Corp.

**Richard Betts**, formerly responsible for quality control of image orthicon and vidicon tubes for Canadian Broadcasting Corp., Montreal, named camera tube engineer at Visual Electronics

Represented by Edward Petry & Co., Inc.

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**WROC/TV 8**

ROCHESTER'S KEY STATION

A RUST CRAFT STATION

## 12 new faces on radio board of NAB

Twelve broadcasters last week were elected to two-year terms on the National Association of Broadcasters radio board. Their terms will begin March 30, closing day of NAB's annual convention in Chicago. Four incumbents seeking second term were re-elected.

New board members (with current members in parentheses):

District 2: Simon Goldman, WJTN Jamestown, N.Y. (John R. Henzel, WHDL Olean, N.Y.).

District 4: Jack Younts, WEEB Southern Pines, N.C. (Harold Essex, WSJS Winston-Salem, N.C.).

District 6: F. C. Sowell, WLAC Nashville (Julian F. Haas, KAGH Crossett, Ark.).

District 8: Raymond A. Plank, WKLA Ludington, Mich. (Lester Spencer, WKBV Richmond, Ind.).

District 10: George W. Armstrong, WHB Kansas City, Mo. (re-elected).

District 12: Grover S. Cobb, KVGB Great Bend, Kan. (re-elected).

District 14: Al Ross, KGEK Sterling, Colo. (Rex Howell, KREX Grand Junction, Colo.).

District 16: Kenneth Harwood, KUSC(FM) Los Angeles noncommercial (Lloyd Sigmon, KMPC Hollywood).

Class A: Charles E. Gates, WGN Chicago (John F. Box Jr. WIL St. Louis).

Class B: Daniel W. Kops, WAVZ New Haven, Conn. (re-elected).

Class C: J. R. Livesay, WLBH Mattoon, Ill. (James R. Curtis, KFRO Longview, Tex.).

FM: Everett L. Dillard, WASH Washington (re-elected).

joins John Vogt Advertising Ltd. there as account director.

Gary McCartie, with CKNW New Westminster, B.C., appointed promotion manager. He replaces Glen Garvin, who becomes public service director.

John R. McKee, previously with John Haddon and Co., London, joins Dorland Advertising Ltd. there as senior account executive.

David Horne, formerly with Dentsu Ltd., Tokyo, joins Pritchard Wood and Partners Ltd., London, as senior copywriter.

## ALLIED FIELDS



Mr. Clements

Earle C. Clements, former member of both houses of Congress and former governor of Kentucky, elected president of The Tobacco Institute, Washington. Mr. Clements succeeds George V. Allen, who

becomes director of Foreign Service Institute of Department of State March 1.

Howard F. Roycroft, Washington communications attorney, made member of firm of Hogan & Hartson, Washington.

## DEATHS

Charles Linton, 32, director of West Coast sales for CBS Television Stations National Sales, San Francisco, died Feb. 20 after long illness.

Dennis M. O'Neill, 22, news editor, WEEI Boston, died Feb. 21 of injuries suffered in automobile accident.

Howard O'Day, 69, one of first licensed radio operators in U.S., died in Baltimore Feb. 22 after two-month illness. He retired in 1961 after working at WFBZ Baltimore for 25 years. He also had worked at WCBM and WCAO, both Baltimore.

Lillian Devney, 45, wife of Ed Devney, founder of the Devney organization, died Feb. 17 of cancer. Survivors include daughter and two sons.

Gerald E. Cosgrove, 71, editorial commentator for WNDU-TV South Bend, Ind., died Feb. 10 in that city.

Richard L. Colwell, transmitter engineer at KIVA(TV) Yuma, Ariz., died Feb. 12 of cancer.

Donald Victor Owens, 34, broadcast personality at WLCY-AM-TV St. Petersburg-Largo, Fla., died Feb. 14 at Mound Park Hospital in St. Petersburg of injuries sustained in traffic accident Feb. 7.

Corp., New York.

Michael V. Burrige, sales manager for Radio Engineering Laboratories, Long Island City, N.Y., division of Dynamics Corp. of America, named commercial manager.

Edward H. Denyer, sales engineer for Raytheon Co., Lexington, Mass., named communications products sales manager.



Mr. Triller

Hy Triller, general manager of Cable-Vision, Lafayette, Calif., named marketing manager of Spencer-Kennedy Laboratories, Boston.

Donald G. Haines, formerly VP of engineering for Jensen Industries Inc., joins engineering department of Zenith Radio Corp., Chicago, as administrative engineer.

Carl M. Krueger Jr., with Memorex Corp., Detroit, named sales engineer.

## INTERNATIONAL

Milton M. Schneidman, formerly in sales department of United Artists, in U.S. and Japan, named Far East supervisor and representative of Seven Arts International, in Japan.

John Buxton, formerly producer at S. H. Benson Ltd. and Crane Advertising Ltd., both London, joins C. Vernon and Sons Ltd. there as head of TV.

Douglas Plumbe, marketing director with Stowe and Bowden Ltd., London,

joins Butler and Gardner Ltd., that city, as marketing services and information supervisor.



Mr. Adler

Gerald Adler, managing director, NBC International Ltd., London, appointed director, NBC International Enterprises, New York.

Edward Roncarelli, formerly general manager of Breithaupt-Benson & Co., Toronto, named executive VP of Norman, Craig & Kummel (Canada) Ltd., same city. Ross Ballard, creative director of NC&K, Toronto, elected VP and Gerry Dawson, account executive, appointed account supervisor. Derek French joins Toronto office as account supervisor on Colgate-Palmolive.



Mr. Elton

Wallace W. Elton, VP of J. Walter Thompson Co., New York, on April 1 joins International Executive Service Corps. as VP-U.S. operations. IESC is private non-profit organization formed last year to help privately owned enterprises in developing countries.

Alan Keen, senior sales executive with Radlon (Sales) Ltd., London, representatives of Radio London, named sales director.

Peter Smith, formerly with David Macaulay Advertising Ltd., London,

# A SALUTE TO BROADCASTERS

During national crises such as the military buildup in Viet-Nam and natural calamities such as Hurricane Betsy, the American Red Cross relies heavily on the broadcasting industry in interpreting human needs. Broadcasters help Red Cross provide essential information on disaster, on services to the military, and on health and lifesaving services available to everyone. For all that the industry does, the 2 million Red Cross volunteers express their heartfelt appreciation.

This space contributed as a public service



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BROADCASTING, February 28, 1966

*MARCH IS RED CROSS MONTH  
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In Washington, D.C. (202) 857-3407  
In Hollywood, Calif. (213) Dunkirk 4-5261*



## STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Feb. 17 through Feb. 23 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—Day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. \*—educational.

### New TV stations

#### APPLICATIONS

Baton Rouge, La.—John M. McLendon tr/as Tele/Mac of Baton Rouge. UHF channel 33, (584-590 mc); ERP 490 kw vis., 49 kw aur. Ant. height above average terrain 444 ft., above ground 463 ft. P.O. address: c/o Alvin B. Rubin, Baton Rouge S&L Bldg., 101 St. Ferdinand Street, Baton Rouge. Estimated construction cost \$308,200; first-year operating cost \$382,000; revenue \$374,000. Studio and trans. both located in Baton Rouge. Geographic coordinates 30° 26' 36" north lat., 91° 10' 54" west long. Type trans. Townsend TA-30-AT. Type ant. Jampro JZZ-4-O-NFS. Legal counsel Prince & Paul, consulting engineer Willis C. Beecher, Washington. Mr. McLendon is applicant for channel 16 in Jackson, Miss.; channel 17 in Macon, Ga.; and channel 21 in Birmingham, Ala. Ann. Feb. 23.

Richmond, Va.—Virginia Telecasters Inc. UHF channel 35 (596-602 mc); ERP 686 kw vis., 68.6 kw aur. Ant. height above average terrain 1300 ft., above ground 1289 ft. P.O. address: c/o David L. Steel Sr., 3805 Cutshaw Ave., Richmond 23221. Estimated construction cost \$659,334; first-year operating cost \$454,280; revenue \$470,000. Studio and trans. locations both Richmond. Geographic coordinates 37° 26' 38" north lat., 77° 37' 09" west long. Type trans. Townsend TA-55AT, type ant. RCA TFU30J. Legal counsel Samuel Miller, consulting engineer David L. Steel, Sr., both Washington. Principals: Harold W. Twisdale, Robert Brooks Ritchie, David L. Steel Sr., D. Wayne Light (each 25%). Mr. Twisdale is Charlotte, N. C. dentist; Mr. Ritchie is Richmond general contractor; Mr. Steel is broadcast engineer; Mr. Light is motel owner. Ann. Feb. 17.

### Existing TV stations

#### APPLICATION

Atlanta, Ga.—Rice Broadcasting Co. Seeks mod. of CP authorizing new TV to change frequency from channel 46 (662-668 mc) to channel 17 (488-494 mc); change ERP from 575 kw vis., 110 kw aur. to 448.9 kw vis., 86.3 kw aur.; change studio location to "to

be determined" in Atlanta; type ant. to GE TY-25B; and decrease ant. height above average terrain to 1091 ft. Ann. Feb. 21.

### New AM stations

#### APPLICATIONS

Estes Park, Colo.—Maurice J. DaVolt. 1470 kc, 500 w, D. P.O. address: c/o Richard Hildreth, Munsey Bldg., Washington, D. C. 20004. Estimated construction cost \$1,867; first-year operating cost \$15,241; revenue \$25,000. Mr. DaVolt is sales consultant for Denver housing builder, was president and general manager of KLAQ Lakewood, Colo., until 1961. Ann. Feb. 17.

Columbia, La.—Caldwell Broadcasting Co. 1540 kc, 1 kw, D. P.O. address: c/o Quinten McLemore, 810 Adams St., Winnsboro, La. 71418. Estimated construction cost \$30,450; first-year operating cost \$36,000; revenue \$50,000. Principals: H. Ted Woods, Kenneth R. Harris, Quinten McLemore (each 33⅓%). Mr. Woods owns printing company; Mr. Harris owns supermarket; Mr. McLemore is retail grocery partner. Ann. Feb. 21.

### Existing AM stations

#### APPLICATION

Greeley, Colo.—Meroco Broadcasting Co. Seeks CP to make changes in ant. system. Ann. Feb. 18.

### New FM stations

#### ACTIONS BY FCC

Florence, Ala.—Florence Broadcasting Co. Granted CP for new FM on 107.3 mc, channel 297, 25 kw. Ant. height above average terrain 170 ft. P.O. address: 624 South Chestnut St., Florence. Estimated construction cost \$17,250; first-year operating cost \$12,000; revenue approx. \$12,000. Principals: Joe T. Van Sandt (87 1/2%), Velma L. Van Sandt (12 1/2%). Florence Broadcasting is licensee of WJOI Florence Action Feb. 16.

Gadsden, Ala.—Gadsden Broadcasting Co. granted CP for new FM on 103.7 mc, channel 279, 57 kw. Ant. height above average terrain 530 feet. P.O. address 306.5 Broad Street. Gadsden. Estimated construction cost \$25,040; first-year operating cost \$8,000; revenue \$15,000. Principal: Charles F. Boman (100%). Mr. Boman owns WJBY Gadsden. Action Feb. 21.

St. Joseph, Mo.—WSJM Inc. Granted CP for new FM on 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 225 ft. P.O. address: c/o Joseph D. Mackin, 414 State St., St. Joseph. Estimated construction cost \$11,410; first-year operating cost \$1,200; revenue \$1,200. Permittee is licensee of WJSM St. Joseph. Action Feb. 16.

Reno—RAESCO Inc.—Granted CP for new FM on 104.5 mc, channel 283, 25 kw. Ant. height above average terrain 2,900 feet. P. O. address 206 N. Virginia St., Reno. Estimated construction cost \$12,900; first-year operating cost \$21,900, revenue \$24,000. Applicant corporation is owned by Carl E. Roloff (60%) and Craig F. Culver (40%). Mr. Roloff is

engineer KOFY, KUFY(FM) San Mateo, Calif. Mr. Culver is engineer-announcer for same stations. Action Feb. 21.

### APPLICATIONS

Greeley, Colo.—Meroco Broadcasting Co. 92.3 mc, channel 222, 27.1 kw. Ant. height above average terrain 223 ft. P.O. address: c/o Elwood H. Meyer, 816 9th St., Greeley 80631. Estimated construction cost \$28,000; first-year operating cost \$24,000; revenue \$24,000. Principals: Elwood H. Meyer (76%), George W. Drew (11%), Barnard Houtchens (10%), and others. Mr. Meyer is manager of KYOU Greeley. Mr. Houtchens is law partner. Mr. Drew is sales manager with KYOU. Ann. Feb. 18.

Branford, Conn.—Central Connecticut Communications Inc. 104.9 mc, channel 285, 1.85 kw. Ant. height above average terrain 113 ft. P.O. address: c/o Ronald G. Arpino, 66 Rose Hill Rd., Branford 06405. Estimated construction cost \$16,744; first-year operating cost \$25,000; revenue \$20,000. Principals: Ronald G. Arpino (35%), Daniel Cosgrove (40%) and Howard Zoarski (25%). Mr. Arpino is engineering student; Mr. Cosgrove is owner of construction company; Mr. Zoarski is with Bracken & Zoarski. Ann. Feb. 18.

Norwich, Conn.—WICH Inc. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 300 ft. P.O. address: c/o Richard Reed, Box 551, Norwich, Conn. 06361. Estimated construction cost \$37,000; first-year operating cost \$12,000; revenue not stated. WICH is owned by The Hall Syndicate Inc., New York distributors of syndicated newspaper columns and majority stockholder of WMMW Meriden, Conn. Ann. Feb. 18.

Utica, N.Y.—Mohawk Valley F.M. Inc. 94.9 mc, channel 235, 25 kw. Ant. height above average terrain 657 ft. P.O. address: c/o John T. Dowdell, Box 950, Utica 13503. Estimated construction cost \$36,797; first-year operating cost \$20,000; revenue \$24,000. Principals: John T. Dowdell, Ralph C. Allinger, William J. Heiderich, Everett A. Radley (each 23.5%), WIBX Inc. (6%). Principals are all employees of WIBX Inc. (WIBX Utica). Ann. Feb. 18.

### Ownership changes

#### ACTIONS BY FCC

KAMO Rogers, Ark.—Granted acquisition of control of licensee corporation, KAMO Inc., by Leon McAuliffe (49% before, 99% after) through purchase of stock from Mike Gary (50% before, 1% after). Consideration \$15,000. Action Feb. 16.

KNBI Norton, Kan.—Granted relinquishment of positive control of licensee corporation, Norton Broadcasting Inc., by N. L. Johnson (53.4% before, 10.1% after) through sale of stock to licensee. Consideration \$18,500. Action Feb. 17.

KALB-TV Alexandria, La.—Granted acquisition of positive control of licensee corporation, Lanford Telecasting Co., by T. B. Lanford (50% before, 51% after), through purchase of stock from Grove Stafford and estate of Willard L. Cobb (each 5% before, none after). Total consideration \$1,000. Action Feb. 21.

WXLN Potomac-Cabin John, Md.—Granted transfer of control of permittee corporation, Seven Locks Broadcasting Co., from Herman Norman, trustee for "Verbera Seven" to Herman Norman, Philip Shinberg et al. Assignment is for legal convenience and merely returns holdings of "Verbera Seven" to individuals. No financial consideration. Action Feb. 17.

WABX(FM) Detroit—Granted assignment of license and SCA from Panax Corp. to Century Broadcasting Corp. Principal stockholders of Century are George A. Rafel (23.4%), Howard Grafman, George A. Collas (each 22.8%), Anthony Karlos (7.7%), Joseph M. Baisch (1.9%) with 21 others. Mr. Rafel is president of electrical engineering firm; Mr. Grafman has been central division manager of Allied Artists Pictures Inc.; Mr. Collas is attorney; Mr. Karlos is chairman of wholesale grocery firm; Mr. Baisch is general manager of WREX-TV Rockford, Ill. Century owns KSHE Crestwood, Mo., and KMAP Dallas. Consideration \$100,000. Action Feb. 16.

\*WROH(TV) Rochester, N.Y.—Granted assignment of CP from University of State of New York to Rochester Area Educational Television Association Inc. No financial con-

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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Feb. 24

|        | Lic.  | ON AIR<br>CP's | NOT ON AIR<br>CP's | TOTAL APPLICATIONS<br>for new stations |
|--------|-------|----------------|--------------------|----------------------------------------|
| AM     | 4,036 | 20             | 80                 | 366                                    |
| FM     | 1,425 | 40             | 211                | 206                                    |
| TV-VHF | 471   | 22             | 18                 | 217*                                   |
| TV-UHF | 90    | 20             | 78                 | .....                                  |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Feb. 24

|               | VHF  | UHF | Total |
|---------------|------|-----|-------|
| Commercial    | 513* | 191 | 704   |
| Noncommercial | 68   | 67  | 135   |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1966

|                                                 | AM    | FM    | TV  |
|-------------------------------------------------|-------|-------|-----|
| Licensed (all on air)                           | 4,034 | 1,417 | 556 |
| CP's on air (new stations)                      | 17    | 37    | 41  |
| CP's not on air (new stations)                  | 82    | 210   | 99  |
| Total authorized stations                       | 4,134 | 1,664 | 702 |
| Applications for new stations (not in hearing)  | 290   | 173   | 142 |
| Applications for new stations (in hearing)      | 70    | 41    | 67  |
| Total applications for new stations             | 360   | 214   | 209 |
| Applications for major changes (not in hearing) | 208   | 40    | 37  |
| Applications for major changes (in hearing)     | 37    | 1     | 7   |
| Total applications for major changes            | 245   | 41    | 44  |
| Licenses deleted                                | 1     | 0     | 1   |
| CP's deleted                                    | 2     | 1     | 0   |

\* Breakdown on UHF and VHF applications not available.

\* Includes three noncommercial stations operating on commercial channels.

sideration. Action Feb. 16.

**WRLO(TV)** Portsmouth, Ohio.—Granted assignment of CP from Reynard L. Osborne to WRLO-TV Inc. Transfer is for purposes of incorporation only. No financial consideration. Action Feb. 16.

**KYNG** Coos Bay, Ore.—Granted 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. Action Feb. 17.

**WRSC** State College, Pa.—Granted assignment of license from Suburban Broadcasting Corp. to Edorea Corp. Suburban is wholly owned subsidiary of Edorea and purpose of application is to allow for liquidation of Suburban. Both companies are owned 100% by Michael M. Rea. No financial consideration. Action Feb. 17.

**WKAQ-AM-FM** San Juan, P. R.—Granted transfer of control of licensee corporation, El Mundo Broadcasting Corp., from Mrs. Argentina S. Ramos, Jose Oviedo and Pablo Vargas Badillo, executors of estate of Angel Ramos deceased, to Mrs. Argentina S. Hills, voting trustee of Fundacion Angel Ramos Inc. Stock is beneficially held. No financial consideration. Action Feb. 16.

**WKAQ-TV** San Juan, P. R.—Granted assignment of license from El Mundo Inc. to Telemundo Inc., beneficially controlled 99.82% by Mrs. A. S. Hills, voting trustee of Fundacion Angel Ramos Inc. Transfer is to fulfill provisions of will of Angel Ramos. No financial consideration. Action Feb. 16.

**WKTA(FM)** McKenzie, Tenn.—Granted 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. Action Feb. 16.

**WDEH** Sweetwater, Tenn.—Granted assignment of license from William M. Bryan to Sweetwater Radio Inc., owned by Robert Lynn Sherlin, Simon Monen, and Morris David Goodfriend (each 33⅓%). Mr. Sherlin is commercial manager of WDEH; Messrs.

Monen and Goodfriend are joint and individual owners of several retail clothing and factory outlet stores in Tennessee and Georgia. Consideration \$110,000. Action Feb. 18.

## APPLICATIONS

**KMOP** Tucson, Ariz.—Seeks assignment of license from Paul Baker, receiver, to Golden State Broadcasting Corp., owned by William L. Miles, Robert H. Scholz (each 40%) and Joseph R. Scholz (20%). Robert H. Scholz is newsman with KGB San Diego. Joseph R. Scholz is retired. Mr. Miles is radio station manager looking for station to purchase. Consideration \$100,000. Ann. Feb. 21.

**Atlantic Beach, Fla.—Alumni Radio Inc.** seeks assignment of construction permit authorizing new FM to WKTX Inc., owned by William F. Acks and Louis Neale (50% each). Mr. Acks is president of American Dielectrics Corp. Mr. Neale is sales manager and account executive of WEAR-TV Pensacola, Fla. WKTX Inc. was formed to purchase WKTX Atlantic Beach. Sale is to allow Alumni Radio to purchase WEBL (FM) Jacksonville, Fla. (see below). Consideration \$10. Ann. Feb. 17.

**WKTX** Atlantic Beach, Fla.—Seeks assignment of license from John J. Wheeler to WKTX Inc. (see above). Assignment is to allow Mr. Wheeler to purchase stock interest in Alumni Radio Inc. Consideration \$78,000. Ann. Feb. 17.

**WIVY** and **WEBL(FM)** Jacksonville, Fla.—Seeks assignment of license from WIVY Inc. (Edward J. Oberle, 100%) and Edward J. Oberle, respectively, to Alumni Radio Inc. Alumni Radio is owned by Jan L. Brundage (28%), Albert M. Crabtree Jr. and Nadine G. Brundage (each 25%), and John J. Wheeler (24%). Messrs. Brundage hold Volkswagen and Porsche dealerships, and have holding company investments. Mr. Crabtree is Jacksonville attorney with real estate interests. Mr. Wheeler is owner of WKTX Atlantic Beach, Fla., and 50% owner of WCRY Macon, Ga. Consideration \$265,000 for WIVY and \$35,000 for WEBL(FM). Ann. Feb. 17.

**WTTI** Dalton, Ga.—Seeks relinquishment of negative control of licensee corporation,

**WTTI Broadcasters Inc.**, by Sanford J. Willis (50% before, 25% after) through sale of stock to J. P. Turner and Erwin Mitchell (each none before 8.5% after) and James Edward Brown (none before, 8% after). Mr. Turner is mill vice president; Mr. Mitchell is attorney; Mr. Brown is owner of printing company. Considerations \$50,000. Ann. Feb. 17.

**KSYL** Alexandria, La.—Seeks transfer of control of licensee corporation, KSYL Inc., from Edna Fox, testamentary executrix of succession of Milton H. Fox, to Sylvan Fox. Transfer is to fulfill will of Milton H. Fox. No financial consideration. Ann. Feb. 21.

**KXKW** Lafayette, La.—Seeks relinquishment of positive control of licensee corporation, General Communications Inc., by Edward E. Wilson (56.5% before, 36.5% after), through transfer of stock to Diane D. Wilson (none before, 20% after). No financial consideration. Ann. Feb. 18.

**WTEV(TV)** New Bedford, Mass.—Seeks assignment of construction permit from WTEV Television Inc. to WGAL Television Inc. WTEV is owned 55% by E. Anthony and Sons, 45% by New England Television Co. Purpose of application is to end broadcast connections of E. Anthony & Sons. WGAL is principally owned by families of J. Hale and John F. Steinman; WGAL is licensee of WGAL-TV Lancaster, Pa.; KVOA-TV Tucson, Ariz.; KOAT-TV Albuquerque, N.M. Consideration \$5,775,000. Ann. Feb. 17.

**KOYN** Billings, Mont.—Seeks assignment of license from Erleen S. Williams, executrix of estate of D. Gene Williams deceased, and Delbert Bertholf, co-partners, to Meyer Broadcasting Co. Meyer Broadcasting is licensee of KFVR-AM-TV Bismarck, KMOT-TV Minot, and KUMV-TV Williston, all North Dakota. Consideration \$120,000. Ann. Feb. 23.

**KLCB** Libby, Mont.—Seeks transfer of control of licensee corporation, Lincoln County Broadcasters Inc., from Oliver G. Coburn, William G. Hafferman and Ambrose G. Measure (100% before, none after) to Frank E. and Georgia M. Krshka, Eileen A. and Frank A. Whetstone, Earl D. Lovick, Albert H. Uthoff, J. F. Fennessy Jr., and David W. Robinson (none before, 100% after). Consideration \$47,500. Ann. Feb. 17.

**Mayaguez and Ponce, P.R.—Electronic Enterprises Inc.** seeks assignment of CP authorizing new TV's to El Imparcial Broadcasting Corp. El Imparcial is licensee of WITA-AM-FM (and holder of CP for WITA-TV) San Juan and WJRS San German, P.R. Electronic Enterprises is wholly owned by Antonio Ayuso Valdivieso and El Imparcial is a wholly owned subsidiary. No financial consideration. Ann. Feb. 17.

**KBMT** Beaumont, Tex.—Seeks relinquishment of negative control of licensee corporation, Television Broadcasters Inc., by Randolph C. Reed (45% before, none after) and Thomas S. Reed II (5% before and after) through sale of stock by Randolph C. Reed to Essex Corp. (none before, 45% after). Essex Corp. is Oklahoma City investment corporation with real estate, banking, and oil equipment holdings, but no other broadcast interests. Consideration \$562,500. Ann. Feb. 18.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Forest L. McClennan issued initial decision looking toward (1) granting application of Seashore Broadcasting Corp. for new FM to operate on channel 224 (92.7 mc) at Toms River, N. J., and (2) denying application of Ocean County Radio Broadcasting Co. for same facilities. Action Feb. 21.

### FINAL ACTIONS

■ By memorandum opinion and order review board denied joint appeal by Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Co., Springfield, both Virginia, from examiner's adverse ruling of Nov. 8 which denied their joint petition for leave to amend AM applications to reflect for WBXM decrease in daytime power, change in tower height and transmitter site, and for WINA change from nondirectional to a directional operation. Action Feb. 21.

■ By memorandum opinion and order, commission (1) held that there has been no improper ex parte solicitation by hearing examiner and dismissed as moot appeal by Plains Television Corp. (WICS, channel 20), Springfield, Ill., from examiner's ruling

(Continued on page 87)



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Imaginative sales manager for new fulltime major market Ohio radio station. Fine opportunity. Box B-259, BROADCASTING.

Opening for selling manager. Country and western station in North Carolina. Excellent opportunity for right man. Prefer age 35 to 45. Send all particulars first letter. Box B-268, BROADCASTING.

One man station-sales manager for fine Pennsylvania medium-market. Strong radio retail sales background essential. Self-starter, age 30-40. Excellent spot for smaller market management ready advance. Substantial group operation. To \$10,000 plus strong incentive. Complete resume, snapshot. Box B-330, BROADCASTING.

WJIC Salem, New Jersey, AM under construction, openings: Manager, announcers, engineer, salesmen. Box B-349, BROADCASTING.

### 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.

Massachusetts station offers established list, five figure income, plenty of potential, to solid salesman. Our salesmen sell—we leave the announcing, copy, production to a program staff. Box B-183, BROADCASTING.

Florida medium market adult station is now considering adding another salesman. Should be able to double in brass, announcing. Require references, complete history, and photo. Box B-193, BROADCASTING.

Men-Wives \$8,000-\$15,000 annual commissions selling Radio Community Promotions for national organization throughout United States. Can advance to Campaign Managers—larger earnings. Replies to Box B-204, BROADCASTING.

Growing Iowa station has opening for experienced salesman. 20% commission with \$125 guarantee 1st 6 months. Box B-231, BROADCASTING.

50,000 watt western station—rock format—rapidly becoming "the station" needs experienced radio salesman. Send actual sales experience past 5 years. If you have stamina and can sell on ideas and are not afraid to hit the pavement regularly you can make money in this market of above 350,000. Draw against commission. Write Box B-275, BROADCASTING.

Radio time salesman for one of south Jersey's fastest growing AM stations. Advertising sales experience, creativity and hard work will make highly profitable career. Salary plus commission. Reply to Box B-278, BROADCASTING.

San Francisco bay area. Station dominant Negro market, also strong general rating, has opening for aggressive, experienced salesman. Strong retail. Good guarantee and commission, expect you to earn five figures in year. Send resume immediately to Walter Conway, General Manager, KDIA, 327 22nd Street, Oakland, Calif.

\$10,000 a year guarantee to start if you can produce. Top 40 station in Washington, D. C. market. Must have record as dynamic producer. Personal and business references will be thoroughly investigated. Send resume, current picture and references to Harry Averill, WEAM, Arlington, Va.

Solid future for solid salesman—assistant manager. WHRT, Hartselle, Alabama. Call Mr. Newman 205-773-2558.

## Announcers

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.

Immediate opening for experienced staff announcer. Good opportunity for advancement. Play by play experience helpful. Northeast Texas. Box B-265, BROADCASTING.

All night jock . . . at top rated West Virginia swinger . . . 36 hours . . . some experience and 3rd ticket . . . \$350 . . . send picture, tape and resume. Box B-269, BROADCASTING.

Sports—Radio and TV operation. Send VTR or SOF along with resume and salary requirements to Box B-282, BROADCASTING.

Small midwestern station needs announcer with 3rd class ticket. Send tape, photo and resume with salary requirement. Box B-289, BROADCASTING.

Announcer with ability to sell and gather local news needed by small market station in Missouri. Must have 3rd class ticket. Include background and photo in first letter. Ability to type and write good copy important. Box B-290, BROADCASTING.

Top-rated modern station, long established in Southwest, has opening for first-class dj who can talk to grown-ups. Newsmen also for award-winning desk/mobile department. Exceptional opportunity for good men to join low-turnover organization in one of nation's first 70 markets. Tape, resume, salary desired, to Box B-297, BROADCASTING.

Phoenix, Arizona. Outstanding opportunity to join this city's most progressive adult music radio station as morning man. Trade in your overcoat, boots, and big city problems for the perfect climate in the nation's fastest growing metropolis. Send tape, resume, salary requirements, photo to Box B-299, BROADCASTING.

Experienced country-western air personality with first class ticket. No maintenance. Eastern Seaboard 5 kw. Tape, resume, references. Box B-301, BROADCASTING.

Newscaster, dj—for southwest metropolitan. Excellent security. Salary open. Send tape and resume. Your tape will be returned. Box B-304, BROADCASTING.

Midwest NBC Affiliate needs experienced mature voice to handle air shift, write some copy. Adult music format. Good salary. Send resume to Box B-307, BROADCASTING.

New Jersey—if you are an announcer able to deliver news & commercials in a friendly, relaxed manner send tape and resume. Interview required. Box B-315, BROADCASTING.

Immediate opening—1st phone announcer for midwest fulltimer. Tape, photo in 1st letter. Box B-316, BROADCASTING.

Contemporary dj wanted by major Virginia radio operation. Send resume, photo and tape to Box B-333, BROADCASTING.

## Announcers—(Cont'd)

Experienced announcer-salesman for 5kw, plus FM, in Virginia. Must be sober-dependable. Good sales area. . . good working conditions. Send tape, sales experience, picture and other details. Immediate opening. Box B-347, BROADCASTING.

Triple threat announcer with 1st ticket-sales. Contemporary format station in good Missouri market. Pressure? You'll feel retired in our relaxed operation. Send tape resume Box B-351, BROADCASTING.

Announcer with experience in continuity, play-by-play, sales or news. KLTi, Macon, Missouri.

Announcer with 1st ticket needed. Excellent opportunity for right man. Write KNIM, Maryville, Missouri.

Experienced announcer for morning shift. Do some servicing of established accounts. Can attend local four-year state college. Bill Bigley, General Manager, KVMA, Magnolia, Arkansas.

Immediate opening for experienced announcer . . . middle of the road format . . . endorsement of 3rd ticket required . . . Contact Manager, WATM, Atmore, Ala. . . Tel. 368-2128.

Wanted: Immediate opening for early morning announcer. Easy working hours. . . Network station. . . WBHC-MBS 943-2831 Hampton, S. C. Send tape, resume & pay with first letter.

Kentucky adult music station seeks top combo announcer. Right pay for right man. Third class broadcast ticket required. Kentucky man preferred. Mail complete resume references and salary requirement to Charles Spradlin, WBLG, 130 Barr St., Lexington, Ky.

Wanted—1st class combo man for middle of the road music, network station. No rock. Experience a must. Top pay for right man. WBNR Beacon, N. Y.

Wanted . . . Experienced announcer. Good music station. Send tape and resume to WCVI Connelville, Penna.

Suburban Chicago, combo, 1st class license, permanent, open now. Send complete information and tape to WEAW Evanston, Illinois.

Immediate opening!—For announcer with basic broadcast skills in production, writing, and running a tight board. Our Stereo sound is in the foreground, easy, middle-of-the-road swing. The exclusive (and only) FM stereo station in a market of 700,000! Good pay, fringe benefits. Growth possibilities unlimited! If you're draft-exempt, have a well-rounded education, are a reliable citizen, and desire to get in on the ground floor with a company on the move, RUSH tape and resume to: Dan Covell, Gen. Mgr., WGMZ-FM, 740 S. Saginaw, Flint, Michigan. 313-239-3143.

Announcer, some rock, copy and production important—send tape and resume to WGHM, Skowhegan, Maine.

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 301-948-9400.

## Announcers—(Cont'd)

Knoxville, Tennessee, WIVK Country music, soon to be 50 kw. Announcer-salesman needed to replace good man who has been drafted. No Cornball. Send complete information on announcing and sales to James A. Dick, Owner-Manager.

Central New York directional daytimer seeks an announcer with 1st ticket (a must) that can do maintenance and take over as chief engineer. Send full particulars with tape to John Dempsey, P.D., WIZO Radio, Johnstown, New York. Station ready to go FM fulltime. Air work necessary.

WJBC Radio in Bloomington, Ill. has opening for experienced and creative top flight announcers. If you are interested in working for a full time established station with network affiliation send resume and tapes to Don Newburg, WJBC, 209 E. Washington, Bloomington, Ill.

WMBR, Jacksonville, Florida looking for mature voiced middle road announcer-dj. Production a must—no screamers or sleepers. Send tape, resume & salary needs.

Opening for pitch or rock and roll announcer, also copy writer announcer. Salary open for top man. Bill Goodson, WMJM, Cordele, Georgia.

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.

Now! Morning man to wake up audience with bright, happy sound. Excellent working conditions, fringe benefits. Prefer agriculture background, not mandatory. Send tape and resume to Chuck Morkri, WRCO AM-FM Richland Center, Wisconsin.

WRIG, the leading modern music station in Mid-Wisconsin needs you if you're a bright happy sounding personality. For a good deal in a good community, send tape, picture, and resume to PD, WRIG AM/FM, Wausau, Wisconsin.

Leading station in southeast has opening for mature night man to take over "They're Playing Our Song." Some TV if qualified. WSAV Savannah, Georgia.

Immediate opening, announcer, 3rd phone. Call WTRE, 812-663-3000.

Want beginning announcer who can read and interpret commercials. Contact WSKI Montpelier, Vermont.

2 top 40 jocks—real swinging station! Rush tape, resume—Lou Skelly, WWOW, Conneaut, Ohio.

Announcer with 1st ticket. Call MA 2-7788, Collect in Tucson.

Experienced announcer with 1st phone to handle established all night show. Call Frank Teas, 603-882-1590.

## 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.

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.

Wanted: First class ticket, strong on technical, some announcing, 5000 watt daytimer, resort area, northern Wisconsin. Box B-190, BROADCASTING.

Engineer wanted for midwest broadcast consultants office. Knowledge of math and drafting required. Send resume. Box B-194, BROADCASTING.

Engineer wanted: Stable 1st phone engineer wanted immediately to fill staff vacancy. Send references and background to Box B-291, BROADCASTING.

Combination announcer-chief engineer. Top 50 market. Permanent position. Send tape. Box B-303, BROADCASTING.

Chief Engineer—Announcer for C&W. I'm a mean taskmaster, my last chief stood me for five years. Dean Wickstrom, KWOW Pomona, California.

## Technical—(Cont'd)

Immediate opening for chief engineer with experience and mature radio voice. Want family man that wants to settle down in small market. Must be sober, reliable, and capable of equipment maintenance on AM-FM, also some announcing. Salary open. Call Darrell Speck, WANY Radio, 387-3351, in Albany Kentucky, Hurry.

WCOA Pensacola, Florida, 5,000 watts non-directional daytime with 5,000 watts three towers directional array at night, AM & FM seeks permanent qualified professional chief engineer. All new equipment. Send references, resume and requirements.

First ticket engineer suburban Washington—Going 5-kw. Excellent conditions. Send resume—WPRW, Manassas, Va.

## News

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.

Fast paced NYC area news department has immediate opening for experienced newsman with initiative. Good salary and fringe benefits. Send tape and resume with first letter. Inquire: Box B-246, BROADCASTING.

Local newsman for progressive good music station. Short air shift also required. Send tape and resume to WEER Warrenton, Virginia.

WRAN—Dover, New Jersey, 35 miles from New York City, Has immediate opening for newscaster-writer-reporter. News gathering ability and judgement a must. Contact News Director, 201-386-1510.

News-production man with Negro market experience-R&B background helpful. Immediate opening. Tape, resume, photo, first letter. Bill Moss, WVKO Radio, Columbus, Ohio.

## Production—Programing, Others

Production manager, copywriter, five hour dj shift and sick relief. Must be imaginative, creative, selfstarting. Southwest city in excess 400,000 Start \$115.00 per week. Send late sample, resume, air check and photo to Box B-236, BROADCASTING.

Copywriting—Production specialist. Commercial air voice. Handle program log and detail. Southwest city in excess of 400,000. Send recent sample work. \$100.00 per week start. Box B-237, BROADCASTING.

Metropolitan. Program director with experience, initiative & imagination. Excellent opportunity with a growing station. Box B-258, BROADCASTING.

Imaginative operations manager needed for new fulltime major market Ohio radio station. Must know FCC procedures along with ability to handle administrative and operations. Fine opportunity. Box B-260, BROADCASTING.

Are you an idea man? Can you gimmick up a station with audience-getting promotions? Can you produce selling spots using station talent and sound libraries? Can you increase station ratings with one hard hitting promotion after another? If so, you're our man! We want an ambitious, young man seeking to establish himself, but we want evidence of your past successes. The OK Group Stations are Negro programmed, but we do not necessarily require Negro station experience. Hard rock and top 40 experience would be helpful but ideas, imagination and enthusiasm most important. Salary is open, with a sizable bonus if you produce ratings and increase billings. Openings in two OK Group Stations. Send details resume including past earnings and photo. The OK Group, 505 Baronne Street, New Orleans.

## RADIO

### Situations Wanted—Management

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.

Manager-sales manager. Young Pennsylvania broadcaster 12 years present employer. Strong sales, administration and promotion minded. Background will stand rigid investigation. Large, medium or small markets. Will invest. Box B-221, BROADCASTING.

Experienced radio manager with particular emphasis on national selling is interested in affiliation with group or major market station. 30 years background includes every phase of the business, and references are from the leaders in the industry. Reason for leaving present position in which I showed a profit of nearly \$400,000 is that I desire a top-50 market in which my earning potential can be commensurate with sales record. Box B-242, BROADCASTING.

Currently employed station manager with 17 years experience, looking for move to medium market. Have doubled billing at current station. Strong in sales and programming. For resume and personal interview write Box B-263, BROADCASTING.

General manager—Outstanding profit record and excellent sales background. 8 years General manager with nation's top independent group in major markets. Desires new opportunity. Box B-274, BROADCASTING.

Experienced manager is interested in relocating. Best references, first phone, all around experience especially in sales. Interested in managing and investing in small to medium station. Box B-277, BROADCASTING.

Old enough to have 16 years management, young enough for many more years, smart enough to know which rock to turn over, clever enough to originate, prudent enough to be trustworthy, cautious enough to keep healthy, concerned enough to live moderately, lucky enough to have excellent record. Are you interested enough to ask for proof? Box B-283, BROADCASTING.

Manager with proven record. Sales, management, announcing. In N. C. now. Station sold. Available soon. Prefer Md. to Fla. Sober, dependable. Box B-286, BROADCASTING.

Successful, large market sales manager with major group wants relocation because of station sale. Billings prove me a profit maker. References are top industry figures. Current income \$19,000. Box B-317, BROADCASTING.

Manager for small midwest market. Thirteen successful years all phases large markets. Knowledgeable, imaginative, educated, organized, hard-working, married-executive. Box B-329, BROADCASTING.

Looking for a shirt-sleeve working manager who has had 30 years of managerial experience? I've run local, regional and 50 kw stations and my record is top-rated. Well acquainted nationally. Excellent industry references. Salary no object. Write Box B-331, BROADCASTING.

## Announcers

Knowledgeable first phone country jock seeking P/MD position. Box B-85, BROADCASTING.

California—First phone top 40 swinger returned home from top markets in mid-west. wants position with good top 40 swinger. I'll call you. Box B-200, BROADCASTING.

1st phone announcer. B.A. degree in speech. 2 years experience. Versatile: production, news, and combo. Box B-261, BROADCASTING.

Major market personality pro—format jock . . . 26 . . . looking . . . drivetime . . . teen . . . \$200 minimum . . . TV experience . . . 1st ticket . . . Box B-264, BROADCASTING.



## Announcers—(cont'd)

DJ, tight board, strong news, commercials, happy sound. Box B-266, BROADCASTING.

Deejay, draft exempt, experienced—tight board, mature, voice. Box B-267, BROADCASTING.

Experienced announcer authoritative newscaster, bright happy dj. Tight board operator. Married, young veteran. Not a floater or prima donna. Box B-270, BROADCASTING.

Northeastern metros—2 years experience—dj-personality for rock medium market good production & tight board. Box B-279, BROADCASTING.

Top minor baseball announcer desires market that will add other major sports. Minimum-baseball, college or pro basketball, and football. Best references. Box B-288, BROADCASTING.

Announcer, topnotch, versatile, mature, family, degree, excellent salary. Box B-293, BROADCASTING.

DJ/announcer, young, competent, draft exempt. Desires to settle in West, Southwest. Fully experienced, tight board, up to any situation. Tops in production, copy-writing; comfortable with Top 40, town and country. Versatile, personable, keen sense of humor. Worked with/under the best. Resume, tape, glowing recommendations on request. Salary a talking point. 3rd endorsed. Box B-295, BROADCASTING.

First phone—country, contemporary, middle road. Now in top 15 markets. \$800.00 minimum. Box B-296, BROADCASTING.

Tight combo-dj (swinger) Newscaster, Married, good show from 8 to 80. Box B-298, BROADCASTING.

Polished pro, dj-newsman. Metro background, now at major. First phone. 312-244-7016 or write Box B-302, BROADCASTING.

Swinging personality—Authoritative newscaster, dj, sportscaster. Family man. Dependable, continuity. Box B-309, BROADCASTING.

Announcer (disc jockey) not floater or prima donna. Willing to work. Graduate N.Y.S.A.S. Box B-310, BROADCASTING.

Country disc jockey. First phone. Want air work. Box B-311, BROADCASTING.

Enthusiastic, happy top 40 swinger! First phone—draft free. Experienced in production and programming. Present station switching formats. Box B-320, BROADCASTING.

Announcer-engineer willing to work hard and follow direction, wants to settle. Box B-321, BROADCASTING.

Young announcer, good voice and writing ability, seeks position in creative news department. 1st phone. Box B-322, BROADCASTING.

Negro announcer/newscaster/dj. Experienced 3rd phone will relocate. Not a floater. Family man. Box B-323, BROADCASTING.

Need real pro? 20 years contemporary music. Good radio. Top ratings. Top production. News. TV-Film. Third ticket. 513-351-6949 or Box B-327, 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-KI 3-3498 or Write Box B-332, BROADCASTING.

C&W dj seeking work in New Mexico or Texas. Third class endorsed, have car. 15 months experience. Box B-335, BROADCASTING.

Does your nite show need phazzz? Do you need a tape splicing production nut? Host of characters included. Southwest top 75 preferred. Rick O'Shea after 7 p.m. 617-799-0583 or Box B-336, BROADCASTING.

Experienced, intelligently fast-paced Negro dj-news-caster, relocate 212-455-4239 or Box B-337, BROADCASTING.

## Announcers—(Cont'd)

Announcer-bright, happy sound. No floater or prima donna. Family man. Box B-338, BROADCASTING.

Progressive top 40, beginner dj. Production, program and music director ability. Draft exempt. Endorsed 3rd. Box B-339, BROADCASTING.

Sportscaster, all sports—wants move up, will relocate anywhere for right offer, prefer west, southwest. Box B-344, BROADCASTING.

Competence the keynote. As a team or single . . . husband and wife. Well known in Country and Western. Broadcasters, not entertainers. Husband with 15 years all phases including operating engineer. Wife expert bookkeeper, traffic dj. Phone 714-245-8635.

Announcer sixteen months experience tight board. Looking for opportunity. Contact—Albert Mapes, 2933 Cherry St., Falls Church, Virginia. JE 4-6420.

I'm Gabriel, and I'm able. 15 years experience, 3rd phone, R&B dj. 5616 Enright, Apt. 401, St. Louis, Mo. 63112.

## Technical

Challenging assignment as technical director or chief engineer. Long experience includes multi-towered directionals. Presently with government super-power operation. Box B-174, BROADCASTING.

Chief engineer \$150 seeks: Better treatment, working freedom, ten kilowatt AM. Experience: Construction, proofs, FM, directionals. Box B-306, BROADCASTING.

Engineer, announcer, experienced management sales, former owner, manager, dependable. 614-774-5414.

## News

Attention Southwest—Experienced newsman wants place in news hungry operation. 8 years radio. First phone. Box B-272, BROADCASTING.

Newsman; five years experience; working major midwest market. Want advancement, or smaller market as news director. Family; want permanent position. Box B-334, BROADCASTING.

Mature man, voice and delivery. Have worked 100,000 market for past 2 years. Station now going rip and read. Have been correspondent for major newspaper during this time, also. Excellent references from station and newspaper. Married, family, like midwest. Start \$150 week. Contract, if desired. Available April 1st. 319-363-4012.

## Production—Programming, Others

Sports director or sports-news combination position in east or midwest. Some TV experience. Box B-203, BROADCASTING.

Professional broadcaster 20 years radio & TV announcer-executive Big voice (can scream), production specialist Solid record. Prefer NE 'nuff said' Box B-262, BROADCASTING.

Program/music director dj. first phone, complete format knowledge, 26, Rick Knapp, 206-744-1022, or Box B-284, BROADCASTING.

Production man-personality—7 years experience—hard worker—best references—top Pulse in 9 station market. Looking for production minded station—married, 2 children—now working afternoon drive shift. Box B-300, BROADCASTING.

Polished sportscaster desires minor league baseball—College sports; excellent references. Box B-312, BROADCASTING.

P.D.—Assistant Mgr. to create, develop, promote saleable shows. Build brochure, merchandise, serve in station relations & community affairs. Build image. Net calibre air work. Unusual set of cultural assets. Over 20 years experience. Metro market, prestige station only. \$11,000 minimum. Box B-340, BROADCASTING.

## TELEVISION

### Help Wanted

### Management

Wanted—Comptroller—salary open—Air Mail applications to the Rahall Stations, WLCY-TV, Box 14,000, St. Petersburg, Florida.

### Announcers

Versatile announcer wanted by mid-west group station. Opportunity to learn direction. Send resume, salary expected, audio-video tape to Box B-205, BROADCASTING.

Staff announcer/sportscaster: We are seeking a young but experienced person who is ready to move up into a major market. Send a complete resume and a video or audio tape to Box B-232 BROADCASTING. Equal opportunity employer.

Major radio-TV operation needs experienced professional announcer. Excellent appearance and commercial delivery essential. Good five figure salary for right man. Send VTR, to Box B-234, BROADCASTING.

Staff announcer for expanding VHF in top 50 markets. Must be experienced in broadcasting. Send tape or film, resume and salary requirements in first letter. Box B-319, BROADCASTING.

Top ten East Coast network affiliate, staff announcer for radio & TV, must know middle of road formats, only experienced, no drifters. Send photo with resume and tape. Box B-324, BROADCASTING.

### Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-89, 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.

Chief engineer — northcentral U.S. Experienced, preferably married. 5 figure salary potential. Experience required in VTR & G.E. transmitter. Fringe benefits. Send complete resume & salary expected. All inquiries confidential. Box B-254, BROADCASTING.

Three ambitious technicians, first class license, car and one year experience on radio, TV operation, state required salary, experience and military status in resume. Box B-318, BROADCASTING.

1st class engineer — Call Chief Engineer, KCND TV, Pembina, North Dakota 58271, 701-825-6292.

Studio technician with first phone. Send resume to Leo W. Reetz, Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Immediate: Need Chief Engineer. Should have administrative as well as technical competency. Going to full power and complete color in new building facilities scheduled for competition January 1967. Excellent state benefits, working conditions and location. Contact General Manager, KUAT-TV, Channel 6, Radio-TV Bureau, University of Arizona, Tucson.

First phone television engineer with minimum three year's experience. Excellent opportunity. Write P.E. Eppey, WALB-TV, Albany, Georgia 31701

Have engineering position open with new channel 9 station. First class license required. Contact John Gort, Chief Engineer, WAOW-TV, Wausau, Wisconsin.

Experienced 1st class TV-radio engineer for University FM radio and TV stations. Call or write William Leutz, WBGU-TV, Bowling Green, Ohio. Bowling Green State University is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, religion, or national origin.



## Technical—(Cont'd)

Washington, D. C. UHF now in final construction needs TV experienced 1st class licensed technicians for studio and transmitter equipment installation, construction and maintenance duties. Experience with solid state technique desirable. Good starting salary plus benefits. Send resume or phone D. Kilbrith, D.E., WDCA-TV, 5202 River Rd., Washington 16, D.C. 301-654-2600.

WJZ-TV Baltimore, Maryland, has opening for 1st class engineer. Broadcast experience or good technical school background. Reply by letter to Chief Engineer.

WTOC-AM-FM-TV, Savannah, Georgia, has opening for first class engineer. Reply by letter to Chief Engineer.

Custom Television equipment manufacturer has immediate openings for construction and service. All levels. Good pay and many special benefits. Bionic Instruments, Inc., 221 Rock Hill Road, Bala Cynwyd, Pennsylvania, (near Philadelphia) TE 9-3250, Mr. Latif.

Expanding communications company needs three technicians with VTR, studio and video maintenance experience. These are top quality jobs located in the Gulf Coast area. Send resume and salary requirements: Bill Davis, Taft Broadcasting Co., 4808 San Felipe Rd., Houston, Texas 77027.

## News

Assistant news director experienced self-starter for mornings. Must know 35, 16mm, be able to gather, write, air. College. Rocky Mountain VHF. Box B-313, BROADCASTING.

We need good on-the-air newsmen who can write, who can report and who can deliver news authoritatively. The right man can be our news director. We are expanding in both news and public affairs, but we have the time to do it and are not rushed, need full information, including picture, kinescope or tape to Box B-328, BROADCASTING. A personal interview will be arranged at a later date.

News photographer must be experienced in all phases of TV news photo operations. Extra consideration to man who can gather and write. Send resume and sample work to Ron Voigt, News Director, WREX-TV, Rockford, Ill.

## Production—Programing, Others

Scenic designer needed. Position opens April 7 in nation's third market. Must be proficient in rendering, shop drawings. Demanding schedule of live production and syndicated taping in color requires talented party to fill position. Salary open. Send resumes to Box B-294, BROADCASTING.

## TELEVISION

### Situations Wanted

### Management

Experience—Versatility—Initiative. TV executive, 16 years all phases of TV (Admin., Production, Sales). Excellent for Film Prod. Executive, Foreign Rep, 1st or 2nd man in station. Here's your man for major problems and challenges. Box B-314, BROADCASTING.

Currently program manager top 20 market. Twelve years, all phases, small—medium—large markets. Must move to dryer climate for child's health. Mountain west, northwest, southwest. Box B-342, BROADCASTING.

### Announcers

Radio sports and newscaster desires first television opportunity. Box B-345, BROADCASTING.

## Technical

First class engineer desires position in northeast area. Box B-280, BROADCASTING.

Presently employed in maintenance—supervisory position small full-power TV station. Seven years experience includes RCA and GE equipment and station construction. Interested in position opening this summer. Write Box B-343, BROADCASTING.

Director of engineering—Currently in charge of AM, FM, TV group. Extensive experience in broadcasting, automation and related fields. Desires position with similar responsibilities. Box B-346, BROADCASTING.

## NEWS

News director—Extensive major market experience, imaginative writing, top rated delivery, production knowhow add up to efficient operation producing top ratings. Heavy experience in public affairs, special events and editorial programing. Box B-308, BROADCASTING.

## Production—Programing, Others

Traffic and/or sales service director. Versatile and experienced. Master of detail and administration. Box B-287, BROADCASTING.

Creative opportunity light production, engineering, art, photo background. Box B-348, BROADCASTING.

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.

## 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.

1 kw FM transmitter, monaural or stereo, & FM frequency and modulation monitor. 533 Marguerita Avenue, Santa Monica, California.

Used cartridge equipment. '64 models or newer. Write: Troy Hoskins, KWSL Radio, Box 340, Grand Junction, Colorado.

Used 400 foot self-supporting tower and complete UHF station package plus control and production studio equipment for AM. John Kreiger, KVET, 113 West 8th, Austin, Texas. A.C. 512-GR 8-8521.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Rnd, 440 Columbus Ave. N.Y.C.

Parabolic antennas 6' aluminum complete with dipole and 4" pole mounting bracket. 1750 mc \$125.00 complete. Tuned to 950 mc \$175.00 complete. S. W. Electric Co., Phone 415-832-3527, 24th & Willow Streets. Oakland, Calif.

## FOR SALE—Equipment

### continued

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

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.

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.

Self supporting 238 ft. insulated Truscon tower and RCA FM Pylon antenna 97 to 108 mc. Power gain six times. Dismantled \$7,250.00. WWLA, 518 State Street, LaCrosse, Wisconsin. Telephone 608-784-7373.

Remote control Gates RCM-20 super deluxe original cost \$1500.00. Used only 2 years excellent condition \$350.00. S. Schafitz, WFAR, R.D. #2, Sharon, Pa. 16148.

For sale: Completely factory reconditioned Gates ST-101 spot tape machine with remote controls. Contact Charlie Brewer or Lee Raines at WHIN Gallatin, Tennessee. Telephone 452-4747.

Used equipment for sale 3-RCA 74B mikes, 1-Electrovoice V-3 mike, 1-Schaffer model 400 remote control studio portion only, 1-Gates RCM-12 remote control and Gates M 4611 RF amp, 2-pick up arms for RCA 70-D turntable. Box B-276, BROADCASTING.

Ampex 601 excellent never used commercially. alignment tape, mike cable, Electro 636 mike new-best offer over \$395. Tape JIFFYRASE P-30 new \$20. Two Gates jack files new \$25. Cashiers check, FOB. Box B-292, BROADCASTING.

Two Ampex VR 1002 video recorders—completely equipped for direct color. One also equipped with Editor and Editec. Both have Amtec, Colortec, SS MDA's, SS processor, 05 intersync. Low hours both units. For details contact: Chief Engineer, LOGOS Teleproduction Center, 3620 South 27th Street, Arlington, Virginia or call area code 703-671-1300.

5 kw Collins AM transmitter 1460, 250 watt composite. Three 170 ft. self supporting towers with lighting. Phaser on 1460. Antenna tuning units. Phase monitor modulation monitor, limiting amplifier. Condition: Fair to good. Ike Lee, WMBR Jacksonville, Florida.

½ price sale limited quantity 75 ohm coax underground Armor cable. Specs on request. Write Cable, 1430 Hardy Court, McLean, Virginia.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

"DEEJAY MANUAL"—A collection of 41 comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog. Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

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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.

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Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

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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. 6. Write to: Northeast Broadcasting School, 883 Boylston Street, Boston, Mass. 02116.

Voice improvement by famous teacher. Home-training. Free literature. VOICE-CRAFT, 1709-B Fremont, Madison, Wisconsin 53704.

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## RADIO—Help Wanted

### RADIO STATION RE-STAFFING

Applications including resume and audition tape will be considered for the following positions: DJ's, top-forty and popular concept, with and without first class ticket. Traffic and copy, male or female. Aggressive sales Mgr., and salesmen. All material confidential, —interview required. J. Rogers & Co., Box 437, Rockford, Ill.

### BROADCAST BUILDUP

This \$2½ million Mid-West Agency of 30 people wants broadcast billing. Now principally print and collateral, we intend to build radio and TV substantially within three years. Need an experienced, talented young man or woman to head it up. Must be able to create, supervise production and time buying. We'll help you sell, back you up with the best in merchandising, and add to your staff as billings warrant. Located two hours from Chicago in heart of lake country. Send resume and salary requirements in full confidence.

Box B-285, Broadcasting

## RADIO

### Help Wanted—Management

### RADIO GROUP TOP EXEC.

We seek combination Sales and Figures genius to eventually succeed President at N.Y.C. headquarters. Heavy radio sales and management background with ability to continue outstanding profit record through tight cost controls. Age 30-40, stable. Excellent salary, unlimited potential with stock interest in future station buys, profit sharing, when ability proven. Only fully detailed resumes, photo

Box B-305, 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.

## RADIO

### Situations Wanted

### Management

### MANAGER OR PROGRAM DIRECTOR

Can bring 17 years well rounded experience; air work, production, programming, sales, and management to your operation. (8 years with McClendon & Bartell) Family man desiring to locate mid-west-eastern U.S. Immediately available

Harry Birrell  
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## RADIO

### Situations Wanted—Announcers

### TOP RATED PRO MORNING PERSONALITY

Best Radio & TV Stations 20 years. HILARIOUS at times . . . SERIOUS at times (without sounding maudlin) . . . and VERSATILE enough for TALK or MUSIC format. Funny . . . Warm . . . Human & Happy. Polished showman . . . excellent air-salesman. Have P.D.'d.

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### WILL RELOCATE

Robert Kelley, radio announcer since working with special service in the army, 82nd Air Borne 1949. WMOK radio Metropolis, Illinois 1952 - 56. KFQD - Anchorage, Alaska 1957. WDXR - N B C Paducah, Kentucky 1958-59.

Negro Announcer—Dee-Jay is 35. Completed Junior College and Broadcasting School. Mr. Kelley is seeking a desirable position only by contract. Tape upon request. P.O. Box 4915, Chicago, Ill. 60680, Phone 723-7922 after 7PM.

### A VANISHING AMERICAN

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Contact 312-428-8441 or P.O. Box 403, Chicago (Oak Lawn), Illinois 60454 IMMEDIATELY.

Need anything be said about the public service, promotional, sales and rating aspect of this fine exclusive service.

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### Help Wanted

#### Hong Kong Television

Television Broadcasters Ltd., have been awarded the license to establish a wireless UHF television service in Hong Kong. Applicants for key positions currently being filled must be Citizens of a British Commonwealth Country.

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Must have experience in like position in competitive commercial station; 3-year contract.

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Experience in all technical phases necessary. Knowledge of UHF desirable; 3-year contract.

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Intimate knowledge of staging, lighting and directing techniques necessary for proposed heavy live programming schedule; 18 months contract.

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#### SOMEWHERE

There is a Chief Engineer, probably working now, who knows just about everything there is to know about GE T'Mitters, micro-wave systems, color, VTR. If there is such a man, he won't care whether it takes 3 hours a day or 24 hours a day to do the job. He'll get it done and be a take-charge man. He'll worry about tube replacement bills as if they were coming out of his own pocket. If there is such a CE, he'd like to move immediately to a small market Cal. TV station, be happy at \$650-700 a month plus bonus on profits if any. He'll probably call me up and say I'm ready to go to work as soon as I can get there.

Is there such a man? If there is, he should call me right now at (209) 439-2955. I must talk to him.

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#### RCA

Career opportunities for field engineers experienced in the maintenance of RCA VHF and UHF television transmitters or color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family. Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden 8, N. J.

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## Technical—(Cont'd)

### Color VTR Sales Engineer

The television industry's swing to color has created the need for alert, aggressive Sales Engineers. VTR experience essential. If you are the kind of person we're looking for, you're assured an outstanding future with the leading manufacturer of Color Television and related broadcast equipment.

Salary is commensurate with experience and ability. Interviews will be conducted in major cities, or interview travel expenses paid.



Send complete resume or call Mr. Charles Spicer, Visual Electronics Corporation, 356 West 40th Street, New York, N.Y. 10018. Telephone (212) 736-5480.

## NEWS

### TV NEWSMAN

#### KOVR

Sacramento, Calif.

Experienced newsman capable of gathering, writing and delivering on camera. Submit resume and film or video tape, if available, to:

Personnel Department  
McCLATCHY BROADCASTING  
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Sacramento, California

### Production—Programing, Others

#### DOCUMENTARY FILM PRODUCER

Major eastern market station searching for documentarian capable of directing, filming and editing. Must be versatile in handling all related equipment. Send complete particulars including credits in first letter.

Box B-350, Broadcasting

### Situations Wanted—Management

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Proven performance national, local, regional sales; successful management and sales management; complete experience and background; top references. Employed.

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### Equipment

### DRAMATIZE TV WEATHER REPORTING —SATELLITE STYLE—

Receive instant pictures from orbiting weather satellites—right on camera—for authentic TV Weather Reporting.

1. Meteorological satellites, carrying Automatic Picture Transmission (APT) facilities are now being launched.
2. Be the first TV station in your market to show viewers these exclusive pictures—instantly—via the newest Alden Electronic APT facsimile recorders.
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Alden Electronic Facsimile Equipment is in use nationwide by the U. S. Weather Bureau, TV stations, and Universities; and worldwide by governments and other meteorological groups. Lease plans available. Write or call: Irving R. Tatso, Manager Meteorological Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 617-368-4487.



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### Stations

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Radio Station, Eastern location.  
Replies confidential.

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### Stations

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AM 5,000 watt  
FM 100,000 watt  
Good Market

Write Box B-325, Broadcasting.

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Operating station small midwest market. New, favorable contracts. Expansion underway. C.A.T.V. potential about 5000. Priced about like a radio station.

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|-------|--------|---------|--------|-------|
| N.E.  | small  | daytime | \$100M | terms |
| Gulf  | medium | AM&FM   | 200M   | 58M   |
| South | metro  | power   | 300M   | 29%   |
| N.E.  | major  | daytime | 200M   | 50M   |
| M.W.  | TOP 50 | AM&FM   | 1MM    | 29%   |



CHAPMAN ASSOCIATES

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## FOR SALE

40 YEAR OLD AWARD WINNING

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PRICED \$160,000.

TERMS

Brokers Protected

Box B-326, Broadcasting.

(Continued from page 80)

denying short postponement of evidentiary hearing in proceeding on application of Midwest Television Inc. for new TV on channel 49 in Springfield; (2) vacated stay of evidentiary hearing imposed by review board pending commission's instant action, and (3) granted request by Plains for waiver of page limitation of filing prescribed by Sec. 1.301 (b) of rules. Chairman Henry concurred and issued statement. Action Feb. 16.

### OTHER ACTIONS

■ By memorandum opinion and order in Lebanon, Pa.—Catonsville, Md., AM proceeding in Doc. 15835 et al., granted petition by Broadcast Bureau to enlarge issues to include Sec. 307(b) considerations consistent with its policy statement for broadcast facilities involving suburban communities. Member Nelson not participating. Action Feb. 23.

■ Review board granted request by Keith L. Reising to extend time to Feb. 25 to file responsive pleadings to motion by Kentuckiana Television Inc. to enlarge issues in proceedings on their applications and that of Kentucky Central Broadcasting Inc. for new FM's in Louisville, Ky. Action Feb. 23.

■ Review board granted petition by D. H. Overmyer Communications Co. to extend time to March 3 to file reply to opposition to its petition to enlarge issues in proceeding on Overmyer's application and that of Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas. Member Nelson not participating. Action Feb. 23.

■ Review board granted request by Connecticut Coast Broadcasting Co. to extend time to March 14 to file reply to exceptions to supplemental initial decision in proceeding on its application for new AM in Bridgeport, Conn. Action Feb. 21.

■ Review board granted petition by Broadcast Bureau to extend time to Feb. 18 to file responsive pleadings to petition by Erway Television Corp. to enlarge issues in proceeding on its application and that of Chesapeake Engineering Placement Service Inc. for new TV's to operate on channel 45 in Baltimore. Action Feb. 16.

■ Review board scheduled oral argument for March 15 in proceeding on application of Effingham Broadcasting Co. for license covering increase in power of WCRA Effingham, Ill. Action Feb. 16.

■ In proceeding on applications of Seven League Productions Inc. for renewal of license of WIII, and South Dade Broadcasting Co., and Redlands Broadcasting Co., for

new AM's, all Homestead, Florida, review board granted petition by Broadcast Bureau to extend time to Feb. 28 to file responsive pleadings to Redlands petition to enlarge issues. Action Feb. 18.

■ Review board granted motion by Marbro Broadcasting Co., to extend time to Feb. 24 to file replies to oppositions to its petition to enlarge issues with respect to Supat Broadcasting Corp. in proceeding on their applications for new TV's to operate on channel 58 in San Bernardino, Calif. By separate action, dismissed as moot motion by Harriscop Inc. to change issue and petition by Marbro to enlarge issues as to Harriscop. Harriscop application was dismissed Feb. 11. Action Feb. 18.

■ Review board dismissed petition by Spanish International Co. (KMEX-TV), Los Angeles, for leave to intervene, motion to reopen record and exceptions and brief in support thereof in proceeding on application of International Panorama TV Inc. for new TV to operate on channel 40 in Fontana. Action Feb. 18.

## Routine Roundup

### ACTIONS ON MOTION

By the Office of Opinions and Review

■ Granted petition by Ottawa Broadcasting Corp. to extend time from Feb. 21 to Feb. 28 to file application for review of review board's decision of Dec. 3, 1965, which denied its application to change operation of WJBL, Holland, Mich. Action Feb. 17.

By Chief Hearing Examiner  
James D. Cunningham

■ Designated Examiner Elizabeth C. Smith to preside at hearings in proceeding on applications of Richard O'Connor and Kops Communications Inc. for new FM's in Albany, N. Y.; scheduled prehearing conference for March 14 and hearing for April 21. Action Feb. 14.

■ Designated Examiner Jay A. Kyle to preside at hearings in proceeding on applications of The Corinth Broadcasting Co. and The Progressive Broadcasting Co. for new FM's in Corinth, Miss.; scheduled prehearing conference for Mar. 7 and hearing for April 12. Action Feb. 14.

By Hearing Examiner Basil P. Cooper

■ Denied motion by Ultravision Broadcasting Co. to reopen record for limited purpose of taking testimony of party concerning proposed loan commitment to Ultravision in proceeding on its application and that of WEBB Inc. for new TV's to operate on channel 29 in Buffalo, N. Y. Action Feb. 15.

By Hearing Examiner Charles J. Frederick

■ Granted motion by Triple C Broadcasting Corp. (WLOR), Thomasville, Ga., to extend time from Feb. 15 to March 1 to file proposed findings and replies, if any, from Feb. 28 to March 11 in proceeding on its AM application. Action Feb. 15.

By Hearing Examiner Walther W. Guenther

■ Pursuant to request by Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., scheduled further hearing conference for Feb. 18 in proceeding on its AM application, et al. Action Feb. 18.

■ In proceeding on AM applications of Pa'metto Broadcasting System Inc. (WAGL), Lancaster, S. C., and WPEG Inc. (WPEG), Winston-Salem, N. C., granted request by WAGL to continue further hearing from Feb. 25 to March 22. Action Feb. 14.

By Hearing Examiner H. Gifford Irion

■ As result of informal conference held Feb. 10 in proceeding on applications of Iowa State University of Science and Technology (WOI), Ames, Iowa, cancelled previously established procedural dates, including March 1 hearing, and scheduled new dates as follows: March 1—Final exchange of WOI engineering evidence; March 4—Hearing, without presence of witnesses, for purpose of ruling on objections to exhibits which have previously been exchanged; and further ordered that date for notification of witnesses desired for cross-examination, if any, shall be determined at March 4 hearing session. Action Feb. 15.

By Hearing Examiner Jay A. Kyle

■ Granted petition by D. H. Overmyer Communications Co. for leave to amend its

application as to financial qualifications, but denied its request to amend as to its staffing proposals in proceeding on its application and that of Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas. Action Feb. 17.

By Hearing Examiner Forest L. McClenning

■ Pursuant to request of all parties, scheduled hearing conference for Feb. 17 in proceeding on revocation of licenses of Quality Broadcasting Corp.'s stations WKYN and WFQM (FM), San Juan, and Radio Americas Corp.'s station WORA-FM, Mayaguez, P. R. Action Feb. 14.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Tex., granted petition by Texan for leave to amend its application to change type transmitter and transmit in stereo. Action Feb. 17.

By Hearing Examiner Herbert Sharfman

■ Granted request by Broadcast Bureau to further extend from Feb. 28 to Mar. 16 time to file step II proposed findings in Boston, Mass., TV Channel 5 proceeding. Action Feb. 17.

#### BROADCAST ACTIONS

By Broadcast Bureau

Actions of Feb. 21

KMEX-TV Los Angeles—Granted mod. of CP to change ERP to visual 182 kw DA, aural 36.3 kw DA; and modify visual transmitter; condition.

Granted extension of completion date to Aug. 18 for following stations: KSNB-TV San Francisco; WAEO-TV Rhineland, Wis.; WJKS-TV Jacksonville, Fla.; WRLH (TV) Lebanon, N. H.; and KNME-TV Albuquerque, N. M.

Remote control permitted following stations: WAMD Aberdeen, Md., daytime only; conditions; and KLVI Beaumont, Tex.; conditions.

KNIX (FM) Phoenix—Granted license covering change in ant. trans. studio location;

increase in ant. height; and decrease in ERP.

WOKK Meridian, Miss.—Granted license covering changes in ant. trans. location and ant. system.

KLAY-FM Tacoma, Wash.—Granted license covering changes in ant. system, increase in ant. height; and installation of new trans.

WINF Manchester, Conn.—Granted license covering changes in auxiliary ant. trans. location; remote control permitted.

WRR-FM—Dallas—Granted CP to install new trans. and ant.; change ant. system; increase ERP to 100 kw.

Granted extension of completion dates for following stations: WONN Lakeland, Fla., to April 15; KVII-FM Amarillo, Tex., to May 1, and change name to John B. Walton Jr. tr/as KVII-FM; WZMF (FM) Menomonee Falls, Wis., to Aug. 28; WSTM (FM) St. Matthews, Ky., to Aug. 22; WRSB (FM) Decatur, Ala., to April 30; WREK (FM) Woodstock, Ill., to July 6; condition; WDAO (FM) Dayton, Ohio, to Aug. 31; WMVB-FM Millville, N. J., to June 12; KPLT-FM Paris, Tex., to Sept. 6; and KOB-FM Albuquerque, N. M., to Aug. 23.

#### Action of Feb. 18

Granted CP for new VHF TV translator station to Jellico Development Assn. Inc., Jellico, Tenn., on channel 12 to rebroadcast programs of WBIR-TV Knoxville.

#### Action on Feb. 16

Granted renewal of licenses for following VHF TV translator stations: K02CC, K08CK, City of Ord, Ord, Neb.; K04DN Wauneta Junior Chamber of Commerce, Wauneta, Neb.; and K09CT, K13AX, Philip Television Assn., Philip, S. D.

Granted renewal of licenses for following UHF TV translator stations: K74BM, K78AW, K82AN, Carroll Area Television Inc., Carroll, Iowa.

KBOE-FM Oskaloosa, Iowa—Approved engineering data submitted in compliance with commission's report and order of Jan. 5 to show operation on channel 285A (104.9 mc); conditions.

#### Actions on Feb. 17

KBMT (TV) Beaumont, Tex. — Granted mod. of CP to change ERP to aural 42.7 kw, DA, vis. 214 kw, DA, and change type ant.; conditions.

WMCB-FM Michigan City, Ind.—Granted mod. of CP to change type trans. and ant.; decrease ant. height to 220 ft.; remote control permitted.

KVOE-FM Emporia, Kan.—Granted mod. of CP to increase length of trans. line.

KPLT-FM Paris, Tex.—Granted mod. of CP to change type ant.

WXTA (FM) Greencastle, Ind.—Granted mod. of CP to change studio location; remote control permitted.

WKYR Cumberland, Md.—Granted CP to

install alternate main nighttime and auxiliary daytime trans. at main trans. location.

Granted renewal of licenses for following main stations and copending auxiliaries: KBOY Medford, Ore.; KING Seattle; KINY Juneau, Alaska; KOHU Herson, Ore.; KSPO Spokane, Wash.; KLYN-FC Lynden, Wash.; KSLS San Luis Obispo, Calif.

WDHO-TV Toledo, Ohio—Granted mod. of CP to change ERP to 363 kw (DA) vis., 72.4 kw (D) aural; studio location, type trans., and ant.; increase ant. height to 1410 ft.; and make changes in ant. structure; condition; and granted extension of completion date to Aug. 17.

#### Actions on Feb. 15

Granted CP for new VHF TV translator station to Baze Radio & TV, Fort Stockton, Tex., on channel 12, to rebroadcast programs of KMID-TV Midland; subject to outcome of proceedings in Doc 15971.

WXAX (FM) Elkhart, Ind.—Granted CP to replace expired permit for changes in ant. trans. and studio location, type ant., and in ERP and ant. height.

Granted licenses for VHF TV translator stations K07GT, Gettysburg TV Booster Club, Gettysburg, S. D., and K13HD, Herald Corp., Clarinda, Iowa.

Granted licenses for UHF TV translator stations K77B1, K79AZ, K81AN, Television Improvement Co., Cherokee and Alva, Okla.

Renewal of licenses dismissed for failure to prosecute KYFM (FM) Oklahoma City, and KSOM (FM) Tucson, Ariz.

#### New call letters requested

Cochran, Ga.—Bleckley County Broadcasting Co. Requests WVMG.

Charlotte, N. C.—Charlotte Telecasters Inc. Requests WCTI-TV.

Mesa, Ariz.—Maricopa County Broadcasters Inc. Requests KMND-FM.

WKMI-FM Kalamazoo, Mich. — Steere Broadcasting Corp. Requests WSEO-FM.

Orlando, Fla.—American Homes Stations Inc. Requests WWQS (FM).

#### Rulemakings

##### PETITIONS FOR RULEMAKING FILED

..KSMN Mason City, Iowa—North Central Iowa Broadcasting Co. seeks amendment of FM table of assignments: Mason City, Iowa—add 260; Austin, Minn.—delete 260, add 291 or 221A. Rec. Feb. 10.

Memphis, Tex.—Jerry Hooser, Dick Fowler and Frank I. Guess db/as MWC Broadcasting Co. seeks assignment of FM channel 279 to Memphis. Rec. Feb. 11.

KBIZ Ottumwa, Iowa—KBIZ Inc. seeks to add FM channel 223 to Ottumwa and substitute 221A for 224A in Trenton, Mo. Rec. Feb. 16.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Feb. 23. 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.

■ Orange co., Calif.—Franchises have been granted to the following firms. The Irvine Co., received a 25-year nonexclusive franchise to serve ranch property. Installation fee is \$5 to \$10 and monthly rate is \$6. Orange County Signal Service was awarded a 25-year franchise for the Brea, Orange and Tustin areas. All Orange co., California, and McRae Co. has been granted a franchise for the Dana Point and San Juan Capistrano areas, also Orange co. Warner Brothers TV Services, an affiliate of Warner Brothers Inc., also was an applicant for the Dana Point and San Juan Capistrano areas.

■ Atlanta—Georgia Cablevision Corp., 80% owned by a subsidiary of Cox Broadcasting Co. and 20% by Georgia Theatre Co. has been granted a franchise. The company hopes to make available eight channels including

educational TV and time-weather-news. (BROADCASTING, Feb. 21).

Bourbonnais, Ill.—Kankakee T. V. Cable Co., (L. H. Small, Kankakee, Ill., president) has applied for a franchise. The company will charge an installation fee of between \$15 and \$19 and a monthly service charge of \$5.

■ Springfield, Ill.—First Illinois Cable TV Inc., Chicago (William Clancey, president) has been granted a franchise.

■ Harford co., Md.—Multiview Cable Co. (owned by WASA Havre de Grace, Md.), has been granted a nonexclusive franchise to serve Havre de Grace, Bel Air and Aberdeen, all Maryland. Final details on the franchise will be worked out with the towns and the county commissioners.

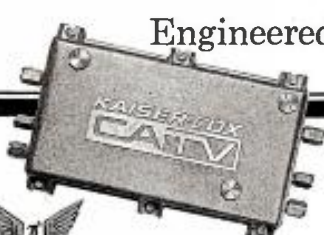
Brunswick, Ohio—Mid-Ohio Cable Co. (William Nigro, president) has applied for a franchise. Installation fee would be \$10 with a monthly rental fee of \$5.90. The city in return would receive 3.8% of the fee. The company has also applied for a franchise in Medina, Ohio.

■ Woodfield, Ohio—David Ruble, Ruble's TV and Appliance Co., Woodfield, has been awarded a 25-year franchise.

Toole, Utah—Community Television of Utah (group owner) has applied for a franchise.

Martinsville, Va.—Three firms have applied for a franchise. They are Clearview Cable Television Co., Martinsville, WLV Corp., Danville, Va., and Booth American Co., Detroit.

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**F**ROM his 24th-floor window in the new ABC building on the Avenue of the Americas, Don Coyle on a dismal, foggy day can hardly see past the New York Hilton across the street. But the papers on his desk take him as far as Beirut, Lebanon, and its Tele-Orient (channel 11) and Australia's Wollongong and its WIN-4 (channel 4).

This isn't the paper-tiger world of a dreamer but the real-life operation of ABC International Television Inc. It does business with more than 60 broadcast stations in about 25 countries that dot the globe but exclude Europe ("If there's any concentration, it's in Latin America.").

The world is shrinking fast, admits Mr. Coyle, president of ABC International and its intrepid expert in the affairs of TV overseas. Yet, he notes, technology hasn't gone far enough: "I can go to Argentina by air in 12 hours but it takes eight days to get a conversation over the phone and then maybe we can't achieve an understanding."

Mr. Coyle will fly 5,000 miles round trip over a weekend when it's necessary to get that understanding. He had spent just such a weekend, that capped a schedule that included: six hours in London on the previous Tuesday, then on to Rome and onward to "another market that must remain unidentified" where he spent two-and-a-half days. He estimates he spends about half of his working time in travel overseas.

**His Own Language** ■ An astute administrator and former loan analyzer at a commercial bank in New York (an experience that in the late 1940's gave him an intimate knowledge of ABC's potential), Mr. Coyle accepts no misunderstanding—domestic or international.

"I do business in my own language," he responds when asked if his position carries with it the need to speak several languages. "We prepare and go over our contracts in English. The lawyers have no trouble in finding interpreters."

Mr. Coyle has directed ABC International since 1959.

The story told at ABC is that President Leonard Goldenson in the fall of 1959 returned from abroad convinced of an important future in overseas TV, and set out to select a man to direct an international operation for ABC. Don Coyle, who had a background of nine years in the network, got the job.

ABC International since then has mushroomed. It sells neither equipment nor film abroad, but involves itself in station, network and program production operations overseas.

It holds an investment in nearly every operation but has equity control in none. "In some cases we assume management prerogatives but only where it is almost mandatory," Mr.

## The wide, wide world is his TV stage

Coyle says. For the most part, he notes, stations are independent and are run locally.

A past associate who knew Mr. Coyle at the network and before he was elected president at ABC International found him strong in research, particularly as an administrator. Mr. Coyle was pictured as dedicated to success, with an "incredible and uncalculated" capacity for work and yet a concern for people who work for him.

Noted was a certain physical courage.

## WEEK'S PROFILE



Donald Walton Coyle—Pres., ABC International Television Inc., New York; b. June 17, 1922, London, Ont.; family moved to U. S. when he was a boy, lived in New Jersey and elsewhere in the U. S. and abroad; attended Amherst, played varsity football; joined Royal Canadian Air Force as pilot, 1942; flying instructor in Canada then with operational squadron of fighters; logged 1,500 hours of flying time; now a licensed pilot; returned to Amherst after WW II, BA, 1946; loan analyst, Commercial Bank & Trust Co., New York, 1947-50; joined ABC in merchandising, 1950; ABC-TV director of research, 1953; director of sales development and research, 1956; elected VP, 1957; VP and general sales manager, 1958; pres., ABC International, 1960; m. Patricia Robinson, June 6, 1946; lives in Ridgewood, N. J.; three children: Lorne, Deborah and Sharon; hobbies—ski enthusiast and sports car driver.

"Remember, he flew the Mosquito (fighter) for the Royal Canadian Air Force during the war and that plane was made out of plywood and could readily fall apart in the air."

Over 20 years ago, Mr. Coyle's mission was to chase after and shoot down Japanese balloons moving toward the U. S. and Canada while carrying lethal explosives. It was his squadron's assignment to catch them at 30,000 feet before they dropped in the Northern Hemisphere.

The world has changed since then and Mr. Coyle's function along with it. Now he considers Japan a foremost target for TV advertisers.

ABC International, Mr. Coyle boasts, has "turned the situation around" in the last five or six years. "Ford is buying abroad the same *FBI* it sponsors here on ABC-TV. And when within a short time after a *Batman* becomes a hit in the U. S., advertising has been placed along with the program internationally."

Such moves, he emphasizes, offer cost savings to international advertisers who can make multi-market program buys.

Mr. Coyle speaks intimately of "Worldvision," a term coined to represent countries all over the globe working together in all aspects of TV. "ABC International," he says, "is the catalyst in bringing the world stations together."

**Fall Plans** ■ The organization, he explains, "comprehends the importance of world TV," provides engineering and technological help, deals with programming ideas and aids in the search for the "best programs" while bringing in advertisers to buy time. "Just now," he notes, "we, too, have been screening new network product for the fall but for overseas sponsorship decision."

His scope ranges from ground stations to CATV and ITT.

Is CATV in the future for ABC International? Most certainly, Mr. Coyle replies, though he refuses to say where or when.

Because of its size, "ITT can shelter ABC," Mr. Coyle notes of the planned merger that will make ABC a part of a \$2-billion-a-year organization. ITT is overseas-oriented and strong in the communications business. With the merger, he notes, ABC (and ABC International) should become more substantial with the ability to do things that couldn't be accomplished before.

But this week, Mr. Coyle is vacationing with his two feet on the ground and in skis, maneuvering the snow slopes in Colorado. Typically a self-taught (and avid) skier, Mr. Coyle has his family with him and hopes to be on the trails by 8:30 a.m. New York time, "before I can get a telephone call."



## For the people

**T**HE television coverage of the Senate Foreign Relations Committee's hearings on Vietnam (not to mention CBS's noncoverage of George Kennan's testimony disagreeing with administration policy) has reawakened interest in an expansion of broadcast access to both Senate and House.

At the discretion of their chairmen, Senate committees have for years admitted cameras and microphones, though the main chamber is still closed to broadcast paraphernalia. The House and its committees have so far kept themselves away from television's prying eye and radio's discerning ear. There is talk of changing all that.

But the talk tends to be influenced by political motivations. A good many members of the Congress make it evident that they would like to turn broadcasting on and off according to their own desires of the moment. As for the administration, it has avoided mention of the television exposure that the Senate's Vietnam hearings got, but nobody supposes that it was as pleased to see Mr. Kennan go live coast-to-coast on NBC as it was to see Dean Rusk get full-text coverage by both NBC and CBS.

It is just possible that the mood is right for another serious attempt by broadcasters to persuade the Congress that this is 1966 and that radio and television are the 1966-style news media.

The broadcasters ought to make it clear that what they seek is the right to cover Congress according to journalistic judgment. If hearings are to be public, broadcasting ought to be free to cover them live and in complete detail, to record them for condensed presentation or to ignore them. As James Reston, the perceptive columnist of the *New York Times*, remarked last week, the choice ought to be wider than that between a trickle and a torrent.

## Sarnoff at 75

**I**F David Sarnoff were an ordinary man he would have retired 10 years ago, at 65, and after 50 years in communications and electronics, to reflect upon an extraordinary career in art, industry and science.

But David Sarnoff is no ordinary man. Yesterday he observed his 75th birthday and his 60th anniversary in the communications arts and industry. He is still chairman of the board of RCA, the company he joined in 1919 upon its formation. And he still propagates ideas as readily as he did a half century back.

Still active in the policy direction of RCA and its subsidiaries, including NBC, General Sarnoff should be content with what he sees. His eldest son, Robert, is president of RCA, having come up through the ranks at NBC. His second son, Thomas, is executive vice president of NBC's West Coast operations. RCA is in the forefront of electronics, doing in excess of \$2 billion a year (10 years ago the goal was \$1 billion). TV color is but the latest of the Sarnoff crusades. And NBC is breaking all records.

It has been General Sarnoff's custom, at testimonials tendered him, to "commission" his engineers and scientists to create devices, systems and methods that seemed to be science-fiction to the layman. He has seen many of his mandates carried to fruition.

At 75 General Sarnoff is as attuned to the space age as he was, in his youth, to the era of the squeaking wireless. The RCA laboratories have by no means heard his last command.

## Anti-advertising rustlings

**P**RESIDENT Johnson, according to responsible sources, will send a special message to Congress on consumer protection. Presumably he will endorse the Hart Bill (S-985) that, in various versions, has been kicking around the Senate for several sessions. Presently it is pending before the Senate Commerce Committee, which last week gave it a preliminary and far from optimistic reading.

Encouraging though that may be, a strong message from the President, with arm-twisting overtones, could change the legislative outlook. The Hart bill is directed against deceptive labeling and packaging. But it is nonetheless an oblique attack upon all advertising.

It is the old story of socking the many good guys because of the sins and omissions of the few bad guys. Ostensibly the feds are after false, misleading and deceptive advertising, but in so doing they encourage the hard-core consumer zealots who in the extreme believe all advertising is wasteful and iniquitous and that products should be purchased by government grade-labels rather than through advertised brand names.

The Advertising Federation of America, which has done a good job of guarding against the Hart bill and other restrictive legislative thrusts, takes a reasoned position. Without resorting to expletives it argues that there is adequate authority now vested in such agencies as the Federal Trade Commission and the Food and Drug Administration to deal effectively with advertising miscreants.

We concur. The Hart bill would let these agencies write their own criteria on what constitutes improper advertising, packaging or marketing.

Anyone who has ever had to deal with government agencies endowed with broad discretionary powers knows that business rarely gets a fair shake.

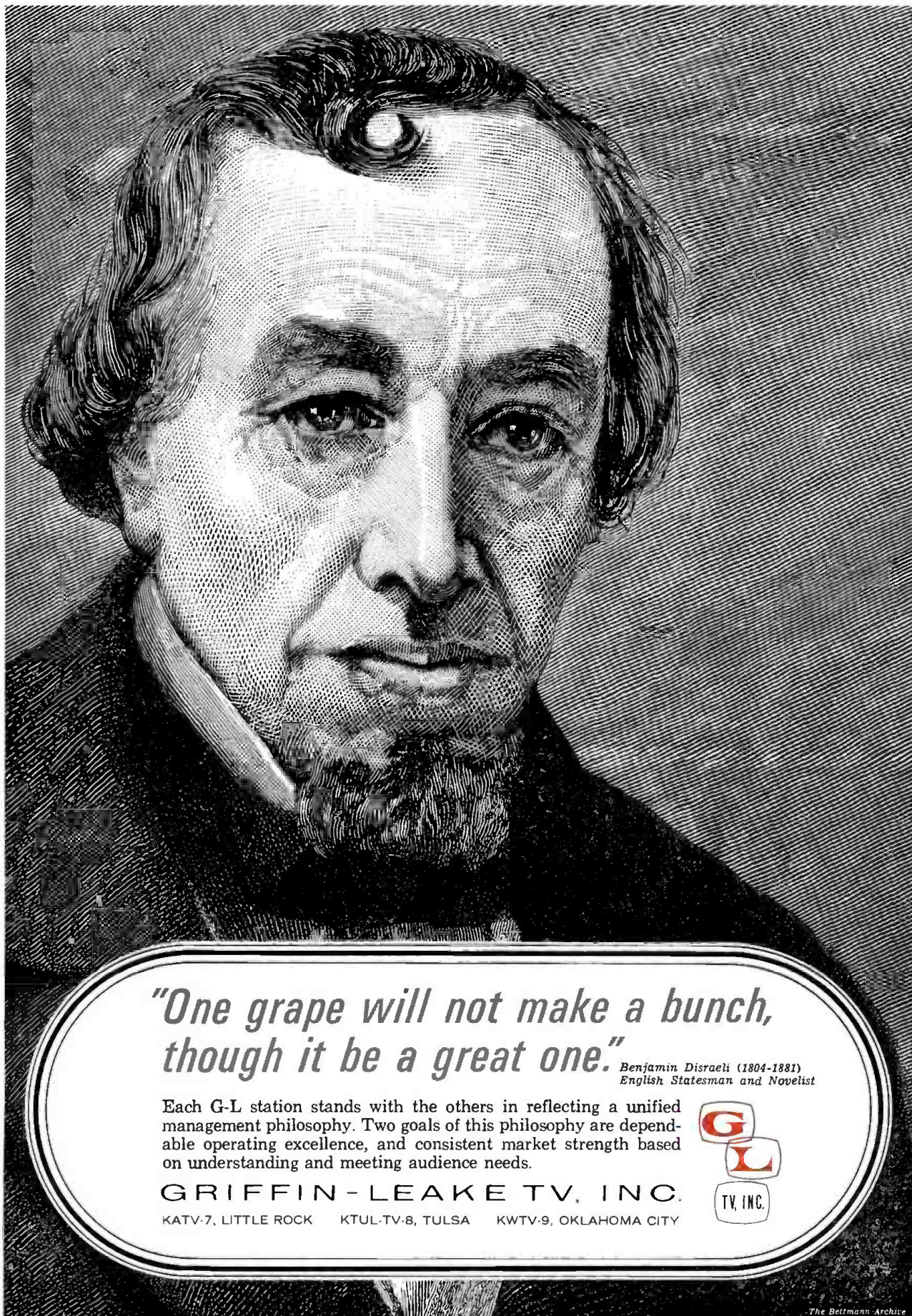
If the Congress wants to know at firsthand what advertising contributes to our economy and why it must be kept free of bureaucratic fiat, let it call in The Advertising Council, the voluntary organization of media, advertising and marketing men that administers all of the public-service campaigns for the federal establishment.



Drawn for BROADCASTING by Sid Hix

"Pretty soft for him. . . just sitting down in a warm studio to do his selling."





*"One grape will not make a bunch,  
though it be a great one."*

*Benjamin Disraeli (1804-1881)  
English Statesman and Novelist*

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